



**Brigham Young University  
Chapter of the  
Public Relations Student Society of  
America**

Chapter Bylaws  
2017-2018

# Table of Contents

- 1.0 - Mission & Vision Statement
- 2.0 - BYU & PRSSA Affiliation
  - 2.1 - BYU Academic Organizations
    - 2.1.1 Connection to BYU Mission
  - 2.2 - Relationship to PRSSA
    - 2.2.1 - National Conference
    - 2.2.2 - National Assembly
- 3.0 - Organization Hierarchy
- 4.0 - The Executive Board
  - 4.1 - President Responsibilities
    - 4.1.1 - Chapter President
  - 4.2 - Board Responsibilities
    - 4.2.1 - Awards
    - 4.2.2 - Campus Relations
    - 4.2.3 - Community Relations
    - 4.2.4 - Digital Media
    - 4.2.5 - Events
    - 4.2.6 - Finance
    - 4.2.7 - Membership Communications
    - 4.2.8 - Professional Development
    - 4.2.9 - Publications
- 5.0 - Chapter Advisory Council
  - 5.1 - The Faculty Adviser
  - 5.2 - The Professional Adviser
  - 5.3 - The Financial Advisor
  - 5.4 - Immediate Past President
- 6.0 - Board Elections
  - 6.1 - Running for Office
    - 6.1.1 - Chapter President
    - 6.1.2 - Executive Board
  - 6.2 - Election Process
  - 6.3 - Resigning from the Executive Board
  - 6.4 - Board Appointments
  - 6.5 - "Passing the Torch" (End of Term Actions)
    - 6.5.1 - Passing/Receiving Responsibility
- 7.0 - Record Keeping
  - 7.1 - The Google Drive
    - 7.1.1 - Ownership vs. Sharing
    - 7.1.2 - Sharing/Unsharing Folders & Documents
    - 7.1.3 - Changing Drive Ownership
    - 7.1.3 - Publicity and Transparency of the Google Drive
    - 7.1.4 - Archiving Drive Documents
- 8.0 - Finances
  - 8.1 - Access to Chapter Funds
  - 8.2 - Collecting Dues
  - 8.3 - Fundraiser Rules & Regulations
  - 8.3 - Other Chapter Income Channels
    - 8.3.1 - New York Times Distribution
  - 8.4 - Expense Reimbursement
- 9.0 - Membership
  - 9.1 - Membership Dues
  - 9.2 - PRSSA Membership Benefits

## **1.0 Mission & Vision Statement**

The Rulon L. Bradley Chapter of PRSSA is dedicated to fostering an environment where students may connect with influential professionals, as well as develop strategic communications skills they need to make a positive difference in society.

“Learn. Connect. Succeed and make a difference”

## **2.0 BYU and PRSSA Affiliation**

The Rulon L. Bradley Chapter of the Public Relations Student Society of America is a registered chapter of the Public Relations Student Society of America, a national organization dedicated to bridging the "gap" between students and professionals. Although it is officially recognized by Brigham Young University as an academic organization *and* physically located at Brigham Young University, the Rulon L. Bradley chapter of PRSSA is not financially affiliated with BYU, and does not solicit or accept donations affiliated with the university.

### **2.1 BYU Academic Organizations**

#### ***2.1.1 Connection to BYU Mission***

The chapter should focus on keep the chapter's activities in accordance with BYU's Mission "*to assist individuals in their quest for perfection and eternal life. That assistance should provide a period of intensive learning in a stimulating setting where a commitment to excellence is expected and the full realization of human potential is pursued.*" All events, meetings and activities should include a spiritually uplifting experience. This could include opening with prayer, sharing spiritual thoughts or connecting career preparation with spiritual enlargement.

### **2.2 Relationship to PRSSA**

The Rulon L. Bradley chapter of PRSSA pays a portion of its membership dues to the national organization of PRSSA. This amount is specified each year by PRSSA National. The chapter must also adhere to the brand guidelines set PRSSA, though some leniency is allowed to preserve the individuality of the chapter.

