

PRSSA-UD MEETING MINUTES

FEBRUARY 13, 2011

Kirkbride 006 – 5:30 PM

Executive Members Present

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

Attendees

52

Topic of Discussion: Welcome Back PRSSA-UD!

1. Introduction: Professor Bartoo
 - Winter 2013 there will be a Comm. Study Abroad trip to Costa Rica!
 - There will be two classes: Buad364 – Entrepreneurship & Ecotourism and Comm309 – Introduction to Public Relations
 - If you already took Intro. to PR there will be another option, so don't worry!
2. Connect With Us Online
 - "Like" Public Relations Student Society of America at UD on Facebook
 - "Like" University of Delaware Department of Communication on Facebook
 - "Intern Queen" coming to Delaware on Feb. 20 – if you click the Intern Queen tab on our Facebook page, you can enter to win a spot at an exclusive dinner with the PRSSA executive board and the Intern Queen!
 - Just launched our new online blog; great way to gain writing experience
3. PRSA Delaware Meeting
 - Meeting is on Wednesday, Feb. 22nd from 10:45 a.m. to 1:45 p.m.
 - E-mail Sarah Vlach at svlach@udel.edu with your name, year, major, and why you'd like to attend by Friday, Feb. 17 at 4 p.m.
 - Topic: "Insider's Look at Executive Communication"
 - Head of DuPont will be there
 - Work registration and participate in a meet and greet
 - Abby will also be attending
4. February Skill Slam
 - Tuesday, Feb. 28 at 6:30 p.m.
 - Focus will be on PRSSA National and opportunities within our Chapter/National
5. Lauren Berger, "The Intern Queen"
 - Coming on Monday, Feb. 20 at 8 p.m. in the Trabant Theatre!
 - Sponsored by PRSSA, BHMC & SGA
 - Giving away two of her books, "All Work, No Pay," before she begins speaking!
6. Dues
 - Lindsey will be in Trabant food court Friday, Feb. 24 from 11:15 a.m. to 1:15 p.m.
 - Contact her at (302) 437-6892 or lstarr@udel.edu
 - \$60 made out to "PRSSA" in cash or check
 - Include your name, address, phone number and graduating year
 - If you paid in September, you do NOT have to pay again! Full year membership!

Speaker: Karen Browne – DuPont Public Affairs: Manager of Leadership Engagement

1. Welcome Karen Browne!
 - Been an employed communications professional over 25 years
 - Worked for the yearbook in high school and learned a lot about blending skills

- Went to college at University of Maryland and got very involved!
 - Took PR courses and liked that she had the ability to be creative with her writing
 - INTERNSHIPS! So important in building a career!
 - She interned with the Sports Marketing Department at UMD
 - Also interned at Shipley Associates, Advertising Agency
 - Wrote commercials for kid toy store
 - Interned at American Women Radio and Television (in D.C.) & had the chance to meet Barbara Walters
2. Past Experience: Jobs & Internships
- Last internship led her to her first job with B. Altman & Company – a department store in PA
 - Assistant Director of Sales Promotion
 - Only 3 people in the department
 - Planned special events: bridal, fashion shows
 - At internship, made contact with the Director of Sales Promotion at this company and got a job right out of college
 - Worked doing non-profit with the elderly
 - Public Relations Director
 - Worked with the CEO directly for 4 years
 - Wrote newsletters, stories/articles, planned dinners, wrote speeches for CEO
 - Worked at Blue Cross Blue Shield
 - Internal Director of Public Relations
 - Worked on CEO communications all the time
 - Had to know her CEO and her audience in order to create effective communication/feedback
 - Worked with Marketing Communications and did Sports Marketing events
 - Worked at Shipley Associates after
 - Director of PR department at Shipley
 - Clients: Dover Downs, Brandywine town center, some banks, some politicians
 - Met Jeff Gordon at an event at Dover Downs (racetrack)
 - Led a department of 5 people
 - Crisis communication with a bank that ran into a problem with credit cards that weren't being used responsibly
 - Now works at DuPont Public Affairs
 - Manager of Leadership Engagement
 - Loved Shipley but DuPont gave her a chance to travel the world
 - Had a challenge working with engineers at the DuPont Company dealing with high temperature plastics
 - Good think about PR – you get to be an expert on everything!
 - Building CREDIBILITY – SO important!
3. Current Job: Communications Manager for Leadership Engagement at DuPont
- Handles all internal communication at the company
 - Working there for 3 years
 - Part of her job is creating a plan for the CEO to engage employees
 - CEO must motivate 67,000 employees around the world
 - Goes around the world to meet different parts of DuPont
 - Obama picked 12 U.S. CEO's & 12 India CEO's and Karen's boss is apart of this
 - Karen put together an entire briefing packet together for her before the event so she was prepared to go into the event and have an intelligent conversation
 - Coaches and counsels other CEO's at DuPont
 - Help make middle managers better communicators

- Put a program together and deliver it to people each month so leaders at DuPont can become better engaged
 - Must keep everyone motivated and involved
 - Karen stays motivated by her passion and the gifts she was given!
4. Three Keys to Karen's Success
- Her passion, the people she works with and projects she creates
 - Adherence to her core values, personal values
 - Willingness to learn and to grow

Ending Time – 6:30 p.m.