## TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

November 2016



Maura Fenske is a public relations major and has been the Waynesburg University PRSSA President since June 2016. If you are interested in the Chapter or have any questions, email Maura at fen7280@student. waynesburg.edu

#### LETTER FROM THE PRESIDENT

Maura Fenske Chapter President With the holiday season now in full swing,

I've done my best to focus on all that I am thankful for: my Savior, my family, my friends, my home, my school - and yes, my Chapter!

Waynesburg University's Chapter of the Public Relations Student Society of America has contributed so much to my growth, not only as a public relations student, but as a person. Through the Chapter, I have had experiences, traveled to places and met people that I otherwise would not have been able to. Additionally, I have gained some of my best friends in those on my Executive Board and within my general body. Here are three reasons why you, too, should be thankful for Waynesburg University PRSSA.

• Experience for your future professional life: First and foremost, PRSSA is an exceptional addition to your resume. Between traveling to conferences and attending meetings, your résumé, whether you realize it or not, is growing by the minute. Take advantage of as many opportunities and experiences as you can -

be a 'big bucket.'

- **Opportunities for leadership:** Most public relations students, I have noticed, tend to be natural-born leaders. PRSSA provides the chance to develop and hone these leadership skills. If you're not on this year's Executive Board, and think you may like to be next year, sit down with a few current E-board members and pick their brains about their positions. Or, jump into leadership now and become a committee member.
- A sense of belonging: Finally, and perhaps most importantly, PRSSA provides a place for students of all majors to come together to learn, grow and achieve. One of my goals as Chapter President was to make sure that everyone who wanted to be included was not only included, but welcomed warmly. I hope that PRSSA is a place where you've found another family, as I have.

I wish you all the happiest of holiday seasons!

All the best,

Maura Fenske

**Chapter President** 

#### FUNDRAISING EFFORTS BRIDGE GAP WITH LOCAL COMMUNITY

**Olivia Kelley** Historian

Those who were in the Waynesburg Borough Friday, Nov. 4, experienced a warm and welcoming event, courtesy of the

Waynesburg University Public Relations Student Society of America Chapter.

The Chapter held its first fundraiser of the semester outside of the Greene County Courthouse, where dedicated Chapter members stood shivering in the shade selling hot food, and informing community members of what Waynesburg PRSSA is all about. With the courthouse located near Waynesburg University's campus, the fundraiser attracted community members, university faculty and students. The fundraiser's menu included homemade ham



Photo courtesy of Olivia Kelley

barbeque, hot dogs, macaroni and cheese, vegetable pizza and store-bought apple cider. Assorted pastries that were donated to the Chapter were offered for free or donation.

Chapter Special Events Coordinator Taylor White said that most of Waynesburg University's Chapter events occur on campus, so she wanted to work on bridging the gap between the community and the Chapter.

"One of my goals as the Special Events Coordinator was to get the Chapter more involved in the community," said White. "By doing the courthouse fundraiser, the Chapter members got to interact with people around the community and tell them what PRSSA is while raising money for the Chapter."

Fellow Executive Board member, and Chapter Fundraising Coordinator, Taylor Pieper appreciated this fundraiser because it was something new and provided more benefits than monetary value.

"I was excited about the fundraiser because it's something we haven't done before," said Pieper. "We got the opportunity to go out into the community to network and socialize."

This fundraiser was a huge success – not only in its fundraising efforts, but in establishing a foundation for relationships with community members that the Chapter hopes to build upon throughout the next semester and beyond.

#### **CHAPTER PARTICIPATES IN "HOLIDAY OPEN HOUSE"**

Teghan Simonton

Content Coordinator

Waynesburg University's Chapter of the Public Relations Student Society of America connected

with the community Friday, Dec. 2, at the Waynesburg Prosperous and Beautiful Christmas Open House. The Chapter set up a booth for as a cookie-decorating fundraiser, and interact with the children of the community.

The fundraiser had been in the works for a long time, as Special Events Coordinator Taylor White had a connection with JoAnne Marshall, director of Greene County Tourism. Several Chapter members were involved with planning the evening's activity. White said that the planning gave her valuable experience and practice for her leadership skills.