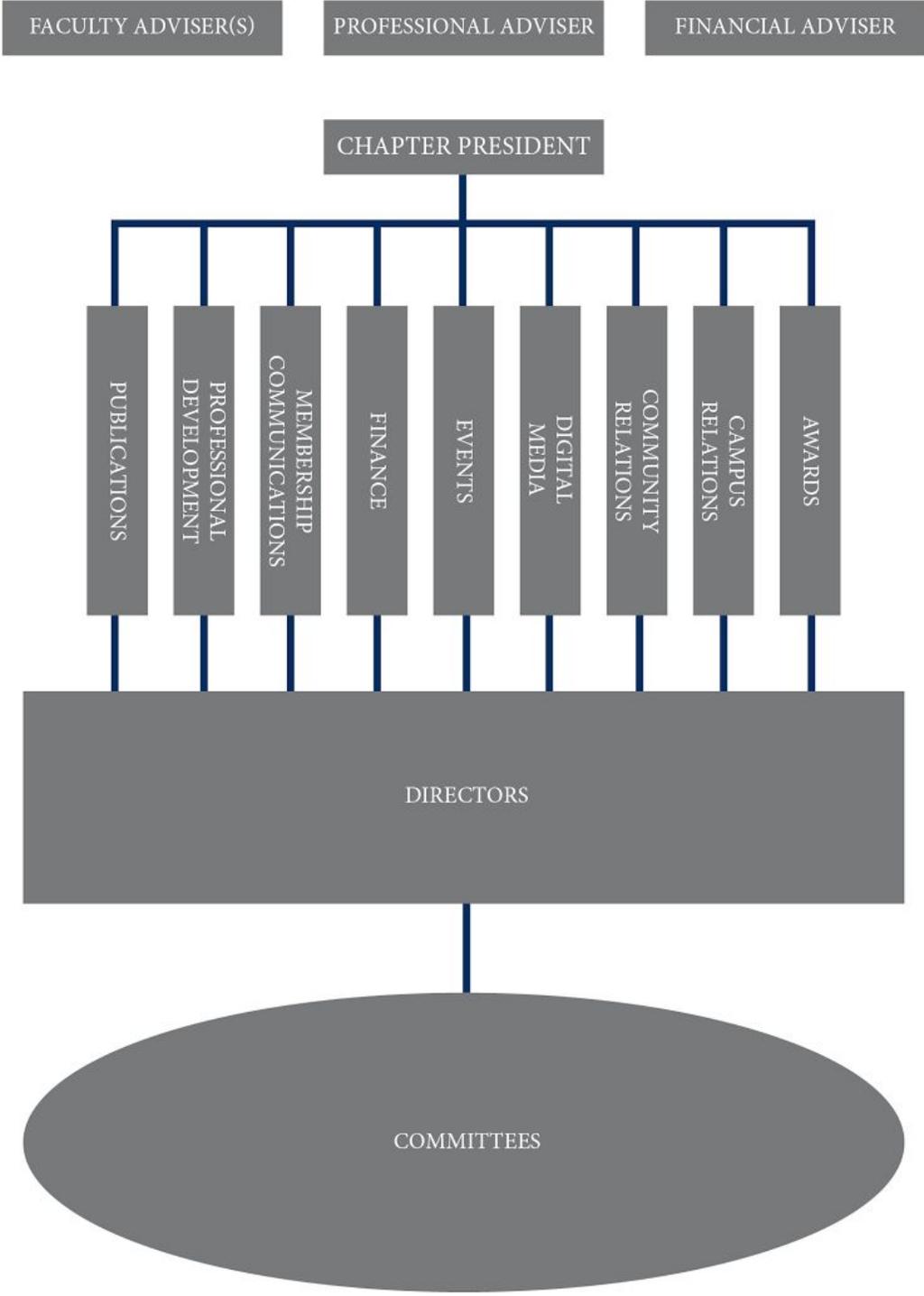
#### ***2.2.1 National Conference***

Each year, PRSSA National hosts a National Conference somewhere in the United States. As chapter funds allow, the Rulon L. Bradley Chapter will provide up to 10 scholarships toward the conference registration fees for up to four executive board members and six chapter members. Members of the chapter who wish to receive this scholarship must apply, following the procedures set forth in 2.2.2.

#### ***2.2.2 National Assembly***

During winter semester each year, the PRSSA National Assembly gathers to make influential, long-term decisions about the future of the Society, elect a new National Committee and review the bylaws. Each PRSSA Chapter should send one official delegate to vote on bylaw changes and elect the next National Committee. All other Chapter members and Affiliates are invited to attend as non-delegates to join in the leadership training sessions, and networking.

### 3.0 Organization Hierarchy



## 4.0 The Executive Board

All executive board members must attend one President's training seminar taught through the Brigham Young University Student Association during their tenure.

### 4.1 President Responsibilities

#### 4.1.1 Chapter President

##### **Description:**

The Chapter President is responsible for the overall success of the chapter. He or she must be rhetorically and socially influential, inspirational and dedicated to helping expand and improve the benefits of the chapter to its members. He or she manages the chapter bylaws and meets once per month with the Chapter Advisory Council to discuss chapter policy, strategy and direction. The Chapter President must effectively communicate his or her agenda to the Executive Board and must inspire its members to put the agenda to action.

##### **Responsibilities:**

1. Meet with the Chapter Advisory Council monthly to discuss chapter policy, strategy and agenda.
2. Set Chapter policies, strategies and agendas in conjunction with the Chapter Advisory Council.
3. Inspire and motivate executive board members to put chapter agendas into action.
4. Manage the realization of the chapter strategic plan.
5. Foster lasting, PRSSA-related relationships with chapter members, non-members, faculty and professional guests.

