

DIANE S. KRIDER PRSSA CHAPTER

2021-2022

ANNUAL REPORT



A comprehensive summary of the operations and accomplishments of the 2021-2022 academic year.

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PRESIDENTIAL ADDRESS



The transition from virtual to in-person was more challenging than most of us expected; however, as I reflect on the year, I am so proud of all we have accomplished. We hosted a hugely successful midnight skate fundraiser and internship fair with 20 businesses and over 100 students in attendance. In the last semester, we transitioned from biweekly to weekly meetings and implemented a point system, which has increased our member attendance and participation. We gave back to our community by raising over \$300 for a local food pantry. We grew our network and professional development by partnering with PRSSA chapters across the state, touring a top PR agency in Michigan and starting a public relations podcast. Additionally, our Bateman Competition team designed and implemented a campaign to engage the CMU community in a conversation about young adult and adolescent lymphoma. Our team received an honorable mention marking the first time in over 10 years the national competition has recognized CMU.

None of these accomplishments would have been possible without our incredibly hard-working executive board, who continuously strive for the betterment of the chapter. I also want to thank our members who are always eager to learn and contribute to the organization. I hope you all continue to take advantage of every opportunity PRSSA presents to you. Being a part of PRSSA has had the most significant impact on me since coming to CMU. The organization has given me and others endless opportunities and resources to help us grow personally and professionally. More than anything, the connections, friendships and memories I made through this chapter are gifts I will forever cherish.

Fire Up!
Molly Anderson

EXECUTIVE BOARD



MOLLY ANDERSON
PRESIDENT



RACHEL BEDNARZ
IMMEDIATE PAST PRESIDENT



KYLIE RYDJORD
VICE PRESIDENT



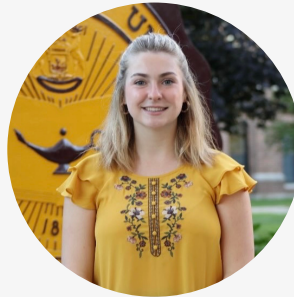
BAILEY TALASKA
PR CENTRAL CEO



NATALIE BATTEN
DIRECTOR OF FINANCE
& BATEMAN COORDINATOR



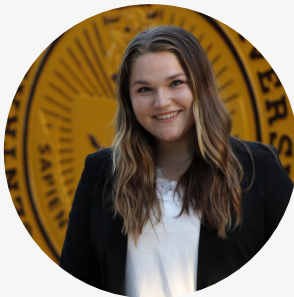
LEONA FALCONER
DIRECTOR OF INTERNAL
COMMUNICATIONS



ELIZABETH HAMILTON
DIRECTOR OF PUBLICATIONS



SAMANTHA MATUSZEWSKI
DIRECTOR OF SOCIAL MEDIA
AND DESIGN



MCKENNA PIERCE
DIRECTOR OF EVENTS
AND FUNDRAISING



JESSICA JOHNSON
DIRECTOR OF COMMUNITY
ENGAGEMENT



CECILE NIENSTEDT
DIRECTOR OF PROFESSIONAL
DEVELOPMENT

NATIONAL PARTICIPATION

BATEMAN CASE STUDY COMPETITION

From November 2021 to April 2022, six chapter members worked to plan and implement a campaign to raise awareness of young adult and adolescent lymphoma, and guide the CMU community to the Lymphoma Research Foundation resources. The campaign consisted of a month-long podcast special, Lymphoma Talks, featuring survivors, experts and loved ones affected by lymphoma. A Fire Up Red Week of Events included two informational tabling events and a Blaze Pizza Fundraiser for the LRF. Social media tactics were implemented throughout the entirety of the campaign, working to promote lymphoma awareness, statistics, Fire Up Red events and the podcast. The team earned an honorable mention for their performance in the competition making it the first time in 10 years the national competition has recognized CMU.





