



# The PReview



April 20, 2020



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*We can't wait to see you all next year!*

*Stay tuned for our Fall 2020 schedule.*

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## A letter from the VP of Professional Relations

*Jill Golden*

I am so upset that our semester had to come to an early end considering some of my favorite events and meetings fall at the end of the semester. The YouToo Social Media conference has been moved virtually, our banquet at Bricco was cancelled and two great meetings will have to be postponed until next semester. While this semester came to a quick end, that only means that next semester back

on campus will be an action-packed, exciting one with PRSSA!

Since I am graduating this May, I will no longer be the Vice President of Professional Relations, but I am confident that next year's board will go above and beyond with meetings, activities and events next semester. I was really looking forward to our collaboration meetings with UAkron PRSSA and Her Campus. Be sure to attend those in the fall; you won't want to miss them!

I wish everyone the best of luck whether you're graduating or coming back to school in the fall. Just remember that we will get through this. There is a light at the end of the tunnel. Please stay safe and catch up on some activities you never had time for. I've been organizing every closet and room in my house and playing MANY board games with my family. Good luck everyone!



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## Tips on finishing your virtual semester strong

*Zach Zdanowicz*



Zach Zdanowicz

Nobody was expecting our in-person school year to end so abruptly. When I went to Dr. Lambert's PR Case Studies class on Tuesday afternoon on March 10, I did not expect that to be the last time I would be sitting in a classroom this school year.

With the transition to remote learning, I have been faced with many challenges. I've wondered: what is the point of going to bed at a decent hour, where am I supposed to go to get work done? Living a quarantined life has diminished my typical work habits. I never would have expected to have so much time on my hands yet feel as though I have no time to get work done. Many of my peers share this feeling. JMC professors have been making strenuous efforts to ensure that students are

being well taken care of and attempting to ensure that we do not feel overwhelmed. I've seen great effort from professors who are truly concerned about our wellbeing and attribute this to the way in which their courses are managed in a remote setting. However, it is still up to the students to finish this semester strong, and I have developed several tactics to do so:

### **Set a schedule**

Some days it feels that time is irrelevant; however, it is important to set aside time in your week to do schoolwork. This will help you develop a routine to ensure your work is completed.

### **Get dressed**

Yes, I know that we are not leaving our houses, and there is essentially no need to look presentable on a daily basis; however, I have found completing a full morning routine and putting on jeans and a nice shirt makes me more motivated to be active and get work done. I am never motivated in sweatpants all day.

### **Take a break from your phone**

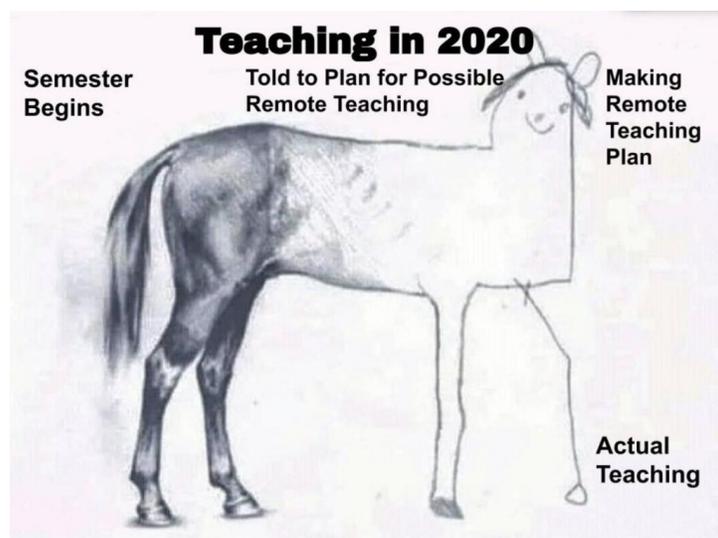
I have had more headaches than ever before from staring at my phone so much. TikTok is a wonderful platform, but staring at it for hours at a time completely diminishes your work ethic for the day (and gives you a migraine in the meantime.) Take a break from the phone screen and take time to do something more mentally stimulating. When I'm not on my phone, I'm more likely to read a book, work on a puzzle or do homework. I'm more productive.

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## **Teaching during COVID-19**

*Dr. Cheryl Ann Lambert*

The best way to describe the quick transition from traditional teaching to online teaching is the half-finished horse meme.



