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President

Credentials
● Dues-paying PRSSA member
● Previous internships in the public relations field (at least one)
● Previous management experience
● Strong written and verbal communication skills
● Available to go to all PRSSA events, especially National Conference

Position Description

The president is responsible for leading all aspects of the University of Oregon PRSSA chapter. He or she is in charge of managing the executive board and the overall chapter. The president gives final approval on all chapter matters. He or she must have constant communication with the executive board, and must have immediate availability to the executive board and other chapter members.

The president must collect and maintain all official chapter documents. The president leads all chapter and executive board meetings, and should be comfortable talking to large groups of students and professionals. The position of president is a large commitment; thus, he or she must have a ongoing passion for PRSSA.

Job Duties
1. Strategic management of the executive board, as well as of the Chapter.

Executive Board
● Set goals for the Chapter and for each individual position (Review them at goal meeting when term officially begins in May and again before second semester begins).
● Keep track of goal accomplishments throughout the year.
● Revise the executive board contract (hold executive board members accountable for what is in the contract and if needed, give strikes and put executive board members on probation).
  ○ Uphold the contract and be strict with the rules, including executive board members telling you beforehand if they have to miss events.
  ○ Put an executive board member on probation if they receive two strikes; consult with the advisor before giving out strikes or putting someone on probation.
  ○ If you put someone on probation, set a probationary period of 30-60 days. Have a probation meeting to discuss the terms of the probation and consequences if probation rules are not upheld (dismissal; see the Chapter's Constitution).
  ○ When the period is over, schedule a meeting to discuss the person's attributes as a leader, their improvements during the probationary period and what they still need to work on. During this meeting, you and the advisor should decide whether or not to extend probation, dismiss the person from
the executive board or take the person off probation.

- Be able to step in to any executive board member role in case of an emergency (learn about every position on the executive board and the specific responsibilities).
- Create weekly agendas for the executive board meeting (the executive board meeting is one hour per week, outside of the Chapter meeting, where the board meets to prepare and discuss plans for the next meeting and upcoming events).

Chapter
- Apply for all Chapter awards at the beginning of the summer through PRSSA National website and have all applications approved by the outgoing president and faculty advisor.
- Create three questionnaires in conjunction with the operations director (at the first meeting of the year, at the first meeting of winter term, and the second to last meeting of the year). The purpose of the questionnaire is to better understand areas of wants and needs, and to gauge member satisfaction. The operations director will synthesize the results and report back to the executive board.
- Lead all Chapter meetings (welcome members at the beginning of every meeting and lead into the announcements).
- Act as a personal mentor to all Chapter members and executive board members including giving advice on internships, resumes and professionalism.
- Ensure all Chapter goals are accomplished and keep record of the goal accomplishments throughout the year.
- Act as the official spokesperson for the Chapter on all matters relating to PRSSA.

2. Be in consistent communication with and have immediate availability to the Executive Board, as well as Chapter members.

Executive Board
- Be available at all times through phone, email, Facebook or Twitter.

Chapter
- Be available at all times through the Chapter email account and phone.
- Set office hours for two hours per week; announce the office hours at Chapter.

3. Check the Chapter email and your personal email at least twice a day and respond to all questions within 48 hours.
- If you do not respond to communication in a timely manner, the advisor may give you a strike.
- You will receive several emails per week related to PRSSA so be prepared to respond at all times.

4. Meet with faculty advisor once per month.
- Bring a copy of the executive board agenda to the meeting and review it.
- Discuss issues and upcoming Chapter events.

5. Collect copies of everything the Chapter does either in electronic or hard copy.
- Have an electronic copy of all awards and funding applications on a flash drive and on your personal computer.
- Ensure you have copies of everything that the Chapter submits to PRSSA National and the ASUO.
- It is the public relations director’s job to track news placements; however, it’s your responsibility to keep electronic copies of all Chapter documents (handbook, fact sheet, strategic plan, etc.).

