

# **Constitution**

## **The Ohio State University**

### **Walter W. Seifert**

#### **Chapter of the**

#### **Public Relations Student Society of America**

##### **Article I—NAME**

The name of the organization shall be the “Walter W. Seifert Chapter of the Public Relations Student Society of America at The Ohio State University.”

##### **Article II—PURPOSE STATEMENT**

In 1968, 20 years after its own establishment, the Public Relations Society of America founded the Public Relations Student Society of America. The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The student Society aims to foster the following:

- Understanding of current theories and procedures of the profession
- Encouraging the highest ideals and principles
- Instilling a professional attitude
- Encouraging Section, Associate and eventually Accredited PRSA membership

The PRSA Board of Directors is responsible for accepting new PRSSA charters, but the PRSSA National Assembly, composed of student representatives, is PRSSA’s primary governing body. The Assembly elects a National Committee that is responsible for managing the business and affairs of PRSSA. Both operate within the powers granted to them by PRSSA Bylaws, Policies and Procedures. The PRSA board appoints a PRSSA liaison each year.

##### **Article III—MISSION STATEMENT**

- To serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities
- To serve the public relations profession by helping to develop highly qualified, well-prepared professionals

#### **Article IV—NON-DISCRIMINATION POLICY**

The membership of this organization shall be composed of students, regardless of their race, color, creed, or national origin, who either are public relations majors or have demonstrated an interest in a related communication field, including, but not limited to, public relations, journalism, communication, or marketing. Membership shall be open to both undergraduate and graduate students. Members shall have all rights granted to them by PRSSA National Bylaws. This organization and its members shall not discriminate against any individual(s) on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, protected veteran status, or any other bases under the law, in its activities, programs, admission, and employment.

#### **Article V—GENERAL MEMBERSHIP SELECTION PROCESS**

The membership of this organization shall be composed of students, regardless of their race, color, creed, or national origin, who either are public relations majors or have demonstrated an interest in a related communication field, including, but not limited to, public relations, journalism, communication, or marketing. Membership shall be open to both undergraduates and graduates, and to both men and women.

There is no formal selection process. Any student can become a member by paying dues and becoming registered through National PRSSA.

#### **Article VI—GENERAL MEMBERSHIP REMOVAL PROCESS**

Given the nature of the organization, it has never been necessary for members to be formally removed in the past. PRSSA hopes to continue that tradition and to align with that goal has not created an official removal process for members. If the situation does arise when a member needs to be removed, both faculty and professional advisors will address the situation as needed with help from the executive board but only if necessary.

#### **Article VII—EXECUTIVE BOARD**

The Executive Board of this chapter shall be comprised of: President, Vice President, Firm CEO, PR Director, Financial Director, Professional Development Director, Member Relations Director, and Web Designer. The office policy-making body of the chapter shall be the Executive Board. It shall have the authority to determine general policies of the chapter and uphold policies as dictated by national bylaws.

Detailed Officer Duties:

#### **President**

- Acts as a face of the organization and the main point of contact for prospective members and directs overall operations of the chapter.
- Forwards any internship, job and networking event opportunities to PR Director.
- Creates and delivers PowerPoint Presentations for each meeting.
- Organizes and maintains the Ohio State PRSSA Google Drive and PRSSA Gmail inbox.
- Manages and delegates responsibilities to all board members.
- Maintains student organization status with the university (including but not limited to filing constitution, fulfilling required training, processing organization information, managing Resource Room funds, etc.)
- Assists Financial Director with all bank account and financial needs (Sign off on expenditures, final decision making on spending, etc); remains an official representative on the bank account.
- Schedules phone calls with each board member over the summer.
- Sets yearly goals for the chapter and motivate executive board members to reach those goals.
- Serves as the liaison to PRSSA faculty, professional advisers, PRSA and national PRSSA.
- Creates and distribute agendas for e-board meetings and runs weekly board meetings.
- Discovers, develops and manages any national PRSSA activities, conferences, events, challenges and scholarships.
- Ensures that the chapter meets all national deadlines.
- Assists in creating and maintaining committees for national PRSSA activities including but not limited to Bateman Competition, chapter scholarships.
- Runs Zoom or in person meetings each week

#### Director of Diversity, Equity and Inclusion:

- Acts as a liaison between our chapter, National PRSSA and Central Ohio PRSA in order to advertise programming, award and scholarship opportunities
- Coordinates with Vice President to recruit speakers from diverse backgrounds and interests
- Plans (at least) one DEI-focused meeting per semester
- Coordinates with other student organizations on campus on programming, collaborations and events
- Reserves executive board meeting time to educate board members on DEI strategies and tactics
- Collaborates with Member Relations Director to enhance recruitment strategies
- Collaborates with Digital Director and PR Director on social media initiatives when necessary
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### **Public Relations Director**

