SMU PRSSA 2020-2021 Executive Board Positions

President
The PRSSA Chapter President is responsible for the overall operation of the chapter and executive board, serving as the principal administrative officer. Some of the President's primary responsibilities include establishing and executing chapter goals, delegating tasks to the board, as liaison to the CCPA Division of SMU and representing the chapter at various opportunities. The Chapter President is required to preside at all membership and executive board meetings and attend each CCPA Advisory Board meeting. Additionally, the President is responsible for maintaining a dialogue with the chapter Professional Advisor, Faculty Advisor, CCPA Advisory Board, PRSA Dallas University Committee and the PRSSA National Committee on behalf of the chapter.

Executive Vice President (VP Treasurer & Membership)
The VP serves as VP Treasurer and VP Membership. As VP Treasurer, he/she is in charge of all financials for PRSSA. At the beginning of the academic year, the VP and Treasurer reviews and prepares the budget. He/she is also responsible for attending mandatory student organization meetings to adhere to SMU regulations and rules for student organizations. The VP Treasurer approves spending by the Exec Board and reimburses individuals for cash outlays if necessary. He/she responsible for requesting money from Student Senate for chapter events. In regard to bylaws, the VP Treasurer is responsible for assuring the SMU PRSSA Chapter adheres to national PRSSA rules, as well as maintaining and updating the SMU PRSSA Chapter bylaws.

The VP of Membership is responsible for expanding and maintaining the number of our chapter's members. VP of Membership is in charge of recruiting events like Night at the Club and arranging to speak in CCPA classes to promote PRSSA. In addition to submitting November and March dues to PRSSA national headquarters, the VP of Membership is responsible for organizing the incoming executive board elections.

- *Recruitment Chair*

  The Recruitment Chair(s) is responsible for planning and organizing PRSSA recruitment events and info sessions. Additionally, he/she leads the recruitment efforts by effectively recruiting all men and women in communication fields.

Vice President of Communication

The VP of Communications is responsible for publicizing all information about general member meetings, events, and conferences hosted by SMU PRSSA in a timely manner. He/she advises the media & email chair, websites & blog chair, and the graphics chair. The VP of Communication maintains an effective branding campaign for the SMU PRSSA chapter.

- *Social Media & Graphics Chair*

  The Social Media & Graphics Chair is responsible for updating and maintaining all of our chapter's social media channels. The chair serves as the lead designer of fliers and generates the creative approach for all PRSSA advertising. Experience with programs like Adobe Photoshop, Illustrator, or InDesign is recommended. Reports to the VP of Communication.

- *Website & Blog Chair*

  The Website & Blog Chair is responsible for updating and maintaining the SMU PRSSA website, blog and SMU PRSSA Connect page. This chairperson will be expected to write blog articles to be posted on CCPA's blog and post on the SMU PRSSA website. Blogs, chapter events, and internship opportunities should also be posted on the website and kept up-to-date. Reports to the VP of Communication.

Vice President of Programming

The VP of Programming advises the career & PRSA relations chair and speakers and tours chair. The vice president ensures the chapter has at least

one event a month and at least one tour a semester. The VP of Programming's goal is to ensure SMU PRSSA puts on events that cater to the membership of the chapter.

- *Event Programming Chair*

   The Event Programming Chair assists with planning and coordinating the events schedule. The Event Programming Chair works to organize speaker and tour events for our chapter. The chair is responsible for finding at least two speakers each semester and one tour a semester for the chapter. He/she will create a schedule of events before the beginning of each semester of all upcoming events for the chapter and will update this list as necessary. The chairman will work to bring in speakers to discuss topics of interest to the chapter membership. Reports to the VP of Programming.

- *Membership Programming Chair*

   The Membership Programming Chair assists with planning and coordinating the membership events. Membership events are set in place to build relationships and morale within the chapter. He/she also heads the mentorship program. Reports to the VP of Programming.

- *Career Chair*

   The Career Chair will be in charge of programming a workshop in the Fall and a job/internship fair in the Spring. The chair will be responsible for managing the recruitment of professionals, student registration, and other logistical duties for the events. Reports to the VP of Programming.

Vice President of External Affairs

The VP of External Affair is in charge of generating and maintain strong relations with PRSSA Nationals and PRSA Dallas. Strengthening these relationships with both organization aids in professional networking and mentor.

He/she is responsible for updating the chapter on the world of public relations in addition to hosting one event each semester with PRSA Dallas.

Historian

The Historian is in charge of documenting chapter events (speakers, tours, mixers, meetings, career fair, workshops, etc.). The Historian types the minutes at every board meeting and emails them to the board and the faculty advisor after each meeting. The Historian is also responsible for all member emails informing members of general chapter updates, internship opportunities and programming events.