

PROFESSIONAL ADVISER PLAYBOOK



PRSSA



A Big Thank You...

Thank you for serving as a PRSSA Professional Adviser! Your guidance and mentorship are so crucial in helping our next generation of professionals. I still remember the advice and opportunities afforded to me by my Professional Adviser many years ago. I use it on an everyday basis or talk to young professionals about it.

This guidebook is meant to help you outline potential ways you can make an impact on your Chapter. Feel free to take ideas that work for your Chapter and schedule.

We appreciate your commitment to PRSSA and PRSA!

– Katie Thomas, APR



What is my role as a Professional Adviser?

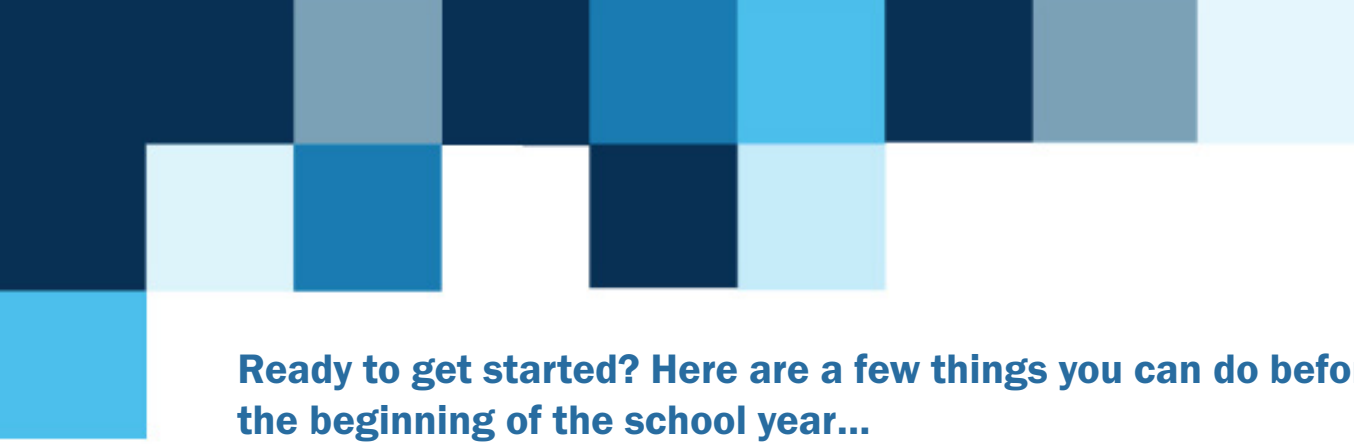
Your role as a Professional Adviser is to use your real-world experience and help our future PR professionals as they prepare for internships, careers... and life!

That could look like:

- **Guidance:** Providing advice on careers, internships, interviews and more.
- **Networking:** Helping students meet with PRSA professionals or you.
- **Chapter Support:** Attending Chapter meetings as you can or helping with speakers as needed to ensure the Chapter's success.
- **Connection:** Helping students get connected to their local PRSA Chapter and understand the importance of lifelong membership in their professional journey.

The basics you should know about PRSSA:

- **National dues are \$55.** Local dues (if a Chapter chooses to have them) are determined by the Chapter.
- **To remain as a Chapter in good standing, the Chapter must retain 10 paid students per year.** Engagement and connection are critical to growing the chapter. You may brainstorm with the Chapter on ways to recruit new members, such as through tablings at events, special events, movie nights or more.
- **Each Chapter is typically composed of an Executive Board (E-Board) that makes decisions about the Chapter.** Membership could be a President, Vice President, Secretary or Treasurer. We encourage you to introduce yourself to the E-Board and build connections.
- **Each PRSSA Chapter has a PRSA sponsor Chapter in its local area.** The PRSA sponsor Chapter will have a liaison to help coordinate with student Chapters. Share opportunities about the local Chapter with your PRSSA Chapter.
- **Recent graduates can pay a discounted rate for PRSA Associate Membership.** This discounted fee is available up to six months after graduation. Memberships can be purchased through the PRSA website. Gift memberships are also available if you choose to have a fundraiser with your local PRSA Chapter.



Ready to get started? Here are a few things you can do before or at the beginning of the school year...

