

ANNUAL REPORT



2019

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Executive Addresses

Presidential Address



As I look back on our chapter's accomplishments throughout the year I am overwhelmed. We had a record-breaking chapter fundraiser, incredible agency-tours, more than 25 business' attending internship fair and we hosted several workshops for students to enhance their skills. However, none of these accomplishments would have been possible without our incredible executive board who worked tirelessly to ensure our chapter's success. I want to take this opportunity to thank them for their dedication to the chapter and its members, as it did not go unnoticed. Also, thank you to our members who are always eager to learn and continue to demonstrate their commitment to the organization. I hope you continue to be inspired and take advantage of every opportunity PRSSA presents to you, seeking out mentors and developing friendships with your peers. PRSSA's mission is to "provide members with the readiness and resources needed to succeed in the PR world" as I start to say my goodbyes and prepare myself for entering the workforce, I am confident PRSSA has provided me with the resources I need to succeed. As members, continue to take advantage of these resources, become as involved as possible and never underestimate your abilities.

Warm Wishes,
Brianna Brugel

CEO Address



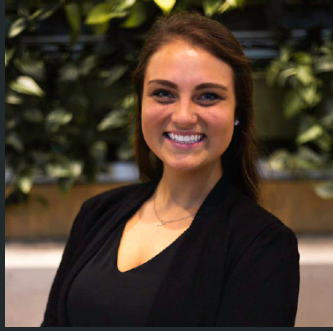
As the year comes to a close, I could not be more grateful for this experience and the people involved in PR Central. I'm proud of my executive board for pouring their heart and soul into their roles. I am thankful for their commitment to PRC and for always putting this organization first. We complimented each other well throughout the year which added to the success of the firm. This group is the reason this year went so flawlessly. Additionally, I am proud of each member who walked into Moore 112 every Tuesday. Each member put their best foot forward every meeting. The group was professional and diligent. It has been an honor to watch each member grow and become more confident in their PR skills over the year. PRC would not be what it was without each dedicated individual member. The team was a vital part of the firm's accomplishments. PRC had 10 different clients ranging from hospitality to non-profit to on-campus departments. The firm also hosted the Seventh Annual Rubber Duck Derby and raised more than \$2,800 which helps students attend PRSSA National Conference. On a national level, PRC renewed its National Affiliation with PRSSA National. Overall, it's been a great year for PR Central. I am thankful for the relationships built and the growth made by everyone involved. I'm excited to see where PR Central goes after I graduate. It's been an honor serving as your 2018-19 PR Central's CEO. Thank you!

Fire up forever,
Karli Clausen

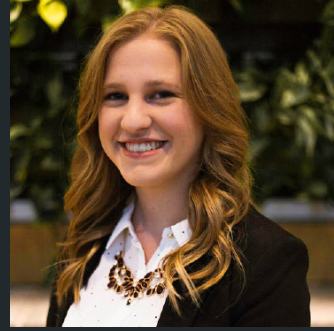
Executive Board



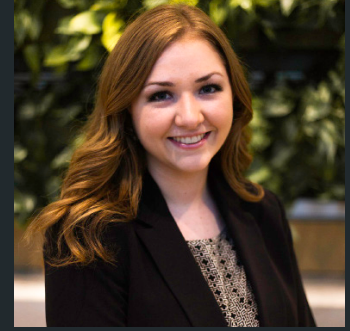
Brianna Brugel
CMU PRSSA
President



Karli Clausen
PR Central
CEO



Abby Fischer
Vice
President



Brianna Walter
Director of
Professional
Development



Nicole Bowers
Director of
Finance



Jenna McDonnell
Director of Chapter
Events



Anna Kendall
Director of
Publications



Victoria Vitale
Creative Director



Aaron Wittbrodt
Director of Digital
Communication



Ashley Hollenbeck
Assistant Director of
Digital
Communication



Janelle Perry
Director of
Community
Outreach

National Events

Regional Conference

PRSSA National held the Midwest regional conference in Chicago in March. The theme of the conference was “PRedicit the Future.” President Brianna Brugel and Vice President Abby Fischer represented CMU at the event. They learned more about upcoming trends and technology in PR, networked with other PR professionals and students and explored Chicago.



National Conference

PRSSA National held National Conference in Austin, Texas Oct. 5 through 8. The conference theme was “Art of PR”. Several CMU PRSSA members attended the event and were able to explore the city, network with PR students and professionals and attend professional development sessions.



National Assembly

PRSSA National held National Assembly in Portland, Ore. Director of Publications Anna Kendall attended as the CMU delegate. The conference provided opportunities for networking and had many professional development sessions for students. The weekend was focused on diversity and inclusion and implementing those values into chapters.



