

Important Dates:

April 3-12: Spring Break

April 16: Alumni Panel

April 23: Lifestyle PR &
special elections

May 4-9: Finals

May 29-31: PRSSA
Leadership Rally

Meet your new eboard!



Top row from left to right: Taylor Christian, Lexi Verret, Francesca Brewer, De'andra Roberts, Rebecca Herring, Sally Cox, Tori Ward, Kelsey King, Matthew Bagot; bottom row: Rodney Hebert, Miranda Rigol, Tara Hebert, Mark Landry, Marissa Adama, Darla Nguyen

Congratulations to the newly elected 2015-2016 PRSSA at

LSU executive board:

President: Tara Hebert

Secretary: Marissa Adams

Treasurer: Miranda Rigol

Public relations director: Darla Nguyen

Fundraising director: Rodney Hebert

Historian: Mark Landry

FROM THE EDITOR'S DESK

The PRogress Report is PRSSA at LSU's revamped monthly newsletter produced by students, for students. We strive to bring you current PR-related news, but we would love your help. Did you have a fulfilling internship experience? Want to share your social media expertise? If you are interested in contributing, please contact PR Director Kelsey King at kking32@lsu.edu. It's a great way to get published and have some portfolio-worthy material. Plus, members will receive 1 point toward their active membership. Thanks!

Do you want to be more involved with PRSSA at LSU?
Do you want to be a better future PRo? Apply for the
2015-2016 executive board. It is not too late to apply
for the following positions:

vice president

digital media director

service director

Bring your application for one of the above positions to
Rob Brown's mailbox on the second floor of the
Journalism Building.

Making the Most of Your Connections via LinkedIn

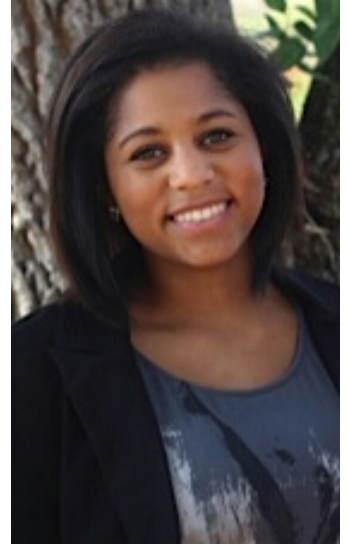
In your first mass communication course at LSU, you learn the importance of branding yourself and the impact social media can have on your career. LinkedIn is a tool that maintains your professional contacts, but also allows you to expand your network. However, young professionals do not always use LinkedIn to its full potential.

Redundancy isn't always a bad thing. It is best to emphasize your strengths and skills through your profile. Include your best skills in your summary, as well as your experience involving that skill. For example, if graphic design is your best skill, make sure to refer to it and your experience throughout your profile.

While it's nice to have endorsements on your profile, focus on quality over quantity. Accept endorsements only for skills that you believe are at the core of your expertise. Being endorsed for your top strengths will stand out to those viewing your profile.

Being involved is another way to maximize your LinkedIn profile. Make sure to post relevant statuses during a workday a few times throughout the week. Sharing information with your network is one way to remain noticed and to be sure your voice is heard.

It is important to make sure your online presence is one that can't be forgotten. Making the most of your LinkedIn profile is a sure-fire way to create a brand you will be proud to share.



Kayla Magee
Junior

POINT SYSTEM

To be considered an active member of PRSSA, dues must be paid and 5 points must be earned by the end of the semester. Active members are eligible to run for officer positions and are able to receive awards given at the end of semester and/or year. Active members will also have access to PRSSA National Conference funds and in-state & out-of-state agency tours. Each activity is worth one point:

- Attending a business meeting
- Participating in a volunteer effort or service project
- Involvement in affiliated student-run firm ImPRint Communications
- Involvement in a committee formed by the Executive Board
- Assistance in fundraising for PRSSA
- Attending a PRSSA workshop or special event
- Writing an article for PRSSA at LSU's or PRSSA National's newsletter and/or blog
- Attending PRSSA National Events, including National Conference, Regional Conference or National Assembly

Who to follow

Follow our alumni panel:

@ErinMKenna
@StuartFeigley
@cyone_batiste
@malrich10
@gguttner
@chlcwade

Follow your future executive board:

@THBear94
@MirandaGrey96
@darlanguyen18
@Mark_Landry1

Q: What is unique about your organization?

