

**2019-2020 Temple PRSSA
Executive Board**

**FAQs &
Position
Descriptions**

2019 – 2020 Executive Board Positions

2 semesters of previous PRSSA or PRowl executive board experience required

President*

Vice President*

Secretary

Treasurer

Director of Public Relations

Director of Fundraising

Director of Community Service

Director of Mentorship

Director of Social Media

Digital Publications Editor

Director of Recruitment

Conference Coordinator *Junior or Senior*

Assistant Conference Coordinator

Temple Student Government Representative

All executive board members of the 2019-2020 team will be assisting in all things related to the 50th anniversary throughout the remainder of 2019.

Who can apply to be on the Executive Board?

Any dues-paying member of Temple PRSSA can apply for a position on e-board. To apply for President or Vice President, you must have previously served on the executive board.

If I'm only a freshman or sophomore, can I still apply?

Of course! Most positions on e-board can be fulfilled by someone of any age or experience level. The sooner you get involved, the better.

If elected to serve on the Executive Board, how long would the term be?

If you are elected to the executive board, you will serve a one-year term, officially starting May 11 (when final grading and the full term 16-week courses end).

What if I plan on studying abroad?

Please make any potential chance of studying abroad clear at your interview. However, students who will be on-campus all academic year (excluding summer) will be given priority when applying for positions.

What is the time commitment for being on the Executive Board?

This depends on the position you hold, but for most, it's between 2-5 hours per week. In addition, you must attend weekly PRSSA meetings on Tuesdays from 3:30-4:15 p.m. and executive board meetings that follow, from 4:15-5:00 p.m.

What are the most important skills an Executive Board member should have?

1. Excitement about PRSSA!
2. Ability to brainstorm new ideas to improve the chapter
3. Willingness to work with others
4. Good email etiquette (responding quickly, no typos, etc.)
5. Organization & time management

How is the Executive Board Organized?

President and Vice President oversee the entire chapter

Committee heads are determined by the following:

- Fundraising - Director of Fundraising
- Community Service - Director of Community Service
- Digital Committee
 - Co-head - Director of Social Media
 - Co-head - Digital Publications Editor

- Public Relations Committee
 - Head - Director of Public Relations
 - Assistant - Director of Recruitment

President

- **Oversee all executive board positions and duties.** (Please review 2018-2019 Executive Board Descriptions Handbook to see all positions outlined)
- Serve as the chapter's first point of contact and respond to all relevant inquiries
- Lead weekly general body and executive board meetings
- Establish goals and objectives for the entire chapter to follow
- Create the executive agenda outlining weekly goals each week
- Recommend and plan personal goals with each executive board member
- Create and develop the programming schedule with the Vice President that aligns with chapter goals and interests
- Ensure that all chapter programming aligns with S.T.A.R.S and work with the TSG Representative to fulfill all requirements
- Create and develop programming with committee heads for all committee meetings
- Oversee and plan to apply for the PRSSA National Star Chapter Award
- Edit and approve all outgoing materials that represent the chapter
- Plan at least one executive board retreat with the Vice President
- Assist the Secretary to manage the chapter email account (templeprssa@gmail.com)
- Meet with Faculty Advisor and PRowl Firm Director for bi-weekly leadership meetings to discuss goals and objectives
- Communicate all chapter planning and ideas with the Faculty Advisor
- Serve as a liaison for all PRSSA National announcements and opportunities
- Participate in phone outreach sessions with members of PRSSA National Committee
- Plan to attend at least one National PRSSA event during term (Leadership Rally, National Conference or National Assembly)

Current President, Chelsea Seidel, Chelsea.Seidel@temple.edu

Vice President

- Perform the duties of the President if they are absent or unable to fulfill their job
- Assist the President with planning and executing tasks and events outside of the regularly scheduled meeting time
- Network with professionals in person and on social media to connect
- Complete and confirm all room reservation requests for meetings and events
- Communicating the room reservations time and locations to Secretary, President and Faculty Advisor
- Working with the President to ensure meetings meet certain requirements for national or STARS needs
- Responsible for planning programmings such as general body meetings, guest speakers and panels
- Scheduling guest speakers, workshops, recruiting sessions, town halls and other meetings that will most likely benefit the chapter
- Sharing what is expected of all guest speakers
- Send headshot and bio to the secretary to include in the weekly email
- Purchasing \$5 Starbucks gift cards, water bottles and thank you notes with Treasurer for guest speakers
- Coordinate and assist with committee meetings
- Coordinate parking if needed for guest speakers (Free at the Liacouras garage)
- Act as a mentor and resource to the entire eboard
- Assist the President and Director of PR in conducting feedback surveys to listen to the interests of all chapter members

Current Vice President, Olivia Rotondo, Oliviarotondo@temple.edu

Secretary

- Manage excel sign-up sheet for PRSSA event throughout the year
- Write and send out weekly "listserv" emails using MailChimp platform

