

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

November 2015



**WAYNESBURG
UNIVERSITY PRSSA
AWARDED STAR
CHAPTER STATUS FOR
THIRD CONSECUTIVE
YEAR**

**CHAPTER WINS DR. F. H.
TEAHAN OUTSTANDING
NEWSLETTER AWARD**

**CHAPTER PRESIDENT
WINS BIG AT PRSSA
NATIONAL CONFERENCE**

**+ FIVE REASONS WE
ARE THANKFUL FOR
PRSSA**

WAYNESBURG UNIVERSITY
PRSSA



FROM THE PRESIDENT'S DESK

Megan Bayles

Christmas is my favorite time of year. Everyone is cheerful and full of joy. The smell of fresh-baked cookies lingers in the air, and lights twinkle in the night.

As Christmas quickly approaches, you had better start writing your list for Santa. This guide will help you write your Christmas list by explaining five things every aspiring public relations professional needs.

1. Business cards

In the public relations profession, networking is everything! Part of networking is staying in touch with your connections. What better way to exchange contact information than with a personalized business card?

Business cards are easily customizable, and can be used to set you apart. Using colors, fonts and designs, you can express your personality through your business card. Once you get your own, carry them

everywhere! You never know whom you may meet, especially during the holidays.

2. A padfolio

Padfolios have multiple purposes. Whether you are going to an interview or to a professional event, a padfolio can come in handy. Padfolios can be used to take notes during interviews, meetings and events, and they look a lot more professional than a spiral-bound notebook.

In addition to taking notes, padfolios can be used to transport important documents. For example, if you are going to an interview, you can keep your résumé and samples of your work in your padfolio to ensure they remain in mint condition.

3. Professional wear

With Christmas time comes great sales. There is no better time to shop for your professional clothing; so, scour those clearance racks and hit the dressing rooms!

When shopping for professional wear, be sure to focus on core, classic pieces, like black pants, a solid cardigan or a suit. These pieces will never go out of style, and you can mix and match them with statement pieces, like chunky necklaces, a colorful shirt or a sleek tie, for a new look everyday.

4. A mentor

Mentors are crucial in every profession, but this is especially so in public relations. Mentors can provide advice for the future, tips on your résumé and feedback on your portfolio. They can also help in your job or internship search by offering a recommendation on your behalf.

As for finding a mentor, do not be afraid to reach out to professionals your the field. Most professionals will be flattered if you ask for their advice, and will be willing to help you in any way possible.

5. A firm handshake

Anytime you meet someone, even if it is at a holiday party, a handshake can say a lot about you. A solid, firm handshake says, "I am confident in myself and my abilities." It will also make you more memorable.

Now that you have an idea of what every aspiring public relations professional needs, I wish you the best of luck writing your Christmas list. Hopefully you have been good this year, and Santa will reward you! Merry (early) Christmas!

Sincerely,

Megan Bayles

Chapter president

MARK YOUR CALENDAR

JANUARY

- *Jan. 12, 2016:* Twitter Chat: "How to get the most out of your internship"
- *Jan. 13, 2016:* Executive Board meeting at 8 a.m. in Buhl 408
- *Jan. 21, 2016:* Chapter general body meeting at 9 p.m. in Buhl 416

FEBRUARY

- *Feb. 4, 2016:* Chapter general body meeting at 9 p.m. in Buhl 416
- *Feb. 5, 2016:* January Trending Topics released
- *Feb. 9, 2016:* Twitter Chat: "The basics of Chapter success"
- *Feb. 10, 2016:* Executive Board meeting at 8 a.m. in Buhl 408
- *Feb. 18, 2016:* Chapter general body meeting at 9 p.m. in Buhl 416
- *Feb. 24, 2016:* Executive Board meeting at 8 a.m. in Buhl 408

MARCH

- *March 3, 2016:* Chapter general body meeting at 9.m. in Buhl 416
- *March 4, 2016:* February Trending Topics released
- *March 16, 2016:* Executive Board meeting at a.m. in Buhl 408
- *March 22, 2016:* Charter Day
- *March 24, 2016:* Chapter general body meeting and Executive Board nominations at 9 p.m. in Buhl 416
- *March 30, 2016:* Executive Board meeting at 8 a.m. in Buhl 408

WAYNESBURG UNIVERSITY PRSSA CHAPTER WINS THIRD CONSECUTIVE STAR CHAPTER AWARD

Hannah Morris
Secretary

An award is a mark of recognition given in honor of an achievement and the Public Relations Student Society

of America annually recognizes chapters that have completed set accomplishments. PRSSA presents the Star Chapter Award to chapters as a way of honoring the hard work and dedication that they have shown to the public relations field. Waynesburg University's PRSSA Chapter received its third Star Chapter award at the 2015 PRSSA National Conference.

