

PRSSA-UD MEETING MINUTES
SEPTEMBER 12, 2011
Gore 201 5:30 PM

Executive Members Present

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

Attendees

106

Topic of Discussion: Introduction to PRSSA-UD!

1. Welcome to PRSSA! (Abby)
 - Lets get social!
 - Live tweeting entire meeting - follow @PRSSA_UD
 - “Like” us on Facebook by the end of the meeting to be eligible for a \$25 gift card!
2. It's time to network with each other! Raise your hand if...(Abby)
 - Tell us about your major
 - Tell us what type of PR you are interested in
 - Tell us about your summer internship, job or vacation!
3. What is PRSSA? (Abby)
 - Public Relations Student Society of America
 - National pre-eminent, pre-professional organization with over 300 chapters and 10,000 students worldwide
 - PRSSA Mission
4. What we do at PRSSA-UD (Abby)
 - We have field trips, networking events, multiple programs to enhance your PR education and experiences
5. Bi-Weekly Meetings: Past/Upcoming Speakers (Janie)
 - Past speakers
 - a. Grace Leong – Owner of Hunter PR, NYC
 - b. Jeff Jackson – Professional Advisor, Child Inc.
 - c. Andrea Boyle – National Media Coordinator, Office of Communication and Marketing
 - Upcoming Speakers
 - a. Sept 26th – Cristin Mcgrath: former Communications Specialist at the Philadelphia Eagles
 - b. Oct 10th – Jessica Lawlor: Internal Communications Coordinator at Cancer Treatment Centers of America
 - c. Oct 24th – Brittany Harmon: PRSSA Alumna, Vault Communications
 - Meetings are held Mondays at 5:30 PM!
6. Field Trips and Special Events (Chelsey)
 - Past field trips
 - a. Agency tour at Aloysuis, Butler & Clark
 - b. Phillies game
 - c. NYC agency tour to Ogilvy and Hunter PR
 - *Night with the Pros* = Thursday, November 10, 2011!
 - Planning a trip to Washington DC this year!
7. Networking with Local Professionals (Jess)

- Two PRSSA members get to attend PRSA Delaware Meetings!
 - Mentor-Mentee Program
 - “Skill Slam” series is Thursday, Oct. 6 at 7:00 pm – Twitter Tips 101 with PRSSA-UD President Abby Stollar & PRSSA National Vice President of Public Relations, Lauren Gray
8. PRSSA-UD Blog (Elynsey)
- Weekly posts featuring top industry and Chapter news
 - Interested in contributing?
Contact Elynsey Price, Public Relations Director at emprice@udel.edu
9. PRSSA Brings Even More! (Jaclyn)
- Access to PRSSA National JobCenter
 - Exclusive internship at Hunter PR over winter session 2012
 - Scholarships to local, regional and national PRSSA events
 - PRSSA National Conference is October 14-18 Orlando
10. Dues (Lindsey)
- \$60 for full year membership
 - **Due date: October 14th** to Lindsey (lstarr@udel.edu)
 - Why join?
 - 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
11. What will your PRSSA story be? (Abby)
- Check out the PRSSA blog: What’s your PRSSA story?
 - Kudos to Georgia Makris for being an awesome member!
12. \$25 gift cards for people who “liked” Facebook during meeting (Elynsey)
- Congrats to Allie Davis & Lizzie Caplan for winning!
13. Upcoming Events (Sarah)
- PRSSA National Twitter Chat (@PRSSANational) tonight at 9 PM
 - PRSA Delaware meeting: Tuesday, September 27th
E-mail Sarah Vlach (svlach@udel.edu) with your name, major/minor(s) and a short summary of why you wish to attend by Monday, September 19th
 - **NEXT General Meeting: Monday, September 26th, 5:30 PM**
 - **Meeting End – 6:00 PM**