



### **2013-2014 Executive Board Elections**

Thank you for your interest in applying and running to be an Executive Board Member of the UVU PRSSA Chapter! Being a part of the Executive Board opens doors to networking, career opportunities, leadership experience, and lots of fun!

Enclosed are the following items to help you prepare to run for office:

- List of open positions
- FAQs
- Application and campaigning instructions
- Job descriptions for the open positions

**List of Open Positions:**

President

Vice President

VP of PR

VP of Events

VP of Service

VP of Fundraising

VP of Member Services

VP of Internships

VP of Professional Development

VP of Digital Communication

VP of Advocacy

Historian

Secretary / Treasurer

## Executive Board Election FAQ's

### **How many UVU students serve on the UVU PRSSA Executive Board?**

13 students serve on the Executive Board.

### **If elected, how long would I serve?**

Your length of service will start June 1, 2013 and will last the entire Fall and Spring Semester of 2013-2014.

### **What is the time commitment for being on E-Board?**

You should plan on committing 5 hours a week for PRSSA. The executive board will meet twice a week as part of the academic course Comm 350R Special Topics: PRSSA Presidency. To fulfill the responsibilities of the office, work and projects will be required out of class. If you're concerned about the time commitment, it's best to ask the current E-Board member what amount of time they spend in their position. Needless to say to be a successful executive board member, you must be able to manage your time well.

### **If elected, do I get academic credit?**

Yes. All Executive Board members are required to enroll in the academic course Comm 350R Special Topics: PRSSA Presidency during fall and spring semesters. During fall semester, the three credit hour class will meet Tuesdays/Thursdays between 10:00 – 11:15 am. Class meeting times during spring semester have not yet been determined.

### **I just joined PRSSA this year, should I still apply?**

Absolutely! We are happy to have new members apply for executive board positions. If you have an interest in PRSSA, and have shown your interest through getting involved in the Chapter, you're welcome to apply.

### **I'm just a Freshman. Can I still run for office?**

Being a younger member definitely should not hold you back from applying for a position. One of our current goals is to increase the activity of our younger members to build a strong group of leaders for the future of the organization. Go for it.

### **What do you look for in an executive board applicant?**

More than anything, we want to hear ideas. We try our best to make PRSSA the best organization on campus, but we know we're not perfect and there's always room for improvement. We're not a group that sticks to doing the exact same thing every year. Coming with ideas for the position you're interested in will show us that you're an innovative thinker. We also look for members that have shown an interest in PRSSA by getting involved and have the qualities of a good leader.

**How do I run for office?**

It is easy to run for the executive board. Detailed instructions will be provided, however, here is how it works: 1) meet the qualifications and complete the online application and you are on the ballot, 2) give a 2-3 minute speech to all PRSSA members on election night and be prepared to answer a brief Q&A after your speech, 3) PRSSA members will vote on election night, and 4) the candidate who has the most votes wins.

**If I run and am not elected, can I run for a different position?**

You bet. When filling out the application form you can apply for two positions. If you are not elected for the first position you may run for the second.

**What is the timeframe for running for office?**

The online application must be submitted by Friday, March 1, 2013 by 5:00 pm. Elections will be held March 5, 2013 at 7:00 pm in the UVU Alumni House.

**What can I do and cannot do while campaigning for office?**

Slander, negative comments about candidates, and other negative campaign practices are not allowed. Using the PRSSA membership list is not allowed, however, you may appropriately use Facebook, Twitter and YouTube. Remember, face-to-face communication is the most effective method of communication so talk it up with your friends and in your classes.

## Executive Board Election Application

To run for the Executive Board, each candidate must complete an online application by Friday, March 1, 2013 at 5:00 pm. The online application can be found at: <http://bit.ly/UJzg6m>.

*Members are able to run for up to two positions. To do so, you must indicate both positions on your application. For each position you specify on your application you must talk to the current presidency member.*

### **Application Details:**

The following information will be required when submitting your online application. We recommend answering each question in a word document before submitting your online application. This will help you save time and ensure everything is exactly the way you want it before it is submitted. Changes cannot be made to your application once it is submitted.

First Name

Last Name

Email Address:

Cell Phone Number:

Twitter Handle:

Candidate for (indicate position, i.e. President, Vice President, etc.)