"One of my favorite parts about planning the event was definitely working with my team," said White. "I am someone who struggles with delegating work, and this fundraiser gave me the opportunity to assign work to others. Though everyone on my team did awesome, it was really amazing to see freshmen who were quiet and reserved in the beginning shine and really help."



Photo courtesy of Grace Hutchison

White said that the event itself was exciting and unique because of the chance to leave campus. She was excited for the opportunity to be more involved with the local community, as well as publicize the Chapter's latest accomplishments.

"It did raise some funds for the Chapter, which is always a beneficial," said White. "But, more importantly, we did something for the community and spread the word about our Chapter. Community relations is a key aspect of public relations, so doing this fundraiser was a great opportunity for the Chapter."

Chapter President Maura Fenske was happy to see the Chapter become more involved with the local community. She hopes for the Executive Board to continue to find activities for the Chapter to become involved in similar to the Holiday Open House.

"One of our Special Events Coordinator, Taylor White's, goals for this school year was to get our Chapter and members out in the community and more visible in the borough of Waynesburg instead of just the university campus," said Fenske. "The Holiday Open House was a perfect opportunity to do that, as was the Christmas parade the next day that several of our members participated in and helped with. Our goal to become more active in our community has definitely been accomplished, and we'll continue to participate in community events in the future."

Overall, White was pleased with the event. She feels as if the Chapter really benefits from opportunities such as the Holiday Open House, as well as gives members the opportunity to bind with one another.

"The event was very successful," said White. "At first, we didn't know what to expect, because none of us were familiar with the Holiday Open House. Once the event started, it was shocking to us about how nice of an event it was. Not only did we raise money for the Chapter, [but] we enjoyed ourselves while doing so, and that is the most important thing."

### MARK YOUR CALENDAR

#### **DECEMBER**

• Dec. 8: Red Brick

Communications Meeting

• **Dec. 12:** PRSA Pittsburgh Mentorship Mixer

#### **JANUARY**

• Jan. 12: General Body Meeting

• Jan. 12: Bracelet Fundraiser Kickoff

• Jan. 19: Red Brick

Communications Meeting

• Jan. 26: General Body Meeting

• Jan. 26: Red Brick

Communications Meeting

#### **FEBRUARY**

• Feb. 2: Red Brick

Communcations Meeting

• **Feb. 3 to 4:** Penn State PRSSA Regional Conference

• Feb. 9: General Body Meeting

• Feb. 9: Red Brick

Communcations Meeting

• Feb. 12: Bracelet Fundraiser

Wrap Up

• Feb. 23: General Body Meeting

#### FROM THE FIRM DIRECTOR'S DESK



Cassidy Graham is a senior and has been the Waynesburg University PRSSA VP/Firm Director since June 2016. If you are interested in the firm, or have any questions, email Cassidy at gra4684@student. waynesburg.edu

Cassidy Graham VP/Firm Director

As winter break quickly

approaches and the new year is upon us, I find myself looking back and reviewing our last few months in Red Brick Communications. From our first meeting of the year in early September to now, it is amazing to see all of the work we have completed and how we have grown as a firm. From the fall play to Chamber of Commerce events, Red Brick members have taken an active role to help our clients. Through all of ne meetings, writing and designing, this

the meetings, writing and designing, this time of year is a time to give thanks and share joy with others.

First, I am thankful for our clients.
Our clients provide us with the chance to grow and excel in our field.
Without them, we would not have the opportunities we have been graced with.

Secondly, I am thankful for Waynesburg University and our professors for allowing us to work with the outside community,

as well as supporting us in new learning opportunities as well as teaching us the crucial skills to be communication professionals.

Finally, I am thankful for each and every one of my firm members. Without all of you, the work we create would mean nothing. It is each of you that makes the firm what the firm is. I encourage all members to look back and assess the work that do, and to always be proud of the work you have done, no matter the size of the project.

Now, looking forward to the next semester, I am more excited than ever to see all of the work that we will be completing for our clients. Thank you all for an amazing semester, and I cannot wait for another great one!

Best,

Chapter VP/Firm Director

#### UNIVERSITY-WIDE DAY OF GIVING LEADS TO DEPARTMENT SUCCESS

#### **Taylor Pieper**

Fundraising Coordinator

The Day of Giving was a university-wide, 24-hour fundraising campaign to raise

monies towards major scholarship funds, as well as to give students new learning opportunities in and out of the classroom. Waynesburg wanted to reach as many students, faculty, staff, friends and families as possible.

