

PR ROUND UP

PRSSA Newsletter - Spring 2019



LETTER FROM THE PRESIDENT

Carly Erisman

Cheers to the end of another school year! What an exciting year it has been. This semester, the executive board focused on showing the members what opportunities are available in a public relations career.

We invited guest speakers with experience in agency, government and non-profit public relations. The guest speakers provided great insight and hopefully gave members a better idea of what they can do after they graduate. We also had two workshops, many fundraisers and worked hard for eight clients.

It has been an honor to serve as President for the 2018-19 year. Being President has truly impacted me and given me an amazing start to my PR career.

I hope that in my year as President, you were able to learn valuable skills and put them into practice as a PRSSA member. I know that the new executive board officers and Dr. Sipes have big ideas and are ready to lead the chapter. I am so excited to see the chapter grow and become more prominent at Shippensburg University and in the community.

Thank you to all our officers, members and Dr. Sipes for this year's growth. I give my best wishes to all of the graduating seniors as they embark on their journey!

With gratitude,

Carly Erisman



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BECOMING A SUCCESSFUL INTERVIEWEE

Tips and tricks to give you an edge during your interviews

By Adam Fox



Getting ready for a job interview can be stressful even for the most prepared individual. You are going to a strange new place to see new people and basically tell them how awesome you are and why they should hire you. While having an impressive resume, there are other factors that could make or break your interview.

Be Ready for All Possible Questions

In interviews, you are always going to get the general questions such as ‘What are your strengths/weaknesses?’ and ‘What is your five year plan.’ But, you must be ready to answer every and all questions, no matter how complicated. While giving a response, you should be thinking of possible questions that could branch off to the question you are currently answering. Always be ready to answer with confidence and positivity.

Research the Job and Company you are Interviewing for

Employers like to see knowledge and people who have done their homework. Coming into an interview setting and having some prior knowledge of the position or company really shows the employer your ambition to be part of the team. You go above and beyond to try and set yourself apart from other interviewees.

Conduct Yourself as Professionally as Possible

Interviewers are not worried solely on the answers you provide to their questions. They are also looking at how you compose yourself during the interview as a whole. It is important to sit up straight, plant your feet firmly on the ground, maintain good eye contact and keep yourself engaged whether you’re talking, or they are. A subtle head nod or “Mhm” shows interest and conveys that you are actively listening to what they have to say.

Ask if There is Anything You Need to Explain Further

This step is a little bit challenging, but definitely necessary. At the end of your interview, before it is completely over, you should ask the interviewer if there is anything that you can explain in more detail. This shows that you really care about the outcome of the interview and you are willing to in a sense “try a question again.” If they say no, then no harm, no foul. If they say yes, you have just bought yourself another shot at answering a question with a better response than before.

Interviews can be stressful. You are in a new environment and try to combat all nervous feelings to compose yourself as a professional. Following these hints will not guarantee that you will get the job, but will definitely help your chances at securing that dream job.

RALLYING THE PUBLIC, WHILE REAPING THE BENEFITS

By *Dustin Rutter*

When buying a product, let's say a nice shirt, would you prefer a shirt made in a sweatshop by someone making an unlivable wage or a company that prides itself in being environmentally friendly and treating employees fairly? If you are one of 92% (Cone Communications/Echo Global CSR Study, 2013) of consumers, a company campaigning for a good cause may be reason enough to switch brands. This act of social responsibility on the companies is referred to as Cause Marketing. Cause Marketing can be tricky, so let's go through the steps and see what a successful campaign looks like.

What is Cause Marketing?

In the digital age, brands are in the public eye more than ever; with the rise of social media, many like-minded individuals can shape public opinion on a company and its business practices. Brands align themselves with causes that they believe in to both contribute to a good cause and appeal to public interest. There are two types of cause marketing, Corporate Social Responsibility (CSR) and Corporate Giving. CSR is a strategy of engaging in actions that go beyond compliance and ensure social good and good customer relations. Corporate Giving, on the other hand, involves a company giving donations to causes that it supports. The former strategy is more effective. CSR shows the public that a company truly cares about that cause deeply.

A Strategy Anyone Can Use

There are many strategies that can be implemented, whether large or small scale, for a successful Cause Marketing campaign. Kit Smith of brandwatch lays out a simple plan that any business can implement.