A: I'm surrounded by people who are passionate about tourism. Travel is not only fun and good for the soul, but it is an important economic driver. The people who work in this industry are deeply passionate about promoting Louisiana as a world-class destination. LTPA has positioned itself as the gathering point and voice of an industry full of determined and inspiring individuals who strengthen our organization.



Q: How do you see public relations developing in the next 5-10 years?

A: Advocacy will be an increasing role for public relations professionals. The demand for transparency in business is growing and "watchdogs" are looking closely for environmental issues, inconsistencies in company rhetoric, misuse of funds and abuse of power. PR professionals will be called upon more and more to rally their stakeholders with a clear call to action to advocate on the company's behalf. This will require PR pros to focus more on stakeholder education and concise communication.

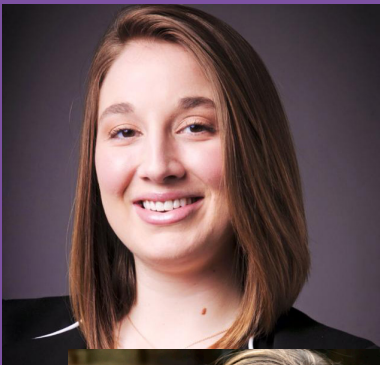
Q: What is your favorite book?

A: To Kill a Mockingbird

THIS MONTH IN PRSSA...

Alumni Panel

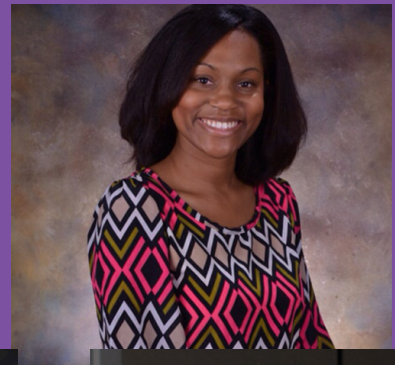
Erin Kenna



Stuart Feigley



Cyone Batiste



Mallory Richardson



Ginger Guttner



Chelsea Moreau

PRSSA Star Chapter Award Requirements:

One of our initiatives this year is to win the PRSSA National Star Chapter Award. We won the award last year at the 2014 PRSSA National Conference and plan to win it again in 2015. We would appreciate your help in achieving this goal! In order to win the award, Chapters must complete 8 out of the 10 criteria and submit an application to PRSSA Nationals:

~~1. Initiate and complete at least one community service project.~~

2. Strengthen your relationship with your PRSA sponsor Chapter.

~~3. Give attention to ethics in at least one Chapter meeting.~~

~~4. Confirm that at least one Chapter member applies for an individual National PRSSA scholarship or award.~~

~~5. Confirm that your Chapter applied for at least one national PRSSA award.~~

6. Conduct a high school outreach session and/or promote Affiliate membership to a nearby community college.

~~7. Confirm attendance by at least one Chapter member at National Conference, National Assembly, a Regional Conference or Leadership Rally.~~

~~8. Gain positive attention for your Chapter in at least one campus or community publication or other media.~~

~~9. Extend an invitation to students/faculty from other disciplines to attend at least one Chapter meeting.~~

10. Confirm that at least 10 percent of your graduating seniors applied for PRSA Associate Membership.

Five Tips from a Senior

As I enter the home stretch of my college career, I realize I have a few pieces of advice for underclassmen that I wish I had gotten when I was just starting my PR studies.

1. The answer is always yes. If someone asks for your help, help them. If someone asks you to join or lead or tag-along, do it. That's not to say you should stretch yourself too thin. Find one or two things you are passionate about and do them wholeheartedly. I had a tendency to be a joiner. I was always busy, but never fully committed to any one thing. I have learned to cut back and be very involved in a few things rather than a little involved in a lot of things.

