

# **Anthony J. Fulginiti Chapter of the Public Relations Student Society of America**

Rowan University  
Constitution and Bylaws  
Updated: January 2017

## **ARTICLE I: NAME**

The name of this organization shall be the Anthony J. Fulginiti (AJF) Chapter of the Public Relations Student Society of America, shortened only to AJF-PRSSA.

## **ARTICLE II: OBJECTIVES**

The objective of this chapter includes educating students about current theories and procedures in the practice of public relations, providing students with a large professional network, fostering ideals, ethics and principles of the practice of public relations and instilling in them a professional attitude. The chapter will provide for inclusivity, education and professionalism.

## **ARTICLE III: MEMBERSHIP**

The chapter extends membership to any student attending Rowan University, regardless of academic status, academic level, race, color, creed, gender, sexual preference or national origin. Any student who wishes to enhance his/her experience with AJF-PRSSA is encouraged to pay \$60 annual dues, which include (but are not limited to):

1. National Conference registration (covered by the chapter)
2. Exclusive access to the **PRSSA Internship** and **Job Center**
3. Free admission to the annual AJF-PRSSA Induction Brunch
4. Discounted tickets to regional conferences
5. Special professional development opportunities
6. Exclusive scholarships and awards
7. Dues-paying member abilities

## **ARTICLE IV: OFFICERS**

The officers of this chapter shall be President, Vice President of Special Events, Firm Director, Assistant Firm Director, Philanthropy Director, Recruitment Director, Publications Director, Communications Director, Treasurer and Secretary. The president and the faculty advisers may appoint any executive board member with a chairperson. The current chair positions include (and are led by):

1. Firm Communications Director (Assistant Firm Director/Firm Director)
2. Fundraising Chair (Director of Philanthropy)
3. NewsBriefs Chair (Publications Editor)
4. Professional Development Chair (President)

A president-elect will be nominated and elected at the beginning of the Spring semester, during the first meeting if possible. The election process follows Robert's Rules of Order and only the quorum<sup>1</sup> may vote. The nominated candidates will prepare and deliver a five-minute platform speech to voters. Nominees must leave the room while their opponent speaks. Ballots will be cast and counted immediately. The president-elect will be announced by the president after an adviser checks the vote count.

Election of remaining officers shall be completed in the following fashion:

1. General members nominate themselves for an executive position via email to [ajfprssa@gmail.com](mailto:ajfprssa@gmail.com) or in person with the “Intent to Enter” form at the end of the fall semester.
2. The application process begins for nominees immediately after the president-elect is voted in. The application for executive board nominees includes:
  - a. Three short questions gauging student interest, time commitment and experience
  - b. A ranking of the top three positions the nominee is interested in running in, if applicable
    - i. If he/she chooses to run only for one position, he/she is only considered for that position
  - c. A writing sample: can be from a class or a real-life scenario
  - d. A résumé
  - e. Supplemental documents, if applicable:
    - i. Publications Director: layout/design sample
    - ii. Communications Director: social media work and/or website design
3. The interview process begins for nominees.
  - a. For each executive board position, an interview counsel (the current executive board member, the president and any number of advisers) will conduct a 20 minute interview.
  - b. The interview counsel will confer and elect a nominee based on experience, commitment to the chapter and gauged level of ability.
  - c. If a current executive board member runs for a position for the following year, he or she may recommend a person for his or her current position, but cannot sit in the room when the executive board members vote.
  - d. *Final decision rests in the hands of the chapter President and the faculty advisers*
4. Elected executive board members are informed of their new position within one week of interview and should shadow the immediate past executive board member until the Spring Gala, when he/she takes full control.
  - a. Elected member accepts or declines the position via email to [ajfprssa@gmail.com](mailto:ajfprssa@gmail.com) with the chapter president cc’d.
5. Chair positions may be appointed by the interview counsel through the same process as executive board member election.

Elected officials shall assume position duties after the “Changing of the Guard” at the AJF-PRSSA/Ad Club Spring Gala.