##### **Preferred Skills:**

1. Outstanding, inspirational and visionary leadership.
2. Extraordinary organizational and managerial skills.
3. Exceptional written/verbal communication.
4. Goal- and detail-oriented.
5. Ability to effectively communicate ideas to others.

##### **Experience:**

1. Member of Executive Board for at least one semester.
2. Exceptional knowledge of chapter policy and bylaws.

##### **Evaluation:**

The Chapter President is evaluated through quarterly reviews by the Chapter Advisory Board, who gains its insights from the executive board.

## **4.2 Board Responsibilities**

### **4.2.1 Vice President of Awards**

#### **Description:**

The Vice President of Awards oversees the thorough documentation of chapter events and initiatives and completes and submits applications for various awards related to PRSSA. These awards include, but are not limited to: Teahan Awards, Golden Spike Awards and Bronze Anvil Awards. This position represents the academic image of the chapter. This responsibility is critical, as the chapter is one of the spotlights for the BYU PR program and it will reflect our academic prestige and vigour. The Vice President of Awards should seek out ways to include chapter members in the application and submission process, such as through an Awards Committee, and hold them accountable for their work in the chapter, completing and submitting all applications in a timely manner. The Vice President of Awards will also act as the chapter Historian, as award information is being compiled.

#### **Responsibilities:**

1. Manage, complete and submit all award applications in a timely manner throughout the year.
2. Keep a checklist for each application, measuring and report on the progress regularly.
3. Research new awards and accomplishments to be achieved by the chapter.
4. Attend events relevant to awards sought, and ensure proper documentation of those events. (Photos of the event, and written recaps of the event outcome and success).
5. Compile a history of events within the chapter.

#### **Preferred Skills:**

1. Exceptionally well-organized.
2. Demonstrates inspirational and visionary leadership.
3. Highly self-motivated, but able to motivate others.
4. Ability to work within strict deadlines.
5. InDesign familiarity.
6. Good design taste.

#### **Evaluation:**

The success of this position is measured by the number of awards applied to and percent completion of award applications at a given time, as well as which awards were received on a yearly basis.

#### ***4.2.2 Vice President of Campus Relations***

##### **Description:**

The Vice President of Campus Relations utilizes the skills and principles learned in the classroom to create PR campaigns for on campus organizations. The committee is responsible for finding and selecting the organization they would like to work for at the beginning of the semester (the VP should choose for Fall semester). The committee creates the campaign from the matrix and follows through with the campaign. If they are raising money for an organization, this can only be completed during BYU's Care Week. This committee should choose a cause they are passionate about and use their PR talents to impact campus community for good.

##### **Responsibilities:**

1. Reach out to and select an organization(s) each semester to work with.
2. Develop campaigns using the Matrix tool.
3. Promote the BYU PRSSA brand in all efforts.

##### **Preferred Skills:**

1. Deadline oriented.
2. Highly organized and self-motivated.
3. Original, innovative, strategic thinking.

##### **Evaluation:**

This position is evaluated by the success of the campaign, as determined by the goals and objectives set forth.

### ***4.2.3 Vice President of Community Relations***

#### **Description:**

The Vice President of Community Relations utilizes the skills and principles learned in the classroom to create PR campaigns for nonprofit or for-profit organizations in the community. The committee is responsible for finding and selecting the organization they would like to work for at the beginning of the semester (the VP should choose for Fall semester). The committee creates the campaign from the matrix and follows through with the campaign. This committee should choose a cause they are passionate about and use their PR talents to impact society for good.

#### **Responsibilities:**

4. Selecting an organization(s) each semester to work with.
5. Develop campaigns using the Matrix tool.
6. Promote the BYU PRSSA brand in all efforts.

#### **Preferred Skills:**

4. Deadline oriented.
5. Highly organized and self-motivated.
6. Original, innovative, strategic thinking.

#### **Evaluation:**

This position is evaluated by the success of the campaign, as determined by the goals and objectives set forth.

#### **4.2.4 Vice President of Digital Media**

##### **Description:**

The Vice President of Digital Media acts manages all chapter social media accounts and acts as a webmaster for the chapter. This position strives to increase the online following and reach of the chapter through active and engaging social media posts and search engine optimization. Additionally, the Vice President of Digital Media will oversee the creation of videos promoting the chapter and work closely with the Vice President of Publications on advertisements.

##### **Responsibilities:**

1. Manage social media accounts by posting regularly with engaging content from a variety of sources.
2. Create and maintain a content calendar to schedule posts one to three months in advance.
3. Manage and improve the look, feel and functionality of the chapter website.
4. Build meaningful and lasting relationships with online entities using traditional and cutting-edge platforms.
5. Participate in monthly #PRSSA Twitter conversations.
6. Oversee creation of videos within the chapter.