1.) Select a cause that the entire staff can get behind - There are many causes that your company could select. But the important part is to select something that your entire staff can get behind and channel a large amount of passion into.

2.) Be active - Contributing money to the cause is perfectly fine and wonderful in its own right. That may not be enough, though, as an Edelman goodpurpose Study in 2010 found that 60% of consumers don't think contributing money is enough.

3.) Work with a charity - This goes hand in hand with part two; rather than just throwing money at the cause try to link with a charity to collaborate on a project. Working closely can help increase how effective your work is.

4.) Get active on social media - In 2019 everyone is on some form of social media. By developing multimedia designs for various social media platforms will increase your public view and help show the good you've done.

Nike's Kaepernick Campaign

Nike's campaign prominently featuring controversial football player Colin Kaepernick drew many discussions and some outrage. Despite this, the campaign is a perfect example of doubling down on what your company believes and stands for. The Washington Post reported that despite the controversy, the campaign was a hit with young adults between the ages of 18 and 34. Nike did take a hit in its stock initially; despite this, its stock closed at an all time low shortly after the initial unveiling of the advertisement. Not only was the advertisement a financial success, Nike managed to promote their message of standing for what they believe is right no matter the pressure of others. The company stood by its morals and as a result was rewarded for it.

Running a Cause Marketing campaign can be daunting. There's always a chance that some groups that may not be onboard with certain topics or issues (Nike's Kaepernick Campaign for example). Despite this, when done correctly, and for the right cause that reflects your values and beliefs, many will rally to your cause and you may even benefit from a new customer base.



Image courtesy of Annie Bolin of unshplash.com

A STRONG PASSION FOR PRSSA

By Autumn Addley

From Hawaii to Shippensburg Sabrina Disney has a strong passion for The Public Relations Student Society of America (PRSSA). Sabrina was born and raised in Kamuela, Hawaii. After high school she attended Southern Oregon University and decided to transfer to Shippensburg University. Many people ask Sabrina, “what made you come to Shippensburg?” Sabrina’s dad graduated from Shippensburg and that special bond is what made her choose Shippensburg University. She packed her bags and made the big move to the East Coast.

Sabrina had a difficult time deciding what to study once she made her way to Shippensburg. She changed her major three times, but then she finally found her niche. That niche was studying Communication/Journalism. Sabrina is a junior in the Communication Journalism department with an emphasis in Public Relations. Sabrina chose Public Relations because she wanted to be more creative.

Sabrina has been a member of PRSSA for the past year and loves every second of it. At first, Sabrina helped with flyers and social media and this is where she first found her passion for PRSSA. She now serves as the VP of digital communications for our executive board. Serving on executive board her tasks are to run all of PRSSA’s social media account. She also oversees the blogs that our active members write. Sabrina explains that “being on executive board helps me deal with real life positions that I may encounter in the workforce one day.”

Sabrina recently just landed herself an internship at Cumulus Media, which covers four local radio stations in the greater Harrisburg area. At her internship, Sabrina will be promoting the radio station at different events such as Summer concerts and the farm show. Sabrina stresses how important it is to be involved with PRSSA and to broaden your Public Relation skills.

Outside of PRSSA, Sabrina serves as Vice President of Communications and Alumni Relations for Alpha Omicron Pi. In her position she runs Facebook, Twitter, and Instagram. Also, Sabrina serves as the head of the Public Relations committee and updates their chapter’s website when needed.

Sabrina is a very active member of PRSSA and her Sorority, Alpha Omicron Pi. We appreciate all her hard work that she does for this chapter and we cannot wait to see what the future has in store for her.



BENEFITS OF A POSITIVE WORKPLACE CULTURE

By Josie Dillard

According to the article “Healthy and productive workers: using intervention mapping to design a workplace health promotion and wellness program to improve presenteeism” the size of an organization does not matter when it comes to workplace culture.

Each company, regardless of the number of workers, should take advantage of the significance of workplace culture that it offers. It is because workplace culture reinforces how a business operates through norms, values, and spoken and unspoken beliefs that are shared between employer and employee.

Increase Marketability

According to the article “Integrating health and safety in the workplace: how closely aligning health and safety strategies can yield measurable benefits” organizational culture tends to be part of the company’s brand created for business operation. It makes an impact on how an organization hires talents, as well as, the type of talent that they will attract. Job seekers tend to look for firms that meet their lifestyle in terms of financial assistance with the continuation of education, flexible working hours, international work opportunities, and casual dress codes.