FIRE UP RED

WEEK OF EVENTS

Monday Feb. 21	10 a.m. - 1 p.m.
Free Stickers & Selfie Booth Table @ Central Eats	
Thursday Feb. 24	10 a.m. - 1 p.m.
Write a card for lymphoma patients @ Central Eats	
Friday Feb. 25	5 p.m. - 9 p.m.
Fundraiser/Social @ Blaze Pizza on Mission St.	
Use flyer for 20% of proceeds to support the LRF	



Post a photo with #FireUpRed and tag @lymphomataalks for the chance to win both a \$25 Blaze Pizza and \$25 Starbucks gift card!




2021-2022 STAR CHAPTER

CMU PRSSA was recognized by PRSSA National as a Star Chapter for their work throughout the 2021-2022 school year. In order to obtain this title the chapter had to meet eight national requirements including having a nationally affiliated firm and completing a community service project.

GENERAL MEETINGS

General meetings give members the chance to socialize, talk with professionals and participate in professional development activities. This year all general meetings were held in person, with an option to join virtually if needed.

SEPT. 8, 2021

First general meeting - an introduction to PRSSA and the executive board

SEPT. 22, 2021

PR ethics discussion and Mentor-Mentee Matching event

OCT. 6, 2021

Blaze Pizza Fundraiser

OCT. 20, 2021

Internship Student Panel + Internship Fair discussion

NOV. 3, 2021

Resume Workshop with Rachel Esterline Perkins

NOV. 17, 2021

Faces of FH: All About PR Agency Life at FleishmanHillard webinar

DEC. 1, 2021

Crisis Communication with Dr. Elizabeth Carlson

JAN. 19, 2022

Finding and Getting an Internship with Jim Wojcik

JAN. 26, 2022

Committee Meeting Mixer

FEB. 16, 2022

Leadership Panel with former PRSSA Presidents Elise Pelletier, Scott Steward and Dana Blankenship

MARCH 2, 2022

Personal branding discussion and activity

MARCH 23, 2022

Executive Board Panel

APRIL 6, 2022

Post-College Advice with PRSA Detroit Chapter member Chrystal Wilson


APRIL 20, 2022

DOW Great Lakes Bay Invitational discussion with Wendy Traschen

FUNDRAISING AND COMMUNITY SERVICE

BLAZE PIZZA

Oct. 6 – In order to raise money for chapter awards and scholarships, Director of Chapter Events and Fundraising McKenna Pierce organized a Blaze Pizza Fundraiser where 20 percent of the profit from each purchase was donated to PRSSA.



EAT SOME PIZZA, RAISE SOME DOUGH!

Download Our Mobile App!

Enjoy yourself and support our cause at a special fundraising event for:
CMU Public Relations Student Society of America

BLAZE PIZZA WILL DONATE 20% OF PROFITS FROM YOUR ORDER BACK TO THIS ORGANIZATION!

Date: Wednesday, October 6, 2021
 Time: 4:00 pm – 9:00 pm
 Location: 1218 South Mission Street, Mt. Pleasant

Order Method: **FUND A**
 In Restaurant: Present this flyer or show a copy of it on your phone before paying.

Online & App Orders: Orders must be placed online at blazepizza.com or through the Blaze Pizza app. Enter our "Support CREF" code at checkout to have your transaction code tracked for donation. If entered correctly, you'll see a 20% discount applied to your check which confirms that 20% of your transaction will be counted into the total donation. **VALID FOR PICKUP, CARRYOUT AND CURBSIDE & DELIVERY WHERE AVAILABLE.**

AVAILABLE THROUGH THE BLAZE PIZZA APP & WEBSITE. For online orders, only transactions that have the promo code applied qualify for the 20% discount. 20% discount will be counted toward the donation total. Donations cannot include proceeds from tax and gift purchases. Excludes 3rd party delivery and phone orders. **FLYER DISTRIBUTION IN RESTAURANT PROHIBITED.**

1358A

BLAZE PIZZA



MIDNIGHT SKATE

Dec. 8 – The Events and Fundraising Committee brought back the old tradition of Midnight Skate. Members, friends and family gathered at the Mount Pleasant Ice Arena to socialize, skate and enjoy baked goods. All profits raised were donated to PRSSA for chapter awards and scholarships.