Any officer elected to handle a position must take an oath stating that he/she has read and understands his/her duties and responsibilities as outlined in these bylaws and that these duties will be performed to the best of his/her abilities. At the end of every member’s term in office, his/her position folder shall be passed on to the newly elected member at the Spring Gala.

**ARTICLE V: DUTIES OF OFFICERS**

*Duties remain at the discretion of faculty advisers and the president. If either deem an executive board member unfit for duty, he/she may be removed or his/her duties amended.*

**President & Liaison to PRSA:**

- Presides at all membership and executive board meetings
- Delegates responsibilities of executive board and committees
- Directs overall operations of the chapter
- Recommends and establishes goals and objectives for the chapter with the approval of the membership, faculty and professional advisers
- Coordinates the functions of all officers and committees
- Recommends and directs the execution of policies and procedures together with specific programs in the interests of the chapter and with the approval of the membership and advisers
- Assists the treasurer in collecting dues
- Prepares binder for Outstanding Chapter Teahan Award along with president-elect
- Coordinates chapter participating in activities related to PRSSA on a national level
  - National Conference, National Assembly, Regional Activities
    - Finds/books hotel
    - Coordinates chapter dinner
    - Arranges transportation
- Attends Philadelphia PRSA events (when applicable)<sup>2</sup>
- Attends PPRA events (when applicable)<sup>2</sup>
- Familiar with bylaws of PRSSA on a national level
- Familiar with PRSSA national officers, committees and policies
- Keeps executive board and general membership current on national level opportunities
- Informs chapter of national award/recognition opportunities<sup>2</sup>
- Oversees completion of Teahan binders
- Oversees completion of Star Chapter awards
- Maintains strong relationship with national PRSSA, local chapters and our parent chapter<sup>2</sup>
- Develop relationships within the Glassboro community
- Organizes agency tours and other professional development opportunities<sup>2</sup>
- Judge the National Organ Donation Awareness Competition (NODAC)

**President-Elect:**

- Elected in January or February; shadows and assists president for smooth transition into the following year
- Entitled to full executive board memberships, voting rights and privileges
- Responsible for duties as described/designated by the president
- If a current executive board member is elected president-elect, he/she may continue to serve the previously held position.
- If unable or unwilling to complete the designated term, a resignation letter must be submitted to the president and adviser and the chapter shall elect a successor as soon as possible
- Aids chapter president in preparing binder for Outstanding Chapter binder for Teahan Awards
- Serves as the default National Assembly to voice chapter's concerns, questions and suggestions and to vote on national bylaws
- Makes every attempt to attend the Leadership Rally in Arizona, sponsored and paid for by PRSSA National

**Vice President:**

- Coordinates all meetings

- Secure location
- Secure speakers/meeting activities: parking passes, directions, materials
- Develop and present speaker gifts
- Create semester schedule for PRSSA
- Coordinate meetings with PReaction
- Secure food/beverages for meetings when necessary
- Plan Induction Brunch
  - Develop timeline
  - Secure venue and menu/caterer
  - Create and distribute invitations
  - Secure keynote speaker
  - Create program and brunch bell
  - Develop itinerary for the event
  - Logistics
  - Centerpieces
  - Table placement
  - Collect money from ticket buyers - complete receipts to have evidence of who paid
  - Make sure National sends awards and membership cards
  - Retrieve new dues paying members list from treasurer
  - Contact award recipients two weeks before RSVP date
  - Secure carnations for inductees
- Plan AJF-PRSSA/Ad Club Spring Gala
  - Develop timeline
  - Secure venue and menu/caterer
  - Develop theme
  - Develop and distribute invitations to dues paying members, faculty and staff
  - Secure keynote speaker
  - Plan day-of timeline
  - Plan itinerary of event
  - Develop program, dinner bell and any additional materials
  - Logistics
  - Collect ticket money and distribute receipts
  - Contact award recipients two weeks before RSVP date
- Organize outside events
- Work with the director of recruitment on sponsorship events and organization fairs
- Plan mixers with president
  - Coordinate with other chapters or Rowan organizations

