

Important Dates:

Feb. 5: Corporate PR

Feb. 26: Agency PR

March 12: Website Workshop

March 12-15: PRSSA National Assembly

March 26: Media Relations & executive board elections

April 16: Alumni Panel

April 23: Lifestyle PR

Letter from the President

Wecome Back!

Your PRSSA family has missed you, and it feels so good to see your beautiful and handsome faces.



De'Andra Roberts
PRSSA at LSU President

I am excited that you enjoyed your fall 2014 semester in PRSSA enough to check out what we have in store for you this year. You thought you enjoyed last semester? Well, believe me when I say that this semester will be even better.

You can look forward to starting or fixing up your own website, receiving advice from successful PRSSA alumni, and of course, hearing from incredible speakers working in the public relations field.

It's going to be an exciting semester, but don't forget that like so many other things in life, PRSSA is what you make it. Join a committee. Write a blog for our Chapter or even on the national level. Attend service events each month. Participate in a fundraiser. Run for an executive officer position.

This Chapter has so much to offer, so don't let the 2014-2015 year end without getting involved. That is my push to you. Get active!

As always, your executive board is here to help. If you have questions or just want to chat, come tap us on the shoulder. We love that stuff.

With PRSSA love,
De'Andra

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!

Join the PRSSA at LSU executive board!

It's almost that time of year again. Executive board elections are just around the corner.

Do you want to get more involved with PRSSA at LSU? Do you want more hands on PR or leadership experience? You are the perfect candidate for the executive board!

If you have any questions, contact the current executive board! All members are more than happy to help.

JOIN the AWARD-WINNING DIVERSITY COMMITTEE

PRSSA at LSU wants you to take advantage of this opportunity to build your skills of **event planning**, **networking** and **creative thinking** while helping the chapter spread the importance of **diversity** in the community.

Most Outstanding Collaborative Program
Public Relations Student Society of America:
Diversity Day: Who I Am

The Love Purple
Live Gold Awards
2013-2014

Presented by
LSU
Campus Life

Contact Shaunda Johnson for more information email: sjoh214@tigers.lsu.edu

MARK YOUR CALENDAR!

We have great service events planned for you this semester!

February

Valentine Card Making Party
Bingo at Southside Gardens

March

Race for the Cure
Boys and Girls Club

April

Food Drive
Fashion Show at Southside Gardens

**Dates will be revealed at meetings.

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



Q: How did you get started in your career?

A: I always wanted to write for a career, and was intent on becoming a journalist. I attended and graduated from the LSU Manship School in 1992 and immediately went to work at a local newspaper. Thanks to networking and a master's from the LSU Manship School, my career opportunities expanded to a public relations field in education. In 1999, through a friend in the Public Relations Association of Louisiana, I got the opportunity to work for ExxonMobil in 1999. I've been here since working in different Public Affairs roles.

Q: What is unique about your organization?

A: ExxonMobil is one of the largest, most high-tech employers in Louisiana, provides materials for end products that we all use from the minute we get up until the time we go to bed at night, and supports our economy through jobs, taxes and hiring of local contractors and firms. We enjoy great community support, but telling our story can be challenging. I've learned that our 5,000 employees and contractors do the best job in telling that story through their volunteer service and outreach. They are truly the face of our company.

Q: What is your favorite book?

A: Harry Potter series, because I've gotten to pass on my love for reading by sharing these with my children.

PROFESSIONAL PROFILES

Kali Johnson

Director of Public Relations and Events



Q: What is the best piece of professional advice you've received?

A: Pursue mission over money, purpose over popularity and impact over impression.

Q: What is unique about your organization?

A: Sevetri, our CEO, has strategically built a team that is both committed to social good and creating innovative solutions for community issues. However, we also have the opportunity to work in a variety of industries, such as food and beverage. One day I could be working on a grand opening press release for CC's Coffee House and the next day I could be planning an inner city community outreach for a professional athlete. There's never a dull moment

and the mission remains the same.

Q: What is the most important thing we (as students) should do before entering the workforce?

A: One, if you don't love what you do, you won't be great at it. And two, if you do love what you do, but you feel you aren't great, keep working. Your skills and knowledge are ever-evolving. Find comfort in knowing that five years from now, you be leaps and bounds ahead of where you are today simply by doing your job.

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. ~~Implement at least one National initiative.~~
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.