Improve Productivity

On the other hand, the article “Integrating health and safety in the workplace: how closely aligning health and safety strategies can yield measurable benefits” argues that workers who understand organizational workplace culture tend to have a better grasp about the company’s goals thereby enabling them to tune to the needs of fellow employees, their managers, and clients. Therefore, employees who work for firms with healthy workplace cultures tend to be productive and committed to ensuring that the company attains its goals in the market.

Form Unity Between Workers

Once an employee adopts a shared norm or value of the firm, the move will unify the management and employees. The unity that develops through shared norms makes workers feel like they are part of the team. The journal “Integrating health and safety in the workplace: how closely aligning health and safety strategies can yield measurable benefits” argues that feelings of inclusion and integration makes employees feel concerned with the success of the business, as well as, achieving their accomplishments. When workers are happy because of positive workplace culture, they will be focused, hardworking, and more engaged in every activity that they undertake in the company.

Enhanced Health

The article “Healthy and productive workers: using intervention mapping to design a workplace health promotion and wellness program to improve presenteeism” states that workplaces that are full of stress have a habit of breeding poor health conditions that range from mental challenge to emotional stress. When workers are stressed their productivity declines thereby making the company to lose money annually.

In brief, positive workplace culture makes workers healthier and happy thereby motivating them to work hard to enable the company to achieve its goals. Developing a strong and unique culture is essential because it transforms the environment at the workplace from being meaningless, and dry to a well-oiled machine that brings different stakeholders and employees together to achieve common organization targets.



MY INTERNSHIP EXPERIENCE THROUGH MY TIME WITH PENNDOT

By *Ellerie Krot*

This past summer, I had the opportunity to work as a summer intern with the Pennsylvania Department of Transportation in the Press Office. During my short time with PennDOT, I gained experience and new skills that will be useful for when I enter the professional world after I graduate from West Chester University.

My Own Experience

While being employed at PennDOT, I had many opportunities presented to me to grow into a professional. Working with people in the real world can be a nerve-racking idea, but it was the most beneficial experience for me. I learned a variety of office soft skills such as what and what not to say at appropriate times, how to be a team player, and how to properly network. I cannot stress enough how important networking is when applying for jobs. Even though I was with PennDOT for a short period, I met so many people that have provided me with yet, another internship opportunity.

Using these skills every day helped me become a developing a professional. I came into the job having little to no experience and left with a handful of new skills that will benefit me when applying for future jobs.

Developing Hard Skills Along the Way

Coming into PennDOT with little experience as an intern was not the best feeling. The best feeling was leaving with a portfolio full of my own projects that I created.

Every morning, I was in charge of categorizing daily news clips and sending them to various groups of people via email, including the Governor's office. PennDOT has its own internal news site called the "DOT.com" and I was responsible for editing and updating articles for the company to view. I had the opportunity to participate in meetings and give my input about the topics being discussed. Additionally, I helped plan conferences, send out follow-up emails, update calendars, conduct phone interviews, create infographics for social media, and published my own blogs.



Future Advice When Entering the Professional World

Since I was fortunate enough to have the opportunity to work as a summer intern at PennDOT in the Press Office, there is a few advice tips that I would give to future interns entering the professional world.

One piece of advice is to always ask questions. There is no such thing as a dumb question. If you are unsure about something, it is always safer to just ask. Not only could there be a negative consequence on yourself, but the company as well. Reach out for help if you are unclear of what to do when working on an assignment or project. Another advice tip is to make yourself memorable and stand out to the professionals around you. Lastly, ask for more work and show interest when working on an assignment. Putting forth your best effort really goes a long way in the professional world.

SOCIAL MEDIA MARKETING AND SOCIAL MEDIA INFLUENCERS

By Matthew Gross

The public relations and marketing landscape has fundamentally shifted in many ways and thanks to social media, the way businesses reach their audience will never be the same again. The rise of social media marketing on platforms such as Facebook, Instagram, Twitter, Snapchat and many others have fundamentally changed the relationship between company and consumer.

With the use of social media companies are able communicate to a large audience, promote positive branding, and increase customer engagement and awareness. One such way companies are better able to effectively reach their audience is through the use of social media influencers.



What is a social media influencer?

