

PRSSA Campaign

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Executive Summary

Public Relations Student Society of America (PRSSA) is a student group associated with the Public Relations Society of America (PRSA). PRSA is a specialized group of Public Relations professionals, all of whom, are devoted to the advancement of future practitioners entering the industry. As the largest group of pre-professionals, the PRSSA works to enhance the knowledge and confidence of students by offering professional guidance and developmental opportunities. Through our campaign we will emphasise this.

In the classroom, students utilize theories, techniques and methods that are fundamental in understanding the industry. Additionally, PRSSA bridges the gap of previously learned materials, with tangible experience and advice vital to transform students into professionals.

The pressing issue facing PRSSA, and the issues that our agency looks to address, is creating awareness, knowledge, and buzz about PRSSA. Like any organization in need of publicity, PRSSA's mission is simple. It aims to increase membership, provide strategic opportunity accessible only through membership and reinforce all of the above with actual student and professional testimony.

Today, the Public Relations industry is driven by experience, recognition and relationships. Utilizing various communication tactics our campaign will target audiences specifically aimed to increase awareness and membership in PRSSA. In order to convey these messages, an integrated marketing and publicity campaign will be used to promote the importance of membership and consequently, graduating to PRSA.

Through audience analysis, focus groups, and surveys our agency will be able to provide PRSSA with a picture of our target audience. By incorporating creative concepts and communication tactics, we feel we can go above and beyond our campaign objectives and achieve our overall goal of increased membership.

Opening the door to favorable circumstance begins with PRSSA. As a member of the societal community of Public Relations practitioners, the advocacy to improve the industry only occurs with increased membership. The more members PRSSA generates directly correlates to the scope of developmental opportunities provided by chapters of experienced practitioners.

Agency Name

Integrated Creations Today, LLC (ICT) portrays exactly what we offer; a modern integrated marketing firm that has the skills and abilities to create the most effective, mixed marketing strategies that will ultimately produce results. Located in Jacksonville, Florida, ICT provides our clients with the tools needed to bring their goals and expectations into tangible realities. Our team builds and establishes strong relationships with our clients to ensure the highest level of satisfaction, while achieving our client's desired goals. We emphasize ethical practices while encouraging employees to surpass the rules of ordinary engagement and encroach the various areas of modern marketing. We specialize in product promotion, social media management, brand imaging, and the integration of these modern promotional techniques.

ICT's former clients include: The National Writers Association (NWA), National Art Education Association (NAEA) and the Society of Professional Journalism (SPJ).

Max Lesser began his career for Integrated Creations Today in 2009 upon graduating from the University of North Florida. He obtained a Bachelor's Degree in Arts and Science as a Public Relations major and Leadership minor. He currently heads the project management department with several awards from PRSA for contributions in Mixed Marketing Integration.

Andy Yost started working for Integrated Creations Today in 2011 after graduating from the University of North Florida with a BS in Communications with a focus in Public Relations.

He specializes in communication tactics and has made a great impact on ICT since joining in the summer of 2011.

Robert Gilman started working for Integrated Creations Today in 2010. He graduated from The University of North Florida with a Bachelor's degree in Public Relations and a minor in Biology. He contributes his efforts by specializing in the analyses and conducting of campaign strategies.

Lindsay Miller began working for Integrated Creations Today in 2010, after conferring a Bachelor's degree in Public Relations and a minor in Psychology, from the University of North Florida. She is currently oversees campaign budgets and evaluates the effectiveness of the many campaigns created and is a great asset to the ICT team.

Ryan Kramer started working for Integrated Creations Today in 2009. Ryan graduated from Yale University with a Doctorate in Psychology and an minor in Information Technology. He supplies the team with computer savvy skills and a canny ability to study the minds of the targeted publics.

Client Background

PRSA was founded in 1947 and holds responsibility for PRSSA, which encompasses 10,000 student members, with more than 300 chapters in 43 states. PRSSA is a student-based subgroup of the Public Relations Society of America, which aims for professional development, standards of quality, and respectful acceptance of ethical guidelines for the multibillion-dollar publicity and marketing industry. As a student subgroup of the PRSA, the PRSSA flourishes in part by the professional advocates already serving within the industry. PRSSA seeks to advance the public relations profession by nurturing generations of future professionals. It advocates

rigorous academic standards for public relations education, and the highest ethical principles and diversity in the profession.