**Firm Director:**

- Oversees operation of entire firm
- Solicits new clients/accounts
- Develops client proposals, contracts and budgets
- Maintains contact with faculty and professional advisers
- Approves all PReaction work
- Presides over PReaction meetings
- Writes PReaction update column for PRomo and NewsBriefs when needed
- With input from Assistant Firm Director, appoints members to Account Manager, Assistant Account Manager and Account Coordinator positions

- Mediates any conflict between student group and client
- Assists PR Practicum course professor(s) with evaluating student performance
- Prepares binder for Outstanding Firm Teahan Award

**Assistant Firm Director:**

- Oversees accounts as decided by the Firm Director
- Organizes PReaction general meetings
- Organizes training workshops/seminars
  - Three per semester
- Contacts speakers
- Maintains all PReaction social media<sup>3</sup>
  - Facebook, Twitter, Instagram
- Coordinates schedule/announcements for PReaction meetings
- Prints out all forms needed in meetings via Rowan printers
- Records PReaction member attendance and issues warnings
- Approves all PReaction work
- Mediates any internal conflicts
- Plans, along with assistance from Firm Director, Professional Speed Networking

**Director of Recruitment:**

- Recruits students and maintains membership
- Promotes PRSSA on campus
- Attends SGA organization fairs
- Schedules and attends classroom visits
- Goes to Rowan University open houses and orientations
- Creates and distributes new member packets
- Plans the new member meeting each semester
- Keeps existing members involved
- Encourages diversity amongst other majors and schools
- Writes monthly Member of the Month article
- Maintains and updates member list
  - Works closely with secretary to track attendance
- Encourages students of different races, colors, creeds, genders, sexual preferences and national origins to join PRSSA
- Acts as the official voice on diversity
- Follows up with members who haven't attended the past three meetings
- Conducts research to show member demographics, wants and needs
- Create relationships with other Rowan organizations

**Director of Publications:**

- Editor of *PRomo*, which includes:
  - Assigning articles and distributing topics to writers
  - Layout, editing, printing and distribution to chapter members, professional advisers and alumni that request it
  - Appoints assistant editors to oversee particular sections of *PRomo*
  - Develops ideas for articles while keeping in mind the interest of the members
- Responsible for internal and external chapter media relations

- Appoints a chair who designs, creates, edits and distributes NewsBriefs (general meeting newsletter/supplement to PRomo)
- Prepares binder for Chapter Newsletter Teahan Award

**Director of Philanthropy:**

*(Two main events: Dance-A-Way Cystic Fibrosis & Organ Donor Day)*

- Acts as the official vote on ethics for the organization
- Remains in contact with the National Vice President of Advocacy
- Responsible for organizing philanthropic events and keeping the chapter updated on philanthropic opportunities
  - Adopting a family around Thanksgiving
  - Cards to soldiers for Christmas
  - Valentine’s Day cards to the elderly
  - Soup kitchen outings
  - SPCA volunteering
- Work closely with PRaction to plan DACF and ODD
- Manage and oversee Organ Donor Day (ODD) Committee
  - Set ODD date in April
  - Form committees
  - Fundraising
  - Promotions
  - Logistics
  - Entertainment
  - Maintain contact with sponsors
    - Gift of Life Foundation
    - Donate Life America
    - The American Red Cross
    - Chris Klug Foundation
    - Donor Dudes
- Work with on campus organizations
- Prepares binder for Chapter Community Service and University Service Teahan Award
- Organize and oversee the Cystic Fibrosis Awareness Competition (CFAC)

**Director of Communications:**

- In charge of writing and sending out Monday Morning Updates- weekly updates sent to members/faculty in the PR/Advertising departments
- Manage email correspondence through chapter email account (ajfprssa@gmail.com)
- Responsible for chapter social media accounts
  - Develop and post messages to social media channels
  - Engage with other users and answers members’ questions
  - Monitor social media metrics, including page likes, follows, etc.
- Work closely with Publications Editor to incorporate PRomo and NewsBriefs into social media and website
- Work closely with the secretary to get add new members to the email list
- Creates and maintains the Rowan PRSSA website content
- Responds to feedback from the website
- Corresponds with all website users