##### **Preferred Skills:**

1. Highly organized and self-motivated.
2. Basic knowledge of Wordpress.
3. Inspirational leadership.
4. Aptitude toward and understanding of social media marketing on a variety of channels.
5. Original, innovative, strategic thinking.
6. Excellent written/verbal communication skills.

##### **Evaluation:**

This position is evaluated by static webpage traffic, social media following, and post reach; and quality of videos.

#### **4.2.5 Vice President of Events**

##### **Description:**

The Vice President of Events manages the planning and realization of every event hosted by the chapter. Events can include, but is not limited to regular general meetings, special events, workshops and trainings. He or she makes sure important event items are handled well in advance (venue, meeting times, themes and food etc.) and coordinates with their committee to handle more specific event details (schedule, script, displays, etc.). Each event must be meticulously planned and rehearsed in advance to ensure its desired outcome.

##### **Responsibilities:**

1. Planning and preparing for chapter events.
2. Communicating event plans to executive board and other involved parties.
3. Ensuring that chapter events align with the vision and mission of the chapter
4. Work with professional development to coordinate professionals coming to events
5. Work with executive board members to publicize events

##### **Preferred Skills:**

1. Event planning experience.
2. Extremely detail-oriented.
3. Efficient and inspirational leadership.
4. Positive relationship with membership body.
5. Highly self-motivated.
6. Exceptional written and oral communication skills.

##### **Evaluation:**

This position will be evaluated through meeting attendance and achieved event outcomes.

#### **4.2.6 Vice President of Finance**

##### **Description:**

The Vice President of Finance is the officer responsible for ensuring sufficient funds are available for efficient chapter operation. He or she works closely with the chapter's Financial Adviser to record and account for expenses incurred by the chapter and to carefully monitor the chapter budget. The Vice President of Finance meets regularly with the Financial Adviser to keep current with the chapter's budget and to receive advice and direction concerning chapter finances. The Vice President of Finance is responsible for setting up any channels through which the chapter receives sponsorships to fund its operation (membership dues, external sponsorships, etc.) and manages the Fundraising Committee. The Fundraising Committee plans and carries out projects aimed to bring money to the chapter. These projects must be approved by both Vice President of Finance and the Financial Adviser. Prioritization for expenditure of all chapter funds will be set by the Executive Board in consultation with its Financial Adviser.

##### **Responsibilities:**

1. Monitor the chapter budget.
2. Collect and monitor membership dues.
3. Send chapter dues to PRSSA National each semester (before November 1 and March 1)
4. Create, present and record yearly financial statements.
5. Manage Fundraising Committee to raise enough money for the chapter's efficient operation.
6. Meet regularly with Financial Adviser.

##### **Preferred Skills:**

1. Person of utmost integrity and high moral standards.
2. Exceptional organizational skills.
3. Careful attention to detail.
4. Experience with Quickbooks, Microsoft Excel and/or Google Sheets (specifically basic formulas).
5. Self-motivated and inspirational leadership.

##### **Evaluation:**

This position is evaluated through chapter financial needs met, yearly financial statements and monthly reviews by Financial Adviser.

#### ***4.2.7 Vice President of Membership Communications***

##### **Description:**

The Vice President of Membership Communications creates, maintains and communicates PRSSA benefits to paid members of the organization. This role is key to the chapter because it lays the foundation for a positive member' experience, contributing to future growth and expansion of chapter benefits. The Vice President of Membership Communications helps place new members within committees that are in need of help and according to skillset. He or she helps organize efforts to visit with high school students and promoting the major to incoming freshmen. This role manages the chapter calendar so all chapter participants can stay updated on the latest events. This position also acts as a secretary in board meetings and sends out all chapter emails.

##### **Responsibilities:**

1. Create, maintain and communicate/promote organization benefits to paid members and unpaid attendees (product development & product maintenance).
2. Place new members within committees.
3. Measure growth of members over time.
4. Organize promotion of chapter and major to high school students and incoming freshmen.
5. Maintain the chapter events calendar, making it available for all to use.
6. Secretary duties surrounding board meetings.
7. Measure meeting attendance over time.

##### **Preferred Skills:**

1. Highly organized and self-motivated.
2. Demonstrates inspirational and visionary leadership.
3. Ability to effectively communicate ideas to others.
4. Exceptional interest in the future success of others.
5. Adept knowledge of PRSSA member benefits.
6. Experience using Google Sheets or Microsoft Excel.

##### **Evaluation:**

This position is evaluated by the growth of chapter membership over time and the chapter reception of member benefits (measured through random chapter surveys).