The goal of the PRSSA is to maintain sustainable transitioning of students into advocates for future generations. Since the organization requires annual dues to maintain active membership, the PRSSA fails to capture the vital eye of frugal college students.

Situational Analysis

Advocation of practitioners begins with the advocates themselves. Teachers, professors and practitioners hold a great deal of influence on the decisions students make. To ensure the growth of the organization, university professors in communications departments must convey the advantages of involvement, while offering incentives to devote and active members. Expressing the importance of experience and how PRSSA bridges the gap between students and professionals, provides a perception of desire, which will overtake the lackluster quantity of members.

A quandary communication majors face is, without PRSSA students are limited in the amount of internship and learning opportunities. The bridge provided by PRSSA, ensures that relationship building will blossom into the professional level, even after graduation. As a member of PRSSA, various opportunities for learning are provided and leadership and development are achieved through the innumerable amount of connections gained from networking with experienced practitioners. Each event held by PRSSA and PRSA are designed to inform and provide guidance in the handling of situations. Experiencing and listening to firsthand accounts of industry situations and professionals, provides multiple perspectives on handling similar dilemmas once students enter the workforce. Reading, or even watching

different situations, can bring a multitude of perspectives on ways to utilize the right approach. Through interaction among people, knowledge becomes overridden with confidence.

Without dedication and commitment an organization cannot exist. Whether a professional organization has ten members or 100, the means of sustainability resides on the succession of amateurs to professionals. For PRSA, its existence relies on the motion that students will evolve into future professionals looking to lead the next generation of amateur Public Relation students. Just like the avocation for students to join PRSSA, new members of PRSA must be determined and inspired to continue a tradition of professional guidance and developmental opportunities.

Secondary Research

Our agency will begin by gathering statistics from the University of North Florida's Communications Department, to determine how many students are communication majors. All University of North Florida students fall under our target audience. Our agency recognizes that the majority of future PRSSA members will be communications majors. An estimate will be needed to determine the number of students our campaign should reach, while also looking at the number of students currently involved in the University of North Florida's chapter PRSSA. In addition, our agency will create a list of all the possible benefits that PRSSA has to offer. This is a major factor in increasing awareness and encouraging students to join the organization.

According to the PRSSA website, it offers many scholarships to members, not only undergraduate students, but graduate students as well. Whether you are great student or just want to attend a PRSA event, PRSSA can help with resources and funding. According to PRSSA.org, PRSSA is made up of more than 10,000 students and advisers organized into 300 plus Chapters

in the United States and one in Argentina. Through PRSSA you can broaden your network, enhance your education and jumpstart your career in the Public Relations industry.

Primary Research

In order to achieve a better understanding of UNF students' awareness and attitudes towards PRSSA, our agency will be conducting a pre-survey, which will be administered to all students online. The survey was created through a website called SurveyMonkey. Our agency chose to use this online survey for two reasons. One we can quickly edit the survey with a click of a button. Two, our agency can send the survey not only to a target audience but globally if chosen. At the end of the campaign, we will administer post-survey to evaluate the effectiveness of our campaign and see if our communication tactics made a impact.

A focus group will be necessary to gather qualitative data about the attitudes toward PRSSA. The focus group's main goal is to help us better understand what students like about PRSSA and ways we can make it better in order to achieve the goals set forth by our campaign. The focus group will be held in one of the conference rooms above the Boathouse restaurant, on UNF's campus. The questions asked will help our agency form themes and get a better understanding about how our target audience feels about different aspects of PRSSA. Our agency will also hold another focus group the first week in July 2012, evaluating the effectiveness of the campaign. A post campaign focus will also help in the evaluation of our objective, increasing knowledge of PRSSA amongst UNF students.

Using mixed method primary research we not only receive qualitative data but also quantitative numbers to better understand the audience we are targeting.

Strengths Weaknesses Opportunities Threats

PRSSA provides many strengths. One is its ability to provide a further, more rounded educational experience. The organization offers its members internship information, scholarship opportunities and current social media news. It also suggests educational facilities so students can study public relations if they are away from their home, or just looking for a new path to take. PRSSA has a vast network of possible connections within the industry. It enables members to network and create meaningful relationships with other students and possible employers. Another benefit this organization has to offer is its “Jobcenter”. This service allows members to locate potential jobs worldwide. Lastly, PRSSA members can join PRSA for a discounted price of \$60 a year compared to the regular price, \$225. All these strengths enable PRSSA to be known as a viable resource for college students.