**Treasurer:**

- Responsible for all chapter finances
- Works directly with the chapter president and adviser
- Coordinates, organizes and oversees all fundraising for the chapter
- Raises money for the chapter to use
- Coordinates and executes the pretzel/cookie sales
- Applies and keeps track of all permits
- Keeps accurate records of all financial transactions and submits any financial reports
- Collects dues from PRSSA members on a rolling schedule
  - Keeps accurate log of dues-paying members
- Plans a budget for each executive board member along with chapter President
- Makes all deposits into SGA account(s)
- Oversees PRACTION budgets, including ODD
- Tracks PRACTION financial records
- Communicates with Terri Sabatini or the current SGA Office Manager
- Submits the SGA budget proposal each spring

**Secretary:**

*(Three main roles: SGA Senator, Historian and Alumni Coordinator)*

- Keeps records of important events to be used in awards binders
- Designs tri-fold (or picture slideshow) for Induction Brunch and PRSSA Spring Gala
- Keeps file of important events and moments
  - Takes pictures at all ceremonies, meetings and social events
  - If unable to attend, he/she must send a delegate
- Updates alumni directory
- Informs alumni of chapter activities
- Works with Publications Editor and Communications Director to design, edit and print any alumni communications
- Plans alumni social events with Vice President
- Main contact with SGA
  - Keeps executive board and membership updated on all SGA requirements and deadlines
  - Attend SGA meetings
  - Fill out and submit quarterly progress reports
- Keep executive board and general meeting minutes
  - Send minutes to executive board, chapter members and faculty and professional advisors
- Keep attendance at general member and executive board meetings
  - *NO MORE LOOSELEAF. Please use Excel or another electronic program.*
- Keep PRSSA closet organized

**ARTICLE VI: FACULTY ADVISER**

At the annual election meeting, the chapter shall select for a one-year (renewable) period a Faculty Adviser of record who shall be recognized by national PRSSA as the official faculty representative in and to the chapter. He/she will also act as the official link between the student chapter and PRSSA. Additional advisers may be elected to support the chapter and Faculty Adviser of record. The Faculty Adviser of record shall:

- Set the tone of professionalism for the chapter, its officers and its members
- Represent the chapter in the sponsoring academic department
- Explain the objectives of PRSSA to other faculty members
- Encourage active participation between PRSSA and PRSA chapters
- Advertise PRSSA events and opportunities in classes

#### **ARTICLE VII: PROFESSIONAL ADVISER(S)**

The chapter, at the annual election meeting, shall elect for one year (renewable) period one or two Professional Advisers who shall represent the practice rather than the academic. This Professional Adviser may attend meetings, conferences, events and any other designated opportunity.

#### **ARTICLE VIII: COMMITTEE CHAIRS**

Committee chairs will serve under the executive board position and do not have voting privileges. The positions assist the executive board position with their duties throughout the year and report to their prospective position. If an issue arises between the committee chair and the executive board member, he or she must report it to the Chapter President and engage in conflict resolution. Only the president and faculty advisers may appoint a committee chair. If an executive board member wants/needs a chair, he/she must submit an email to both parties requesting a chair and state the reasons. He/she may also suggest potential candidates, but the president and faculty adviser have final say.

#### **ARTICLE IX: SERVICE FEES**

Official chapter membership is limited to those students who pay annual dues of \$60, which the treasurer collects each semester. Dues are sent with complete membership roster, to the PRSA Director of Education no later than November 1 and March 1. Should a student miss the fall deadline, the chapter will collect his/her money for the spring semester and grant them "Half Membership." This half membership entitles the student to all exclusive, dues-paying member benefits of the chapter; however, this student will not receive his/her official membership to PRSSA National until the spring, when the money is handed in. A chapter service fee may be added to the dues; however it shall not exceed 15 percent of the national dues.

