

# PRSSA-UD MEETING MINUTES

February 11, 2013  
Gore 217– 5:30 PM

## **Executive Members Present**

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

## **Attendees:**

- Follow @PRSSA\_UD
- Use #UDCOMMPR
- “Like” us on Facebook
- Live tweet during our meetings!
- BE SURE TO CHECK OUT **PRSSA-UD SOCIAL MEDIA**

## **Topics of Discussion:**

**Member Moments: Betsey Coulbourn** speaks about her internship experience. Check out our website soon for her story!

“Hi! I'm Betsey Coulbourn, I'm a sophomore, and my internship was under the PR director for Meals on Wheels Delaware. I learned how to write effective blog posts, tweets, and Facebook statuses for the organization. I also was there for two of their big events so I learned about event planning and advertising.”

**Danielle Andrade:** Danielle had an awesome PR internship with Operation Warm, a nonprofit organization! She reminds us to keep our eyes open for posts on the UD Communications website and Facebook page.

## **Events and Information**

What is PRSSA?

- Public Relations Student Society of America
- National pre-professional organization with over 280 chapters and nearly 10,000 students

## **What Do We Do?**

- Networking events
- Skill slams, professional development sessions
- Field trips (ABC and Vault last semester)

## **Why Should I be a Member?**

- NETWORKING and INTERNSHIPS
- Professional skill booster
- Scholarships
- National events
- Access to national PRSSA job/internship database
- Ability to apply for PRSSA scholarships

- Discounted rates to regional activities
- Personalized PRSSA business cards
- Discounted price to join PRSA upon graduation
- Certain events will be members only – such as field trips

**Dues:**

- \$60 for full year membership
- Due date: February 22 to Natalie - [nhines@udel.edu](mailto:nhines@udel.edu)

**Internship Database For Paying Members:**

[www.prssa.org/internships/](http://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.

**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!

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

**Other Reminders:**

**Scholarships:** In the next month, we will also be posting various scholarships that are available to PRSSA members with all of the requirements and deadlines you need to know in order to apply. Did you know that only 2% of members nationwide apply? That is a very slim percentage, so definitely take advantage of these opportunities to apply!

**Internship Opportunity:** PR internship at GillespieHall, a PR firm in Hockessin, DE (please see details below):

**PR Internship at GillespieHall**

An award-winning marketing and public relations firm in Hockessin, DE, has an exciting opportunity for a college student majoring in communications, public relations or a similar field. Apply to be a PR intern. Must have strong writing skills. Get hands-on experience in writing and distributing press releases, e-newsletters and narratives. To apply, email [Amanda@GillespieHall.com](mailto:Amanda@GillespieHall.com).

**Looking towards this 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.
- **Suggestions?** Email us! [chelseyr@udel.edu](mailto:chelseyr@udel.edu)

**Upcoming Events**

- General meeting- Monday, February 25<sup>th</sup>, 5:30 PM Gore 217
- Sara Brennan- Public Relations Associate at Gillespiehall
- **Networking Mixer with Temple & Drexel PRSSA: Friday, March 8<sup>th</sup>, 2013**—mark your calendars!
- Where: Field House 1150 Filbert Street (Drexel); we will be carpooling!
- Cost: Free!

- **Philanthropy A Cappella Event!** We will send out more details. We are looking for members to be part of a committee to help plan and publicize this event!

**Speaker:** Welcome **Brian Keenan** (via Skype!) to discuss [Mindfire](http://www.ketchum.com/mindfire), a unique opportunity provided for University students across the world by Ketchum Public Relations (if you are unable to access the link above, please try this URL: <http://www.ketchum.com/mindfire>).

- Ketchum has many household name brands as clients
- They are constantly coming up with fresh ideas for these clients.
- The communications realm these days is filled with many mediocre campaigns; so, his company is trying to create unconventional campaigns and “larger than life” ideas. They employ many platforms
- That’s where **Mindfire** comes in; it began in 2011. It is a network of 50 Universities in 13 different countries around the world.
- It provides a central website where challenges are updated in real time to provide ideas that are directly relayed to the client.
- If YOU have an idea, you post it immediately and if a client chooses your idea for their campaign, you are rewarded with a prize.

### **Background of Mindfire**

It has become a trusted resource for clients.

- Why? Because they maintain serious confidentiality on the site.
- Members must sign a full non-disclosure agreement which means you cannot share anything that is posted on the site, since much of that information has not gone out in the real world yet.
- On the flipside, Brian loves it at Mindfire because they get many amazing ideas from students and love the fresh perspective and initiative from students.
- That’s why they offer cash prizes, one on one coaches with career experts, tours of their offices, early applications for jobs and internships, etc.
- The ideas that Mindfire is looking for consists of a few ideas off the “top of your head”; it does not require
- The time commitment from YOU is very flexible; you can choose to commit to certain clients and challenges and you can take time off from others.

### **Can You Explain How To Participate in Webinars?**

- We’ve created a system that rewards participants with points depending on how often they participate. For those who participate frequently, it’s likely that they will receive rewards such as one on one coaching.
- It’s up to students to take advantage of

### **What’s the Set Up of A Challenge?**

- All of the account teams are pretty independent of one another. They all have different needs. They are all Ketchum clients, but they all have different goals, timelines, and different creative needs.
- All of those teams come to Mindfire at very different times with very different briefs. As their clients come to them, they come to us, and then we come to you (the participant).
- The events and challenges vary a lot
- We try to standardize the format as much as we can and give you background that is relevant, such as the target audience, challenges we’re trying to use, events, influences, blogger relations, website applications, etc. And then we provide the client’s goal.
- For every challenge, we lay it out very simply, and it is accessible on our webpage.
- You can also view other people’s ideas before submitting your own.
- It is very **interactive**; people are supportive and other users can also play off of your idea.

- It's very much a community.

#### **What Prompted You to Develop Mindfire?**

- In 2010, we pinpointed that we teamed with college students because we could give career coaching and prizes that matter to college students, but also they could provide us with creative ideas.

#### **Could You Give Us Examples of Ideas that Were Executed?**

- 1) For **Ikea**: they needed a friendship based in store promotion where they chose a day and tried to give people a day to get their friends to like Ikea. If they brought friends to the store, they could win all kinds of prizes from Ikea. That needed a name, and someone submitted the name :B.Y.O.F. (bring your own friend)
- 2) P& G Pro: a London based washing detergent that needed a way to celebrate British heritage and also the fact they are an innovative company. So what they did to celebrate was use a retrospective and forward looking photo gallery to celebrate British culture. They took all of the photos, digitized them, and scanned them online and also exhibited them at a photo gallery in London. Someone proposed that idea on Mindfire.

#### **Once a Campaign is Launched, Do Students Get Credited For Their Ideas?**

No. It is no different from the agency world. In the creative world, we come up with ideas and sometimes we facilitate others that come up with an idea. It has to pass through many individuals before it is executed. So at the end of the day, you cannot take credit for the idea. There's definitely a feedback loop there and you will get recognized internally for your idea.

\*It is easy to get rewarded for your work.

\*Remember that studying these topics is vastly different from working hand on with projects.

Please email Chelsey @chelseyr@udel.edu if you are interested.

**Meeting End –6:30 p.m.**