Expected graduation date:

Are you currently a paid member of PRSSA? (date you paid your membership fee)

Number of semesters in PRSSA:

If elected you will be required to enroll in the academic course Comm 350R Special Topics PRSSA Presidency during Fall and Spring Semesters. During fall semester, the three credit hour class will meet Tuesdays and Thursdays between 10:00 – 11:15 a.m. Class meeting times during spring semester have not been determined. Do you agree to enroll and attend this course? Yes No

Will you be an enrolled UVU student in Fall Semester 2013? Yes No

Will you be an enrolled UVU student in Spring Semester 2014? Yes No

Candidates for office must have a minimum 2.5 cumulative GPA to run and serve on the Executive Board. Do you have a cumulative GPA of 2.5 or higher? Yes No

If elected, you will be required to attend, with all the newly elected Executive Board Members, an out-of-town leadership retreat, Friday, April 12 and Saturday, April 13. Attendance and participation is mandatory. Will you arrange your schedule to attend? Yes No

Do you understand that as an executive board member you will be expected to make time for PRSSA special events outside of the academic class? Yes No

Please answer the following questions as completely as possible in 150 words or less per question.

Why are you interested in running for the UVU PRSSA 2013-2014 Executive Board?

How are you qualified for the position for which you are most interested in?

Please describe your goals and platform for this office.

Did you fulfill the one-on-one meeting requirement with the current Board Member? (Please note: If you did not fulfill this requirement, you are not able to run for a position). Yes No With whom did you meet?

## **PRSSA Executive Board Position Descriptions and Contact Information:**

Below is a brief description of each position. To learn more about the position, please contact the current board member ASAP. For help in your application process, or to learn more about a position, feel free to contact any of the current board members below.

### **PRESIDENT: Heather Scovill**

Contact at 801-885-1680 or [hescovill@gmail.com](mailto:hescovill@gmail.com)

- Be enrolled as a UVU student during the fall and spring semesters
- Motivate executive board and members through an enthusiastic attitude toward PRSSA.
- Preside at all membership and executive board meetings.
- Attend and represent UVU at the PRSSA National Assembly in Albuquerque, New Mexico, April 4 – 7, 2013. The majority of the travel expenses will be covered by UVU.
- The Chapter President is required to attend the National PRSSA Leadership Rally (June dates TBD in Scottsdale, Arizona). The Leadership Rally is the foundation of a Chapter President's successful term. The majority of the travel expenses will be covered by UVU.
- Attend the National PRSSA Conference (October dates TBD). The majority of the travel expenses will be covered by UVU.
- Attend National Assembly as the official UVU delegate during the spring 2014 semester. The majority of the travel expenses will be covered by UVU.
- Appoint committees (within the guidelines of the UVUSA Constitution); advise chairpersons; advise members about Chapter activities
- Delegate responsibilities of officers and committees.
- Direct overall operations of Chapter.
- Recommend and establish goals and objectives for the Chapter with the approval of the membership, faculty and professional advisers.
- Attend all UVUSA Club meetings (the one hour meetings are held twice a month)
- Attend PRSA board meetings once a month, usually the 1<sup>st</sup> Friday of the month.
- Attend PRSA meetings once a month, usually the 3<sup>rd</sup> Wednesday of the month.
- Assist the treasurer in collecting annual dues and assume responsibility for providing accurate accounting.
- Stay in contact with the PRSSA National Committee.
- Oversee club charter applications and coordination with UVUSA
- Ensure club/Chapter national and UVU paperwork is accurately and completed by require deadlines.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- Participate in all Chapter meetings and events.
- All other duties as assigned.

**VICE PRESIDENT: Kyle Hunt**

Contact at 801-623-8246 [kyle@fusion360agency.com](mailto:kyle@fusion360agency.com)

- Be enrolled as a UVU student during the fall and spring semesters.
- Motivate members to engage in PRSSA by attending events and volunteering their time to promote and strengthen the organization.
- Oversee the work of executive board members and compile a weekly progress report to submit to the president.
- Perform presidential duties if the president is absent or unable to perform his/her duties.
- Oversee and prepare UVU Wolverine Achievement Awards nominations.
- Oversee and prepare Chapter awards application materials for National PRSSA awards.
- Oversee and run the annual PRSSA Executive Board elections in March, and midterm elections in December if needed.
- Help the president coordinate and direct committee activities and Chapter operations.
- Perform duties as may be delegated by the president.
- Counsel the president by recommending new goals, objectives, plans and programs.
- Coordinate and disseminate information about PRSSA New Professionals and Associate Membership for graduating PRSSA members.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- Responsible for annual/semi-annual elections
- And all other duties as assigned.



