

**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](mailto: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*