The university's goal was originally set at receiving 249 gifts, but after quickly exceeding that number, they raised their goal to 350; this goal was also met. To create incentive, the university decided to host a competition among the different academic departments: the top three departments receiving the most gifts would earn a monetary reward. The university also had a phonathon to contact alumni to reconnect and to seek their support.

Waynesburg University Public Relations Student Society of America Vice President and Red Brick Communications Firm Director, Cassidy Graham helped plan the event. She assisted the university in the planning stage, as well as planned and executed the Department's internal events.

"Planning our internal Department of Communication Day of Giving efforts was very rewarding," said Graham. "The Day of Giving was a wildly successful fundraising endeavor and it was great to see the whole university come together, rallying behind one cause."

The Department of Communication came in first place, receiving 250 gifts, and raised more than \$10,600. Every person had their hands in this project; Chapter members were involved throughout the entirety of the event. Chapter Public Relations Director, Natalie Gloady, served as the lead for the Department's social media tactics.

She and her team created and implemented various tactics such as live testimonial videos and a "throwback Thursday" campaign.

"I'm glad the Day of Giving was such a success for the Department and Chapter," said Gloady. "It was nice to see so many alumni, family, friends and students engaging online, and pledging to help the programs that we all care about."

Students participated in a pumpkin pie eating contest, which the Department of Communication held to get its members to come and support their Department. Several freshman in the Department

helped set up, and a handful of members participated in the phonathon.

"I worked the last hour of the phonathon and the atmosphere was great," said senior general body member Emily Hackman. "It was exciting to see that they [alumni] were giving back to Waynesburg University, and directly benefiting the students. It was also exciting to be



Photo courtesy of Maura Fenske

involved in blowing the goal of 350 pledges out of the water."

#### MEMBERS SPREAD HOLIDAY CHEER THROUGH STOCKING STUFFER

#### **Natalie Gloady**

Public Relations Director

The Waynesburg University Public Relations Student Society of America Chapter

strives to give back to the local community as often as they can. When the opportunity arose to collect gifts for children in Greene County, Pennsylvania, Chapter President Maura Fenske was quick to volunteer the Chapter to participate in the project.

"Kelley Hardie [Assistant Dean of Students and Director of the Center for service Leadership] had brought this service project to the attention of the student organization leaders at a meeting, and as soon as I heard about it, I knew that I wanted PRSSA to participate," said Fenske. "Our Chapter has always been so great about service initiatives and I knew they would want to be involved in this one, too. Their participation was fantastic as always!"

The Stocking Stuffer provided numerous children with necessary items and wanted gifts for the holiday season. The Chapter collected gifts for four children: two boys and two girls, raging in ages from five to 15. Eleven Chapter members participated in the activity, and helped spread Christmas cheer. Sophomore Historian Olivia Kelley loved having the opportunity to give back to the local community, but more specifically to the kids of Greene County.

"I'm really happy that we were able to be a part of a project that gives back to children, and hopefully make their holiday a little bit brighter," said Kelley.

With Waynesburg University having a strong focus on service, Chapter memebers understand the importance of giving back. The Stocking Stuffer project was the perfect way to combine community relations and service.

"As a Chapter, we enjoy getting involved within the community through public relations activities, but being able to give back to the children during Christmas makes it that much more special," said Chapter Secretary Mackenna Drazich.

Fenske looks forward to having the Chapter become involved in more service projects next semester as Relay for Life, a Valentine's Day Project and various other activities are already on the schedule.

"College is the perfect time in life to give back," said Fenske.
"It's easy to become self-absorbed during college and to focus

on yourself, but at a school like Waynesburg that puts such an emphasis on service, it's important to get outside yourself and to give of your time and your attention to causes that truly matter."

If you or your organization are interested in working with the Chapter, contact Maura Fenske at



Photo courtesy of Natalie Gloady

fen7280@student.waynesburg.edu

#### FOUR REASONS TO ENHANCE YOUR RÉSUMÉ OVER THE HOLIDAYS

#### Zac Sniadach

Treasurer

Holiday breaks are an exciting time for college students. After a long semester of papers, grades and extracurricular

activities, having a break from all the madness is much needed. Winter break is also a great time for reflection, as well as preparing for the upcoming semester. One of the biggest mistakes students tend to make is to do absolutely nothing during their break. In order to make sure this does not happen, consider using the break to perfect your résumé. Here are some reasons why touching up that paper will pay off, and how to do so.