6. Give final approvals on all matters of the Chapter
- Approve all budgets for the Chapter and committees, have the treasurer give the executive board a monthly financial update.
- Edit all Chapter publications including any flyers, press releases, newsletters, information sheets and press kits; if the publication has the PRSSA name on it, you must approve it before it can be sent out. Once sent to you, all publications should be edited within 48 hours to ensure timely release of the publications.
- Approval process: Committee member sends publication to committee head who edits it and sends it to the president who edits it and sends it back.
- Give final approval on all executive board ideas before implementation. For example, workshop ideas, speakers, conference fundraisers, etc.

7. Regularly update Chapter information and documents
- Update all documents including the Chapter strategic plan, executive board handbook and any other documents.
- Check the PRSSA mailbox once a week.
- Work with the public relations director to update the website with current executive board pictures and bios over the summer.
- Work with the public relations director to update the website with banner pictures and upcoming events over the summer.
- Send the new executive board information to PRSSA National over the summer (will send the advisor a form to fill out).
- Host a goal meeting with the executive board in May and another meeting at the end of the summer.

8. Use the National website and National committee as resources for Chapter activities, and be familiar with Chapter and National documents
- There is a Chapter president’s email listserv that you can be requested to be added to (National will send you an email about it).
- You can also create a Chapter president login on the National website.
- When planning for the Chapter, use the PRSSA National resources such as the Fundraising Playbook and Chapter Handbook.
- If any questions arise dealing with National activities, email the appropriate National contact (their information is listed on the website).
- Know the National by-laws and handbook well, and ensure all executive board members are familiar with it.
- Read through and be extremely familiar with the UO PRSSA Chapter handbook
- If issues arise in the Chapter, consult the National handbook for all the rules.
• Ensure all communication adheres to the PRSSA style guidelines.

9. Coordinate leadership job shadows during winter term
• In the beginning of winter term the executive board will put out a call for all interested PRSSA members to job shadow the current executive board.
• Job shadows with last three weeks and will entail:
  ○ Meeting with the member who currently holds the position to discuss duties, goals and where the position should go in the next year.
    (Executive board members: Please meet with the member who is shadowing you at least twice during the three weeks.)
  ○ Assisting with tasks that the executive board member assigns.
• Ask interested members to email president with the three positions that they would like to shadow.
• Chapter members may or may not get to shadow three different positions. It depends on how many interested members we get.
• The president will make the assignments for each interested Chapter member and send out the assignments on the first day of the first three-week period.

10. Schedule meeting rooms through the Scheduling and Events Office
• Weekly for both general meetings and executive board meetings. Although general meetings only happen bi-weekly, we would like to have the room available for committees to meet during off-weeks, if possible.
• Must schedule general meetings and executive board meetings for the next semester before you conclude the previous semester.
• Choose a room for general meetings that looks nice to speakers and can accommodate large numbers (around 50).
• Choose a room in Allen Hall for executive board meetings that accommodates all executive board members.
Vice President

Credentials

- Dues-paying PRSSA member
- Previous internships in the public relations field (at least one)
- Previous management experience

Job Description

The vice president serves as a liaison between PRSA and PRSSA, which means that she or he will attend monthly PRSA meetings, organize networking events with PRSA members and professionals in the community, and manage a student mentorship program. Additionally, the vice president will also oversee all student recruitment efforts on campus. Student recruitment may entail collateral material creation, announcements in public relations, marketing and journalism classes, and outreach at freshman orientation events. This person will also develop surveys to gauge chapter satisfaction each term. The vice president serves a special supporting role of the chapter president and should be prepared to leader chapter operations in the president’s absence.

Job Duties

1. Serve as liaison between PRSA and PRSSA
   - Attend monthly meetings of the Greater Oregon Chapter of PRSA; ensure incoming VP is on board to transport herself to Valley River Center and pay for the cost of attendance.

2. Organize networking events with PRSA members and professionals in the community
   - Coordinate attendance of professionals and students through promotions, coordination with the president of the PRSA Chapter and by reaching out to individuals.
   - Determine location and event costs with treasurer.
   - Solidify RSVP date.
   - Remain in contact with location point person regarding room capacity, food, price and other details.
   - Have sign-up sheet at general meeting 2-3 weeks before the dinner. Ensure that sheets state what time the member has to cancel by if they intend to cancel.
   - Plan out travel arrangements and car assignments (if the event is off-campus).
   - Hold a mandatory meeting prior to the networking event in which you will detail all arrangements for the event.
   - Send an email to all participating members 1-2 days before date with specific instructions including:
     - Meeting place
     - Itinerary
     - Car assignments (complete everyone’s contact information)
     - Directions to and from
- Appropriate attire
- Things to bring (ex: money for parking, gas and lunch, pad of paper, photo ID, business cards)
- Reminder to develop questions for the event
- Plan at least two per year.

