



Spring 2017 Report
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President, PRSSA/Rock PRoductions

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Overview:

Rock PRoductions is an organization that is near and dear to my heart. I have met some of my best friends and learned some of my most valuable lessons in college while being a part of this organization. I have been a member of Rock PRoductions since my freshman year after I switched my major from Computer Science to Public Relations.

When I first joined this organization, I did not know what to expect. Dr. Quinn met with me after my major change and encouraged me to join. When I first came to these meetings, I was very overwhelmed. After my first semester in Rock PRoductions, I started to get more of an idea of what PR was, how to work with clients, and where I wanted to go from here. I worked with Just Right BBQ Sauce for my sophomore year, and I was approached by executive board members and Dr. Quinn to take the next step. I was elected as treasurer and was able to have my voice heard by a wonderful group of leaders. Later in my sophomore year, I attended the PRSSA National Assembly in Austin, Texas. I found out a day before registration was due that I was able to go, and I quickly jumped at the opportunity to become more involved. After attending this conference, I was inspired to take an even bigger step in Rock PRoductions.

At the end of my sophomore year, I decided to run for Vice President. Happily, I was voted into the position. I was able to work with Chelsea Fryc and an entirely new executive board on some changes in the organization. We were able to implement a headshot fundraiser, some new meeting ideas, and wonderful on the road events. Midway through the semester I was informed that Chelsea was going to graduate early. I was surprised and excited about the opportunity to become president of this organization. It was hard to think that I, the kid who joined Rock PRoductions with zero expectations, was going to be the new president. I ran for the position, and I was unopposed.

This semester was great because we had a lot of familiar faces in the executive board. Last semester, Chelsea and I were the only ones with experience in these leadership positions. I talked to each executive board member about some possible goals I had for them this semester. I have seen some great things come from the executive board members. Even

This report will list all of the new things I have done, things I have improved upon, and what I hope to accomplish next semester as president. Also, I have included all of our projects and account executives, executive board members, senior positions, on the road events, and guest speakers. We have not had a president for more than a semester for a while so I am excited to use what I have learned to benefit our semester!

Executive Board Members:

Ben Renaudin: President

Mallory Manz: Vice President

Kate Bystrova: Special Events

Haley Potter: Secretary

Jessica Ratkiewicz: Recruitment and Retention

Mia Sapienza: Treasurer

Stephanie Rizzo: Communication Coordinator

Morgan Koziar: PR Chair

Senior Specialists:

Alanna Elliott: Design

Brooke Henderson: Video

Morgan Ellenberger: Writing

Mallory Milberger: Photography

Nicole Gittman: Auxiliary Coordinator

Projects/Account Executives:

- President's Commission
 - Wellness
 - Account Exec: Sydney Pascarella
 - GISO
 - Account Exec: Bradley Thompson
 - Sustainability
 - Account Exec: James Spelman
 - Race & Ethnic Diversity
 - Account Exec: Me'Sa Graham
 - Disability
 - Account Exec: Taylor Ciccarelli
 - Women
 - Account Exec: Ausha Shaw
- McKeever/Macoskey Center
 - Account Exec: Brandon Pollice and Jordan Williams
- CANDLE, Inc.
 - Account Exec: Courtney Keslar
- Butler County Alliance for Children
 - Account Exec: Natalie Super
- Physical and Health Education Department
 - Account Exec: Rachel Burnett
- College Dress Relief
 - Account Exec: Mariah Ricci
- Computer and Cell Phone Repair
 - Account Exec: Courtney Keslar
- Global Diversity and Inclusion Benchmarks
 - Account Exec: Carlee Smith
- Just Right BBQ
 - Account Exec: Noah Blanc
- Lucas Leone RT Foundation
 - Account Execs: Maggie Wilson
- Custom Marble and Granite:
 - Account Exec: Brad & Kayla
- Bailey Library:
 - Account Exec: Ashley Meier
- SRU Foundation:
 - Account Exec: Ashley Meier
- SRU Honors Program:
 - Account Exec: Courtney Keslar
- Center for Service Involvement & Leadership (CSIL)
 - Account Exec: Mallory Milberger, Isuri Rajapaska
- Center for Service Involvement & Leadership (CSIL)
 - Account Exec: Me'Sa Graham
 - *Needs members interested in video work