Megan Bayles, Waynesburg University's Chapter PRSSA president, completed the application.

"This was my second time completing the application. I began meeting the Star Chapter requirements for this year in August, 2014," said Bayles. "I kept a running list and description of each event, initiative and service project our Chapter contributed to over the year."

To be eligible for the award, a chapter must complete 8 out of 10 requirements. The requirements include:

- Community service projects
- Strengthening your relationship with your PRSA sponsor chapter
- Discussing ethics
- Have members participate in national PRSSA events
- Several other requirements that show how a Chapter is dedicated to the field of public relations

The applications are submitted in the spring to PRSSA headquarters, and chapters that receive the award are notified during national conference. For some Waynesburg University students this was their first national event through PRSSA. They had the opportunity to hear first-hand that Waynesburg University had received Star Chapter status for the third consecutive year.

"For the past two years, I have heard about Waynesburg receiving the Star Chapter award from students that attended national conference and also from Professor Krause," said Taylor White, Waynesburg University PRSSA special events coordinator. "Being surrounded by hundreds of students from more than a hundred different chapters, and to hear Waynesburg University's name was truly an amazing moment."

According to Maura Fenske, she was "giddy" and "proud of her Chapter." She credits Megan Bayles and Jordan Mitrik for their diligent work in guiding Waynesburg University's PRSSA Chapter to be in a position to receive this honor.

In 2015, 43 Chapters received the award. Waynesburg University's PRSSA Chapter is among the top 13 percent of all chapters.

"It is an honor to receive this status and I am extremely grateful to be part of a Chapter that does so many great things," said Natalie Gloady, Waynesburg University PRSSA public relations director.

As president, Megan Bayles put many hours into planning and implementing events that would allow our Chapter to be qualified to apply. The process took close to a year to complete.

"It is exciting and rewarding as Chapter president to see all of it pay-off," said Bayles. "Members actions, work and dedication to the field of public relations has brought national attention to our Chapter. What we have done over the past year was successful."

The Star Chapter Award is an honor that Chapters of any size can earn. The PRSSA Chapter at Waynesburg University is small when compared to other schools, but it continues to grow and develop. The Chapter will remain dedicated to the field of public relations and apply for the award next year.

WAYNESBURG UNIVERSITY PRSSA WORKS VISITATION DAY

Hannah Morris
Secretary

During the Nov. 7, 2015 Organizations open house Waynesburg University's

campus was buzzing with jacket pride and the questions of perspective students. The event, which took place on the third floor of the Stover Campus Center, gave students a chance to see what all student organizations of Waynesburg University have to offer. Waynesburg University Public Relations Student Society of America made an appearance at the event from 10 through 10:45 a.m. Fundraising Coordinator, Annie McGlaughlin, manned the table. While there, she talked to many interested and perspective communication students. The table was shared with other Department of Communication activities: Society of Professional Journalists, Mad Anthony Yearbook and WCYJ-FM "The Hive." The interested communication students were given a sneak peak at the fourth floor of Buhl before the fair while on their full-campus tour.

"It was a great visitation day for the communication department as a whole because the potential students who came to see the department were really impressed with how they got to meet all of the professors, get business cards and talk about all of the activities that the communication department has to offer," said

Waynesburg University PRSSA Campus Special Events chair and junior public relations and digital design major, Taylor Pieper. "After they got exposed to the Department of Communication they got the opportunity to go to the activities fair, where they knew what club or clubs they wanted to get more information about, but also got the chance to explore other activities as well."

Waynesburg University PRSSA Special Events coordinator and junior public relations student, Taylor White constructed a tri-fold board, numerous picture frames and informational handouts to help showcase our Chapter at the various events attended on campus. Pictures of activities, conferences and events, as well as, statistics and interesting facts pertaining to public relations and the Chapter are featured on the board.

The importance of the Chapter attending these events is to show what PRSSA can offer to not just public relations majors, but any major that is interested.

