

PRSSA-UD MEETING MINUTES

April 8th, 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:

PR Fact of the Week:

-5 Better Ways to Network on Twitter and LinkedIn

- Find and interact with the authors of the content you read
- Become an author yourself
- Leverage twitter keyword searches
- Join relevant LinkedIn groups
- Meet the people who are looking at you

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.

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

Other Reminders:

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 are planning to work with the PRSSA-Drexel Chapter in the spring! Please consider helping out. Email Mollie Berner at mberner@udel.edu.

National Conference:

- ☞ October 25-29
- ☞ Registration: \$300
- ☞ Room: \$179 + taxes/night

Points System:

We will be beginning our PRSSA-UD Points System from this point on! If you attend a meeting, you receive a point, if you attend an event you will receive 2 points, and if you commit to an event but back out, you will lose 2 points. You also get point for bringing a new member to one of our meetings or events. So make sure to attend as many events and meetings as you can so that you can have points to go towards prizes and other incentives!

National Assembly Recap

Chelsey and Jamie had the opportunity to attend National Assembly in Albuquerque, New Mexico! They were able to create with ideas for a brand of duct tape and target a specific audience. There were several sessions in which Jamie and Chelsey learned so much and had a chance to share ideas with other chapters. There were also three mini sessions such as “How to Plan a Sensational Semester” and they were able to get a lot of great ideas. There was also an ethics session. They also had a chance to participate in trivia regarding PRSSA and hear from a keynote speaker, Tom Garrity.

Upcoming Events

- **PRSSA Challenge** (with Temple and Drexel)
 - Wednesday, April 24
 - 5-6 Chapter Networking
 - 6-8 Challenge
 - **Twitter Chat** with SEMO on Personal Branding, Monday, April 15 9:00 p.m.
- **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!
- Please email Natalie Hines at nhines@udel.edu.
- There is a **networking opportunity** this Thursday at Catherine Rooney’s from 7-9 pm. It will be with the **Society of Professional Journalists**. You do not have to be 21 to attend!

Speaker: Welcome Abby (Stollar) Ecker, the Public Relations Coordinator at ATI Physical Therapy and PRSSA-UD’s Former President! She has developed and implemented the company’s social media strategy. Follow Abby on Twitter [@abbynicole1204](https://twitter.com/abbynicole1204)

Preparing For Your PR Career

Things You Can Control About Your Future Career

-Blog about something that you are passionate about—this shows your understanding of digital writing and showcases your writing skills which is vital!

1) **Social Media:**

- Clean up your social media profiles
- Establish professional Twitter Handle
- In your Twitter bio, include important information about you (including school and graduation year). Keep your Twitter handle public!
- Understand social media from both a personal and branding perspective.
- Understand social media strategically
- Stay active and aware of the “big” social media networks and changes—Facebook, Twitter, Pinterest, Instagram, Google +, etc.

2) **Networking:**

- Attend networking events (such as PRSA meetings and PRSSA events).
- Make yourself a contact list.
 - Name, contact information, position, how you met, one or two things about the individual
- Follow up regularly
 - Follow up after meeting someone with a short email.

- Holiday cards
 - Conduct informational interview
 - One of the very best things you can do for your career!
 - Start Networking Today (website) and Youtern—useful tools for job and internship searches
- 3) **Resume**
- You need to showcase yourself, because no one else is going to do that for you!
 - Keep it to a page
 - Don't include an objective.
 - Use different headings to separate experiences (ex. Internship experience, leadership experience, related experience, honors and awards)
 - Create multiple versions and tailor them to each position.
- 4) **Online Portfolio**
- **Make yourself one...today!**
 - **Websites to use:**
 - Blog functions: Wordpress.com, Blogger
 - Websites: Wix, Google, Issuu.com (very basic)
 - **What To Include:**
 - Resume (Both embedded and PDF link)—increases SEO (search engine optimization)
 - Writing Samples
 - Links to related projects
 - Contact information
 - **Buy your domain name (18 dollars a year).**
 - **Resources:**
 - DocStoc
 - Scribd
- 5) **Internship and Job Search**
- Places to search:
 - PRSSA JobCenter
 - Job boards: Idealist, Monster, CareerBuilder
 - Philly Ad Club
 - Realize that most of your work will be through a recruiter rather than with the position supervisor.
 - Keep a spreadsheet of each position you apply for.
 - Include position, link to the position, date applied, and any follow-up or outstanding "to-do's"
 - Make your own internship:
 - Reach out to local organizations and non-profits and ask if there are any opportunities for you
 - Network and reach out to people and say what you want to do and they can create a position for you
- 6) **Interviews**
- Bring a portfolio to each interview.
 - Know how to "interact" with your portfolio, and prepare samples to showcase each time.
 - Make "leave behinds"
 - Include cover letter, resume, and two to three relevant work samples
 - Follow up with a personalized thank you note as soon as you get home.
 - Thank interviewer for his/her time and highlight one thing from the interview. Always use "Dear Mr./Ms." and handwrite it!
- 7) Bonus: Skills!

- **Photography:** Know how to take a good picture and what you're trying to tell through that picture. And know what makes for a good photo opp that can be used
- **Video Editing:** Learn basic video filming and editing skills.
- **Journalism:** Understand the art of the interview and tell a story the way a journalist would tell the story.

"Be Humble. Be Bold".

-Be thankful and grateful about the opportunities you are presented with. Recognize that you're not entitled.

-But also be bold: no one is going to create your career for you and promote you like you can.

Transitioning to the "Real World"

- Don't let your career consume your life.
 - Be okay with who you are and what you want. Be okay with not accepting the "big" job to follow your heart and your dreams.
- Be a leader.
 - You'll inevitably start at the bottom of the organization. Conduct yourself like you're at the top.
- Come early, stay late.
- Be a team player.
- Be flexible and know how to prioritize
 - "To Do," "Doing," and "Done" lists
- Stay Connected.
 - use your network...and keep building it.
 - read industry news.
 - stay up on current events.
- Look for opportunities outside of your job to develop yourself.
 - Volunteering, joining PRSA, doing freelance work, speaking at conferences, etc.
- Never stop *learning, questioning, and caring.*

Additional Resources

- Contact me: Abby.N.Ecker@gmail.com
- @abbynico1204
- View this presentation (and others):
- <http://www.slideshare.net/abbystollar>

Tips

- Get up early
- Knowing the company is the most important rule of interviews, and also be able to explain how *you* can add value to the organization
- Be someone who did something you were not asked to: DO YOUR RESEARCH; do something on your own, that they didn't ask for you to do. Putting out that effort can make a huge difference.

Next General Meetings:

-Monday, April 22, 2013, 5:30 p.m. Gore 217

-Crisis Communications and Pitching the Media

Meeting End –6:40 p.m.