- Handmade Pasta by Yvonne
 - Account Exec: Maranda Flamm
- Before It's Too Late
 - Account Exec: Alanna Elliott

New Member Project:

- Rock PRoductions Video:
 - Account Exec: Jessica Ratkiewicz
 - *Needs members
- Headshot Fundraiser
 - Account Exec: Mia Sapienza

Ginger Hill Unitarian Universalist Congregation

- Account Exec: Kelly Page

- Bailey Library
 - Account Exec: Luke Thimons
- Nightfall Records, LLC
 - Account Exec: Rachel Burnett
- South Rock and Stone Crest Apartments
 - Account Exec: Mallory Milberger
- Flagstone Art
 - Account Exec: Liz Devens
- City Farmers Club of Pittsburgh
 - Account Exec: Rob Kaup
- United Way of Butler County
 - Account Exec: Steph Rizzo
- Under the Waves
 - Account Exec: Ashley Meier
- Reverse the 6th
 - Account Exec: Luke Timmons
- Advocacy through Education
 - Account Exec: Isuri Rajapaska

President Report/Duties:

- Ran weekly executive board and general member meetings
- Created goals for executive board members and made sure they stayed on task
- Served as a liaison with our PRSA adviser
- Organized weekly meeting agenda
- Prepared an annual report
- Personally engaged with members
- Worked with Mallory to organize clients
- Created competitions to be held in our meetings
- Worked on weekly meeting ideas
- Organized workshops with senior positions
- Made final decisions after talking to executive board and Dr. Quinn
- Acted as a mentor and adviser to members
- Helped out special events chair organize our guest speakers, on the road events, and conferences
- Organized headshot fundraiser
- Had Weekly meetings with Dr. Quinn

Mallory Manz Vice President

- Coordinated projects to members
- Successfully managed over 44 clients throughout the semester
- Helped plan new meeting ideas with the President of Rock PR
- Contacted clients throughout the semester to check on progress of project
- Contacted and spoke to members about their progress on projects
- Found new members to work on projects to get experience
- Attended National Assembly in Seattle and Regional PRSSA conference at Penn State
- Helped plan workshops with the Executive Board
- Contacted specific members to be account executives
- Had annual meetings with faculty advisor to update the progress as Vice President
- Worked with the Communication Coordinator to deliver emails to members about the status of their projects

Special Events Chair Kate Bystrova

Special Events Chair – Ekaterina Bystrova

- We had a distinguished speaker, Katie Kurylo, coming to Rock PRProductions on March 8th
- Several members attended our social event at Yumberrries on April 19th

- Sent 10 people to YouToo Conference, social media conference, that took place on April 21st
- 10 of our members attended On the Road Trip to UPMC where we had a panel discussion meeting on April 26th
- Organized the banquet for the final Rock PRoductions meeting of the Spring semester 2017 that took place at Weisenfluh and was catered by AVI on May 3th
- Before the end of the semester I will submit paperwork to Marilyn and provide her with the details regarding Boston Conference that will take place in the fall semester