- Manage incoming and outgoing emails on Temple PRSSA's account

Current Secretary, Peyton Pflug, Peyton.Pflug@temple.edu

Treasurer

- Collect fall and spring dues in a timely manner, and submit to PRSSA National with the President
- Collect receipts from executive board members who need to be reimbursed and pay them appropriately
- Work with Danielle Martinez, Director of Finance and Strategic Initiatives, in Klein to manage the FOAP

Current Treasurer, Freya Christian, freya.christian@temple.edu

Director of Public Relations

- Head of Public Relations Committee
 - Will plans workshops and other activities
- Writes press releases for all major events in the chapter and pitches media from the chapter media list
- Manages internal and external events calendar
- Conduct outreach to other PRSSA Chapter, PRSA Philly, PRSSA National and PPRA to strength relationships
- Further, develop the alumni network and email out the newsletter
- Conduct outreach to develop the internship center

Current Director of Public Relations, Thatcher Williams, trwilliams@temple.edu

Director of Fundraising

- Coordinate all fundraising events for the chapter such as bake sales and other events

- At least once a month during both semesters
- Submit 3 fundraising events for PRSSA National FUNdraising Bowl during the Spring Semester
- Head of Fundraising Committee in charge of developing content for the committee meetings

*Current Director of Fundraising, Emma McClain,
emma.kate.mcclain@temple.edu*

Director of Community Service

- Coordinate the sign-ups for Temple community service events such as Sunday Rescue Breakfast Mission
- Coordinate all community service events for the chapter
 - At least once a month during both semesters
- Head of the Community Service Committee in charge of developing content for the committee meetings
- During the spring semester develop and execute a large scale community service event for the PRSSA National Tehan Award

Current Director of Community Service, Gabby Arias, gabbyarias@temple.edu

Director of Mentorship

- Organizes and promotes the Mentorship Program
- Update applications to distribute to members, then collect them and match appropriately
- Follows up with participants throughout the semester and make sure all are participating
- Plans a “debut” event to announce partnerships and plans 2-3 events throughout the semester for mentor/mentee pairs

Current Director of Mentorship, Lailumah Faisal, tuf38438@temple.edu

Director of Social Media

- Co-head of Digital Committee
- Maintain all of the chapter's social media platforms year-round including Twitter, Facebook, Instagram, and LinkedIn, schedule posts using Hootsuite
- Share appropriate PRSSA news with members through social media, including meeting times and locations, PR events in Philadelphia, tips from respectable PR news sources, etc.
- Keep track of all passwords and account information for all outlets
- Create social media campaigns (like eboard takeovers), and share promotional materials
- Take photographs at meetings and events
- Follow the 50th anniversary plan for any social media related items
- Create social media graphics when needed

Current Director of Social Media, Allison Eckel, Allisoneckel@temple.edu

Digital Publications Editor

- Manages and updates the Temple PRSSA website with events, blog posts, and internship listings
 - Including updating website information during summer, fall and spring
- Creates blog post schedule for all participating members and edits all incoming blog posts
- Manages digital newsletter creation
- Follow the 50th anniversary plan for any digital related items
- Reaches out to weekly membership spotlight and writes/posts their blogs.

- CC President and Director of Social Media on spotlight emails
- Co-head of Digital Committee

Current Digital Publications Editor, Caitlin Gemmi, tug36468@temple.edu

Conference Coordinator

- Plan and implement the 6th TU Invitational Conference (Spring 2020) or place a bid for another Regional Conference
- Develop a theme, plan and potential timeline completed before the end of October
- Responsible for all speaker outreach, location planning, and event logistics.

Current Conference Coordinator, Brianna Greco, Brianna.Greco@temple.edu

Assistant Conference Coordinator

- Assists Conference Coordinator in event planning (sponsorship, speaker relations)
- Builds social media platforms for TU Invitational Conference
- Coordinate logistics of acquiring parking passes, speaker gifts and any other duties the Conference Coordinator would need help with.

Current Assistant Conference Coordinator, Shania Genwright, Shania@temple.edu

Temple Student Government Representative

- Share important TSG news and updates at executive board meetings
- Stay up to date on the allocations process within TSG
- Serve as the liaison with Student Activities and maintain the STARs program
 - Including attending multiple workshops throughout the semester
- Attend town hall meetings once a month on Mondays at 4 p.m

- Manage Owl Connect page
Current TSG Rep, Cindy Chen, Cindy@temple.edu

Director of Recruitment

- Responsible for table reservations and table decor for recruitment opportunities at TempleFest and Welcome Week
- Visit classrooms at the beginning of every semester for recruitment
- Assist Conference Coordinator with promotion for TU Invitational
- Assist in maintaining membership involvement throughout the year
- Keep track of STAR member and weekly membership spotlights
- Assistant Head of Public Relations Committee

Current Director of Recruitment, Paige Kunkel, tuh36721@temple.edu