#### ***4.2.8 Vice President of Professional Development***

##### **Description:**

The Vice President of Professional Development is responsible for facilitating the connection between students and professionals. He or she fosters and maintains relationships with local PRSA chapters, local PR/advertising agencies and businesses, nonprofit organizations and, where possible, national corporations. He or she calls on these relationships to bridge the student-professional gap at chapter meetings and events. The Vice President of Professional Development meets weekly with the chapter's Professional Adviser to discuss professional opportunities and networking experiences to be made available to chapter members. This includes, but is not limited to: internship opportunities, PRSA Luncheons and recruiter events. The Vice President of Professional Development can also organize a committee of dedicated seniors to act as mentors for younger members. Mentors help younger chapter members build a strong résumé and portfolio, network with students, professors and professionals, and help them take the proper steps and make preparations for timely graduation.

##### **Responsibilities:**

1. Foster and maintain valuable relationships with local and national professional organizations.
2. Create meaningful opportunities for students to network with professionals.
3. Coordinate efforts to connect chapter members to internships and post-graduation jobs.
4. Manage any special operations groups for the chapter.
5. Manage chapter mentors to ensure that younger members are receiving the proper help and guidance needed.

##### **Preferred Skills/Attributes:**

1. Inspirational leadership and self-motivation.
2. Exceptional interpersonal and organization skills.
3. Wide network of professionals previously acquired.
4. Experience with local PRSA chapter and attendance to its meetings.

##### **Evaluation:**

This position is evaluated through feedback surveys after professional development-oriented events.

#### ***4.2.9 Vice President of Publications***

##### **Description:**

The Vice President of Publications directs and manages the chapter's print (textual) publications, including a newsletter, press releases and posters. The primary publication of focus is the chapter newsletter, published multiple times a year. He or she ensures that members of the executive board, faculty, professional community and members in the Publications committee all contribute to the content of the chapter's publications. This role must set standards for writers to follow and is in charge of publication agendas, topics and scheduling. The Publications committee is a team of writers that produces content for the chapter's publications, but it may also aid in acquiring guest authors. He or she also seeks to keep the brand standards of the chapter aligned and control any changes to be made in the chapter style guide.

##### **Responsibilities:**

1. Publish meaningful content through chapter publications.
2. Maintain semesterly content calendar for publications.
3. Design posters or advertisements for the chapter.
4. Write press releases surrounding changes or achievements in the chapter.
5. Review and edit posts or articles from committee members or guest authors.
6. Ensure that each post or article is accompanied with appropriate visual media.

##### **Preferred Skills:**

1. Exceptional organizational skills.
2. Inspirational leadership and management.
3. Highly self-motivated.
4. Attention to detail.
5. Exceptional written and verbal communication.
6. Knowledge of AP Style rules for written communication.
7. Editing skills.

##### **Evaluation:**

This position will be evaluated by the quantity and quality of publication posts and/or articles,

## **5.0 Chapter Advisory Council**

### **5.1 The Faculty Adviser**

Each Chapter shall elect annually a Faculty Adviser who shall be the official faculty representative in and to the Chapter, and who shall act as the official link between the student Chapter and PRSA. To be eligible for election, a Faculty Adviser shall be a teacher of at least one of the public relations courses required for the establishment of a PRSSA Chapter. Faculty Advisers shall be PRSA Members or Associate Members.

Designation of faculty advisers are made through the School of Communications. PRSSA offers a training session for advisers each year at its National Conference. The session is hosted by the National Faculty and Professional Advisers. For further information and a list of tools available to faculty advisers see: <http://prssa.prsa.org/chapters/Advisers/>

### **5.2 The Professional Adviser**

Petitioning students must nominate one or two Professional Advisers who shall be Members of PRSA, at least one of whom shall be a Member who has at least five (5) years of professional public relations experience or is Accredited, interested in participating in the development of the student Chapter. Professional Advisers must be members in good standing of the PRSA Chapter sponsoring the Chapter application and may not be associate members. To facilitate the students' election of Professional Advisers, the officers of the sponsoring PRSA Chapter shall nominate eligible members of their Chapter annually as possible Professional Advisers and submit the names to the student group for ratification. While the PRSSA Chapter is not obliged to choose the submitted nominees, any Professional Advisers elected annually must be a Member of PRSA and must agree to volunteer his or her time for the betterment of the students and the student Chapter. Professional Advisers shall not counsel more than one PRSSA Chapter at the same time.

### **5.3 The Financial Adviser**

The Financial Adviser will work closely with the VP of Finance to make sure the chapter stays within budgets and conforms to all requirements of Brigham Young University fundraising and sponsorship requirements.