3. Manage Chapter recruitment efforts
   - Create recruitment material (small hand-out) for classroom presentations and send it to the president for approval.
   - Be sure that the executive board can elaborate of the key points that you identify.
   - Identify journalism, business and other classes to make announcements in.
   - Contact professors at least one week in advance to arrange dates and times.
   - Schedule executive board members to make announcements during their own classes and assign the executive board members to classroom presentations based on availability.
   - Have the executive board send you their availability prior to contacting professors to ensure a member is available for that date and time.
   - Conduct classroom presentation the first two weeks of the term.
   - Organize any extra recruitment activities. For example, during the 2012-2013 school year UO PRSSA had the opportunity to present our chapter during the Allen Hall Grand Opening celebration, which required extensive preparation of materials.

4. Organize a mentorship program
   - Develop a mentorship program in which juniors and seniors are paired with underclassmen.
   - Develop activities.

5. Manage and develop surveys to gauge Chapter satisfaction
   - Create three surveys in conjunction with the president (a beginning of the year survey for the first meeting, beginning of the term survey to begin winter term and another end of the year survey to be distributed at the second to last meeting).
   - The purpose of surveying students is to gauge member satisfaction with regard to Chapter initiatives and the executive board performance.
   - Synthesize the results and report back to the executive board.
Public Relations Director

Credentials
Updated on PR news
Knowledge of WordPress
Experience managing multiple social media accounts
Knowledge of AP style
Owns a camera
Previous photography experience

Job Description
The public relations director is responsible for the entire University of Oregon PRSSA digital presence including its Facebook, Twitter, Instagram, LinkedIn and Wordpress blog. Management of multiple social media platforms requires that the public relations director commit time each day to work on her duties. Additionally, the public relations director oversees the production of a chapter newsletter each academic term. This entails overseeing a committee of 10 students who will produce content, design the layout and conduct outreach.

Job Duties
1. Manage the social media accounts
   ● Social media accounts include but are not limited to Facebook, Instagram, Twitter, LinkedIn, Wordpress and Flickr.
   ● Try to friend or follow all members and guest speakers.
   ● Become a fan or follower of the local media and public relations agencies because they will have relevant public relations information you can retweet.
   ● Create Facebook events for meetings, events and other activities at least three days in advance.
     ○ Have the person in charge of the event write the information.
     ○ Invite all PRSSA members to the event.
   ● Use social media to promote PRSSA events.
     ○ Live tweet at events with a relevant hashtag.
   ● Post and tweet relevant content 3-4 times a week.
     ○ Chapter events
     ○ Chapter/member accomplishments
     ○ PR News (PRdaily.com, Businessweek.com)
     ○ Post videos and pictures that would spark conversation
     ○ Internships or job opportunities
     ○ PRSSA National information
     ○ Engage members, alumni, and SOJC faculty
   ● Respond to posts within 24-48 hours.
   ● Thank members, alumni and others who follow UO PRSSA on Twitter.
   ● Reread posts and tweets to ensure accuracy.
   ● Be conscious of AP style, grammar and spelling errors.
2. **Photograph all Chapter events**
   - No pictures with alcohol, obscene gestures or photo bombers.
   - Upload pictures within 24-hours of event to Facebook and Flickr.

3. **Manage the UO PRSSA website**
   - Update the website with current executive board information during the summer.
   - Continue to update the website at least monthly during the school year.
   - Look for AP style, spelling and grammar errors.
   - Remember to update the sliding header on the website.
   - Remember to update the events widget regularly.

4. **Manage the UO PRSSA blog**
   - Prepare editorial calendar; post at least weekly.
   - Recruit executive board and Chapter members to write posts.

