



In This Issue

Join us for the end-of-semester social and elections for the Spring 2020 board

Letter from the VP of Professional Relations

What we've accomplished this semester

How to stay on track during winter break

Learning about public relations at the Akron Zoo

Internship spotlight

Do you know how many points you have?

*Our next meeting:
**Wednesday,
Dec. 4***

*Join us for board
elections and the end-
of-semester social!*

**We'll post our spring
schedule on social
and in January's
newsletter!**

Join us for the end-of-semester social and elections for the Spring 2020 board

On Wed., Dec. 4, we will hold our end-of-semester social to celebrate the completion of a great semester. Food will be served! We will also have our Spring 2020 board elections where we'll listen to speeches from members who will be running for the VP of professional relations, VP of fundraising and Secretary positions. All members will then vote for each position for the Spring 2020 semester. We will also be giving a warm welcome to our new PRSSA members! Everyone please welcome: Gianna Cosentino, Britanei Eason, Troy Heatwole,

Leah Marxen, Katie Null, Chloe Parrino, Kayla Polansky, Jordan Shevel, Jessica Skitzki, Zachary Zdanowicz, Kayla Proctor and Hailey Barnett. See you all there!

Letter from the VP of Professional Relations

Vanessa Gresley

Four and a half years later, graduation. One of those things you can't wait for but when it's actually happening you can't even believe it. I am both excited and nervous for this next part of my life. A large part of that excitement comes from my readiness and preparedness to move into the professional world. And for that, I have PRSSA to thank. It has been such an incredible two years; full of growth, friendships, learning and lots of laughter. I know I will always have the support of the friends and connections I've made through the many opportunities I've had here.



After graduation, I plan on staying in Kent. I am looking for a Spring internship. I will be moving to Colorado in July. I am open to any opportunity that comes my way and believe that the possibilities are endless.

Good luck with everything next semester and for years to come, PRSSA Kent. I know you will continuously remain an "outstanding chapter." Without the support from this organization and the faculty and professionals involved, I don't know where I would be today. I will always be just a phone call or email away. Thank you and see you later!

Looking back at what we accomplished this semester



New PRSSA members Troy Heotwole, Zach Zdanowicz, Kayla Polansky and Branden Townes with board member Vanessa Gresley enjoyed our picnic in September.

Thank you everyone for a great Fall 2019 semester! This semester, PRSSA Kent was awarded as the most [Outstanding Chapter](#) in the nation, along with \$500 towards professional development opportunities for our members.

We hosted a successful Communications Connection, with more than 50

students attending to network with PR and advertising professionals. We also hosted a successful auction, which raised about \$2000 for the PRSSA International Conference and PRSSA Kent programming.

At meetings, we learned about planning live event promotion, optimizing our LinkedIn presence and preparing for crises. We also hosted PRKent grads to talk about their careers.

We held an off-site combined meeting with local PRSSA chapters including Akron, Baldwin Wallace and Mount Union at the Akron Zoo. We enjoyed the opportunity meeting and networking with other PRSSA members in the area.

We can't wait to get started next semester with some new meetings and professionals and exciting events! Check out our social channels for next semester's schedule. Enjoy your break!

How to stay on track during winter break

Jill Golden

I am definitely looking forward to winter break after getting through a busy and tough semester (only 2 more weeks!). But once winter break finally comes, I always find myself bored and looking for something to keep me busy. Over the past few winter breaks, I've found some things to do keep me on track and ahead in school that I'd like to share.

Work on your LinkedIn. Or if you don't have a LinkedIn, make one! Winter break is the perfect time to create, update and post on your LinkedIn page. It can be hard to find the time during the semester to make our LinkedIn how we want it. Use winter break to get ahead so you'll be prepared when you start back up at school next semester.

Update your resume. Our resume is another piece that can sometimes get swept under the rug with our busy class schedules and homework assignments. Use your free time to update your resume by adding your recent class experience, extracurricular activities, PRSSA involvement or maybe even changing the layout and design.

Work on your online portfolio. Did you just finish a class with a big writing assignment or design piece? Add it to your portfolio! Your portfolio is something employers will want to view to see what kind of work you've done. Either create an online portfolio by using a free site like [Wix](#) or create a tangible portfolio by printing out your work and putting it in a nice binder.

Read job postings to help you get an idea for what you like. If you're like me, you may struggle trying to figure out what area of public relations you're interested in. Something I like to do is read job postings to help me get an idea of what each area of PR does to help me figure out what I may like in my future.



PRSSA Kent enjoyed a meeting at the Akron Zoo last month with other local PRSSA chapters

Learning about public relations at the Akron Zoo

Zach Zdanowicz

Recently, PRSSA Kent members visited the Akron Zoo with PRSSA Chapters from Akron, Mount Union and Baldwin Wallace University. We met with the Zoo's Marketing and PR Manager Elena Bell. We had the opportunity to learn about the Akron Zoo's communication plans. We learned about managing social media and developing strong relationships with local news media.

Bell shared exciting new information about Akron Zoo's future, including details on its new "Wild Asia" exhibit expected to open in 2020, which is a follow-up to 2019's "Pride of Africa" exhibit. After our discussion, Bell graciously provided us with a personal tour of the Akron Zoo. It was an amazing experience to learn about the role public relations for a zoo.

Internship spotlight

Leah Marxen

Finding an internship can be tricky, but finding an internship in the realm of public relations that you are truly interested in is even trickier. Since summer, I've worked as the assistant event coordinator at [The Ballroom at Park Lane](#), a wedding venue in University Circle in Cleveland. At The Ballroom, I helped my supervisor plan and coordinate weddings. I managed social media and worked heavily on promoting the venue. I discovered the avenue of events, event promotion and social media, and this is where I thrive.



Leah Marxen

My day-to-day tasks included creating social media posts, researching other venues in the area, emailing couples, decorating the venue, getting couples down the aisle and making sure their day at The Ballroom would be perfect. This internship opened me up to the multitude of other possibilities within the world of PR. I absolutely loved it!

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](#).

Have you seen our website? Check it out: www.prssakent.com

[Forward this email](#)