#### You no longer have an excuse.

Unlike the rest of the semester when you are taking 18 credits, juggling too many clubs, all while trying to maintain a social life, this is the time of the year when you actually have free time. Granted, you may be working at a part-time job over the break, but with evenings and weekends completely free, there is no reason you cannot take a few hours to redo some parts of your résumé that need work.

#### It's the time to update it.

The semester was busy, and now is the time to pat yourself on the back after reflecting on all you have accomplished. Everything you did over the semester feels much more rewarding when you realize

you have more experience to add to your résumé. Whether you interned, volunteered or took a course that you think will help you get the job you want, now is the time to add that to your résumé.

#### The real world is coming up.

If you are a senior, the shocking reality is that your last undergraduate semester is approaching, and you certainly want to be prepared for the real world. By redoing your résumé over break, you now have time to begin applying for jobs in your last semester. Some employers and internships insist on applying as early as December, so it only makes sense to be ready before then.

#### Take your time editing it.

If there is one thing that public relations teaches you, it is the importance of editing. Countless human resources managers and recruiters have passed over résumés with spelling, grammatical and mechanical errors. Read over your work, and check your grammar. Ensure proper spelling of all job titles and companies listed on your résumé. These are small details, but important ones. Employers want to hire professionals who can handle making important daily decisions for their companies; submitting a seamless résumé is the first step in proving you are qualified to make big decisions.

#### CHAPTER LAUNCHES OFFICIAL INSTAGRAM

#### **Taylor White**

Special Events Coordinator

The Waynesburg University Public Relations Student Society of America Chapter has utilized different social

media platforms already to connect with and learn from past Chapter members, public relations professionals and other PRSSA chapters from around the nation.

According to Jayson DeMers, a contributing writer for Forbes, said in an article that 34 percent of U.S. internet users now use Instagram. With the growth in the platform, Waynesburg PRSSA and its members knew that utilizing the social media outlet would have many benefits. The Chapter has a significant Twitter and blog following, as well as Facebook presence; however, as of Tuesday, Nov. 29, Waynesburg University PRSSA also has an official Instagram.

Due to the dramatic rise of organizations and businesses using visual social media platforms as a way to showcase their brand, the Chapter chose to create an Instagram to broaden their social media reach.

"As Public Relations Director, it is part of my job to stay up-to-

date with social media trends," said Natalie Gloady, Chapter public relations director. "I have noticed a significant increase in organizations using Instagram, and I strongly believed that the Chapter would benefit from having one."

The Chapter plans on utilizing its newest social outlet to promote upcoming events, fundraisers and meetings, communicate with other chapters, professionals and alumni, and share day-to-day updates. Chapter President Maura Fenske is excited for the latest addition, and cannot wait to see how it can broaden the Chapter's reach.

"The Chapter Instagram will just be another platform by which we can further connect with our members and members of other chapters," said Fenske. "Instagram is probably the most popular social media platform among college kids, so I'm really excited to be able to communicate with them in this way. We've wanted this for a long time, and I'm so happy we finally launched it!

To follow the Chapter on Instagram, search "Waynesburg University Public Relations Student Society of America," or "wuprssa."

#### CHAPTER MENTORSHIP PROGRAM TO BE LAUNCHED

#### **Natalie Gloady**

Public Relations Director

The Waynesburg University Public Relations Student Society of America Chapter will travel to Pittsburgh,

Pennsylvania to partake in the annual Christmas Party hosted by Pittsburgh's Public Relations Society of America Chapter. The Dec. 12 event will also include the launch and meet-and-greet of the Chapter's new mentorship program.

The mentorship program has been in the works since sophomore Professional Development Coordinator Amanda Troncone decided to run of the Chapter's Executive Board. Troncone believed the Chapter could significantly benefit from the opportunity, and instantly began making the necessary plans and connections.