**VICE PRESIDENT OF PUBLIC RELATIONS: Jonathan Ingalls**

Contact at 407-733-909 [jonny.ingalls@gmail.com](mailto:jonny.ingalls@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Coordinate with VP of Events, Fundraising, Digital Communication, and Service to create fliers for each event/activity (experience with PhotoShop, InDesign, etc. will be helpful).
- Email/contact Stephen Whyte in Communication Department to print fliers
- Work with VP of Digital Communication to maintain a strong social media presence through
  - Inviting friends to events
  - Responding to tweets or retweeting
  - Respond to Facebook shares, likes, and comments
  - Approve and respond to comments on UVU PRSSA Website.
- Print and give fliers to PRSSA Presidency to distribute in Communication Classes to promote our events.
- Develop a media contact at the UVU Review
- Reach out to Communication Faculty and other UVU clubs related to communications and invite them to PRSSA events and activities
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- Write a press release for every UVU PRSSA activity.
- Have a strong awareness of public relations and how to increase PRSSA visibility, credibility and valuation on campus (know requirements for PRSSA National awards to help further those areas.
- Participate in all Chapter meetings and events.
- And all other duties as assigned.

**VICE PRESIDENT OF EVENTS: Ashley Jewell**

Contact at 801-380-5689 [uwish14@hotmail.com](mailto:uwish14@hotmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Coordinate all Chapter events:
- Work with University organizations to secure:
  - Venue/Rooms
  - Catering
  - Entertainment
  - Physical layout of the event
- Plan and take care of the event details, including:
  - Fill out requests through Orgsync on-time through the clubs office
  - Decorations
  - Food (on or off campus)
  - Speaker gifts
  - Event assignments for other committee members
  - Book guest speakers and coordinate all details for their media needs, getting their bios, etc.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- And all other duties as assigned.

**VICE PRESIDENT OF SERVICE: Priscilla Silva**

Contact at 801-734-0810 [Priscilla.Silva@live.com](mailto:Priscilla.Silva@live.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Plan and coordinate two service events each semester.
- Follow all UVUSA guidelines for club service events.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned.

**VICE PRESIDENT OF FUNDRAISING: Neal Marchant**

Contact at 435-604-6842 [nealmarchant@gmail.com](mailto:nealmarchant@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Plan and coordinate one fundraising event each semester to raise funds for Chapter events, conference participation/travel, etc.
- Prepare and coordinate funding applications for UVUSA club funding. Prepare presentation for club funding requests during fall / spring semesters.
- Request annual sponsorships from off-campus business/organizations.
- Submit Chapter fundraising activities to National PRSSA Fundraising Bowl.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned.

**VICE PRESIDENT OF INTERNSHIPS: Nicole Lier**

Contact at 801-719-70904 [nicole20@gmail.com](mailto:nicole20@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Collaborate with the Career Development Center and Internship offices to coordinate internship positions and opportunities for Chapter members.
- Register on UVU Job Board to receive updates on internship postings and opportunities.
- Oversee posting of internship opportunities on all used social media sites of the club, Chapter website and newsletter.
- Communicate all internship opportunities to Chapter members.
- Collaborate with VP of Digital Communication, Public Relations and Faculty Adviser to communicate internship opportunities to Chapter members.
- Interview PRSSA members doing internships for articles in Chapter newsletter/blog post on website.
- Assist Chapter members applying for internships during the application process.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned

## **VICE PRESIDENT PROFESSIONAL DEVELOPMENT: Henry Cervera**

Contact at [henrymvd@hotmail.com](mailto:henrymvd@hotmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Plan and coordinate at least one on-site PR professional visit per semester for interested PRSSA members.
- Work with VP of Digital Communications to incorporate PRSSA / PRSA professional development sessions into UVU PRSSA's social media outlets.
- Advertise and promote to all PRSSA students the monthly Utah Valley / Salt Lake City PRSA Chapter luncheons.
- Create and coordinate a mentor program with PRSA members and UVU PR Alumni.
- Maintain UVU PR alumni database.
- Serve as a liaison between past and current members.
- Participate in all Chapter meetings and events.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned.

## **HISTORIAN: Chloe Nielsen**

Contact at 480-773-2875 [chloelsen09@gmail.com](mailto:chloelsen09@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Create monthly Chapter newsletter:
  - Prepare editorial calendar for fall/spring semesters
  - Develop content for newsletter
  - Coordinate with other presidency members to generate content
  - Coordinate with VP of Member Services and VP of Digital Communications to distribute newsletter
- Create an annual written Chapter history.
- Attend all Chapter events.
- Take photos at all events.
- Prepare a detailed summary/report of each PRSSA activity throughout the year.
- Submit at least one chapter event summary to the National PRSSA office each semester.
- Update Alumni Corner monthly on UVU PRSSA website
- Count and track attendance at activities/meetings
- Prepare and tabulate surveys for each PRSSA activity
- Send a few pictures from each event to the Clubs office for the end of the year slide show
- After each event, post pictures on Orgsync
- Coordinate with VP of Digital Communications to post pictures on Facebook, Twitter and the UVU PRSSA Website
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned.