General Meetings

Fall 2018

Sept. 12: PRSSA's first general meeting was Sept. 12 in ET 116 at 6:30 p.m. The first meeting included a chapter ice-breaking activity, a discussion on the benefits of PRSSA and introduced the three committees within PRSSA.

Sept. 26: Guest speaker Anne Marie Fortunate spoke about ethics. Fortunate is an account manager at Franco in Detroit. She discussed her experience and answered questions on how to handle situations ethically.

Oct. 10: PRSSA held a general meeting on Oct. 10 in ET 116 at 6:30 p.m. The meeting focused on elevator pitches in preparation for internship fair. Members were able to practice their elevator pitches and receive feedback from peers.

Oct. 24: Ashleigh Laabs of A. Victoria MAE discussed personal branding and success with students. She facilitated several activities to help students define themselves and their values.

Nov. 28: Members created pitches for wacky Amazon products. Students broke into groups and created pitches for events, social media campaigns and other promotional strategies to sell their product.

Spring 2019

Jan. 16: PRSSA's first general meeting was Jan. 16 in Moore 105 at 6:30 p.m. The first meeting included a discussion of the benefits of PRSSA and introduced the three committees within PRSSA.

Feb. 6: The first meeting of February focused on internships. Professor Jim Wojcik spoke about the required IPR internship and fielded queries from students. A student panel then spoke about their internship experiences.

Feb. 13: The meeting focused on content creation. Members broke into groups and were challenged to create an innovative and engaging content proposal for a new ride at Disney.

Feb. 27: For the final meeting before spring break, members met and participated in a game of Family Feud to review AP Style rules.

March 13: Alex Phelps and Dani Cowles from Health Enhancement Systems spoke about the intersection of graphic design, PR and marketing in a professional workplace. They discussed the top five tips for communication between graphic designers and public relations professionals.

Social Events

September: Las Senioritas

Following the general meeting on Sept. 26, PRSSA members attended a chapter fund-raiser at Las Senioritas. Members had the opportunity to mingle and create connections with other PR students and enjoy Mexican cuisine. A portion of the sales were donated to PRSSA.

October: Pumpkin Painting

After the general meeting Oct. 10, members went to Abby Fischer's apartment for a pumpkin painting social. Members were able to relax and enjoy pizza and good company while they painted pumpkins.

November: Friendsgiving

Members gathered in Moore 120 to share a just-desserts Friendsgiving. Students brought sweet treats to pass and participated in a family-style meal of snacks. Members enjoyed sweet company and sweet food while sharing in a lively discussion.

March: Coffee and Canvas

Members gathered at Art Reach of Mid-Michigan on Wednesday, March 27 to enjoy coffee and receive a painting lesson from creative director Victoria Vitale. Members enjoyed warm beverages and company while tapping into their artistic side.



Committees

Publications

Publications committee members are the writers of CMU PRSSA's brand. Blogs, monthly newsletters, the annual report and other publications inform and educate target audiences. The publications are excellent peer-edited portfolio materials that provide a wide sample of writing ability. The role of the public relations director is to edit materials and guide committee members in creating quality and effective content.

Professional Development

The director of professional development, along with the vice president, oversee the Professional Development Committee (PDC). In the fall, CMU PRSSA's PDC plans the internship fair. Committee members invite recruiters from businesses, agencies, campus departments, nonprofit organizations and government groups to share information regarding internship opportunities. They also plan an agency tour for members. In the spring, the PDC helps plan CMU PRSSA's annual conference with White Pine PRSA. This committee works to expose students to the PR industry and provides networking opportunities.

Chapter Events

The Chapter Events and Fundraising Committee members are in charge of organizing PRSSA's socials, fund-raisers and end-of-year banquet. The members come up with creative ways to increase member engagement through their different events. The role of the director of member services is to oversee the Chapter Events and Fundraising committee as well as keep track of the point system that is used to encourage member involvement.

Chapter Events

Siblings Weekend

PRSSA and PR Central participated in the Siblings Weekend Carnival on Jan. 26 in the Student Activity Center. The table included a duck guessing game and coloring pages.



Detroit Agency Tours

Chapter members had the opportunity to participate in agency tours with Identity PR and the Detroit Red Wings. Members toured the facilities and spoke with communications professionals at each location.



Clothing Drive

PRSSA collected gently used clothing from members at the March 13 meeting. Clothing items were donated to the Isabella County Restoration House.



PR Central

PR Central is a nationally affiliated, student-run public relations firm located on the campus of Central Michigan University. They provide students with hands-on opportunities to work with clients in a variety of fields ranging from nonprofit to technology. Members gain portfolio pieces as well as real-life experience of working in a public relations firm.