"A mentorship program is an awesome opportunity for our Chapter and its members to build relationships with professionals in the field," said Troncone. "We are securing an even better relationship with PRSA Pittsburgh, which will help us in the long run. When professionals see that our members are greatly involved, it will peak interests when our résumés appear on their desks. The lessons and opportunities that will come out of having a professional relationship with a mentor will be invaluable."

The event will provide professionals and students from the Pittsburgh market the opportunity to discuss industry news, share stories and celebrate the holiday season. The event provides a chance for professionals to enjoy a break before the craziness of the holidays hit, as well as with students and the stress of finals. Chapter President Maura Fenske is looking forward to the event and believes it serves as a great way to wrap up the Fall semester.

"I'm excited for this get-together! I can't wait to visit with professionals I already know as well as meet some PRSA Pittsburgh members I haven't met yet," said Fenske. "Plus, since this event is falling on the day of study before finals begin, it'll be a nice chance to step away from the studying and stressing, and unwind as we mingle with professionals and friends."

Sophomore and Chapter Content Coordinator Teghan Simonton is excited to have the opportunity to network and learn about the evolving market. She believes this program will have numerous benefits for someone looking to get into the industry within the next few years.

"I think the mentorship program is a fantastic idea and it's really going to benefit the Chapter members," said Simonton. "I am really looking forward to making connections and learning from our parent chapter during this experience."

The mentorship program will be in full effect next semester, but until then Troncone will be working hard to finalize all of the details.

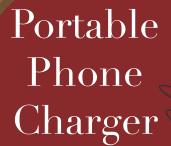
"The mentorship program officially begins in January, and will run for the remainder of the spring semester," said Troncone. "This includes mentors and mentees communicating on their own, and frequent check-ins from both PRSA Pittsburgh and Waynesburg PRSSA. After that, we encourage mentees and mentors to continue their relationship with each other."

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#### **OPPORTUNITIES**

#### **Committee Positions**

The Chapter is actively seeking dedicated members to apply for a committee positions through the Waynesburg University PRSSA Chapter. Contact Chapter President, Maura Fenske, for more information.

#### **Blog Writing**

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

#### Red Brick Communications

Become part of the Nationally Affiliated studentrun firm and prepare yourself by providing local nonprofit organizations with pro bono public relations work. Contact Vice President and Firm Director, Cassidy Graham, for more information

#### INTERNSHIP SPOTLIGHT: SENIOR CASSIDY GRAHAM

#### Gabrielle Coy

Social Media Coordinator

Many know public relations

and digital design major Cassidy Graham as the vice president of the Waynesburg Public Relations Student Society of America Chapter, or as the firm director of Red Brick Communications.

As a senior in the Department of Communication, Graham was interested in finding an internship that allowed her to work within the corporate sector. Her internship at Mylan, a pharmaceutical and healthcare organization, located in Canonsburg Pennsylvania, provided her with the opportunity to apply her public relations and digital design skillsets.

"I had heard great things about their internship program, and I have always been interested in working in a corporate setting," said Graham. "It just seemed as if Mylan was the perfect place for me to spend my summer and grow as a professional."

As the creative packaging and digital asset management intern at Mylan, Graham's day-to-



Photo courtesy of the Chapter

day responsibilities included helping with design projects, as well as compiling and renaming all photography for upload to a digital asset management system.

Her time at Mylan provided Graham with new and exciting opportunities; however, her favorite part of the internship was meeting, working and networking with new people.

"Meeting and networking with all levels of employees, from upper level management to all of the other interns, was great to be able to connect with so many different people," said Graham. "I love learning from other's experiences, as well as gaining practical experience from my supervisors."

While her previous experiences within the Chapter and firm prepared her to be professional in all situations, she was not expecting the challenge of balancing multiple aspects of life.

"Something that I didn't expect to be challenging was getting used to working all day long, and maintaining a healthy work life balance," said Graham. "Working in corporate is a beast in itself, and is something that you have to be prepared for."

Graham's internship experience at Mylan also taught her that there are always ways to push yourself to learn.

"I learned that I don't always know everything and that there is always something that you can learn wherever you are," said Graham. "If you aren't learning, you aren't growing or challenging yourself."

After her positive experience working with Mylan, Graham recommends applying for any and all internships that seem interesting. She says that the most important aspect of applying is to just try – the outcome can be surprising.