This is the second and final visitation day Waynesburg University PRSSA has attended for the fall semester. Visitation days for the spring semester are scheduled for April 2 and 16,

FROM THE FIRM DIRECTOR'S DESK

Jordan Mitrik
VP/Firm Director



Jordan Mitrik is a PR major and has been the Waynesburg University PRSSA VP/Firm Director since the Spring 2014 semester. If you are interested in the firm, or have any questions, email Jordan at mit3036@student.waynesburg.edu

Over the course of the semester, Red Brick Communications worked with the Corner Cupboard Food Bank, a nonprofit organization located in Waynesburg, Pa. The food bank provides food to more than 2,000 individuals per month and distributes more than 350,000 pounds of food annually through its 11 food pantries located throughout the county.

Red Brick Communications, working in conjunction with the Corner Cupboard Food Bank, developed a strategic public relations plan to not only raise awareness of the hunger issue in Greene County and the programs offered through Corner Cupboard, but also to assist in the organization's efforts to end hunger at the same time.

The client team began conducting research on the services offered by the food bank, as well as who the audience is that the food bank currently targets and whom they want to reach out to through this campaign. Currently, there are no programs in place at the high schools that incorporate hunger and support the Corner Cupboard Food Bank. Through this research, Red Brick Communications determined the Corner Cupboard's target audiences for the campaign are families in Greene County that have children in two of the county's public high schools: Carmichaels Area and Jefferson-Morgan.

To achieve the objectives, Red Brick Communications planned a weeklong food drive event that incorporated both rival high schools, Carmichaels and Jefferson-Morgan. The drive was planned to coincide with the premiere of the newest installment in "The Hunger Games" series. The event, "The Hunger Games Food Drive," was designed to collect canned good items for the Corner Cupboard while raising awareness of the food bank's services and the benefits for community members to donate.

The event put the two teams or "districts" up against each other, both on and off the field. Whichever team donated the most items by October 30 would be crowned the victor of Greene County and four students would receive movie tickets to "The Hunger Games: Mockingjay, Part 2" premiere.

The client team effectively promoted the event and targeted the high school students and their families through a variety of tactics. Red Brick Communications achieved its initial objective to increase donations from the high schools by 100 percent, collecting 407 nonperishable food items. Attendees of the game expressed interest in donating in the future, due to the announcements at the game and the hunger statistics included on the infographic that they were initially unaware about. Through interviews, attendees voiced to Red Brick Communications members that their knowledge had increased after the information was presented to them through the firm's efforts.

Looking ahead, Red Brick Communications plans to continue its relationship with the Corner Cupboard Food Bank. Both the firm members and food bank enjoyed working with one another, helping in the fight to end a serious issue in the Greene County area.

From my perspective as firm director, it is great to see my staff utilizing their public relations talents to help others in need. It makes me appreciate Red Brick and the opportunities it affords to students so much more.

Sincerely,

Jordan Mitrik

Chapter VP/Firm Director

WAYNESBURG UNIVERSITY PRSSA CHAPTER ENJOYED ALL THINGS PRSSA NATIONAL CONFERENCE



WAYNESBURG UNIVERSITY PRSSA CHAPTER EARNS FIRST DR. F.H. TEAHAN OUTSTANDING NEWSLETTER AWARD

Taylor White
Special Events
Coordinator

Dr. F.H. “Chris” Teahan, a retired vice president of education for Public Relations Society of America and also

the founder of the Public Relations Student Society of America in 1968, was legendary to students, educators and education in public relations field. Teahan was a part of the commission team that developed guidelines for public relations study in colleges and universities in the U.S. Because of his ardent dedication to public relations and the development of PRSSA, PRSSA celebrated his legacy by naming its chapter awards for outstanding performance after him. These awards comprise of outstanding chapter, chapter development, chapter diversity, chapter firm, chapter newsletter, chapter website, regional conference, community service, university service, PRSA/PRSSA relationship, faculty adviser, and professional adviser. Receiving an award means your chapter practices outstanding dedication to the various topics.

In 2012 after two years of establishing itself as a Chapter, Waynesburg University PRSSA decided to create a monthly newsletter as a way to disseminate information to the Chapter’s targeted audience. Brittney Semco, a senior at the time, and Natalie Gloady, a current public relations major, worked diligently to create a newsletter that consisted of captivating information that would stand out amongst the rest. Jordan Mitrik, a senior public relations major, assisted Semco and Gloady with editing and rebranding the content of the newsletter to make it error free and qualified to be sent in to New York City to be judged.