Clients

- Big Brothers Big Sisters
- IPR Council
- ICEBR8KR
- MD Automotive
- Discover Great Lakes Bay
- Best Forevers Podcast
- Speak Up Speak Out
- Doherty Hotel
- Presentation Skills Center
- Michigan Health Improvement Alliance

Rubber Duck Derby

The seventh annual Rubber Duck Derby was March 26 at the Soaring Eagle Waterpark and Hotel. PR Central sold 1,372 ducks and raised \$2,800 toward scholarships for PRSSA members. Members use these scholarships to attend PRSSA National Conference in the fall, and PR Central receives part of the money to continue as a student-run firm. The rubber ducks race down a water slide and through a lazy river with the first three ducks winning prizes. First place prize won \$500, second place prize was a two night stay at the Soaring Eagle Waterpark and Hotel with waterpark passes and third place prize was a CMU gift basket.



PRC Executive Board



Karli Clausen
PR Central
CEO



Kelsi Gormley
PR Central
Vice President



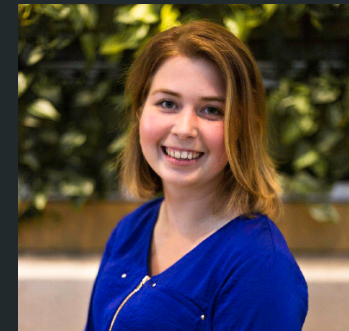
Aaron Wittbrodt
Director of
Development



Jaime Kesteloot
Director of
Membership



Kaitlyn Bondar
Director of Internal
Communication



Danielle Muench
Director of Digital
Communication



Sarah Trine
Director of
Operations



Ashlee Croy
Director of Finance



Brianna Brugel
CMU PRSSA
President

Internship Fair

CMU PRSSA and the CMU Department of Journalism hosted the annual internship fair on Nov. 7. Almost 60 professionals from 26 companies registered. The companies represented a variety of disciplines in the PR field, from communications agencies to nonprofits. Students networked with professionals from organizations and discussed upcoming internship opportunities. Students and professionals alike commented on the success and value of the event.



Spring Conference

ROI: Recognizing Our Impact

The annual spring conference was Friday, March 22. The theme of the event was ROI: Recognizing Our Impact. Speakers focused on ways to establish worth in a company through skills such as social media analytics and personal branding.



Matt Friedman
Tanner Friedman

KEYNOTES



Sarah Opperman
Opperman Consulting



Ashleigh Miller
Finn Partners

SESSION I SPEAKERS



Jeff DeHaven
Digital Mitten



Jennifer Ackerman-Haywood
CraftSanity

SESSION II SPEAKERS



Angela Hernandez
Blue Cross Blue Shield

General Members

Kiah Anderson

Rahaf Azzam

Corinne Bass

Rachel Bednarz

Grace Berndt

Krystal Black

Kaitlyn Bondar

Nicole Bowers

Lauren Brewer

Brianna Brugel

Rachel Casaccia

Karli Clausen

Riley Connell

Ashlee Croy

Alicia Degroat

Hope Drogmiller

Terzah Dyer

Abigail Fischer

Jozlyn Gauthier

Joshua Geary

Zach Gethin

Andrew Glezen

Kelci Gormley

Brenna Gow

Kate Grove

Halie Hardwick

Mackenzie Harville

Kathleen Heilig

Kara Hengesbach

Alexander Hillriegel

Ashley Hollenbeck

Sarah Hone

Jordyn Imhoff

Avery Jackson

Elizabeth Jones

Jordan Joseph

Anna Kendall

Jaime Kesteloot

Bailey Krukowski

Brandon LaBean

Danielle Larsen

Shelby Laupp

Jaclyn Leach

David Lint

Shiyao Liu

Cassandra Malhado

Lauren Margraves

Jenna McDonnell

James McLellan

Isabel Meier

Morgan Millikin

Danielle Muench

Davi Murray

Kasia Naessens

Gina O'Neill

Sydney Owens

Jake Polack

Katie Prebelich

Nicholas Raymond

Kendall Reid

Blake Roselle

Janna Salimovic

Alexis Schuchert

Victoria Spencer

Sara Strohschein

Bailey Talaska

Alexis Thompson

Sara Trine

Madeline Tunison

Victoria Vitale

Katlyn Walker

Brianna Walter

Song Wang

Aaron Wittbrodt

Dajuan Young

Zhimin Zhang

Thank You

CMU PRSSA extends its deepest gratitude to a number of people and organizations.

Our organization would not be possible without all of our devoted members. We hope you learned more about being a PR professional, and we thank you for being committed to the organization and attending general and committee meetings.

Thank you to Jim Wojcik, CMU PRSSA's advisor, for helping to reach our broad alumni network, calming us in times of stress and keeping this organization running smoothly from year to year.

Speakers often traveled from across Michigan to speak to our chapter, and enriched the educational experience of members through sharing tips and professional experiences. Thank you for taking the time to mold the PR professionals of the future.

