

PRSSA-UD MEETING MINUTES

December 3rd, 2012
Kirkbride 206 – 5:00 PM

Executive Members Present

Chelsey Rodowicz
Mollie Berner
Elynsey Price
Bobby Schrader
Carolyn Beatty
Jamie Lawlor
Sara Penchina
Natalie Hines

Attendees: 25

- Follow @PRSSA_UD
- Use #UDCOMMPR
- “Like” us on Facebook
- Live tweet during our meetings!
- BE SURE TO CHECK OUT **PRSSA-UD SOCIAL MEDIA**, BECAUSE THAT IS THE MOST IMPORTANT RESOURCE TO STAY UPDATED OVER THE WINTER!

PR Fact of the Week:

Tips to help get you started on creating your brand:

- **Define yourself:** What are your unique skills, experiences, and values? What makes you different?
- **Determine your audience:** Who are you trying to reach?
- **Establish your messaging:** What are you trying to convey? What do you want others to remember about you?

Topics of Discussion:

Events and Information

1. **Last Week’s Field Trip to Philly** (6ABC and Vault Communications) – the trip was a great success! Those who went were able to tour Vault Communications and met with Brittany Harmon, who graduated from UD! Afterwards, they got to visit 6ABC News, which was incredible and the members on the trip got an inside look at the news station.
2. **Business Cards Are In!— PLEASE, IF YOU HAVE NOT PICKED UP YOUR BUSINESS CARDS**, please email me at penchina@udel.edu and let me know!
3. **December Happy Hour- PRSA Delaware**
 - **Thursday, 12/13, 6-8 p.m.**
 - **Pochi Chilean Cuisine and Wine Bar**
 - **RSVP:** <http://us4.campaign-archive1.com/?u=b8cd85b8079fbcfb1b818d980&id=d47e9df16d&e=075ac94673>
4. **End of semester survey-**
Here is our end of the semester survey: <https://docs.google.com/a/udel.edu/spreadsheet/viewform?formkey=dE9IVWsxQU9RUGY4cV9UU20zQTFENmc6MQ#gid=0>

- We would love to hear your feedback! PRSSA is for your professional development so if there is something we can offer to help you feel more prepared for the real world please don't hesitate to let us know!
- The survey will be active until **January 18th**, so you can fill it out after the craziness of finals has subsided.

5. Internship Database For Paying Members:

www.prssa.org/internships/

- Click on "registering" under PRSSA members
- Register with your information and Chapter code
- Chelsey will be emailing paying members with the chapter code they need to access the internship database.

6. **Mentor/Mentee Program:** Those of you in the program should continue to touch base with your mentor, and don't hesitate to ask them any questions you may have!

7. **PRSSA-UD Blog and Newsletter:** Write for our blog and build your portfolio! Email Bobby Schrader at bschraid@udel.edu!

- Check out this week's blog post from Meghan Phillips, one of the communications committee members:

<http://prssaud.wordpress.com/2012/12/08/ievolved-my-social-media-transformation/>

Looking towards next semester:

- **National Conference Committee-** Next Year the National Conference will be held in Philadelphia, and will be hosted by Drexel. We are lucky to be so close to this location and will begin planning to work with the PRSSA-Drexel Chapter in the spring! Please consider helping out.
- **End of the semester survey-** we will be sending out a survey to our members about our organization in terms of speakers and events we've held, and will be asking what you really liked this semester, or what you feel we could improve on. Be on the look out for that soon!
- **Suggestions?** Email us! chelseyr@udel.edu

Speaker: Welcome **Jennifer Johnston**, Senior Communications Manager at Christiana Care Health System.

- Jennifer received her Master's degree in communication from Rowan University
- She is also an alumna of University of Delaware and says: "This is an important time to start establishing your professional network. Get to know your classmates!"

Expanding Your Networks:

- Your first network is through the University of Delaware
- Your other network is through PRSA.

Background

- At Rowan University, she discovered her passion for healthcare
- "Life doesn't always happen how you plan"
- "Be open to any opportunities to come your way. What I really like about healthcare is that it is mission driven".
- Her work is very rewarding because she has a personal dedication to what she does

PRSSA Affiliation

- You can continue your membership and become a member of PRSA after college at a very discounted rate
- This will serve as a resource for professional development and for your career path

Tips and Internship Advice

- “Things change”. You have to keep up with the field and with the technology, because that’s always going to change.
- Internships can change your career path completely.
- Internships help you to get portfolio clips, but it really helps if your experience is well rounded.
- Be open to what your experience as an intern can give you.
- Keep an open mind with assignments during internships
- Be aggressive!

Tips for Building for Portfolios/Job Interviews

- An internship is a great time to get your portfolio together
- Through PRSSA, participate in activities that can give you pieces for your portfolio such as writing for the new
- You will stand apart from the student who doesn’t have samples to show
- Your grades come first, and they really do matter
- If you aren’t doing anything for winter session, take some time to volunteer at a local organization to gather writing samples and experience.

Continuing Education

- Be open to new experiences and learning, especially in terms of technology
- PRSA.org/accreditation; this offers programs for students to continue learning.

Questions and Answers

Q: How do you handle everything on a day to day basis since things in PR are always changing?

A: I enjoy that in PR, things are always changing. My employer has found value in my skill set and in fact has asked me to help in areas that were not part of my original job description. Really be open to opportunity. Each day is different, and there can be crises. They are manageable. Don’t be afraid of something that may seem to be a challenge, because it actually can be enjoyable, and can give you great experience.

Q: Before you worked at Christiana Hospital, did you know anything about healthcare?

A: I didn’t. I had to quickly become very knowledgeable about various medical conditions such as neurological terms, and understand how to communicate medical information to physicians and also to the media. You still have to continue learning. I have to first learn what a new term means, then figure out how best to communicate that to those creating advertisements for the hospital.

- When you have to explain things to a graphic designer or another writer, you have to be able to speak in both basic terms for those who don’t understand the medical terms and complex terms for physicians.
- It’s important to learn how to work with clients (in my case, doctors, hospital administrators, graphic designers).

Closing Tips

- Your schoolwork comes first; when you can, supplement with an internship, volunteering at an organization, etc. Take the time at this point in your life to try things and see what you like and want in a potential job
- If you are not connected and developing a network, you should be!
- Most anyone would welcome your help! Whether you know it or not, you are a great resource for them.
- Don’t be shy about reaching out to people

- This is a great time to try to “test the waters” and see what you are interested in.

Meeting End –5:45 p.m.