



# WHY PRSSA?

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# Chapter History

Our chapter at UGA is known as the Drewry Chapter. It was founded in 1969 by, and named after, the first dean of the Grady College of Journalism and Mass Communications, John E. Drewry. The Drewry Chapter is the largest in the nation with 250 members.

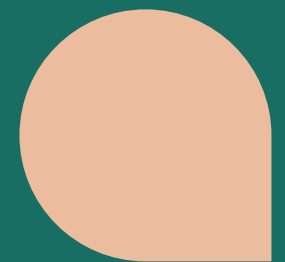
# About Us

## Our Mission

To provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

## Our Vision

PRSSA aspires to advance the public relations profession by developing ethically responsible pre-professionals who champion diversity, strive for an outstanding education and advocate for the profession.



# Membership Benefits

**Enhance your education.** PRSSA offers internship listings, competitions, scholarships, awards and leadership opportunities. We also keep you updated on industry trends with publications, news and social media.

**Broaden your network.** We can facilitate the development of valuable relationships with future colleagues through PRSSA National and regional events, PRSSA Chapters and social media.

**Launch your career.** PRSSA members have access to the PRSA Jobcenter and PRSSA Internship Center to find public relations employment opportunities all over the world. After graduation, you may join PRSA for \$60/year to connect with 110 Chapters, 16 Professional Interest Sections and industry resources.

# Where are we?

PRSSA has chapters in the United States, Argentina, Peru, and Colombia.

## United States

300+ Chapters

## Argentina, Peru, and Colombia


1 Chapter

## Puerto Rico

2 Chapters

# National Initiatives

Beyond involvement at the chapter level, both Chapters and members are encouraged to work on PRSSA National Initiatives.

- Community Service
  - PRSSA/PRSA Relationship
  - Ethics
  - Diversity
  - Publications and Media
  - Events
  - Scholarships, Awards and Competitions
  - Chapter and Professional Development
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# Membership

Recruit new universities and reinvigorate existing Chapters. Maintain PRSSA's reputation as the foremost organization for pre-professional students interested in public relations and related fields.

# Leadership

Act as thoughtful leaders for the education and future of the profession. Keep pace with the quickly evolving nature of the profession and be innovative in advancing the Society.

# Service

Give back to local communities and professional organizations. Be approachable, honest and fair. Provide members with national, regional and local opportunities to network, share ideas and grow professionally.

## Our Strategy

These are the ways in which we hope to achieve our mission and vision.

## Step 1

Committee  
Member

## Step 2

Committee  
Head

## Step 3

Executive  
Board

# Chapter Involvement

Working as a committee member provides an opportunity to meet other members and serve as a first step in serving our chapter. A next step might be serving as a committee head. PRSSA holds Executive Board elections each spring. These positions build leadership skills and provide valuable experience in different roles.





# Involvement Specifics

A specific list of available committees and executive positions available to serve on.

## Committees

- Outreach
- Event Planning
- Member Relations
- Social Media
- Content
- Public Relations

## Executive Positions

- President
- Vice President
- Director of Internal Communications
- Digital Media Director
- Membership Director
- Public Relations Director
- Director of Content

# Looking Ahead

## Joining PRSA After Graduation

As I mentioned earlier, PRSSA members are eligible to join PRSA. Members have access to an extensive community of professionals, from sports and entertainment to government and investor relations, in corporations, nonprofits and agencies.