According to Bloggerhead.com, Social media influencers are users on social media with an established following and credibility within a certain industry. These users generally have a large, and often very loyal audience and can persuade others more effectively through virtue of their authenticity and reach. However, a large following is not everything in the PR world. Social media influencers, especially those with a smaller, more targeted audience can market more effectively by increasing use of social media engagement. As the PR industry becomes increasingly reliant on the use of data and metrics to inform decisions, social media engagement (the number of likes, comments, and shares per post) remains one of the most significant predictors of social media marketing success.

While it can be easy to get bogged down in numbers and data, the fundamental key to influencer marketing is the ability for brands to relay their personality and message to a target audience in an organic and authentic fashion. In 15 Best Influencer Marketing Campaigns CMOS Will Approve Of, Dustin Hawley lists the social media ad campaign by the whiskey brand Lagavulin; the campaign centered around actor and comedian Nick Offerman known for his role on the hit show Parks and Rec. In the ad, Offerman is shown drinking the whiskey while sitting by a fire. The ad was effective as Offerman's "man's man" persona was a perfect fit for the brand, and the comedic portrayal in the ad left a more lasting impression on viewers.

What might influencer marketing look like in today's modern PR landscape?

Before the rise of social media, celebrity endorsements were the original form of influencer marketing.

Today however, social media influencers with a smaller but more targeted, 'niche' audience are more valuable. Today, brands can collaborate with content creators by endorsing specific products, in either overt or subtle ways, or attend company events and share the experience with their followers.

PR's shifting landscape

Social media and media influencers are changing the future of PR and marketing, and having a knowledge in social media is now an essential asset to have in order to be hired.

A 2016 Digital PR and Communications report by the PRCA found that 53% of agency staff said they required more training in digital media/social media. Having an understanding in social media and digital content creation is now essential for increasing ones employability, and maximizing the success of future client PR campaigns.

THE PERKS OF BEING A GREEK LIFE UNDERDOG

By Gunnarson Miller

Greek Life is a staple of the college experience that many students want to join and take part in. Every year, tens of thousands of students all across America unite under shared letters to make bonds, both personal and professional. Greek organizations are as varied as the students who join them, and Greek Life is more diverse and inclusive than ever before.

Should you be one of thousands that decide going Greek is for you, let me give you a piece of advice before you start looking for your second family: give the little guys a try. I get it, who doesn't love the idea of joining the biggest and baddest fraternity or sorority on campus? But there's something that has to be said about being one of the rare few.

1. It's easier to get resume-worthy positions.

Greek Life can look wonderful on a resume. It shows that you are willing and interested in devoting yourself to the reputation and well-being of an organization, as well as an ability to cooperate with others. Furthermore, each organization has a variety of positions students can fill to both service their organization as well as boost their resume even more. For example, an Accounting major may find that serving as their fraternity's Treasurer is something worthwhile to have on their resume, or a Public Relations major running their sorority's social media accounts may want to include that as part of their work experience. Of course, being part of a smaller organization means that there's less competition for these positions, meaning you have a better chance of gaining more experience and making yourself more hireable.

2. Membership dues are less expensive.

Joining Greek Life often has a financial component to it. Members are required to pay dues of varying amounts depending on the organization, with some of the money going to the local chapter itself. As smaller chapters have fewer financial burdens they have to shoulder, the overall cost of dues tends to be much lower than that of bigger chapters on the same campus.

Some of the dues members are required to pay are National Dues, which is money that is sent directly back to Nationals. This money is used for organization-wide events in which all chapters are present in addition to any possible legal fees any chapter may incur. Money spent on Local Dues goes right towards your chapter and is used for a variety of means. Since smaller chapters require less funds to operate, individual members are able to save more while still being able to participate in Greek Life.

3. Your organization's funds last longer.

Each fraternity and sorority has a pool of money set aside to help cover the cost of organization-related expenses, whether that be shirts for events, decorations for social functions, or even just food for an organization-wide hangout. With less mouths to feed and less shirts to buy, smaller fraternities and sororities have the luxury of adding more bang to their bucks. What this means is that the chapter is able to use their funds more sparingly, and often has money that rolls-over into the next semester or year. It also means that if any form of crisis were to happen and one of the brothers would be in any kind of need, the chapter would be able to come together and help support them financially within reason.



PRODUCTION IN SUTV

By Adam Kraus

Have you ever wondered what the creative process is that goes into producing content on a weekly basis? Well it's more than you may think, as there are various processes that go into producing content for the week. The SUTV news team meets roughly three times throughout the week and is a completely student media organization. This means the students have full creative control over what stories get picked and broadcast.