- Creates and edits all content for Ohio State PRSSA Instagram and LinkedIn accounts.
  - This includes promoting weekly speakers, meeting information, fundraiser information, upcoming opportunities and executing creative social media ideas.
  - Build and monitor a social media calendar
- Compiles all job, internship, networking and scholarship opportunities into a simple and easy to read email for members using MailChimp.
- Updates LinkedIn group with all job, internship, networking or scholarship opportunities.
- Continues to grow and maintain a LinkedIn presence to connect chapter to PRSSA alumni. This includes growing group members and consistently posting opportunities in the group.
- Takes photos at all events to document events and use on social media.

### **Vice President of Programming**

- Assists the president with majority of duties and works as a team.
- Develops programming for meetings by scheduling all speakers. This includes reaching out to potential speakers and keeping frequent communication either by email, phone, or in person.
- Greets and walks speakers from parking garage to location of PRSSA meetings if necessary.
- Continues to maintain records of all speakers for professional database.
- Works with the president to design member meeting schedule for autumn and spring semesters.
- Assists other E-board members with tasks when asked (ex. planning a mixer/ social).
- Leads chapter meetings in the absence of the president.

- Collaborates with Director of DEI to recruit speakers from diverse backgrounds and interests
  - Assists with planning one JEDI-focused meeting per semester
- If meetings are online:
  - Communicates with the scheduled speaker the possibility of conducting the PRSSA meeting virtually via Zoom.
  - Verifies with the speaker that they are aware of how to operate the online platform being used at the time of the meeting (ex. Zoom).
  - Checks to see if the speaker has a slideshow set up and if they would prefer to send it ahead of time, or if they would rather present it during the time of the scheduled meeting.

### **CEO of The PRACTICE**

*Must have one-year experience with the PRACTICE firm.*

- Responsible for managing all day to day aspects of the firm, and runs weekly full-firm and bimonthly e-board meetings and biweekly Account Lead meetings.
- Weekly PRSSA e-board meetings
- Maintains client relationships through regular communication, as well as recruiting and onboarding new clients
- Manages PRACTICE leadership team of 4 Executive Board members and Account Leads.
- Works with PRACTICE HR Director to recruit, hire and place, and train account associates.
- Practices and adheres to nationally affiliated guidelines, including renewal of National Affiliation when needed.
- Provides updated information to faculty advisers, the OSU PRSSA board members and chapter on a consistent basis.
- Organizes payments of PRSSA dues by PRACTICE members.
- Works in conjunction with PRSSA President to promote the firm and promote PRSSA to firm members.

### **Digital Director**

- Manages and updates content on PRSSA website.
- Manages and publishes blog posts for the website.
- Manages Publications Subcommittee to create, edit and promote blog posts.
- Coordinates with PR Director for needed images.
- Creates print collateral/digital images (i.e., promotional flyers for events/meetings, images for social media or newsletters.)
- Works with PR Director to create visually appealing images to promote PRSSA

- events on social media.
- Works with PR Director to create branding expectations for social media graphics
- Crafts monthly newsletter using Mailchimp with chapter and national updates for all members to receive. \*and/or the blogs
- Needs design and web experience: Photoshop, InDesign, Canva, Wordpress, etc.

### **Secretary**

- Records minutes at all board meetings and sends out in post-meeting recap email.
- Updating and operating MailChimp lists so that all dues-paying members are receiving meeting updates and opportunity emails.
- Sends out in post-meeting recap email through MailChimp
- Coordinates programming and connection between chapter and professional advisor.
- Manages potential National PRSSA scholarship and grant opportunities; ensures that all applicable to our chapter are taken advantage of.
- Creates a slideshow commemorating the year to be shown at the final banquet.
- Creates a “Chapter Year in Review” to assess if the chapter met their goals, what they accomplished and other important chapter information.
- Track members’ points throughout the year and update regularly.
- Apply for Chapter Awards through PRSSA National
- Oversee any high school outreach we may do.
- Manage people attending meetings for class credit

### **Member Relations Director**

- Works with the Vice President to coordinate events that will benefit members.
- Maintains membership records, recruits new members.
- Oversees sign-in at meetings and events.
- Coordinates at least one volunteer opportunity for the chapter.
- Manages academic-based recruitment through classroom visits, promotional video for Carmen pages, etc.
- Recruit members on campus through fliers, etc.
- Organize recruiting ideas and goals each semester to reach new member recruitment goals.
- Available to talk with students about PRSSA and attentive to email for new member contacts.
- Emails new members upon paying their dues and first-time meeting attendees with PRSSA resources.