The newsletter currently comprises of member spotlights, updates from the Executive Board members, recap of events, and tips and strategies for the public relations fields. Members are encouraged to write for the newsletter as a way to practice their writing abilities and to gain additional experience. Because of the Chapter’s passionate dedication to the newsletter, and the positive reviews it received from the readers, the Chapter decided to apply for the Dr.

F.H. Teahan award for outstanding newsletter.

The hard work and dedication the Chapter puts into the newsletter was shown through to the National Conference committee, as the Waynesburg University PRSSA Chapter was awarded the 2015 Dr. F.H. Teahan Award for Outstanding Newsletter. This meant that out of more than 300 chapters, Waynesburg University PRSSA has the top newsletter internationally.

Gloady, the public relations director of the Waynesburg University Chapter, and also overseer of the newsletter accepted the award. She believes the hard work that the members put into it is why the Chapter’s newsletter received the honor.

“Winning the Dr. F.H. Teahan Outstanding Newsletter Award is an amazing honor,” said Gloady. “Our Chapter members work extremely hard to display all the hard work we do through the newsletter, and I am beyond excited that we received such an amazing and prestigious award.”

Since being chartered as a Chapter in 2010, Waynesburg University PRSSA has made tremendous strides as a Chapter. The Chapter has received national attention by receiving Star Chapter status for three consecutive years. Now with the honor of receiving the Dr. F.H. Teahan Award shows the outstanding qualities the Chapter possesses. Being a senior and coming to the end of his time as a member of Waynesburg University PRSSA, Mitrik has witnessed firsthand the growth the chapter has made over the last four years.

“Witnessing the development and growth of the Chapter throughout my four years at Waynesburg has been amazing to experience,” said Mitrik. “Winning this award is a testament to the Chapter’s continuous hard work and our dedication to the society. I could not be more proud of our members.”



WAYNESBURG UNIVERSITY PRSSA CHAPTER PRESIDENT RECEIVES TWO NATIONAL HONORS

Paula Bittner
Historian

During the 2015 Public Relations Student Society of America National Conference, Chapter President and senior public

relations student, Megan Bayles, was presented with two prestigious awards. These awards add to her accomplishments achieved through involvement and leadership in the Waynesburg University PRSSA Chapter. From the conference held in Atlanta, Ga., she has brought back to Waynesburg University, the National Gold Key Award and the National President's Citation.

To be considered for the awards, Bayles needed to meet the requirements determined by PRSSA. According to the scholarship and competitions page on the PRSSA website, the recipients of the National Gold Key Award must excel in their academic study of public relations, have pursued ambitious professional development opportunities and be leaders in their PRSSA chapter. Ultimately, the National Gold Key honors the outstanding public relations student and leader.

In the leadership recognition category, the National President's Citation is awarded to individuals who have left a lasting mark on their organization through their exceptional contributions to PRSSA at the chapter and national level.

The application process differs slightly for each award. For the National Gold Key Award, Bayles said that she submitted an application form, a letter of recommendation from the Waynesburg University Chapter Faculty Advisor and a copy of her college transcripts. The National President's Citation Award required a letter of recommendation and application form, as well as a list of her PRSSA activities and honors and a one-page essay stating why she should receive the award.

The deadline to submit an application for both awards was

mid-June, but the wait was worth it. Because of her leadership role as Chapter President, completion of three public relations internships and dedication to her academic and professional endeavors, Megan Bayles met the criteria and was chosen as a recipient for the awards.

Prior to national conference held in November, Bayles already knew that she received the National Gold Key Award, but she was not allowed to formally disclose this information.

"When I was informed that I had received the National Gold Key Award, I was ecstatic!" said Bayles. "It is an honor that I never expected to receive. To be awarded this prestigious recognition is truly a blessing, and I could not be more proud."

The other honor, the National President's Citation came as a complete surprise. Bayles recalls when her name was announced for this award at the PRSSA National Conference award ceremony.

"I was extremely excited! I was a bundle of emotion as I walked to the stage to accept my certificate, full of happiness, surprise and just utter humility," said Bayles.

Following the announcement of her awards, Bayles credits her parents for her successes in PRSSA and in life.

