

# PRSSA-UD MEETING MINUTES

September 8, 2014

Gore 320, 5:00 p.m

## Executive Members Present

Natalie Hines  
Nicole Sullivan  
Laura Hepp  
Keri Betters  
Sydney Scheiner  
Allison Lane  
Katherine Bartell  
Allie Kory  
Elizabeth Coulbourn  
Katerina Vitas

## Attendees

#101

## Topics of Discussion

1. Mentor-Mentee Program
  - a. Learn more about P.R. classes, and general advice from an upperclassmen with similar interests
  - b. Fill out google form by 9/15
2. Communications Committee
  - a. Interest in writing for *The Semesterly newsletter or our blog*
  - b. *Deadline: TONIGHT*
  - c. *Sign and send contracts to [kbetters@udel.edu](mailto:kbetters@udel.edu)*
3. Dues
  - a. \$65 cash or check (made out to PRSSA)
  - b. benefits include field trips, networking events, exclusive internships, etc
  - c. Dues due Oct. 6 to Katherine

## Guest Speaker: Laura Woodin

1. Introducing Laura Woodin
  - a. Engineering Communication at DuPont
  - b. Graduated and completed MBA here at UD
  - c. Worked as multiple positions at AstraZenica Pharmaceuticals
2. "Secret mix to Communication Success"
  - a. Need to know organization or company
    - i. what business does and what they want in future
  - b. Know your stakeholders/audiences that matter
  - c. Know your content--what stories do you want to tell?

- d. know your channels
  - i. town halls, Internet, ways to reach people
- e. known your horizon
  - i. look ahead on behalf of organization
  - ii. look for potential barriers or opportunities
- 3. Tips: who would she hire?
  - a. someone with ability to influence/ create change
  - b. a strong writer-- be able to sell a story
  - c. must position things in terms of the benefits for the company-- its not all about YOU
  - d. got to have internships, get as much diverse experience as you can

Meeting Ended: 5:45 p.m.