



## PRSSA KENT NEWSLETTER

March 5, 2018



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*Wed. March 7  
7:30 p.m.  
Franklin Hall  
Room 213*

## Letter from the Intercampus Liaison

*Ian Gillan*

Hi everyone! I hope you are all managing to keep up with both your classes and this weather.

As you start to focus more on summer internships and jobs, I wanted to remind you about some resources that can help with your search. To point out the obvious, JMC's PR internship database has options for students looking in the Northeast Ohio area. If you are focused more on opportunities outside of Northeast Ohio, check out LinkedIn. If you are a

dues paying member, you have access to the PRSSA internship database and the PRSA job center.

Make sure you utilize all the available resources on campus. As a Kent State student, you have access to the Career Exploration and Development Center. Above all, use the valuable network of PR faculty. They are all more than willing to sit down with you.

Good luck on the internship and job hunt!

-Ian



## We're talking Healthcare, Science and Technology PR This Week



On Wednesday, Shelia Vandergriff, director of Development at Glenbeigh and Laura Pegg, Corporate Communications specialist III at Hyland will join us for a conversation about communication work in healthcare and science industries. Come ready with questions. If you're interested in healthcare or software communications, this is the meeting for you. We'll see you Wed. in 213 Franklin at 7:30 p.m.!

## Introducing Kent State's 2018 Bateman Teams

The 2018 PRSSA Kent Bateman teams are challenged with increasing awareness for the lack of funding for childhood cancer research among middle school, high school and college students.

The client is With Purpose, a nonprofit with mission to narrow the "preclinical gap" hindering advances in childhood cancer research. Just four percent of Federal funding is earmarked for childhood cancer research, which has resulted in a gap in research that has led to fewer clinical trials and new treatments for childhood cancers.

With Purpose has asked the teams to focus on creating youth-led movements to advocate for increased funding for childhood cancer research.

PRKent has two teams who are creating, implementing and evaluating campaigns for With Purpose this semester.

The **Bateman Blue** team is focusing on motivating National Honor Society students at three high schools: Tallmadge, Highland and Strongsville. The campaign is designed motivate students to advocate for With Purpose with their peers. The team's secondary and primary research showed NHS students are more likely than other high school students to participate in community outreach activities. The team is conducting an educational campaign at all schools with the overarching objective of motivating students to continue lobbying for increased funding of childhood cancer research long after the Bateman campaign has ended.

The **Bateman Gold** team is working with Kent State STEM scholars to increase their awareness of the preclinical gap and motivate them to engage with With Purpose. The team also is working with the STEM scholars and KSU Science Education graduate students to create lesson plans on the preclinical gap and medical research. The lesson plans will be



shared with area STEM middle and high school students to encourage them to consider childhood cancer research as a field of study.

National PRSSA sponsors the Bateman competition and has given teams until March 15 to implement their campaigns. Entries are due in early April.



*Bateman Blue*



*Bateman Gold*

*Bateman Blue team members are PR majors Angela Radesic, Eryn Gebacz, Lauren Garczynski, Natalie Meek and Sarah Heber. Follow along with Bateman Blue on Twitter: @batemanblue*

*Bateman Gold members are Ashley Purnell, Samantha Ross, Molly Spillman, Arkayla Tenney-Howard, and Abigail Winternitz.*

## Surviving the Sequence: Digital Analytics

*Latisha Ellison*

Are you ready to be the next Avinash Kaushik? Don't know who that is? Don't worry, you will after you've taken Digital Analytics with Professor Stefanie Moore. If your catalog year is 2016-17, you are required to take this course, and if you aren't required to take the course, (lookin' at you, juniors) you should. You need to know about data: how it works, what it means, how it affects your brand and how it can tell a powerful story for your brand.

You will be much more marketable with these digital skills; it's a must-have in today's digitally-connected world. Not to mention, Professor Moore is a bright light you will need during your day (trust me on this), she is so passionate about all things digital and ensuring you understand the basics of digital analytics.

Now, I won't lie, this 10-week course is intense. There's a lot to learn in so little time, but it is possible to survive! Here are a few tips to surviving the course:

- **Come to class, pay attention, be prepared.** This is not a class to miss or be distracted because there is a lot going on. Skim the readings before class to have a little knowledge of what the day's topic includes. You'll be more prepared and catch on easier.
- **Ask questions.** You will be confused. There is a lot to learn and it can be confusing. How are share of voice and share of conversation different? What do you mean likes and followers are vanity metrics? Ask all the questions and visit Professor Moore during office hours if you need more one-on-one help. She's more than willing to help, and she wants you to succeed in the course, so don't be afraid to ask for help.



- **Spend time on your work.** Carve out time in your week to truly complete your assignments. They take time and it's important you understand what you're doing. These are incredible portfolio pieces to take to interviews, and your potential employers will be impressed by your work.
- **Get Google Analytics Certified.** You have an opportunity to get Google Analytics Certified, which looks amazing on your resume and gets you bonus points in the course! This will require extra time during the week to prepare for the exam, but it's SO worth it.

This is one of the most important classes you'll take at Kent, so spend the time and work hard; it will pay off for a long time. You can and will survive this course. Good luck!