#### **ARTICLE X: MEETINGS**

Section 1: General Meetings: The chapter shall alternate general and PRaction meetings every week while classes are in session on Wednesdays, with an optional satellite PRSSA meeting on another day of the week. These meetings are open to all interested students. The vice president creates and executes meeting agendas. The president may call a special meeting at any time to discuss issues of importance, but must give all involved parties at least 24 hours of notice.

Section 2: Executive Board Meetings: The executive board shall meet weekly while classes are in session. All executive board members are required to be in attendance for all scheduled meetings; however, executive board members are permitted **two** unexcused absences per semester. If an executive board member expects an absence, he/she must inform the President and Secretary in an email. The validity of an absence is decided by the President. It will be the Secretary's responsibility to notify the members of their total absences. A written warning, signed by the President, Secretary and the warned member, will be issued for the second absence in order to record that all persons were notified. When an executive board member incurs more



than two unexcused absences, the member will undergo a review period (see article XI for review definition) and may face termination.

#### **ARTICLE XI: EXPECTED PERFORMANCE**

All executive board and general members shall be expected to act and represent their chapter in a professional manner at all meetings, Conferences and events sponsored by PRSSA and/or PRSA and its affiliates. All members are required to attend the annual election meeting for executive board members. Executive board meetings are open to all members; however, items discussed at executive board meetings shall not be discussed with non-members and those not in attendance. Only executive board members may participate and vote. Absent executive board members will receive the missed information in the minutes.

#### **ARTICLE XII: REVIEW, REMOVAL AND RESIGNATION FROM CHAPTER OFFICE**

**Section 1: Review:** For the purpose of the constitution and bylaws of the AJF-PRSSA, the definition of review consists of:

-A written statement defining all infractions of the bylaws to be signed by the President and the member in violation. The Secretary must forward a copy of all written procedures involving the member, from this point on, to the President, faculty advisor and the member in violation. At the next executive board meetings, the member is given the opportunity to present reasons for the infractions and the executive board will vote with a majority of all executive board members to either remove the member from office, place the member on probation or to dismiss the member from the review charges.

(For the purpose of these bylaws, probation is defined as: The obligation to continue the duties of your position with all privileges of a dues-paying PRSSA executive board member; however, if another infraction occurs by the member on probation, the member shall be subject to a majority vote of the executive board for the removal from office at the next scheduled executive board meeting.)

**Section 2: Removal:** Any chapter officer may be removed by the anonymous majority vote of the executive board during a special meeting with a mandatory attendance held for this purpose. Petition for removal must be submitted to all parties concerned (chapter President, faculty advisor, member in question) at least one week in advance of a special convocation of the chapter. All parties concerned shall have the opportunity to present their cases. Grounds for removal include violation of the expected performance of a PRSSA member as defined in Article X. Further grounds for removal will include dereliction of assigned duties and responsibilities, intentional violation of PRSSA bylaws and/or failure to maintain academic standards as set forth by Rowan University.

**Section 3: Resignation:** If an executive board member wishes to resign from his/her position, a letter of resignation must be submitted to the chapter President and faculty advisor. Upon resignation, all work and information regarding the position must be returned to the executive board.

In case of removal or resignation, the chapter president and the faculty advisor hold the right to appoint a member to take over the position for the remainder of the term. An election of majority vote may be held if time permits.

**Section 4: Committee Chairs:** Because committee chairs do not have voting power, they do not go

through the same process as executive board members. If the chapter president and advisers feel the Committee Chair is not fulfilling his or her duties, he or she can be removed from the position. If a Committee Chair wishes to resign, he or she must submit a letter to the President and advisers. Committee Chair positions will be replaced if the President deems necessary.

### **Reference**

<sup>1</sup> - A simple majority of the dues-paying membership of the chapter shall constitute a quorum. A quorum is required for election to office.

<sup>2</sup> - If applicable, these duties are owned by the Professional Development Chair

<sup>3</sup> - If applicable, these duties are owned by the Firm Communications Director