



2010 PRCA Student Chapter Annual Report

Each Student Chapter must include this page in its Student Chapter of the Year entry.

Name of Student Chapter (to include school name):

Chapter Officers (Name, position, address & phone number of each – use separate sheet if necessary):

Faculty Advisor (Name, address, phone number & email if available):

Professional Advisor (Name, address, and phone number of liaison with professional chapter):

Chapter Meeting Schedule (Day(s) of month, time and place):

Time of year officers are elected:

2010 Bettie Hudgens Student Chapter of the Year Award

Work submitted must have been completed between January 1, 2009 and December 31, 2009. The deadline for entries is February 5, 2010. All entries must be postmarked by February 5. *Incomplete entries and entries not presented, identified or marked as required will be disqualified.*

Entries should be clearly labeled on package – Student Chapter of the Year Competition. Although this section is not required, PRCA encourages each chapter to enter the chapter of the year competition. *The tangible benefits of winning:* A check for \$250.00, a plaque and professional recognition. *The intangible benefits of winning:* a report that captures your chapter's progress and documents the past year's activities and growth.

Chapter of the Year Criteria

Each chapter will submit a "chapter yearbook." This book should be in the form of a ring binder (spine no wider than 3 inches), or any other type of binding (restricted to 3 inches in spine width). The books **must** be organized according to the following judging criteria:

I. PRCA Student Chapter Annual Report

In the front of each chapter book please include the completed form entitled "PRCA Student Chapter Annual Report" (found at the beginning of this packet). If you do not include the Student Chapter Annual Report form, the judges will deduct 10 points from your overall score. You must follow the chapter annual report form format exactly if you do not use the original form provided in this packet.

II. Chapter Programs (35 possible points)

You must limit the following to a one page per meeting summary that includes both A and B:

- A. Speakers and/or program topics for regular meetings during the year (for each program, briefly explain what was presented or what members learned during that program).
- B. List the **average percentage** of members attending regular meetings (members must be paid members who are enrolled as full-time students during the course of the school year – for instance, Fall 2007 to May/June 2008). Example:
XYZ University student chapter membership is 25.
XYZ University has 5 regular meetings per year.
The members attending each meeting are – 18, 22, 21, 15, 25 (total = 101), which gives the student chapter an average attendance of 20.2 (101 divided by 5).
Average Percentage = 80.8 (20.2 divided by 25).

Supporting materials for your summaries may include photos, copy of handouts, meeting agenda, speaker bios or any other pertinent materials.

You are allowed no more than eight (8) pages of supporting materials in this entire section.

III. Chapter Membership (15 possible points)

- A. List the number of members as of the current Spring semester. Compare the number above with the membership at the end of last Spring. What was the percentage increase or decrease?
- B. How many members have participated in at least one project?
- C. How many members have attended at least 50 percent of regular meetings?

IV. Chapter Projects (35 possible points)

- A. List all special projects completed by your chapter (for instance, beginning Fall 2007 to end of Spring 2008). Projects should be classified and organized as follows:
1. PR Assistance to Business Community
 2. PR Assistance to Campus
 3. PR Assistance to Community and Nonprofit Organizations
 4. Other Community Service
 5. PR Projects not falling into categories 1 – 4 above
- B. For each project provide the following information:
1. How many members were actively involved?
 2. What were the objectives for the project?
 3. What were the results of the project? (How well were objectives met?)

Total project summary information should be no more than ten (10) pages.

Supporting materials for your project summaries may include correspondence about the project, recognition from the organization concerning the project, materials produced for the project, etc.

You are allowed supporting materials for the three (3) projects you consider the best examples of your work. Supporting materials for each project should be limited to no more than five (5) examples per project.

V. Interaction with Sponsoring Chapter and State Organization (10 possible points)

- A. List members who attended events hosted by the sponsoring chapter. List the members who attended monthly meetings and how often they attended. List members who attended special programs like workshops, etc.
- B. List the number of members who attended last year's PRCA State Conference.
- C. List the members who attended any state or SPRF sponsored workshops.

This section should be limited to no more than three (3) pages.

VI. Chapter Communication – Internal and External (5 possible points)

In a summary paragraph answer the following:

- A. How do you communicate with members and how frequently?
- B. How do you communicate with your external publics (ex: sponsor chapter, campus government, academic department, other students)?
- C. How do you assess the effectiveness of your communication activities?

Supporting materials may include recruitment handouts, newsletters, articles submitted to other organization newsletters, correspondence, etc.

Your supporting materials should be restricted to no more than five (5) pages.

VII. Chapter Recognition (5 possible points)

- A. List honors/special recognition received by the student chapter
- B. List honors/special recognition received by members for public relations activities

Please restrict this section to no more than three (3) pages.

Bettie Hudgens Student Chapter of the Year Judges Sheet

I. Chapter Annual Report supplied: ____ Yes ____ No

II. Chapter Programs (35 points possible) _____

(Speaker/program topic relevance; average percentage of membership attending)

III. Chapter Membership (15 points possible) _____

(Current Spring compared with Previous Spring; percentage increase/decrease; how many have participated in at least one project; how many have attended at least 50% of meetings)

IV. Chapter Projects (35 points possible) _____

(PR Assistance to Business Community/to Campus/to Community & Non-profit/other community service/any not falling into above; How many members involved; objectives of project; results of project)

V. Interaction with Sponsoring Chapter and State Organization (10 points possible)

(Members who attended professional chapter events; members who attend monthly professional chapter monthly meetings; number of members who attended previous year's state conference; members who attend any state or SPRF workshops)

VI. Chapter Communication – Internal and External (5 points possible) _____

(How do you communicate and how frequently with members; external publics; how do you assess effectiveness?)

VII. Chapter Recognition (5 points possible) _____

(Honors/special recognition received by student chapter; honors/special recognition received by members)