### **Alumni Relations Director**

- Executes professional mentorship program from start to finish.
- Sends check-in/reminder emails to all students involved in professional mentorship programs.
- Responsible for sparking student interest in the program, recruiting professionals as mentors, pairing based on mentor expertise and student interest.
- Plans at least one professional mentorship event per year.
- Responsible for reaching out to and inviting alumni to networking events.
- Keeps records of alumni contact information, including name, email address, company name, job role, etc.
- Looks for internship and job opportunities to post on member's only LinkedIn.
- Networks with speakers to inform them about the mentorship program and encourage their participation.
- Creates and sends alumni survey to graduating students.
- Supports PR director with LinkedIn page/group maintenance.

### **Financial Director**

- In charge of managing chapter and national dues and works with PRSSA National if any budget-related issues arise.
- Creates and maintains a yearly budget for PRSSA bank account, receiving board approval for the year's budget by Nov. 1 and providing monthly budget updates to the board.
- Pays bills for food and events, balances the account and deposits checks.
- Attends the mandatory university training for student organization treasurers at the beginning of the year.
- Researches and applies for operating funds, programming funds and any other money the chapter is eligible to use.
- Deposits all trip funds by members and reimburses whenever necessary.
- Work with the PRactice in assistance with their funds, when needed.

### **Article VIII—EXECUTIVE BOARD SELECTION PROCESS**

Each year, PRSSA elects a President, Vice President, Firm CEO, PR Director, Financial Director, Digital Director, Alumni Relations Director, Membership Relations Director and Historian. To ensure uniformity among PRSSA Chapters, elections must be completed by April 15 so those new officers may assume their responsibilities by June 1.

Election procedures are simple and uniform from year to year. The following outlines the election process:

- At least one month before elections, hold general meetings and announce positions and officer descriptions. Executive board encourages members to get involved and shares their board experiences.
- All candidates fill out an Intent To Run form. The form must be completed prior to the election. Intent to Run form must also be accompanied by a resume.

- Board will look over Intent to Run form and resume materials to determine possible candidates for each position.
- Board will conduct interviews with each applicant and suggest the top two positions for which they are best suited for.
- At the election, each candidate gives a 2-3 minute presentation about their qualifications for the officer position they wish to hold.
- Immediately afterwards, the candidate steps outside while the members vote via secret ballot.
- All non-candidates on the current executive board should collect the ballots and count them.
- Once the votes have been counted, a designated member reports the results to members and candidates.
- The new executive board members begin shadowing the old executive board members in preparation for their new role.
- Each candidate can run for a maximum of three different positions
  - they have the opportunity to drop down and run for two other positions if they are not elected to their first choice
- If there is a circumstance where all remaining candidates have run for their three max positions, all remaining candidates will be allowed to run for a fourth position
  - If and only if all remaining candidates are running for their 4th position
  - If there is one candidate left and one position left that person may run for their 4th position
- If elections must be online - an online polling service may be used to count votes
  - The president and both faculty advisors must be present in the breakout room to examine the outcome of the vote
- The elections meeting must be checked so that every member attending to vote is a dues-paying member

#### **Article IX—EXECUTIVE BOARD REMOVAL PROCESS**

Removing an officer can take place if an inappropriate act was conducted and will require a 2/3 vote of a review board to be created by the President and Faculty Advisor.

A vacancy in the Executive Board will be filled by special election.

#### **Article X—FACULTY ADVISOR**

The chapter will choose a faculty advisor annually who shall be recognized as the official faculty representative in and to the chapter and who shall act as the official link between the student organization and the Public Relations Student Society of America. The faculty



advisor shall be chosen and function according to the specifications set by the national bylaws.

#### **Article XI—PROFESSIONAL ADVISOR**

The chapter will choose a professional advisor bi-annually who is an accredited member of PRSA and according to stipulations set by national bylaws. The professional advisor must hold monthly office hours where he/she hosts visits with members either online or in person based on sign up. The professional advisor must participate in one engagement activity a month (i.e. blog post, Instagram take-over, video, joining a meeting). The professional advisor must stay in active communication with both the chapter president and the faculty advisor. The professional advisor must meet with the chapter president at the beginning of each semester for planning purposes. The professional advisor must attend one board meeting a semester.

#### **Article XII—MEETINGS**

Regular meetings shall be held weekly during the academic year, and at other times during breaks at the discretion of the executive board.

#### **Article VII—AMENDMENTS**

This constitution may be amended by a majority favorable vote of the active membership of the chapter, provided that the amendment(s) shall have been proposed at least one meeting previous to the time of the voting. Amendments shall become effectively upon their approval by the Board of Directors of the Public Relations Society of America. Such amendments shall conform to the regulations established for chapters of the Public Relations Student Society of America in the national bylaws.