### **5.4 Immediate Past President**

The President Emeritus (or Immediate Past President), where possible, acts as a personal adviser to the Chapter President. He or she has no authority within the chapter, but merely gives his or her time or advice to guide the Chapter President requested. The President Emeritus does not attend board meetings unless specifically invited.

## 6.0 Board Elections

### 6.1 Running for Office

Prospective candidates for leadership positions in PRSSA must abide by the following requirements:

- Attend mandatory meeting to go over rules and get pictures.
- Nominations - If a chapter member is desirous to hold a leadership position on the executive board, he or she must collect 5 different nominations from chapter members.
- Faculty Approval - Prospective candidates with sufficient nominations must gain approval for candidacy from a faculty committee. Prospective candidates' names must be submitted to the faculty adviser before March 15.
- PRSSA Active Membership - Prospective candidates must be paid members of BYU PRSSA and be active in meetings. They are strongly encouraged to read through the Chapter Bylaws.
- Election Platform - The election platform includes:
  - List all PRSSA experience and activities.
  - List all experience in public relations outside, such as internships, cooperative programs and volunteer work (not including PRSSA)
  - List extracurricular activities, employment, and/or volunteer work (not including PRSSA)
  - How are you qualified for this office?
  - Briefly describe your goals and platform for the office.
- Meet with the respective President or VP you are attempting to replace.
- Create a two-minute oral presentation (without slides) to give at the election event.

#### 6.1.1 Chapter President

Chapter President elections occur before executive board elections and candidates must meet the following requirements:

1. Commit to attend school and be active in PRSSA for a full calendar year.
2. Be a member of the current year's executive board, or a current member of the National Committee.
3. Obtain endorsement for candidacy from a faculty adviser.
4. Extraneous circumstances surrounding a presidential election will be judged and decided by the faculty adviser.

Presidential elections are managed by the current chapter President. He or she calls on each candidate to present a short platform including a brief strategic plan for the coming year. The presentation must include clear goals and should consist of a strategic approach to directing the affairs of the chapter over the next year. Brief strategic and tactical examples (e.g. a "Big Idea") are encouraged, but not required. Questions may be solicited from chapter members after each platform is presented.

Each chapter member is allowed one vote and they anonymously cast their ballots and after tallied, a winner is declared. Winning candidates must obtain more than 50 percent of the vote.

If candidates fail to obtain more than half of the vote, the two candidates garnering the highest amount of votes will be allotted a brief moment each to expand upon their platforms and take questions from the board members. The faculty adviser then calls for another round of votes and each chapter member is again allotted one vote. The votes are again counted by the faculty adviser, who then announces the winner.

The faculty adviser(s) will work with the new President to solidify his or her goals for the next year. The incoming president assumes the position at the end of the semester, but should attend the final board meetings with the outgoing president. The former president becomes "Chapter President Emeritus

(Immediate Past President)" and assumes the responsibility for the remainder of the semester, alongside the faculty adviser, to train and prepare the incoming president for the responsibility he or she has assumed.

### **6.1.2 Executive Board**

Executive Board elections are held once yearly during the winter semester, at the penultimate meeting of the semester. All members should be encouraged throughout the year to prepare and apply for candidacy. The current executive board should strive to equally encourage all members to seek a leadership position in PRSSA for the sole purpose of helping other members bridge the gap between their student and professional careers.

No candidate priming will be permitted. If the faculty adviser, or any of the board members notice a situation where particular members are being "primed" for leadership positions, they are to notify the faculty adviser immediately and he or she will research the situation and make an educated judgement, always striving to discourage priming practices and inter-chapter "politics."

The new executive board members will begin their terms at the beginning of BYU Spring Term. Executive board members from previous years must meet individually and as a group at least once with the newly elected members to solidify the chapter goals and objective strategy.

## **6.2 Election Process**

Approved candidates for a specific board position will be allotted a specific time to promote their agenda and garner votes during the election meeting. After the allotted time for each candidate, the chapter members will have the opportunity to ask each candidate *two to three questions*. When the questions have been answered, the chapter members conduct a vote to elect a winning candidate. Ties between two candidates will be handled on a case-by-case basis. This process is repeated for each position on the executive board, except the president.

Candidates who chose to run for more than one office, if successful, must accept the first office they are elected to. If unsuccessful in a bid for office, candidates can choose to run for a new position from the floor.

Order of committees will be alphabetical.

1. Come to a mandatory meeting to get information on the process, to get their picture taken, and to get the nomination form.
  - a. The nomination form will require them to get five PRSSA member signatures, the signature of the board member they are attempting to replace, the signature of the PRSSA faculty advisor(or one of the advisors). Candidates will also be encouraged to prepare a platform (a strategy, a big idea) for their top two positions. They should tell the faculty advisor about their platform.
2. On election night (the penultimate meeting), the order of the committees will be randomized. The candidates will present their platforms in a two-minute speech. One question will be allowed. Chapter members will vote.
3. Old board and new board will attend three required board meetings after elections to transition. (1) Fun (2) Plan (3) Present to faculty advisor(s).