Haley Potter Secretary

- Kept track of meeting minutes for each Rock PRoductions meeting. I took detailed notes of everything going on in the organization and uploaded these minutes onto D2L within one hour of every meeting to ensure that members that could not be in attendance had the opportunity to check for updates.
- I typed up sign-in sheets for each weekly meeting. After collecting the sheet, I kept it in the binder to be used as attendance records.
- I sent an email each Wednesday morning to remind members of the meeting later on in the day and also to remind them of anything special going on during the meeting, so that they had ample time to prepare.
- I kept track of finished work and projects from the members and uploaded them to D2L. I also uploaded reminders and internship opportunities to the D2L site.
- I sent out emails about internship opportunities and other reminders aside from the weekly meeting reminders.
- I worked to recruit more students to join the organization. Being a freshman, I have many classmates that had not yet heard of Rock PRoductions, so I was able to act as a mentor and introduce them to this organization.
- I volunteered at the Clubs and Organizations fair at the beginning of the semester to recruit new members to join Rock PRoductions.
- I prepared and helped to create a video advertisement for the headshot fundraiser with PR chair, Morgan Koziar.
- I worked at the headshot fundraiser to try to get students to get their headshots taken.
- I remained the main connection between the members and the executive board. Members told me when they would be absent and also came to me with questions.

Jessica Ratkiewicz Recruitment and Retention

This semester we decided to focus mainly on recruitment and keeping the members we do have. We made sure all members were involved in projects and planned fun activities (such as pizza parties) and games for the members to make the meetings for exciting.

Goals:

- Increase in membership for the spring semester.
 - I went to several different communication classes in order to reach the mass majority of students and talk to them about what Rock PRoductions is and why they should join. Also I took over the SRU Student's Twitter account for a week to reach more students all over SRU's campus!
- Increase in attendance for the spring semester.
 - We had pizza parties once a month to thank and reward our members.
 - We played games involving Public Relations to make the meetings more fun and more appealing to attend.
- Increase involvement on projects.
 - With the meetings no longer solely being based on reading the agenda, more members worked on projects while reporting back to us at the meetings and via email.

Member of the Month:

- I created Member of the Month flyers for each month.
 - I used Word to create the flyers.
 - Flyers were showcased on social media and on the bulletin board.
 - Members of the Month were announced once a month at the meetings to recognize members on all their hard work and achievements.

Pizza Parties:

- This semester I had the duty of planning a pizza party once a month for the members. The first one we had in room 111. The second pizza party we had outside in the quad. Both went very well and attendance was high! The party in the quad was a great way for our members to interact and really build friendships.

Mia Sapienza Treasurer

Headshot Fundraiser

I created organized and implemented three-headshot fundraisers on campus. Headshots were \$3 and we had a great turnout. Overall, we raised around \$130 dollars. This extra money helped the organization supply meetings with two pizza parties, which makes our retention increase.

The headshot fundraiser (for any future planners) needs to be done on a Tuesday and Thursday during common hour. This seemed to be more efficient. In addition, the fundraiser should begin it's planning at least a month prior. This gives other members time to advertise the event, which is the key to its success. With handout flyers, posters, poster in SSC and advertisement on SRU Radio and TV broadcasting, we had a success.

You won't have to have at least two on-site photographers at each event and many volunteers to help with the collection of money, email addresses and phone numbers. In addition, volunteers to hand out flyers and let people know when the event is occurring. Overall, this is one of my biggest accomplishments to the organization and brought a new prospective to how students can venture out and be creative to fundraise!

Dues

For the past year, I have collected dues and submitted them to PRSSA. This involves detailed excel document preparation, trips to the bank and the collection of checks and cash from students. It is important that dues are collected before the deadline and are sent to PRSSA as soon as possible.

This task was completed efficiently and in a way that made it easy to communicate between me and other members of the executive board.

Attendance

My attendance improved from the last semester for e-board meetings. I was able to put more time and effort into this organization (which I love)! This helped make things easier for the President, Ben Renaudin and our advisor, Katrina Quinn. It is important that the Treasurer, and any executive board member, keeps a good attendance rate.

I found that I contributed to more projects and events by voicing my opinions at meetings, which exceeded my original duties.