"My mom and dad taught me the importance of hard work and diligence at a young age. They always encouraged me to reach for my dreams, and I owe all of my successes to them," said Bayles. Congratulations, Megan, on all of your success! The Waynesburg University PRSSA Chapter thanks you for all of the work you have done, and expects to see great things from you.



FIVE REASONS WE ARE THANKFUL FOR THE *Public Relations Student Society of America*



NETWORKING =

With more than 300 PRSSA Chapters and 120 PRSA Chapters internationally, members are provided with ample opportunities to network at events provided through PRSSA and PRSA.

MENTORSHIP OPPORTUNITIES



THROUGH PRSA, MEMBERS GET TO MEET HUNDREDS OF PROFESSIONALS - EACH WILLING TO HELP AND GUIDE PRSA MEMBERS INTO THE FIELD

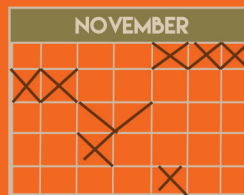
MEMORIES:

Whether it is at your own Chapter events, PRSSA national events, professional development activities or just hanging out in the office, there are always memories being created



PROFESSIONAL DEVELOPMENT

PROFESSIONAL DRESS, JEOPARDY, AP STYLE, TWITTER CHATS, PUBLIC RELATIONS WEEK, PUBLICATIONS, STUDENT-RUN FIRM



PRSSA NATIONAL CONFERENCE, NATIONAL ASSEMBLY, REGIONAL CONFERENCE, PROFESSIONAL DEVELOPMENT DAY

FRIENDSHIP



When you work so closely with people every day, these people become your friends that you can share your public relations passion with. These can be your Chapter members or national ones



WAYNESBURG UNIVERSITY PRSSA WINS, LEARNS AND SUCCEEDS IN ATLANTA, GA.

OPPORTUNITIES

Committee Positions

The Chapter is actively seeking dedicated members to apply for one of the new committee positions through the Waynesburg University PRSSA Chapter. Contact Chapter President, Megan Bayles, for more information.

Blog Writing

Enhance your writing skills and expand your portfolio by writing for our Chapter blog. Contact Public Relations Director, Natalie Glody, for more information.

Red Brick Communications

Become part of the student-run firm and prepare yourself by providing local non-profit organizations with pro bono public relations work. Contact Vice President and Firm Director, Jordan Mitrik, for more information.

Samantha Peer

Professional Development Coordinator

Where else can you find a group of more than one thousand over-caffeinated, well-dressed, eager to learn

public relations students in one room than at a Public Relations Student Society of America National Conference?

From Nov. 6 through 10, 2015, eight Waynesburg University PRSSA members traveled to Atlanta, Ga., for the 2015 PRSSA National Conference, "Rethink, Rebuild, Renew."

In four short, action-packed days, our Chapter networked with fellow public relations students and professionals, promoted our regional conference, received numerous honors and enjoyed each others' company, all while soaking in the sights of Atlanta, Ga.

Megan Bayles, senior public relations major and Waynesburg University PRSSA president, received two individual honors at the opening ceremony of the National Conference: the National Gold Key Award and the National President's Citation.

The National Gold Key Award is the highest honor a PRSSA member can receive.

Our Chapter was also awarded Star Chapter status for the third consecutive year.

"The Star Chapter recognition, since this is the third year our Chapter has received it, shows other Chapters that we are a force to be reckoned with," said Bayles. "Our Chapter has the ability to achieve and maintain success, and it is never complacent in its endeavors."

Waynesburg University was also honored with the Dr. F.H. Teahan Chapter Award for Outstanding Chapter Newsletter.

"The Teahan Award for outstanding newsletter speaks volumes about the skills of our Chapter's members," said Bayles. "Writing is the staple of communication, and by winning

this award, we are showing the world that Waynesburg University produces quality young professionals."

While being honored was a highlight of our Chapter's experience in Atlanta, junior public relations major and special events coordinator, Taylor White, more enjoyed the chance to meet other PRSSA members.

"My favorite part of national conference was definitely interacting with the other chapters, especially the chapters that were from across the country," said White. "It was neat to hear about what activities the members do in their chapters and what has been successful for them. Also sharing all the great stuff about Waynesburg PRSSA with the other chapters was awesome."

Waynesburg University PRSSA plans on sending multiple Chapter members to next year's national conference, which will be taking place in Indianapolis, Ind.



Connect With Us!

Contact Natalie Glody if you would like to write for Trending Topics!