## What PR Pals Did For Me

*Ellie Dundics*

Coming into a school like Kent, with more than 40,000 students enrolled, is very overwhelming when taking your first steps as a freshman. My first thoughts were "how am I going to stand out from the crowd," or "how am I going to find my place at this university?" Luckily, I attended the CCI showcase Kent State, which is where I was navigated to PRSSA. Sitting in the first meeting of PRSSA, I was inspired as a public relations student, but I had a ton of questions. I wanted to seize the opportunity of having an experienced upperclassman to answer those questions. All the board members and upperclassmen welcomed me and the rest of the newcomers with open arms. One woman in particular, Alex Seibt, sparked interest for me because of the fact she was the social media coordinator for PRSSA, and I wanted to be a part of that.

Since meeting her, she has given me email addresses of people I can reach out to, helped me construct emails, reminded me of PRSSA meetings and became a very good friend - all while helping me create a network for the future. When telling my friends about this organization and having a PR Pal, I describe her as my "PR big sister" because that is exactly what she is. We not only talk about school, but we have conversations about life, things going on in the world and things we want to accomplish in the future. Joining PRSSA as a whole has been one of the best decisions I have made so far in college.

Being a part of PR Pals is a win-win situation. You have a person who experienced almost everything you will in your journey of being a public relations student, and you are giving yourself a resource to fall back on when things get confusing. Having Alex as a PR Pal has motivated me by hearing her stories about internships, traveling abroad and being in the work force. To PRSSA: thank you for having a program like this because it made such a big school seem very small and helped me find my place very early on in my college career.

Read Ellie's full article [here](#).

## Membership Spotlight

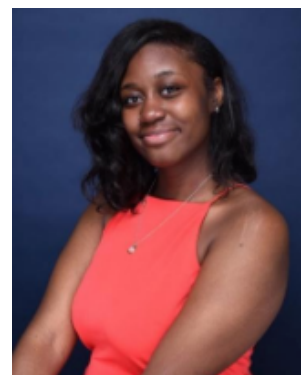
*Sarah Heber*

Celetre' Jones is a freshman new to Kent State and new to PRSSA. She is from Cleveland and has a passion for sports.

Jones is involved with PRSSA Kent committees and plans on using the opportunities provided through PRSSA.

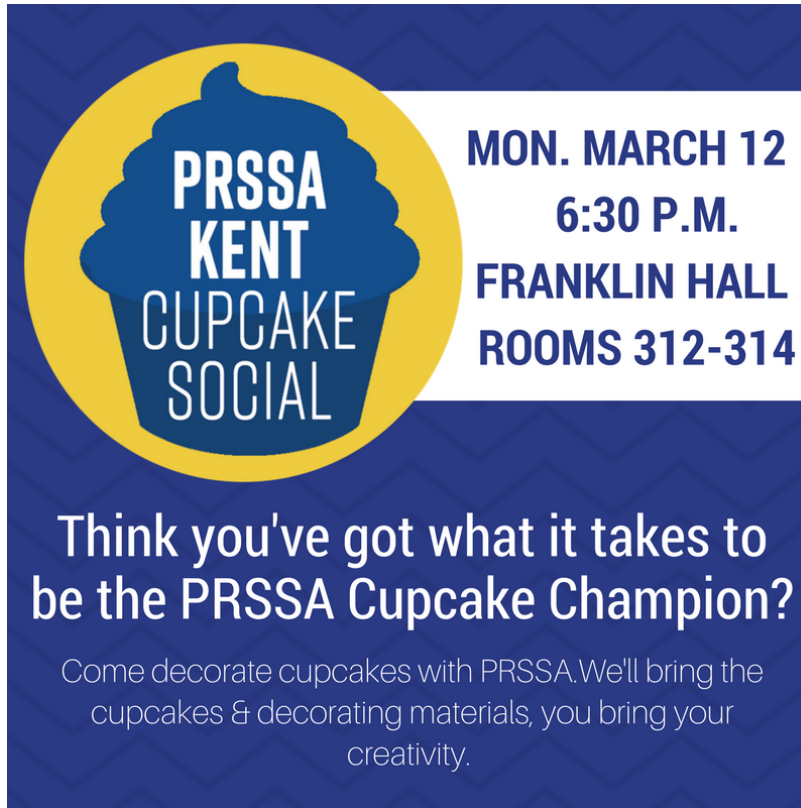
"My favorite thing PRSSA offers is all the resources of support for students," Jones said. "I am eager to engage in PRSSA workshops and take advantage of all the resources."

Although Jones is just starting her college career, she is determined to own her a PR agency one day. She is confident that Kent State and PRSSA will pave the way for her goals.



Outside of PRSSA, Jones loves that college provides her with new opportunities.

"I love that I am able to be a part of different cultural experiences at Kent State," Jones said. "Learning from others is a great way to broaden your mindset and expand your understanding of our world."



**PRSSA  
KENT  
CUPCAKE  
SOCIAL**

**MON. MARCH 12  
6:30 P.M.  
FRANKLIN HALL  
ROOMS 312-314**

**Think you've got what it takes to  
be the PRSSA Cupcake Champion?**

Come decorate cupcakes with PRSSA. We'll bring the  
cupcakes & decorating materials, you bring your  
creativity.

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