Stephanie Rizzo Communication Coordinator

Goals:

- Keep a spreadsheet consisting of all the Account Executives and their clients.
 - In the beginning of the semester, I emailed all the Account Executives from last semester asking if they planned to stay with their client and continue to work on their projects.
 - I also emailed the new Account Executives that said they were interested in client work, and reminded them whom their client was along with their group members, if any.
 - I adjusted the Rock PRoduction's client spreadsheet with the correct Account Executives and clients according to the response's I received.
- Keep in contact with Account Executives for project updates.
 - I emailed all of the Account Executives numerous times throughout the semester asking for any updates they have regarding their client.

- Mid semester, I emailed the Account Executives requesting that they send any finished client work to be showcased on D2L and the following Rock PRoduction's meeting.
- Contact the Account Executive's clients for updates and make sure the Account Executive is keeping up with the work.

Introduction to the Executive Board:

- Although this position did not hold an extreme amount of responsibilities, it did teach me a tremendous amount about the organization and the field of PR. I got to experience the “behind the scenes” work by attending all of the executive board meetings which made me realize how much work really does go into keeping the firm running successfully. Now that I have a better understanding and experience in the club, I would love to stay on the Executive Board next semester to continue learning new skills and contribute new ideas.

Bulletin Board:

- Each month, I created a bulletin board for the second floor of ECB. The board's theme changed according to the theme of each month such as Black History Month and Women's History Month and how it related to the field of Public Relations. I made these boards using Microsoft Publisher.
- Now that I am getting more experience with Adobe software, I would like to try to make next semester's posters using these tools.

Rock PRoduction Banquet:

At the end of the semester, I helped Jess create certificates for the Rock PRoudction members that worked on projects throughout the semester. This task proved to me just how rewarding Rock PRoductions really is. Even though it is just a sheet of paper, it is a great way to recognize members for their accomplishments.

Morgan Koziar: PR Chair

The goals that I had for the Spring semester as Public Relations chair was to primarily increase the following on all of our social media accounts, and to re-vamp our website. I created over 50 advertisements regarding our meetings and the work we do as an organization. I showcased the work that our members did by posting the publications on social media and on our website. My mission was to create interesting and fun content that would help with the engagement of our members. The website was updated with various content over the semester including our new executive board. A column was also established that highlights our senior positions in the organization. As an organization we obtained and completed a lot of work for clients on and off-campus.

Personally, I have a passion for broadcast journalism, and when I had the opportunity Haley Potter and myself made a commercial that promoted a gala that we were going to help co-host, however the plans fell through because we simply didn't have the funds. Haley and I also created a promotional video for our headshot fundraiser. This adds a compelling element to our marketing plan. Our followers on social media loved the video content that was provided.

Social Media Work

Utilizing our three social media platforms, Facebook, Twitter, and Instagram, I was able to inform our members on upcoming events and meetings within the organization. I was also able to inform our followers about the services that we offer as an organization, and highlight our member's work as they completed it throughout the semester.

Facebook was a good platform that obtained a lot of interest from our department. I noticed that there was a lot more engagement when I tagged individuals that were involved in a certain post. This "tagging" feature is only available when accessing Facebook on a desktop, or PC, and not able to be done on a standard mobile device or smart phone. When tagging someone on our organization's posts, it would inform the individuals and the friends of the individuals being tagged, that they were tagged, essentially driving in more likes and engagement to many posts. From there I would invite those who "liked" the post to "like" our organization's page.

Instagram is a great platform that received a lot of engagement from our current, and past members of the organization. Because Instagram is a platform used

primarily for photos, this gave me an opportunity to share photos of members, their work, events that we sponsored, and events that we attended.

Twitter is a great platform to share things instantaneously. I like this platform because it's easier to engage with specific members, clients, and brands. We were able to utilize twitter to keep up with trends in the industry, conduct polls to find out the wants and needs of our members, and reach out to other businesses and organizations that helped us throughout the semester.

I started a social media campaign called "Member Spotlight" that featured our members and why they liked our organization. I feel like the campaign was pretty successful because people love being featured. However, it was hard to make sure I included everyone in the campaign, because some people had an off-day and didn't want to participate.