5. **Document all media placement**
   - Create a document or add to an existing document that notes the following:
     - Chapter awards
     - Mention of Chapter in news article or video
     - Notable member leadership, job or internship positions

6. **Oversee the newsletter and newsletter committee**
   - Supervise the development of a Chapter newsletter each term.
   - Hire a project manager for the year.
   - Act as enforcer, but allow the project manager to assume management of meetings and project details.
   - Check in with newsletter progress on a weekly or bi-weekly basis.
   - Send out an e-newsletter at the beginning of each term.
Finance Director

Credentials
Expense management experience
Strong organizational skills
Previous leadership experience preferred

Job Description

The finance director oversees the University of Oregon PRSSA budget for the academic year. The position duties including drafting a budget, collaborating with the SOJC accounting team and the ASUO budget team, monitoring all chapter spending, collecting dues twice per academic year, and promoting the benefits of becoming a dues paying member to potential University of Oregon PRSSA members. Due to his or her intricate knowledge of the chapter budget, the finance director will coordinate the executive board’s attendance to PRSSA National Conference, which includes travel, hotel and financial arrangements. The finance director is also responsible for attending all ASUO program meetings throughout the school year. The finance director should also actively seek out additional funding opportunities for the chapter such as grants.

Job Duties

1. Collect dues and promote dues paying membership benefits
   - Set due date three weeks before the Nationals due date to allow for any late dues-paying members.
   - Require checks for payment.
   - Work with the SOJC Accounting Office to send the Nationals money to them and bank the money that is remaining.
   - Work closely with the president throughout this process.

2. Manage the Chapter budget including budgets for events, committees and other activities
   - Attend all ASUO training sessions or arrange for other members of the executive board to attend.
   - Stay up to date on all ASUO rules and regulations.

3. Plan attendance for Chapter to National Conference
   - National Conference typically occurs in October.
   - Organize hotel accommodations and transportation for Chapter members, which could include air travel, or car travel.
     - Make reservations at least a month in advance.
     - Double check every reservation.
   - Create attendance list with contact information as well as emergency contact information.
   - Create a conference packet with information:
     - Travel arrangements
- Hotel arrangements
- Travel times and logistics
- Things to bring
- Conference itinerary
- Contact information for each member
- Excuse letters
- Taxi information in National Conference city

5. Grant writing and research.
   - Seek out additional fundraising opportunities in the form of grants or projects.
Chapter Liaison

Credentials
Previous management experience
Dues-paying PRSSA member
Strong networking skills

Job Description
The liaison is responsible for coordinating one University of Oregon PRSSA agency tour each term. He or she should be comfortable speaking and interacting with industry professionals. Additionally, the liaison will oversee the NODAC committee, which is a team of University of Oregon PRSSA students participating in a national PRSSA competition.

Job Duties
1. Organize at least one agency tour per term
   ● Organize dates and locations, coordinate with agencies and the university to ensure safety of students.
2. Coordinate NODAC committee
   ● Connect with Donate Life Northwest in Portland and Eugene/Springfield area for support
   ● Lead team in creating NODAC event and all subsequent activities.
3. Participate in planning Portland Paddle
Internal Co-Events Director

Credentials

Dues-paying PRSSA member
Event management experience
Strong interpersonal and organizational skills
Team management experience

Position Description

The internal events director will oversee all internal exclusive chapter events. This director will also plan and execute PR Boot Camp in the winter and help coordinate Know PR Night with the external events director. Chapter member events will also take coordination with the vice president. He or she is in charge of coordinating all aspects of the bi-weekly chapter meetings including (but not limited to) reaching out to guest speakers and organizing workshops. He or she should work closely with the president to ensure all aspects of meetings are carried out seamlessly. He or she will also manage Star Chapter progress.

Fall Term

- PRSSA Chapter Mixer
- One kick-off meeting event
- One chapter event

Winter Term

- One kick-off meeting event
- NODAC*
- One chapter event

Spring Term

- One kick-off meeting event
- PRSSA Chapter Mixer
- One chapter event

Job Duties

1. PRSSA Chapter Mixer
2. Schedule speakers for general Chapter meetings

- Present ideas during executive board meetings and get speakers approved by the president.
- Try to schedule at least two guest speakers per term.
- Meant to develop members’ understanding of public relations industry.
- Contact desired speaker at least one month in advance.
- Once you have confirmation, write introductory bio that will be posted on the blog, social media and be sent to members. Give this document to the president and the public relations director.
- Ask the speaker if they will need technology of any kind. Make arrangements to
accommodate.