Yes, You do Need a Digital Portfolio

As students, we are encouraged to do several things throughout our undergraduate careers: Get a LinkedIn, use professional photos, complete internships... the list goes on forever. It can be overwhelming. Some things are surely more important than others.

Last fall, I made one of the best decisions of my undergraduate career. Before I attended the 2013 PRSSA National Conference, I created my Weebly account and made my personal website. However, I did not know where to begin.



Christina Riviere
Senior

There are several free website builders out there. Some of the more popular ones are Web.com, Wix, Weebly and Squarespace. Do some research and consider the pros and cons of the aforementioned sites.

Once you decide, the website builder will have tutorials to assist you. I suggest looking at the websites of your peers. Many juniors and seniors within our chapter have already developed their websites. Ask for help! You never know who may be willing to meet you for coffee and teach you some basic tricks.

What should be included on your website? The content of your website is entirely up to your discretion. Personally, my home page includes information about my school and future aspirations. I saved the more personal information and résumé overview for the About Me page. Be sure to include professional photos on these pages as well.

The largest section of your website will most likely be your Portfolio. This is where you can showcase your experience, highlight your published writing and demonstrate your skills.

Take full advantage of the screenshot feature. Save these pictures and upload them as images. Be sure to link these back to where you found them online or to the original documents.

I believe this is the most beneficial part of having a personal website. In theory, you are giving a "place" for all your hard work to be displayed.

Additionally, your résumé should be included. I recommend saving your Word document as a PDF and turning the PDF into an image. Post the image on the page and create a "click here" for the PDF file.

Be sure to have a contact page with a contact form. I have included a link to my email address on this page as well.

Many times employers will look for your social networks. In particular, Weebly makes it easy for you to link your profiles and the icons are already there.

Lastly, your website is every bit of what you put into it. It may take some time, and you may feel intimidated. I am grateful I took this step to further my pre-professional career, and you will be too.

Check out my website www.christinariviere.com.

College to-do's

I left the office in complete shock. It was the good kind of shock but nonetheless there I was trying to process what I had just heard. It was towards the end of my sophomore year, shortly before scheduling my courses for the upcoming semester. In the short walk to my car I experienced almost the full spectrum of emotions. I was in such deep thought that I found myself walking through the parking lot with no particular direction for a good minute or two.

When I sat down with my advisor that day I was figuring my schedule for my last two years here at LSU. Imagine my surprise when she was preparing me for my last year at LSU. I think I actually asked her to repeat herself just so I could make sure I heard correctly. It doesn't seem like a huge deal but when someone tells you that you have one less year than you thought you had as a student, reality hits you quickly.

This semester the LSU class of 2015 will be very busy. We'll be updating resumes and cover letters until our little fingers ache. We will job search, apartment search and soul search until we are exhausted. We will use our spare time to soak up the last semester of being a student and we will do all this while actually being a student (you know – lectures, homework, exams etc.).

This last semester routine is something that was, more or less, hurled in my direction. While I am incredibly excited to be graduating a year early, it is bittersweet. As with most things, I have learned a few lessons. This unique perspective has allowed me to gain valuable insight, which I'd like to share. So, whether you're riding out your four years, getting out of here early or taking a victory lap, keep these few things tucked in your back pocket for when it's your turn:

- **Experience:** I have learned that in my three years here I've done a lot of stuff that did belong on my resume. However, I am also learning I wasted my time on a lot of things. Get your experience and make sure it is valuable. Not only does pertinent experience look good, it helps you in knowing what path is right for you in the vast world of PR.
- **Connect:** Reach out to professionals and Manship alumni. I was hesitant at first but then I remembered that not too long ago, they were in my shoes. They know the importance of a helping hand and sound advice.
- **Don't be afraid:** This is probably the biggest thing. I was absolutely terrified to enter my resume into the dog-eat-dog world of professionals. Hello... I am only 20 years old. But I've come to realize the scariest thing they can say is "no" and that's not really that scary after all.
- **Confidence:** Confidence is key! How many times have you heard that? Seriously, how is a future employer supposed to have faith in you when you don't have it in yourself? Be confident in your skills and ability. You have what it takes.

There is infinite advice from infinite sources out there. Soak up all the wise words you can. Good luck this semester, everyone! Class of 2015... let's go get 'em!



Taylor Trahan
Senior