In addition to PRSSAs strengths, there are also a few weaknesses associated with the organization. One of these weaknesses is the hefty price-tag that one must pay for membership dues. PRSSA usually charges \$65 a year, plus the option of adding additional costs, which each local chapter controls. PRSSA cannot market its services to everyone and caters only to college students. With these limitations placed upon the organization, it is hard for PRSSA to advertise to mass publics. Instead of being able to market to any particular age group, it is forced to focus its efforts on the college student population.

PRSSA has many opportunities to grow as an organization. The vast depth of resources it has to offer is undeniably priceless. PRSSA is a nationwide organization, which benefits students that intend to travel or simply see new places. It also provides students with scholarships; this creates a desire to join the organization. Not every college has a PRSSA club

installed on campus. This creates an opportunity for the organization to grow throughout the country.

This organization has a few factors that threaten their existence. One of these threats are other college organizations. Considering that PRSSA charges a minimum of \$50 to join the organization, students who pay membership dues for another organization are likely to not be willing to put forth the money needed for PRSSA. The organization could also use more funding. By receiving this supplement, it would be able to offer more resources to its members and maybe even lower membership fees. Due to the fact that PRSSA is run by a central management group, local chapters may be limited in the funding provided by other, outside sources.

Overall Campaign Goal

This campaign is aimed to increase the number of members within the organization. By increasing numbers, this organization would gain numerous future resources while strengthening relationships between the publics within the Public Relations field.

Audience Analysis

The target audience for this campaign are the students at the University of North Florida. Considering that PRSSA is open to all students on campus, we will attempt to reach this audience as a whole, but we feel that communications majors are more likely to take advantage of becoming PRSSA members.

Claritas labels this group as the “You and I Tunes”. They rely heavily on digital music, internet access, and cable services for their favorite networks such as MTV and VH1. They also

rely heavily on mobile technology like laptops, cell phones, and BlackBerries to stay up to date with emails and Facebook.

Campaign Objectives

Objective 1: Increase member size within the University of North Florida's PRSSA chapter by 10% by the end end of June 2012.

Objective 2: Increase knowledge about PRSSA by 20% amongst UNF students by the end of June 2012.

Objective 3: Increase likes and follows by 10% on Facebook and Twitter by the end of June 2012.

Creative Concepts

Campaign Slogan

“Building tomorrow’s future, through yesterday's innovators.”

PRSSA needs students to become and remain involved. Students who graduate and remain in the local chapters help support future graduates by providing information regarding jobs, internships and professional advice. By hosting different activities such as cookouts and movie nights, PRSSAs message will reach a greater number of students while creating a fun, positive and rewarding image for PRSSA.

ICT will host a one-day event called, “A day with PRSSA”. This event will be dedicated to informing UNF students about PRSSA as well as the benefits that come along with being a

member. The cookout event will run from 11:00 a.m. to 4:30 p.m. on UNF's campus green, followed by a movie night at sunset.

In an effort to create a campus-wide buzz, our agency will be putting up bright green banners and posters all over the campus. These posters will feature a large black question mark and right below the question mark, a time and place will be provided (1:00 p.m. on the green). Similarly, current PRSSA members will be wearing t-shirts on campus for the whole day, which mirror the banners and posters that will be put up all around campus. The front of the lime-green shirt will have the question mark and the back of the shirt will have "1:00 p.m. on the green". Our goal is to create eagerness and anticipation in the minds of University of North Florida students. This in turn, will encourage the curious students to come out to the green at 11:00 and see what the hype is all about. This is the time and place that our "A day with PRSSA" will be kicking-off.

We will begin by hosting a cookout for everyone who comes to the green. College students are constantly looking for a free meal, and by providing food for students, PRSSA can use this opportunity to inform students of the purpose and benefits of PRSSA and answer any questions that students may have. Upon receiving their meal, students will be handed a pamphlet about PRSSA and a rubber wristband with the PRSSA logo and the campaign slogan, "Building tomorrow's future, through yesterday's innovators."