- **Confirm with the speaker ahead of time the topic on which they will be speaking.** You may need to give ideas.
- **Invite speaker to get coffee before the meeting.** This will help you get the speaker on board with how the meeting will work and to get introductions done prior to the beginning of the meetings so that it’s not awkward.
- **Remain in contact with speaker; email two weeks ahead of time, as well as the day prior.**
- **Announce speaker 1-2 weeks in advance to members.**
- **Develop questions with the executive board (in case it takes members a while to ask questions).**
- **Send a hand-written thank-you note.**

### 3. Organize workshops to be held during general Chapter meetings

- **Present ideas during the executive board members and get ideas approved by the president.**
- **Try to schedule at least one per term, or as the schedule permits.**
- **Meant to develop members’ understanding of public relations industry and develop pre-professional skills.**
- **Schedule professionals or professors as needed to help conduct workshops.**
- **Develop activity, PowerPoint or other necessary tools.**
- **Recommendation: get other executive board members involved in activity and the planning process in order to help you and to increase inclusiveness.**
- **Present full plan to executive board prior to the meeting.**
- **Workshop recommendations:**
  - Resume and cover letter workshop
  - Portfolio basics workshop
  - Writing test workshop: work with a professor to gather agency tests provided by alumni
  - Personal branding workshop
  - LinkedIn workshop

### 3. Intern for a Day fundraiser

Intern for a Day fundraiser, which is an event that gives students the opportunity to gain real-world experience while also raising money for the University of Oregon PRSSA chapter

- **Select three juniors to assist with the events as an appointed Intern for a Day committee; these three students will assist with the details of event preparation.**
- **Identify businesses to reach out to and request to be a part of the fundraising event.**
  - Use the previous list of businesses provided by past executive board.
- **Try to focus on businesses that have some connection to PRSSA members.** For example, previous PRSSA members have interned at Oregon Community Credit Union. Ask members with connections at businesses to connect with them and encourage them to participate.
- **Identify a date for the event; consult with the executive board to confirm the date.**
- **Identify a location for the event to take place; reserve location through the Events**
Update documents for the event:
  - Pitch letter
  - Fact sheet
Email businesses an event pitch; give them a deadline to RSVP by.
Follow-up with those who have not responded within one week.
Proceed with talking with the business contacts until there are at least ten
(maximum of 15) businesses participating.
After you have ten businesses confirmed, begin promoting to Chapter members.
Have Chapter members “apply” to participate by submitting their resume and a brief paragraph of why they would like to be an Intern for a Day via email.
Choose a number of students corresponding with the number of businesses.
After the event has completed and the business representatives chosen their interns, collect the money.
Follow up with the businesses and students to ensure that the 8-hour internship takes place.

6. Oversee internal events committee
External Co-Events Director

Credentials
Dues-paying PRSSA member
Event management experience
Strong interpersonal and organizational skills
Team management experience

Job Description
The events director will oversee all events committees, including those that plan university-open fundraising events like Rent-a-Pooch and our Valentine's Day Flower Sale. The events director, due to the number of large-scale events that he or she plans, must have a strong background in managing events and people. The events director will also plan several social events and networking events throughout the year, along with helping to plan the annual “KNOW PR” night, to help build community among members.

Fall Term
- Ducks Love Dogs
- One fundraiser

Winter Term
- Know PR Night
- Valentine’s Day Sale
- NODAC*
- One fundraiser
- Intern-for-a-Day*

Spring Term
- Community Outreach Project*
- Ducks Love Dogs
- One fundraiser

*These events are to be planned along side the internal co-events director.

Job Duties
1. Oversee external-events committee
2. Ducks Love Dogs
3. NODAC
4. Valentine’s Day Sale
5. Know PR Night
   - Work with Chapter President and Allen Hall Public Relations to coordinate event plans.
6. Community Outreach Project
7. Intern-for-a-Day