## **6.3 Resigning from the Executive Board**

A board member may resign from the executive board due to extenuating circumstances if he or she feels unable to complete assigned duties and responsibilities. However, forfeiting a board position ultimately forfeits the privilege of using it for future opportunities.

## **6.4 Board Appointments**

If a board member resigns, or if circumstances require, the executive board may appoint a leader to a position. Appointments may only become official no less than 30 days after board elections and may not be made within 60 days before an election. Unanimous executive board and adviser approval is required for any appointment.

## **6.5 "Passing the Torch" (End of Term Actions)**

At the end of each term, the outgoing executive board must "Pass the Torch," or in other words, transfer responsibility to the incumbent board. This is performed during a meeting in which both boards are present. Time is taken to introduce and congratulate the new board, then each position privately passes/receives responsibilities pertaining to his or her position. There should be time set aside at the end of the meeting for the new executive board to ask questions or solicit advice from the outgoing board, after which the meeting is closed.

### ***6.5.1 Passing/Receiving Responsibility***

Passing and receiving responsibility is essentially transferring access to necessary documents, passwords and other materials pertaining to a given position. This responsibility comprises mainly of five parts:

1. Review of the position roles and responsibilities
2. Work together to develop vision and direction for upcoming year
3. Training of how to navigate the Chapter File System and use reporting tools.
4. Training of any rules and procedures pertaining to a given position.
5. Transfer access to and/or ownership of the Chapter File System (Google Drive, See 5.1 for details)
6. Archive previous year's files.

## 7.0 Record Keeping

Record keeping in the chapter is vital to its success. Not only does it provide a way to learn from past initiatives, it acts as a safeguard in case any issue should arise against the chapter, accusing it one way or another. It is absolutely necessary to keep a well-organized, updated file system of chapter documents and folders.

### 7.1 The Google Drive

Google Drive provides an excellent cloud storage system that can be edited and shared whenever and wherever the user may be. It is a vital tool for the chapter and its initiatives to strengthen and grow the foundations of the organization.

#### 7.1.1 Ownership vs. Sharing

Google Drive allows users to *own* and/or share files and folders with others. Ownership and sharing privileges are two completely different levels of authority, however.

- **Ownership:** The file or folder is subject to the complete control of the owner. He or she can manage sharing rights or transfer ownership to a new person. Ownership within the Google Drive System must ultimately belong to the Chapter President.
- **Sharing Privileges:** Files and folders may be shared between Google Drive users, though permissions should be limited systematically as needed.

#### 7.1.2 Sharing/Unsharing Folders & Documents

Google Drive offers different levels of sharing settings to users. The following web page contains instructions for how to share Drive documents: <https://support.google.com/drive/answer/2494822?hl=en>

#### 7.1.3 Changing Drive Ownership

Google Drive also makes it possible to transfer ownership of Drive documents. The following webpage contains instructions for how to transfer Drive ownership: <https://support.google.com/a/answer/1247799?hl=en>

#### 7.1.3 Publicity and Transparency of the Google Drive

The Chapter File System should be made available *to view* for all who wish to better understand the architecture of the organization. Sharing settings should be set such that anyone with a link to the parent folder in the drive can *view* it. However, extra care should be taken as to not grant editing capabilities to those with a link.

#### 7.1.4 Archiving Drive Documents

At the end of every term, each board member, preferably with his or her incumbent counterpart, must archive the previous year's documents in order to preserve the record of the previous year and allow changes to be made for the next year.

Board members are responsible for archiving their files and folders in their respective archive folders by copying the previous year's files and folders, then moving them the correct calendar year folder in the archive.

Archives are not to be deleted from the Drive unless they are first backed up on a hard disk, preferably external (USB drive, etc.).

## 8.0 Finances

### 8.1 Access to Chapter Funds

Any individual desiring to access chapter funds must first determine the exact cost of the intended purchase and submit it to the VP of Finance with approval by the VP of their committee no less than one week before the purchase needs to be made. Should extenuating circumstances (defined by the VP of Finance) arise, requests may be approved with less than a week's notice. Once approval has been granted, the individual completing the transaction must sign and agree to the terms of the chapter's purchasing agreement. Digital copies of all signed purchasing agreements are to be kept on the BYU PRSSA Drive. Once purchases have been completed, itemized receipts must be turned in to the Finance Committee, and then turned in to the School of Communications Business Manager. It is the responsibility of the Finance Committee to record all expenditures alongside the annual budget (stored in the BYU PRSSA Drive, titled "PRSSA Budget").