**Vice President of Member Services: Janessa McNeill**

Contact at 801-833-6867 or [janessa.mcneill@gmail.com](mailto:janessa.mcneill@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Recruit new members and encourage existing members to renew their annual membership.
- Create and keep an Excel record of all UVU PRSSA members. This includes weekly updates to the Master Roster.
- Visit Campus Clubs Department weekly to insure all records are accurate with new PRSSA signups.
- Send new UVU PRSSA members a welcome letter within seven days of joining UVU PRSSA.
- Make phone calls to new members-assign one member of executive board to call each new member within seven days of joining UVU PRSSA.
- Send out weekly e-blasts to paid and interested members and manage Chapter email account
- Reminder emails about upcoming activities like the PRSA luncheons
- Answer questions regarding PRSSA memberships
- Once a semester generate and send Chapter membership report to national headquarters
- Invite people to PRSSA activities
- Participate in all Chapter meetings and events.
- Coordinate UVU PRSSA presence at campus events such as Club Rush and Freshmen orientation.
- Prepare and disseminate UVU PRSSA recruitment materials to professors and academic advisors to recruit new members.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- Participate in all Chapter meetings and events.
- All other duties as assigned

**VICE PRESIDENT OF DIGITAL COMMUNICATION: Zach Dearing**

Contact at 801-960-8303 or [ZDearing@uvu.edu](mailto:ZDearing@uvu.edu)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Produce and coordinate photography for the Chapter, i.e. Chapter activities, Presidency members.
- Create a social media calendar for fall / spring semesters.
- Oversee and maintain the Chapter website and blog.
- Oversee and coordinate all social networking sites & technology based communication outlets including Facebook and Twitter.
- Oversee and maintain the Chapter YouTube channel.
- Coordinate with Vice President of Membership, Events and Public Relations.
- Schedule and oversee each Executive Board Members blog, Facebook and Twitter posts.
- Write 2 UVU PRSSA blog posts per semester.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page.
- Participate in all Chapter meetings and events.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- All other duties as assigned.

**VICE PRESIDENT OF ADVOCACY: Henry Cervera**

Contact at [henrymvd@hotmail.com](mailto:henrymvd@hotmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Promote ethics and diversity among UVU PRSSA members.
- Plan and coordinate at least one on-site ethics event per semester.
- Work with VP of Digital Communications to incorporate ethics/diversity national initiatives into UVU's PRSSA social media outlets.
- Advertise and promote to all members the annual PRSSA High School Outreach program.
- Serve as a liaison between current national VP of Advocacy and UVU PRSSA members.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- Prepare and deliver a 20 minute presentation on leadership each semester.
- Participate in all Chapter meetings and events.
- All other duties as assigned.

**SECRETARY/TREASURER: Shawn Homer**

Contact at 801-834-0661 or [shawn.homer@gmail.com](mailto:shawn.homer@gmail.com)

- Motivate members through his or her enthusiastic attitude toward PRSSA.
- Keep the Chapter's charter, and other permanent documents and Chapter Handbook.
- Prepare executive board meeting agendas with the assistance of the president.
- Notify PRSSA Headquarters and PRSA sponsor Chapters of changes in Chapter leader.
- Ensure each member of the PRSSA presidency has an up-to-date binder for his/her office.
- Track member meeting/event attendance.
- Take minutes at Executive Board meeting.
- Participate in all Chapter meetings and events.
- Complete training with the clubs office in order to properly manage funds and receive financial updates from the clubs office.
- Work with the Chapter President in preparing the annual budget.
- Collect Chapter and national dues, with the assistance from the president and prepare the National PRSSA dues from to meet the national dues dates of November 1<sup>st</sup> and March 1<sup>st</sup>.
- Coordinate with VP of Member Services to maintain an accurate Google doc with all current members, dates in which members paid dues and contact information.
- Provide financial reports periodically to the Chapter Membership and advise board on fund allocation for events, programs, fundraisers and campaigns.
- Collect fees for any Chapter special events and fundraisers.
- Disburse Chapter funds with proper approval.
- Provide safe keeping for all Chapter funds and keep accurate financial records.
- Write 2 UVU PRSSA blog posts per semester under the direction of the VP of Digital Marketing.
- Write 6 Tweets per semester to be sent out from the official UVU PRSSA Twitter Account under the direction of the VP of Digital Marketing.
- Write 3 Facebook posts per semester to be sent out for the official UVU PRSSA Facebook Page under the direction of the VP of Digital Marketing.
- All other duties as assigned.