Website Work

The website was the most difficult platform for me to work with personally because I wasn't familiar with the program that the website was designed on. However, I learned a lot by trial and error, and found my way around on the website quickly and am continuing to learn. It was difficult to post content to our website mostly because I didn't receive much work from our members. Although I made sure to update the website with our new executive board and added the section with the senior positions. I trained a junior in the organization that wanted to learn

more about websites and designing content for the web. She learned a lot about the website and was able to help me out with some of the responsibilities for the website.

Suggestions

Suggestions for the organization is to encourage our members to send in their completed work for showcasing on the website and social media platforms. This factor alone is what will help the organization succeed because it demonstrates the professional undertone that we hold as prospective public relations professionals. I would encourage more of our members to engage and promote our social media accounts. The more informed that people are about the services that we offer, the more clients we will have and retain, and the more experience for our members.

Future Goals

Next semester I would recommend that the PR chair create an updated Rock PRoductions brochure. One of the elements that would really help the Public Relations chair is having more quality photos of our members. It's so easy to snap pictures in the moment with our smart phones, but they aren't always the best quality. Having access to better photos will help when the time comes to create publications that promote the organization. Improvements can still be made to the website. I'm grateful to have served as the PR chair, this position has helped me grow as an individual and strengthened my PR skills.

Rock PRoductions Updates/Changes

Redesigned Meeting Structure:

Due to the very negative feedback of our meetings last year, I felt that we needed a change. I wanted to step away from just focusing on client updates and events that were going on. I thought the best way to do this was focus on member development. We implemented workshops, competitions, monthly socials, more speakers, and a visit to UPMC. This was a great way to increase member numbers and their retention. If our members feel like they are going to miss something at a meeting, they are more apt to attend.

Senior Workshops:

This semester, we wanted to focus a lot on member development. The best way that we thought we could do this was have each of our senior positions give a workshop on a specific skill. Before any of these workshops happened, I met with each of the senior members to tell them what I wanted them to cover. I checked their outlines and approved what they were going to talk about. These workshops happened an hour before our meetings. It was a good time for all of our members. The only problem I had was that I was not given final PowerPoints. I would have liked to have checked those over so I knew exactly what was being talked about before the workshop.

Alanna gave a workshop on Photoshop. She went through a step by step process on how to create a flyer for Rock PRoductions. She had a PowerPoint that she went through, uploaded some files on d2l, and got to work with our members. She had about twenty people attend, and all of the feedback that I got back on that workshop was positive.

Mallory gave a workshop on photography. She went through some various aspects of working with a camera and some rules on how to take good pictures. She went through some pictures that she has taken in the past, and brought her camera to show everyone. In the future, I think that we need to focus more on this one. She was supposed to show members on how to take a headshot, but she must have gotten confused on what was expected of her.

Brooke gave a workshop on video. She did a really good job with the time she had teaching our members about video. This has been a major concern for our members over the years. Nobody really knows how to do video in Rock PRoductions. Brooke tried to help fix this by giving them some footage to work with. She had them do some very simple editing so they could get a feel for it. She has some great ideas for where she can go in the future with these workshops. I think she may do two next semester.

Morgan gave a presentation on writing during a meeting. This was a great way to influence our members to write blog posts. She talked about things you should and should not do when writing these blogs. She was clear, concise, and professional with her presentation. I think we can build off of what she presented in the future with our members.

Nicole's auxiliary project is one to think about continuing in the future. She wanted to be able to involve members who are not able to attend the meetings. I think this is a good idea in theory, but she did not do the best job following through with it. I think it could work if we organized it a bit better, but I am not going to be concerned about it if we do not continue it.

Competitions

Another way we focused on member development was through our new campaign competitions. I was thinking of ways to improve the meeting structure, and I thought the best way to do this was through an interactive competition. We broke members up in a random order for each competition so that they would not leave anyone out. This was a great way for all of our members to interact with different people in our organization.