They start the work week every Tuesday in which they come together to pitch their ideas for stories to cover. The ideas for content start from local Shippensburg news and if it's a slow news week they will expand their coverage to bigger national news.

On Thursday of the week they meet at roughly 5:00 p.m. for the anchors to rehearse and overlook their script. This is done prior to being broadcasted has been vigorously proofread to prevent mistakes on the script and not to confuse the anchor when they are on live television. After the two hours of rehearsal, proofreading, and preparation they air at 7:00 p.m. The show is live and lasts for roughly half an hour.

Following the premiere of new content, SUTV follows these steps every time post production. First they upload the broadcast to YouTube, they take that video and upload it to the SUTV news website. They compile all on air broadcast onto these platforms for their audience viewing pleasure.

I interviewed Tyler Danciscin who is the PR and web director of SUTV. I asked how he felt about his current position at SUTV. He replied "I like my job because it gives me so much real life experience for News TV.

I love the stress and the excited to broadcasting live on air every week to Shippensburg." In addition he said that the biggest challenges is that since the organization is completely student run, it can be challenging to get everything running correctly. "We all have to work together and in unison to make sure that we produce professional content as students."

When asked about if he had any internship offers based on his work with SUTV, he replied that this organization has not yet found me any internships, but that is also because I'm just a freshman. I know many of the upperclassmen in SUTV have received many offers for jobs and internships for their work within the organization. I plan to start applying to internships within the next year. Once Tyler graduates his dream job is to become and executive producer of a news station and have creative control of the broadcasters and manage the television station.

SUTV offers real world experience to those who want to learn more about the production cycle of a news station. This allows you to build your resume and more marketable to TV stations looking to recruit graduates. Upperclassmen have already been offered internships and jobs based on the work they did for SUTV. Based on this, if you have an interest in working in media especially Television production, SUTV would be way to get your career jumpstarted.



PRSSA BRINGS PUBLIC RELATIONS PROFESSIONALS TO CAMPUS

By Tyler Learn

The Shippensburg University PRSSA welcomes an exciting lineup of guest speakers this semester. This spring features a diverse selection of public relations professionals who work with either agencies, nonprofit organizations, or government agencies. As a result, students get a first-hand look at the routine of a public relations professional in a variety of fields.

PRSSA has hosted three guest speakers since February including Emily Good, Jerilyn Giardina, and Keri Oram.

“This semester we tried to get guest speakers from different areas or career paths in public relations,” says PRSAA president Carly Erisman. “So that’s why we had Emily for a big agency public relation, Jerilyn for non-profit public relations, and Keri who has an overall vast experience in public relations.”

Good of WebFX spoke to the chapter about the unique and impactful opportunities her company had to offer students in the university’s Communication/Journalism department.

These opportunities would include “flex time” and “fun employee activities in the workplace.” Good also got to describe the workplace culture of WebFX in addition to her day-to-day routines.

“It was interesting to hear Emily talk about the workplace culture at WebFX and how many opportunities there are for recent grads,” says PRSAA advisor Dr. Sipes. “I’m excited by all the opportunities WebFX has to offer recent grads and interns.”

The most recent guest speaker, Keri Oram, is a strategist and writer for PRworks, “a full-service marketing and public relations firm with a presence in Harrisburg, Pennsylvania’s state capital, and the Williamsport area.” Oram also serves as one of the chapter’s professional advisors.

On March 19th, Oram gave a presentation where students were able to get a first-hand look at what it looks like to work in public relations. The presentation consisted mostly of her shared experiences, career tips, and ways to get started on your profession today.

“It was cool to learn about her [Keri] because of how she started and where she is now,” says Erisman. “A lot of her jobs she got from networking with people; so, she is an example of knowing people in order to move ahead in your career.”

This semester will consist of one other guest speaking event on April 23rd, 2019. Abbey Haslam and Krisinda Corbin will discuss government public relations in Rowland Hall and answer questions that are related and/or relevant.

This semester has been filled with hard work, planning, and commitment thus far. Yet, the Shippensburg University PRSSA chapter is already looking forward to the Fall 2019 semester as plans and events are getting set into motion.

“One of the purposes of PRSAA is to connect students to the profession,” says Dr. Sipes. “Speakers like Emily, Jerilyn, and Keri show students the many possibilities for their careers.”