### 8.2 Collecting Membership Dues

It is the responsibility of the Finance Committee to collect all membership dues and to pay dues back to the national PRSSA organization. Dues are \$75 per student, \$55 of which must be paid out to the national PRSSA organization. Dues can be paid through the Cashnet account set up at <https://commerce.cashnet.com/cashneti/selfserve/EditItem.aspx?PC=webagency-88&ItemCount=1>. All issues with Cashnet services should be directed to the University Cash Manager in the Treasurer's Office.

### 8.3 Other Chapter Income Channels

#### 8.3.1 *BYU Alumni*

BYU Alumni has agreed to donate \$500 each year exclusively for the use of the Recruiter Event. It is important that recruiters continue to include alumni from BYU so that the event continues to qualify for these funds.

#### 8.3.2 *Non-member Attendance Fees*

Any individuals who are not paying members of PRSSA desiring to attend chapter events are subject to a \$10 entrance fee. Entrance fees can be paid through the Cashnet account set up at <https://commerce.cashnet.com/cashneti/selfserve/EditItem.aspx?PC=WEBAGENCY-5B&ItemCount=0>.

The first two events of the year are free to all non-members with the intent of encouraging them to become paying members. Additionally, spouses of paying members are granted free admission as a perk of their spouse's membership. Boyfriends, girlfriends, significant others, and fiancés/fiancées do not qualify for free admission.

### 8.4 Fundraiser Rules & Regulations

Fundraising efforts are subject to the regulations described in the campus policies below:

- Advertising, Selling, and Soliciting: <https://policy.byu.edu/view/index.php?p=164>
- University Fundraising: <https://policy.byu.edu/view/index.php?p=145>
- Undergraduate Student Travel Policy: <https://policy.byu.edu/view/index.php?p=138>
- Approved donations can be made through LDS Philanthropies to the "Communications – BYU account" with the intended use marked under "Comments or Instructions". Money is never to be accepted in cash for any purpose.

### 8.5 Expense Reimbursement

Should approved purchases be made using the personal funds of PRSSA members, reimbursements can be obtained by returning an itemized receipt of all purchases to the VP of Finance, which is then to be submitted to the School of Communications Business Manager. The address of the individual seeking reimbursement

must be written on the receipt so a reimbursement checks may be mailed to their address. Reimbursements should be the rare exception as opposed to the rule. All efforts should be made to use the cards associated with the chapter's accounts before approval to use personal funds is given.

## **8.6 Budget**

The VP of Finance is required to prepare a budget for their term before the start of the school year (beginning in August). This budget must then be presented to the board and unanimously approved before expenditures may be made. Alterations can be made throughout the year as needed, with approval of the board. It is the responsibility of the Finance Committee to keep an updated version of the budget titled "PRSSA Budget" available on the BYU PRSSA Drive. New budgets and transactions are to be entered into new sheets within the document. Sheets are organized by year.

## 9.0 Membership

### 9.1 Membership Dues

National dues shall be collected from each member by the Chapter treasurer at the outset of each academic year and sent, with the official form provided by PRSSA headquarters, to the PRSSA Vice President of Education no later than November 1. On payment of such dues, a student is entitled to one full year's membership, extending from November 1 to October of the following year.

National dues for students joining the Chapter on or after March 1 may be forwarded by the Chapter treasurer, together with the official form provided by PRSSA Headquarters, to the PRSSA Vice President of Education in the spring. On payment of such dues, a student is entitled to one full year's membership, extending from March 1 to the last day of February the following year.

There shall be no prorating of dues.

### 9.2 PRSSA Membership Benefits

Benefits of this chapter and national membership includes, but is not limited to the following:

- Ketchum Mindfire
- Access to the Bateman Case Study Competition (students who win this, will have gold on their resume)
- Access to the Alumni Database & Recruiter dinner
- Numerous PRSSA scholarship opportunities
- Access to all Silver Anvil Case Studies
- Expand your portfolio and be published nationally by taking the initiative to write for FORUM® or [PRSSA's blog, Progressions](#)
- Develop skills in all of the Adobe programs (Photoshop, inDesign, Illustrator, etc.)
- Events & networking opportunities with guest speakers, faculty and other students
- Access to PRSA Jobcenter with more than 1,000 communications and PR job postings
- Access to PRSSA's extensive BYU PR Alumni database and meetings with the Alumni
- Exclusive access to the PRSSA Internship Center with internship opportunities across the country
- Access to more than 50 free webinars held throughout the year for PRSA members
- Access to the Champions for PRSSA Directory which connects you with a network of professionals dedicated to supporting PRSSA members
- Daily emails of *Issues and Trends*, a daily update from PRSA on the current industry trends and PR in current events
- Discounts for PRSA conferences and events
- Opportunity to attend annual PRSSA National Conference around the country
- Interpersonal relationships with other chapter members
- BYU PRSSA T-Shirts