

PRSSA-UD MEETING MINUTES

NOVEMBER 28, 2011

Kirkbride 206, 5:30 PM

Executive Members Present

Abby Stollar
Jaclyn Allen
Janie Sikes
Jessica Kamens
Elynsey Price
Lindsey Starr
Chelsey Rodowicz
Sarah Vlach

Attendees

41

Topic of Discussion: A Semester In Review!

1. General Meeting Speakers this year
 - Sept. 26, Cristin McGrath: develop your personal brand and engage in social media platforms
 - Oct. 10, Jessica Lawlor: develop your leadership skills and “grow” your network
 - Oct. 24, Brittany Harmon: discover way to gain experience and be confident in yourself
2. Skill Slams
 - Oct. 9, Twitter Skill Slam: Understand that social media is a tool and learn how to use it
 - Nov. 3, Resume Skill Slam: Identify transferable skills in any job (waitressing, babysitting, etc.) and make them fit the internship or job you’re applying for
 - Nov. 30, BHMC Twitter Skill Slam featuring Abby at 6 pm!
3. Socials & Events
 - Oct. 25, Twitter Chat Social: made sundaes, participated in PRSSA National Twitter chat and gained Comm. major advice
 - Nov. 10, Night With The Pros
 - Alexandra Schnabel, AB&C – research and create partnerships
 - Lisa Quinn, eZanga – learn to target certain audiences
 - Katie Wilson, Senator Carper’s Office – create a niche for yourself and develop it
 - TAKE AWAY – always maintain a PR-presence!
4. PRSSA On the Town – PRSA/PRSSA Mixer (Bobby Schrader)
 - Monday November 14 at Catherine Rooney’s
 - 3 or 4 students sat at a table and the professionals would come around to each table and talk about their experiences
 - 3 professionals from Tipton Communications which is based in Newark, DE
 - Agency and non-profit PR companies present
 - Every professional mentioned writing!
 - Jessica Bryant from Tipton Communications – “70% of my day is writing”
 - Dawn from KD Communications Group – “Read everything & keep up with current news!”
5. PRSSA Out & About – PRSSA-UD Tackles D.C.
 - November 17 in Washington D.C.
 - Met with three people at Ketchum in Healthcare PR (AstraZeneca), Consumer Health PR (Clorox), Managing Director
 - Advice from Ketchum:

- When monitoring a Facebook page or community group, set up a “traffic light” system for monitoring comments
 - Sometimes unbranded, educational programs are more effective than branded programs that clients love
 - Be sure to create a positive online footprint for yourself
 - Have “on-the-ground” experience and build a strong writing portfolio
 - NETWORK
 - Spoke with Senator Carper and his communications staff
 - Advice from Senator Carper
 - Make a commitment to what is right
 - Treat others the way you want to be treated
 - Focus on excellence and set the example
 - Never give up
 - Advice from Delaware staff
 - In political communication, ethics rules don’t keep up with technology
 - To use a media outlet, there have to be people there
 - PR pros should provide journalists with absolutely everything they need – pictures, videos, audio clips, sources, etc.
 - The best press people understand the policy and can converse it in an effective manner
 - Network & follow up with individual’s e-mails, but keep it short
6. PRSSA Study Social
- Pre-finals study social for PRSSA members and friends
 - Monday, December 5 from 6 to 9 pm in Gore 219
 - TA’s, refreshments and PRSSA executive board on hand!
7. BIG ANNOUNCEMENT!
- **Intern Queen, Lauren Berger is coming to campus Monday, February 20 in Trabant Theatre at 8 pm**
 - Follow @InternQueen or go to www.internqueen.com for more information about Lauren and her business
 - She has a book coming out in January called *All Work, No Pay*
8. Five things you can do over winter session!
- Intern!
 - Begin searching
 - Build your online portfolio
 - Create or revise your resume
 - Conduct informational interviews
9. Bonus Tips
- Start tweeting (if you haven’t already!)
 - Build or revamp your LinkedIn profile & start making meaningful contacts
 - Set up an RSS feed with PR-related blogs and sites to stay up-to-date on industry news
 - Find places to guest blog and start pitching!
 - Read a PR, social media, business or leadership book

Meeting End – 6:15 p.m.