2. When interning, do not be afraid to ask for work, and if you aren't getting the type of work you want, ask for it. I spent a year at an internship, and while I enjoyed and learned plenty, what I learned was not necessarily relevant to what I want to do. Now, I am trying to build my senior portfolio and realize I hardly have any relevant materials to add from that internship. Which brings me to...



Kelli Griffin
Senior

3. Start saving your work early, so when it comes time to build your portfolio, you can. I did not know that when I tweeted or posted on Facebook for a client, I should screen capture my work, so I would have it later. Now, it will be difficult for me to dig through old tweets and posts to find my work.

4. Work hard, but don't stress too much. I have heard too many juniors and seniors talk about how they regret not trying harder in their gen-eds and low-level classes, or they wish that had done more

or better internships. Once the real job hunt begins, you'll be glad you worked so hard, but don't stress so much about it. Everything happens for a reason and everything will work out the way it is supposed to.

5. Have fun! I know this one is not the most original piece of advice, but it's still important. College goes by so quickly – four (or five) years goes by in the blink of an eye. Make the most of it while you still can.

Letter from the President

Time flies when you're having fun.

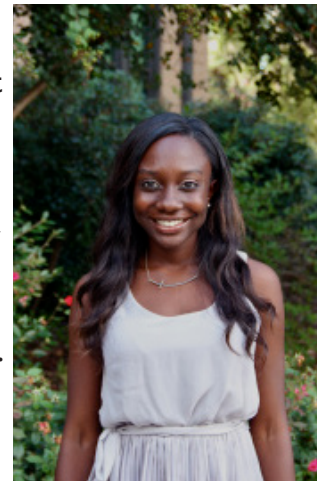
Can you believe that the year is almost over? I surely can't. Our Chapter has exceeded expectations, accomplished more than I could have ever imagined, and set the standard for other PRSSA Chapters and pre-professional organizations across the nation!

Now, as our Chapter welcomes in the next executive board and begins planning for the new academic year, I want you all to continue striving to make your wildest dreams come true. You've taken the first step by joining this organization, becoming a member of a committee, and participating in fundraising, service initiatives and other successes this year. However, nothing stops here. It is a process.

I want you all to always push yourselves further. This summer, go the extra mile at your internship and make yourself known. If you didn't get the opportunity to attend a national or regional conference this year, start saving now so that you can experience its "awesomeness." Remember that speaker who spoke to your inner PR soul? Email him/her and set up a coffee date.

This organization is what you make it, and each of you has already made it pretty amazing. As you move into the next year, it's up to you to make it even better.

It has been an honor serving PRSSA at LSU as president this year, and I hope that you all will reach out if you ever have questions. The executive board will always be a phone call, email or tweet away.



De'Andra Roberts
PRSSA at LSU President

With PRSSA Love,
Dee

How to Stay Involved over the Summer



Kelsey King
PRSSA at LSU public
relations director

1. Write a blog or newsletter article. The digital media director and public relations director are still hard at work during the summer, and they usually have trouble finding writers for the blog and newsletter. Reach out, and volunteer to write. This will give you writing for your portfolio that you will need by the time your capstone course rolls around. Writing an article will help you, and it will definitely save one of your eboard members some stress!

2. Be social. Stay tuned for Twitter chats, exciting opportunities and PRSSA news via social media. If you aren't in the Baton Rouge area over the summer, but want to catch up with fellow members, tweet them. If you have questions about the upcoming year, tweet @prssalsu. Our Chapter is active all year long. Although many members do not see the great amount of work going on in the summer, the executive board is hard at work. Ask an executive board member how you can help him or her out. After all, future PR professionals should be constantly networking.

3. Sign up for National Conference. I suggest signing up for National Conference as early as you can. If you don't sign up over the summer at least start saving your money over the summer. I'm not going to lie, going to Conference is not cheap, but it is worth every penny. You will meet people from all over the country and grow so much closer to your own Chapter members. My favorite PRSSA memory is without a doubt the 2014 National Conference in Washington D.C. (and I have many PRSSA memories!)

NOTES:

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Contact Us:

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Email: prssalsu@gmail.com

Facebook: “PRSSA at LSU”

Twitter: @prssalsu