"Apply to all types of internships," said Graham.
"Even if you don't think you will get the position,
just try. I never thought in a million years I would
get this internship, but I tried my hardest and I got
it."

#### Connect With Us!

Contact Natalie Gloady by emailing glo7325@student.waynesburg.edu if you would like to write for Trending Topics! @wuprssa facebook.com/wuprssa wuprssa.wordpress.com www.redbrick1849.com



#### INTERNSHIP SPOTLIGHT: SENIOR ZAC SNIADACH

#### **Amanda Troncone**

Professional Development Coordinator

After a friend mentioned an internship with Dell Fastener Corporation, senior Zac Sniadach, treasurer for

Waynesburg University Public Relations Student Society of America, saw an opportunity he could not pass by.

"I originally aimed high and applied to places such as The Rivers



Photo courtesy of the Chapter his skills beyond public relations.

but they were very competitive," said Sniadach. "After seeing the benefits and personal experience Dell offered me, it made the decision much easier."

Sniadach worked in the sales and marketing department, making sales calls, editing invoices and communicating with clients. Each day presented new tasks, which was Sniadach's favorite part. Since Sniadach worked as sales and marketing intern for the company, he had the opportunity to expand

to become more skilled and a better suited professional. Sniadach had to learn Navision, the resource planning software Dell Fastener Corporation uses. Similarly, Sniadach needed to know the products the company sells, as well as the organization's mission. Casino and the Pittsburgh Steelers, "Learning how to use the company's software was challenging," said

Sniadach. "It took time, but I eventually got it. Having to learn all new skills was sometimes frustrating, but well worth it in the end."

Despite his overall success with the internship experiences, Sniadach

did have some challenges along the way. These hiccups forced him

Sniadach's experience with Dell Fastener Corporation is an opportunity he recommends to other students.

"Dell's internship was not heavy on public relations, but it gave me very good experience in other areas of business, as well as communication," said Sniadach. "I believe my time at Dell was really beneficial, and I recommend taking internships in other areas in order to expand yourself as a professional."

Sniadach urges every student to gain more experience outside of the public relations field, as well as take on various internships and leadership roles that challenge you.

"My internship taught me how to work in a business setting, and has given me experience in positions aside from public relations, making me that much more marketable as a future employee," said Sniadach.

"I now have sales experience, along with knowing new software and stronger interpersonal communication skills," said Sniadach. "I believe having stronger communication skills will make me a more hirable candidate post-graduation."

#### INTERNSHIP SPOTLIGHT: SENIOR TAYLOR PIEPER

#### Mackenna Drazich

Secretary

Taylor Pieper serves as the fundraising coordinator for the Waynesburg

University Public Relations Student Society of America, vice president of American Institute of Graphic Arts group and creative director of Red Brick Communications. Though her schedule may seem busy, she found time this fall to serve as an intern in the Student Services Office at Waynesburg University.

When searching for an internship, Pieper received help from Director of Education Enrichment, Clinical Services and the Counseling Center, Jane Owen. Owen was aware that Director of Student Services, Pat Bristor, was looking for student help, and believed Pieper would be the perfect fit.

Double majoring in digital design and public relations, Pieper enjoys what the internship has to offer. Not guite finished with the internship, Pieper has already reaped many benefits and new skills during her time in the office. Her schooling has been instrumental in aiding her with public relations tasks, and her personal favorite, design projects.

"It giving me both design experience and event experience," said Pieper. "I believe that by having an internship that allows me to use my public relations and design skills has significantly prepared me for the career field. I look forward to being able to combine these skillsets in my future job."

A typical day includes project completion, beginning new assignments and organizing various tasks. This internship has further prepared her for the real world, as well as sparked eagerness for life post-graduation.

"I get to work with real people and real projects," said Pieper. "It is different from doing class work. It makes me really excited to get out into the real world and try new things."

Pieper encourages students to try new things: internships, leadership roles and fields. She believes that the experiences she has received from her internship will benefit her throughout her career, and believes that if you put yourself out there you can have the same experience.

"Do not be afraid to do things out of your comfort zone," said Pieper. "Try everything because sometimes you have no idea what you are capable of. Also, remember to speak up and say your opinion."



Photo courtesy of the Chapter

# WAYNESBURGUNIVERSITY Public Relations Student Society of America