Dr. Cheryl Ann Lambert

We had a bit of a (Spring) Break to figure things out in terms of moving our classes to online. I thought I would be ahead of the game because of my (albeit limited) experience teaching online. LOL.

My questions included: Should classes be synchronous or asynchronous? How do you show a video in Blackboard Collaborate Ultra without getting the infinite screen effect? Does Zoom-bombing happen in small meetings? And most importantly, why are there so many platforms to choose from?

Thankfully, colleagues have been there to answer my online teaching questions via email (Instructional Designer Lydia Rogouski) phone (Professor Stefanie Moore) and Microsoft Teams (Associate Professor Luke Armour). President Diacon was right: *Flashes take care of Flashes*.

Keeping students engaged has been the most challenging thing about teaching online. The silence following a question in an online environment seems somehow more silent because I'm teaching from my living room. There have been so many resources that have cropped up about how best to teach online. The one that stuck with me the most was the importance of balancing accountability with compassion. Some of my students have shared that their work and family

obligations have made it difficult to keep up with course work, so I've made adjustments to course expectations, focusing on the most important aspects of each assignment.

Pandemic teaching requires creativity, flexibility, but most of all patience. That's why I'm patiently waiting for the return to the classroom.

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## **YouToo Social Media Conference is moving online**

Jada Miles



We are excited to announce that our YouToo speakers, including keynote speakers Robert Rose from The Content Advisory and the Wendy's Social Media Team, have agreed to participate in our first ever virtual, live-streamed YouToo Social Media Conference to be held on Friday, April 24, 2020 from 10 a.m.- 3p.m.

All sessions will be broadcast live via the Zoom app/platform for paid participants. All sessions, with the exception of the Wendy's keynote, will be recorded for on-demand viewing later. To be clear, if you want to hear from Wendy's, be there live at noon!

The student registration fee is only 10 dollars! Take advantage of this opportunity to hear from industry leaders about best practices, brands in The COVID-19 crises and more.

The YouToo Social Media Conference is the largest fundraiser for PRSSA Kent. Funds gained from the conference helps send the chapter to the National Conference.

To register or for more information visit the [YouToo website!](#)

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## **National PRSSA scholarships and awards**

Annually, National PRSSA offers many scholarships to a variety of students in many categories of individual scholarships. Aside from individual scholarships, PRSSA also reward leadership skills with multiple leadership recognition awards. Apply using the links below for any qualifying individual scholarships and leadership awards!



[National PRSSA Individual Scholarships](#)

[National PRSSA Leadership Recognition Awards](#)

[Internship and Job opportunities](#)

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## **A recap of our year**

Kayla Polansky



Kayla Polansky

Looking back on this short but sweet year, I am proud that PRSSA was able to hold multiple professionalism building events, host many impactful meetings and fundraise for great causes.

**Meeting Highlight**

I especially enjoyed our meeting with TJ Witham, Director of Communications at Times Square Alliance in New York City. We heard about the planning that goes into the New Year's Eve Ball Drop at Times Square, what events are planned throughout the year to keep the audience engaged and even an internship opportunity available to students in the summer.

**PRSSA Kent Event Highlights**

In the fall, PRSSA hosted #PRKent Mingle, where students could come and speak to PRSSA members, PR faculty, and public relations professionals. We also hosted Communication Connections, where students could interact and network with different PR and advertising professionals. All PRSSA meetings have allowed me, as well as my fellow members, to gain many valuable connections.

**Fundraising**

During the spring semester, I helped organize Flashathon, where PRSSA was able to raise \$567 for Akron Children's Hospital! Currently, our PRSSA Kent Chapter is fundraising for COVID-19. Our efforts and donations to the CDC Foundation will help fund medical supplies, support to vulnerable communities and address the needs of health communication.

**Looking forward to next year**

During the 2020-21 school year, I will continue to serve on the board as the Vice President of Fundraising and Community Outreach. I am looking forward to this opportunity to be on the executive board again and to help raise more money for PRSSA Kent and community causes.

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**Do you know how many points you have?**

Attached is our [Google Doc](#) to check out membership points. You receive membership points by attending meetings, joining committees, writing for the newsletter or social channels, participating in group activities and being a board member. Points are important if you plan on attending National Conference in the future or to get first dibs on special events. If you have questions regarding your points, reach out to [Margaret](#).

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**Have you seen our website? Check it out: [www.prssakent.com](http://www.prssakent.com)**

Forward this email

