



January 2026

TO: PRSSA Professional Advisers

CC: PRSSA Faculty Advisers and PRSSA International Committee

FROM: Jeneen Garcia, Chief Programs Officer

RE: National Professional Adviser Position

Biannually, a PRSSA National Professional Adviser is selected to serve on the PRSSA National Committee. As with the other PRSA National Committee members, the National Professional Adviser is a volunteer with specific roles and responsibilities. PRSSA's Adviser selection process, similar to PRSA's volunteer application, is designed to ensure the most qualified, interested professional is selected for the upcoming two-year term, June 1, 2026 to May 31, 2028.

The National Professional Adviser's role is to counsel the national student officers. The National Advisers vote on PRSSA charters, serve on subcommittees and participate in virtual meetings as requested. A vital role of the Professional Adviser is parliamentarian at the Leadership Assembly, where they ensure delegates follow Robert's Rules of Order. To prepare for these duties, the incoming Professional Adviser must attend the 2026 Leadership Assembly, April 10–12.

Specific qualifications include, but are not limited to, the following:

- Active membership in PRSA
- Accreditation in Public Relations
- Strong Chapter-level experience as a PRSSA Professional Adviser
- A good working relationship with the professional community through PRSA Chapter involvement or leadership
- A willingness to advocate for PRSSA and the International Committee
- A willingness to let the students lead (providing counsel as necessary or requested)
- A familiarity with parliamentarian procedures and Robert's Rules of Order is a plus

PRSSA provides financial assistance to cover hotel and airfare for the following meetings that the National Professional Adviser is required to attend:

- Leadership Assembly, April 10–12, 2026 — New Orleans, Louisiana
- National Committee Meeting, June 2026 — Zoom
- International Conference, Oct. 17–20, 2026 — Orlando, Florida

All other expenses (taxis, meals, etc.) are the responsibility of the National Professional Adviser.

If you are seeking a volunteer position on the National level, enjoy working with students and have had success with your local Chapter and PRSA, I encourage you to apply. If you have questions, please feel free to contact me at jeneen.garcia@prsa.org or (212) 460-1466.

Important Dates:

Wednesday, March 4...Nomination form and letter of recommendation due to National Headquarters
March 9–13Phone interviews with selected candidates and the National Committee
Monday, March 23.....The PRSSA 2026–2028 National Professional Adviser is announced.