VALENTINE'S MIDNIGHT SKATE

Feb. 18 – After the success of our first semester midnight skate, the Events and Fundraising Committee planned a second skate at the Mount Pleasant Ice Arena. Over \$300 in profit was donated to the Community Compassion Network.



CMU PRSSA
 Presents...

MIDNIGHT SKATE

All proceed will go to
 Community Compassion
 Network

February 18th
 10 p.m. – 12 p.m.
 \$5 Entry Fee
 \$2 Skate Rental
 (Cash is recommended)

I.C.E. Arena
 Isabella Community Sportsplex
 5165 E. Remus Rd.
 Mt. Pleasant, MI 48858

EVENTS

INTERNSHIP FAIR

Nov. 10 – CMU PRSSA hosted its annual internship fair in person for the first time since the pandemic. The fair included 20 companies and more than 100 students in attendance. The event was a success and multiple students gave credit to the event for helping them land their internships.



“

"Plan ahead! Update your resume and business cards a few weeks in advance, so you are not scrambling last minute."

–Vice President Kylie Rydjord

ATTENDANTS

Art Reach of Mid Michigan
 Catalyst Media Factory
 Chateau Chantal
 CMU Athletics
 CMU University Communications
 DOW
 FleishmanHillard
 Franco
 Grand Central Magazine
 Ignite Donuts
 Mackinac State Historic Parks
 Mary Ellen Brandell Volunteer Center
 Midland Center for the Arts
 Mt. Pleasant Area CVB
 Office of Study Abroad
 Paint Creek Center for the Arts
 Rise Advocacy
 Truscott Rossman
 Van Dyke Horn Public Relations

INTRODUCING CMU PRSSA &
DEPARTMENT OF JOURNALISM'S


**INTERNSHIP
FAIR
2021**

Free and open to all students!

November 10, 2021
 9 a.m. - 3 p.m.
 Bovee University Center
 Rotunda

EVENTS



PAPA'S PUMPKIN PATCH SOCIAL

Oct. 22 - The Events and Fundraising Committee planned a social event at Papa's Pumpkin Patch. Members met at the farm to meet new members, make friends and enjoy donuts and cider.



AGENCY TOUR

March 18 - Members traveled to Grand Rapids to tour Lambert, a PR agency providing strategic public relations counsel, including public affairs, digital, marketing and business consulting. Following the tour, members ate dinner together and attended a Grand Rapids Griffins hockey game.

EVENTS



COFFEE. COCKTAILS. CONNECTIONS.

March 27 - Members joined a virtual networking event hosted by Oakland University and University of Michigan-Dearborn's PRSSA chapters. In an effort to improve outreach to other Michigan chapters following the pandemic, members socialized and shared their successes from the year with students from OU, UofM-Dearborn, Wayne State University, Michigan State University and Grand Valley State University.

SPRING BANQUET

April 23 - Members celebrated the year's accomplishments at the Starry Night Spring Banquet. Dinner and drinks were enjoyed as speeches, certificates and various recognitions were given out.



MSU X CMU X GVSU

April 26 - Members joined a virtual meeting to network further with other Michigan PRSSA chapters. In addition, they heard from PRSA members and had the chance to ask questions.

CHAPTER DEVELOPMENTS



PRESIDENT ELECT

CMU PRSSA implemented a new position - president elect. In order to properly train the newest president, president elect will shadow the president for a full semester before taking over the role.

ALTERNATING MEETINGS

Beginning second semester, CMU PRSSA implemented weekly meetings by alternating general and committee meetings. Therefore, each meeting ran on a biweekly basis in the same room at the same time. This change was enacted to create more ease for our members looking to attend committee meetings.

Meeting Info

Every Wednesday at
6:30 p.m. in Moore 105
or online.