PERSONAL QUALITIES TO SET YOU APART IN THE INTERVIEW PROCESS

By Emily Sterner

Many of us don't enjoy them, they tend to make us nervous, but ultimately they are the gateway to our careers.

When preparing for an interview, you probably know you need to dress professionally, research the company and have questions ready to ask at the end of the interview, but do you know there are personal qualities interviewers are looking for that might set you apart from other applicants?

According to a survey of 650 employers, conducted in 2018 by Morning Consult for Cengage, which is a partner of the American Association of Community Colleges, nearly three-quarters of employers (73 percent) have trouble finding workers with "uniquely human" or soft skills, which are among the most important skills sought by employers. Demonstrating these qualities can help showcase your character and help set you apart from other candidates.

Willingness to Grow

Employers are looking for employees who are willing to learn and advance their skills. Employers are more willing to work with you if you can show that you can grow, be flexible, and can expand yourself, says Jocelyn Chavous who is a Graduate Assistant Career Counselor in the Career Mentoring and Professional Development Center at Shippensburg University. It shows that you are eager to learn and easy to work with. You can prove to employers that you are willing to grow by simple statements you make in person or on your resume.

Your objective on your resume could include something about being eager to learn new skills. "The world is constantly changing, and that means that businesses must change with it," says Rebecca Martin, who is a student at Shippensburg and is the Human Resource Intern at Volvo Group. "If you are not willing to grow and change with the company, you will get left behind."

Motivation to Invest in Yourself

Investing in yourself means putting in the time for your future. "I think that

any time you take the time to learn something or prepare for something you know you are truly making yourself more valuable for the future," says Russ Martin, Account Manager at Aerotek. Aerotek is a top staffing agency in the U.S. Some techniques include researching companies before interviewing with them, attending career fairs, and attending networking events. By donating some time and effort, you will better yourself in the long run and make yourself more marketable.

Strong Interpersonal and Transferable Skills

Interpersonal and transferable skills are similar and extremely marketable. They are marketable because they can be applied to any job. "Transferable skills can include kind of those intangibles, so communication, teamwork, leadership, time management," says Chavous. "Those skills that could transcend any functional area or field" says Chavous. Interpersonal skills are similar but deal more with interacting with people. Chavous recommends finding ways to personally connect with people because that can set you apart in the interviewing process. In a situation where two individuals have the same degree and technical skills, but one lacks interpersonal skills, employers prefer to hire the more personable individual who created a relationship with them.

While resumes are great for outlining your technical skills, they can only get you in the door. Demonstrating that you possess these important personal qualities can make a significant difference in the interviewing process. These less known qualities might just set you apart from other applicants.



LETTER FROM THE INCOMING PRESIDENT

Vanessa Grzyboski

With gratitude, I am excited to be the incoming President for the Shippensburg University Chapter of PRSSA. I am excited to take on this journey with my fellow incoming Executive Board and strengthen our chapter even more.

As Vice President, it was a privilege to work as the head officer of the Newsletter Committee and see the growth of our chapter from one semester to the next. In addition, I hope you all took the opportunity to attend the various guest speakers and workshops that were planned this past year.

I would also like to congratulate our President, Carly Erisman and Treasurer, Katy Gentile for all of their hard work and commitment this year. Thank you both for teaching me the hands on skills to be a great leader and for believing in me to serve as the next president. Special thank you to my incoming Vice President, Sabrina Disney for also believing in me and taking on another exciting year on the Executive Board.

Our 2019-2020 Executive Board is already hard at work and planning for the upcoming year. In the fall, you can expect fundraisers, new guest speakers, and more hands on client work. I can not wait to also work with Dr. Sipes to improve our chapter even more.

In addition, our Executive Board will be attending the PRSSA International Conference in October at San Diego, California. We hope that this experience will also help strengthen our chapter here at Shippensburg.



In addition, our first meeting for the year will take place on Tuesday, September 10th at 3:30 PM in CUB 226. I wish everyone a safe and relaxing summer and I look forward to seeing you all in August to kick off the Fall 2019 semester.

Best Regards,

Vanessa Grzyboski

FALL 2019 UPCOMING EVENTS:

PRSSA General Interest Meeting
Tuesday, September 10th
CUB 226 at 3:30 PM

PRSSA International Conference
October 18th - 22nd
San Diego, California