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facebook.com/wuprssa
wuprssa.wordpress.com



TIPS TO STRENGTHEN YOUR ONLINE PORTFOLIO

Zachary Sniadach
Treasurer

College graduation is just around the corner. The bittersweet feeling of entering the real world

tends to hit very close to home with juniors and especially seniors as they begin to apply for jobs and internships. One of the biggest concerns facing these students is their lack of understanding as to how to get your name out there to potential employers.

One of the best ways to make yourself known in the vast world of the Internet is with an online portfolio. Branding yourself online is not only a vital way to magnify your work, skills, interests and capabilities, but it is also a great way to become more open to roles you never considered. If you do not have an online portfolio, or are afraid that employers will laugh at how mediocre yours is, here are some tips to make a killer online portfolio and really gain some notice by employers in the work field.

Separate Yourself

Be unique – hundreds and even thousands of people may be applying for the same job as you. Your portfolio is built to separate yourself from the competition. You have to make your portfolio so unique that employers have no choice but to hire you. Only you can make it. Think of making your portfolio as a marathon, not a sprint. Really sit down and take the time to elaborate, rather than cooking something up in two hours between classes.

Give Yourself a Pat on the Back

If you are narcissistic and like bragging about yourself then you will

be perfect at this. However, giving yourself a pat on the back can be a hard thing to do for most people. Still, if you will not do it, no one else is going to do it for you. Your portfolio is a fantastic way to show what awards and accomplishments you have been given in your time at school. Just make sure that you are honest and ethical in this approach and give credit where credit is due. It would be a very awkward and uncomfortable situation if you were caught living a lie.

Simplicity at Its Finest

Upon graduation, most college students typically have little to no experience, and employers understand this. Keep in mind the phrase ‘less is more’ when making your portfolio and make sure to only emphasize the greatest areas of the work you have produced. Nobody cares if you got a B+ on your South Side Deli flyer you made your freshman year.

Stay Up To Date

Consistency is key. Continuously update your portfolio to maximize it to its full potential. Online portfolios sustained through time can be a fantastic way to perceive your own personal growth. One of the greatest keys in having a pristine portfolio is to never stop reevaluating your own work and ascertaining your strength and weaknesses, and development. Plus, even after landing your dream job, it never hurts to stay prepared and have a backup plan.

DRESS FOR SUCCESS WITH WAYNESBURG UNIVERSITY PRSSA

Taylor Pieper
Campus Events Chair

Assistant Director of Alumni
Relations at Waynesburg
University and the first

Waynesburg University Public Relations Student Society of America Chapter President, Vikki Beppler, presented to a roomful of university students on Tuesday, Dec. 1, 2015 at 4 p.m. Beppler’s presentation, titled “Dress for Success,” focused on the do’s and don’ts of professional dress in the “real world.”

“They say that you should always dress for the job you want, not the job you have,” said Beppler as she started her presentation.

“What you wear at any time speaks loudly – 70 percent of your first impression is what people see.”

Beppler presented to 15 Waynesburg University students majoring in various areas communication. This event was hosted by the Waynesburg University PRSSA Chapter and portrayed their professional standards to members and non-members when it comes to dressing. The event was successful in attendance, content and well-thought questions for Beppler.

“I really enjoyed Vikki’s presentation,” said Natalie Gloady, Waynesburg University PRSSA’s public relations director. “I believe that the presentation genuinely displayed how serious our Chapter is about professionalism.”

Beppler gave specific examples for what to and what not to wear

in a business professional and a business casual environment. Unlike previous presentations given about this topic, Beppler provided examples for both women and men. Though she jokingly said “men have it easier when it comes to professional dress.”

“The presentation on professional dress was great because Ms. Beppler provided tips for both men and women,” said Chapter vice president and firm director, Jordan Mitrik. “She offered me some helpful pointers on what is more appropriate for an informal event, but might not be for a job interview.”

Beppler’s presentation was concluded with a question and answer session. Beppler answered questions presented to her with patience and awesome advice – whether it was her own advice on dress, overall professionalism or interviewing tips.

“Overall, Vikki’s presentation was extremely beneficial to our members,” said Gloady. “We are all aspiring professionals who not only represent the Department of Communication and our respective organizations, but we also represent ourselves. Vikki’s presentation just made us all a little more conscience of that.”

WAYNESBURG UNIVERSITY

PRSSA