- **Schedule time with the Faculty Adviser.** Get the background on what the Chapter's membership composition looks like. Set expectations for your time commitment and identify areas where you can help. Set quarterly touch bases to stay connected.
- **Meet with the Chapter President or Board.** Connection is critical in helping to ensure the Chapter's success. Get to know the Chapter President and their goals for the year and establish yourself as a trusted point of contact. If the opportunity is available, connect with the entire Board. If you are able to only meet with the President, make sure to email the rest of the Board and introduce yourself.
 - During this meeting, make sure they understand your role and how you can help.
 - Set expectations around providing your contact information to Chapter members and how quickly you will respond: 48 hours? Five business days?
- **Follow any applicable social media channels related to the Chapter.** One easy way to stay engaged is by following the Chapter's social media. Make sure you are included in any Chapter communication (emails, etc.) so you are in the know.
- **Attend a meeting (or two!).** Work with the Chapter leaders on attending a meeting during the fall semester. As part of the meeting, you could simply make an introduction and let students know you are there for support, be part of a panel or be a guest speaker.

What are some ways I can contribute to the Chapter?

- **Attend meetings.** We know how busy life can be but try to attend one meeting a semester.
- **Participate as a speaker.** This could be as part of a panel, a resume reviewer or going solo and sharing your expertise!
 - Ideas include: Resume critiquing and interview prep; a case study presentation; talking about for careers and internships
- **Help with Chapter requests.** Respond to members' emails and connect them with professionals in fields they are interested in. Make sure the Chapter advertises that this resource is available!
- **Assist with fundraising.** Identify potential organizations that may contribute in-kind or financially support the Chapter.
- **Hold office hours.** Based on your schedule, host in-person or virtual office hours for members to drop by and ask questions or connect. Make sure the Chapter advertises this benefit to its members!
- **Host an event.** Host a field trip to your office or organization, allowing members to meet and hear from your organization's members. You could also host an informal reception, networking event or resume critique session.

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- **Be a dot connector with local PRSA.** Make sure students know about your local PRSA Chapter. Share Chapter events with them. Offer to meet students at your local PRSA Chapter's events and introduce them to professionals. Report back to your local PRSA Board's liaison about the work being done at your school. See if your PRSSA student members can attend a Board meeting, write for a local Chapter's newsletter or help with event planning to gain experience.
 - **Assist with the Bateman Case Study Competition.** Each year, PRSSA National hosts the Bateman Case Study Competition. Be a mentor for this competition, which helps students gain real-world experience from a client.
 - **Start a scholarship fund.** Gather support from other professionals to help students with membership dues or travel to national conferences.

What are the important PRSSA resources to share?

- **PRSA International Conference (ICON):** Taking place each fall, ICON has a separate student conference with opportunities for professional development and networking.
- **Bateman Case Study:** This national competition offers the opportunity for students to get hands-on experience working with a client. Intent-to-Enter forms are required for all teams and are due in November.
- **District Conferences:** These conferences are held throughout the country. They usually take place throughout the late winter. These can be more cost-effective for students to attend.
- **Champions for PRSSA:** This group of professionals donates to fund PRSSA awards and is willing to be mentors for students. Check out the [online directory](#) to connect students with a mentor.
- **Leadership Assembly:** Held in the spring, this venue provides an opportunity for students to run for the International Committee. Each Chapter sends one delegate to Assembly to vote and may also send the incoming President for leadership training.
- **Portfolio experience:** Encourage students to submit to the PRSSA blog to gain published writing samples, run for the International Committee or volunteer for an International Committee.
- **Awards:** PRSSA has a variety of [award opportunities](#) for chapters and individuals. Encourage participation in these.



What are additional resources for me?

- **Quarterly meetups with other professional advisers.** Check the PRSSA “[Tools for Adviser](#)” page for dates and times.
- **Check out the PRSSA “[Tools for Advisers](#)” webpage for handouts and guides.**
- **Email the National Professional Adviser with questions!** They can help problem-solve and connect you with PRSA resources.
- **Read the monthly newsletter.** Each month, PRSSA National sends a newsletter with upcoming events and the latest news. Read it for the latest resources to reiterate with your Chapter.
- **Connect at ICON.** PRSSA National’s Advisers host a workshop at ICON for networking and brainstorming. See the schedule for details.

Questions? Comments?

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