The first competition that we had was a competition where our group had to create a campaign on some sort of food. We had around 40 members compete against each other in groups of five for the grand prize of a bag of candy. I think this went really well. Our members were able to meet each other, assess their skills, and present to the entire group. We handed out poster board and had them unveil their ideas to everyone. There were so many great ideas that everyone had, and I was blown away by the effort that was put into these campaigns.

The second competition we had was a crisis management competition. I created a series of scenarios that could happen in Slippery Rock. Many of these scenarios destroyed the reputation of the town or the university. Students worked together to come up with the best way to solve this problem and have everyone move past it. A lot of people really enjoyed this one, but I think that everyone was the more passionate about the first campaign competition.

Lastly, we had the celebrity crisis competition. A lot of people really liked this one. Each executive board member selected a celebrity and had them go through a crisis. We assigned groups to these celebrities and had them act as a public relations firm that worked through these problem. I think this is one that we should do again with different celebrities. It seemed like it was really valuable to our members, and they even had fun doing it.

Dr. Quinn, Mallory, and I were the judges for these competitions. We were very fair in our voting process, and we all agreed upon which group did the best job. We chose the winner based on presentation, material, group member involvement, and feasibility. We received VERY positive feedback on these competitions. We want to be able to do these for many years to come.

Guest Speakers:

Katie Kurylo: The former Rock PRoductions president spoke about her experiences in the Public Relations field. She talked about her journey to where she is now and how she got there. Even though her speech was a bit depressing at first, she was able to turn it around and make it inspirational. We had a great question and answer session where our members were able to ask some valuable questions. Having someone who has gone through the same experiences as our members come to speak to us is a wonderful experience. I would love to have more Rock PRoductions alums come speak to us to motivate our members.

Meredith Klein: Meredith from Brunner came to speak to us about her journey in the world of public relations and some things she has had to deal with. The main thing she talked about was her experience working on the 84 Lumber advertisement. She was a very inspirational speaker that a lot of our members thought very highly of. I think she was a great speaker who I would love to hear more from in the future. She talked about all of her internships, what got her into PR, and some of the accomplishments that she has had in her recent year. At 27 years old, Meredith Klein is an amazing and inspiring woman.

UPMC:

About ten of us were able to travel to Pittsburgh and tour UPMC. It was a great opportunity to see how a communication department for such a big name runs on a daily basis. We had a panel discussion with some of the employees there, and I think that it was very beneficial. We had a list of questions prepared in advance to ask them, and they were able to give a variety of answers that were relatable. In the future, I hope that we can do more panels and tours like this. Everyone who went seemed to have a great time, and they all said that they learned a lot.

National Assembly:

Mallory Manz and I traveled to Seattle to attend the PRSSA National Assembly. This is one of my favorite events to go to. At National Assembly I was able to meet a bunch of different students from public relations firm around the United States. It was really helpful to see how these other firms run their meetings and set up their events. Mallory attended the National Assembly meetings where she voted on the national committee. I did this last year in Texas, and I really enjoyed it. In the future, I hope that we can send more students to National Assembly. It is one of those events that really pushes you into the next step in the executive board.

Looking Ahead:

I have to say that I was very pleased with how this semester turned out. However, I believe that there are always things that we can do to improve. A position like the president is one that is always open for changes. We focused a lot on member development this semester rather than client work. I think now that we have a strong group of students, we should still continue to do member development, but I also want to have our members build their portfolios. I want to be able to lead everyone and help them reach a new place in their Rock PRoductions careers. I want to talk to all of our executive board members over the summer so we can have a lot of time to plan ways to make Rock PRoductions as successful and beneficial to our members as possible. I want to try and send students to National conference, National Assembly, continue senior workshops, have campaign, ethics, and other various workshops. Also, I want to try to find some way to give our members time to work with their teams on projects in a successful and organized fashion. We have had problems in the past that I do not want to run into with group time. I am very excited to brainstorm see what amazing things we can come up with!