Considering that everyone loves music, we intend to play a variety of music for the student body. Musical genres such as: Reggae, Hip-Hop, Rock and Alternative will help set the mood and keep the students entertained. The longer our target audience is at the event the better. The radio script would also be played on Osprey Radio four to five times throughout the event.

At 1:00 p.m. sharp, the music will stop and current members of PRSSA will speak about their experiences. These speeches combined, will only last 15 minutes. Following the speeches, members will encourage the audience to like the University of North Florida's PRSSA chapter on Facebook and/or follow them on Twitter. It then remind students that there will be a movie playing on the green tonight at sunset and ask everyone to please come out and join PRSSA. The movie, "Semi-Pro," will start playing as the sun goes down. After the movie, PRSSA members will thank everyone for coming out to the event.

At ICT, we feel that PRSSA would benefit greatly by holding this event. It will get the target audience talking about PRSSA. This buzz and exposure is exactly what PRSSA needs. College students are looking for a good time with fellow students and "A Day With PRSSA" will provide just that. Not only will it be a good time, but a great opportunity to gain knowledge and potentially get involved with PRSSA.

Incentives are another creative concept our agency came up in an attempt to encourage potential members to join PRSSA, as well as increase attendance at PRSSA events. At each meeting a couple names of individuals present at the event will be drawn at random, and the called names will win a prize. Members who regularly attend the meetings, will be entered in a drawing and have the chance to win a big prize at the end of the semester.

Communication Tactics

Our campaign will run from April 2012 - June 2012; communication tactics play a key role in targeting a specific audience. In order to reach our target audience, it's important to understand what form of media that audience uses. Being that this campaign has a fairly small budget, we focus on cost efficient, but effective tactics.

University of North Florida students, and college students in general, incorporate an increased amount of social media into their daily lives. Social media creates a sense of belonging. Facebook and Twitter will be crucial in gaining exposure at a low cost. PRSSA and the UNF chapter currently have a functional but dry Facebook and Twitter pages. In order to increase “likes” by the end of June 2012, the pages need to be more interactive and fun for its members and followers. Through the focus groups, our agency will find what seems most effective in achieving a more interactive experience. Facebook and Twitter’s sole purposes are much like the Public Relations field. It’s about building and maintaining relationships. Social media is way for PRSSA to find new members and build stronger relationships with current members.

It is also important to keep current members of PRSSA informed so they can stay involved. All current members will be receive an e-newsletters reminding them of upcoming events, meetings, seminars, event times and other general information. All public relations students at the University of North Florida will receive the similar information through a mass email.

Posters and flyers will be spread throughout campus encouraging communications to get involved with PRSSA. We intend to post these advertisements all over campus with a concentrated amount near the communications departments and library. These posters will include the PRSSA logo, event times and links to both their Facebook and Twitter page. Our agencies print a PSA, which will run in UNF’s paper, the Spinnaker. Our slogan, “Building tomorrow’s future, through yesterday’s innovators” will be a common theme in all of our printed materials.

Advertising and ad placement will play a big role in effectively communicating to our target audience. Through our primary research, we found that the majority of students use social media as their primary source of media. Placing PRSSA advertisements on Facebook and Twitter will not only increase awareness, but subconsciously affect future members as well.

Lastly, our agency will put on a chalk walk. Students subconsciously look at chalk art on the way to every class. Five locations around the UNF campus will be chosen. The locations sidewalks will have chalk drawings of the PRSSA UNF chapter's logo, along with event dates and times. This again is a cost effective way to increase awareness.

Evaluation

Objective 1: Increase member size within the University of North Florida's PRSSA chapter by 10% by the end of June 2012. We will evaluate this objective by noting the amount of members for the previous year (approximately 105 members) and comparing that number to the amount of students who pay membership dues by the end of June 2012.

Objective 2: Increase knowledge about PRSSA by 20% amongst UNF students by the end of June 2012. We will evaluate this objective by obtaining information from our pre-campaign survey and noting how many students were aware of PRSSA and compare that number to the amount of students who are now aware of PRSSA from information obtained by our post-survey and focus groups.

Objective 3: Increase “likes” and follows by 10% on Facebook and Twitter by the end of June 2012. We will evaluate this objective by consistently measuring the number of likes on the PRSSAs Facebook page and followers on the PRSSAs Twitter account throughout the campaign.