Jan. 19, 26

Feb. 2, 9, 16, 23

March 2, 16, 23, 30

April 6, 13, 20, 27

PRSSA Point System

Point Breakdown

Attendance

- General Meetings- 1 point
- Committee Meetings- 1 point

Chapter Events

- Socials- 5 points
- Community Engagement/Volunteer Events- 5 points
- Fundraisers- 5 points
- Internship Fair- 5 points
- Banquet- 5 points
- District or Regional Conference- 10 points
- National Conference- 15 points

All-Star

- Join E-board- 5 points
- Join PR Central- 10 points
- Write a blog- 5 points
- Get Nationally Published- 10 points
- Member of the Month- 5 points
- Apply for a PRSSA Scholarship- 5 points
- High school outreach- 15 points

Guidelines

- Make sure to scan QR codes to check-in at meetings
- Check-in with PRSSA E-board members at each event to receive points
- To receive points for Chapter Events, you must not only attend but contribute/volunteer if needed
- If you attend a conference, apply for a scholarship or do high school outreach, email Chapter President Molly Anderson ander7mm@cmich.edu
- The first place prize is eligible for the next year of membership
- If a graduating senior wins the first place prize, they will receive a full refund for that year

To receive PRSSA cords, graduating seniors must accumulate at least 30 points

POINT SYSTEM

CMU PRSSA implemented a point system starting second semester. This point system was designed to encourage member participation and reward those who go above and beyond.

CHAPTER DEVELOPMENTS

PROFESSIONAL PODCAST

CMU PRSSA launched its brand new PProfessional Podcast, made possible by the Communications Committee and co-hosts Leona Falconer and Elizabeth Hamilton.

PProfessional features expert advice and firsthand student accounts in the world of PR. Special guests join each episode, ranging from PR professors, business professionals and communication specialists. It is available on Spotify and Apple Podcasts.

This year, PProfessional featured special guests professor Jim Wojcik, professor Will Anderson and communication specialists Heather Smith and Sherry Knight.



Listen on

Apple Podcasts



Spotify



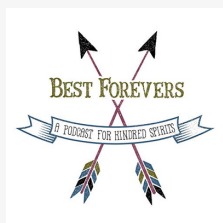
NEW LOGO

CMU PRSSA designed a new logo to keep the chapter looking sleek and modern. The logo was designed in a joint effort by members Samantha Matuszewski and Rachel Bednarz.

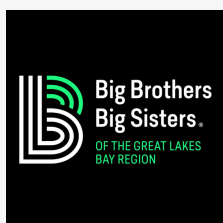
PR CENTRAL

PR Central is a nationally affiliated, student-run public relations firm. It provides students with hands-on opportunities to work with clients in a variety of fields. Members gain portfolio pieces as well as real-life experience working in a public relations firm.

CLIENTS



Alysa Lucas Podcasts



Big Brothers Big Sisters



The Collab Company



Courtney Jerome Media



Ignite Donuts



IPR Council



Michigan Ovarian Cancer Alliance



Motus Real Estate



North American Society of Adlerian Psychology



R.I.S.E. Advocacy

DUCK DERBY

On March 22, PR Central raised more than \$2,278 from the 10th annual Rubber Duck Derby. More than 1,130 ducks raced down the lazy river at the Soaring Eagle Waterpark and Hotel, with three lucky ducks winning the grand prizes. The money raised will be going towards funding for PR Central and student scholarships.



GENERAL MEMBERS

Molly Anderson
Natalie Batten
Rachel Bednarz
Carley Bulow
Marion Caporuscio
Eva Ciaramitaro
Olivia Schreiber
Leona Falconer
Barbara Garcia
Taylor Gribble
Katie Haley
Elizabeth Hamilton
Madisen Hansen
Aalihya Harmon
Ellie Heron
Jessica Johnson
Stephanie Kennert
Riley Kruer
Madison Lillie
Samantha Matuszewski
Anna McCastle
Alayna McNeil
Madison Mileski
Brianna Miller
Gabriella Morgan
Cecile Nienstedt
McKenna Pierce
Sofia Randazzo
Hadlee Rinn
Brittney Rudat
Kylie Rydjord
Kennedy Saylor
Kylie Schmus

Sophia Schulte
Allison Spens
Bailey Talaska
Christian Talley
Madison Topolinski
Stacy White
Sophia Wittbrodt
Jennifer Yan
