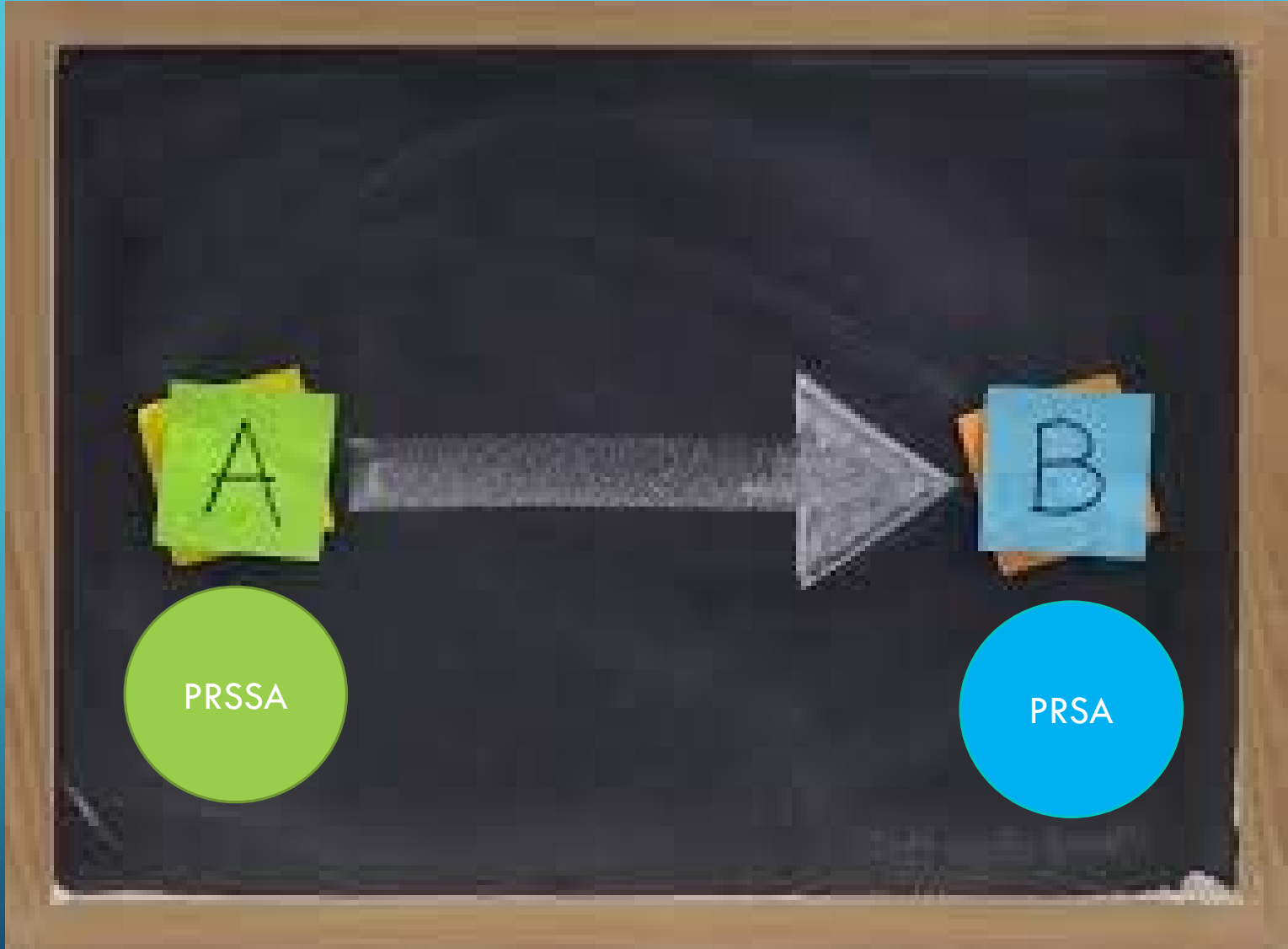




WORKING AS A DISTRICT TO TRANSITION PRSSA MEMBERS TO PRSA

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PRSA EDUCATOR'S ACADEMY CHAIR-ELECT
CENTRAL OHIO PRSA BOARD MEMBER



MY CRYSTAL BALL



- No one size fits all
- If we had the answer we'd all be doing it
- Thinking, Pairing and Sharing works
- Faculty/Mentors/Supervisors are influencers
- Sallie Mae is real and she doesn't have friends

WHAT TO STAY AWAY FROM



- Thinking long-term~ they are not, so you shouldn't either
- Getting them involved for namesake~ want to be boss tomorrow, give them worthwhile tasks
- Don't sell directly to them~ don't tell them, show them
- Calling and leaving messages is old school. Email could sit for days! Text them



EPIC FAIL!!!

Subtitles are too mainstream

SURVEY SAYS...



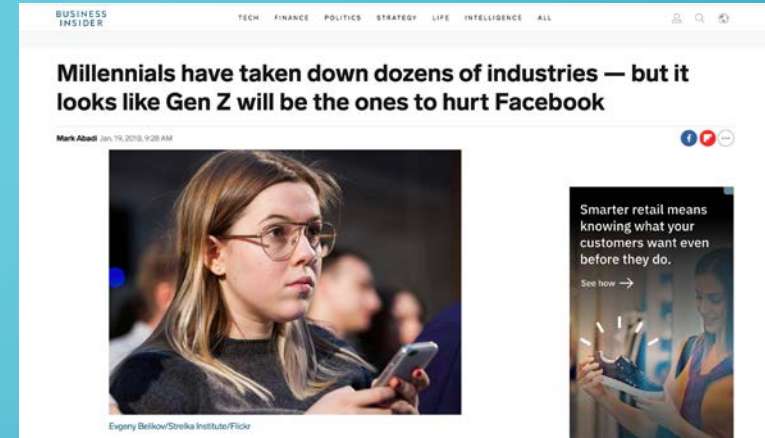
According to [the Buzz Marketing Group](#) survey, Millennial-focused groups resonate with young professionals because they are innovative, tech savvy and useful. The survey also discovered that:

- 92% believe that today's professional groups provide great opportunities to network.
- 52% reported that they are more likely to join a group that is invite-only.
- 81% would join a group that offers a concierge to help them use member's benefits, as opposed to an organization that is self-guided.
- 58% already belong to a professional organization.
- 77% of respondents who are not members of a professional organization intend to join one.

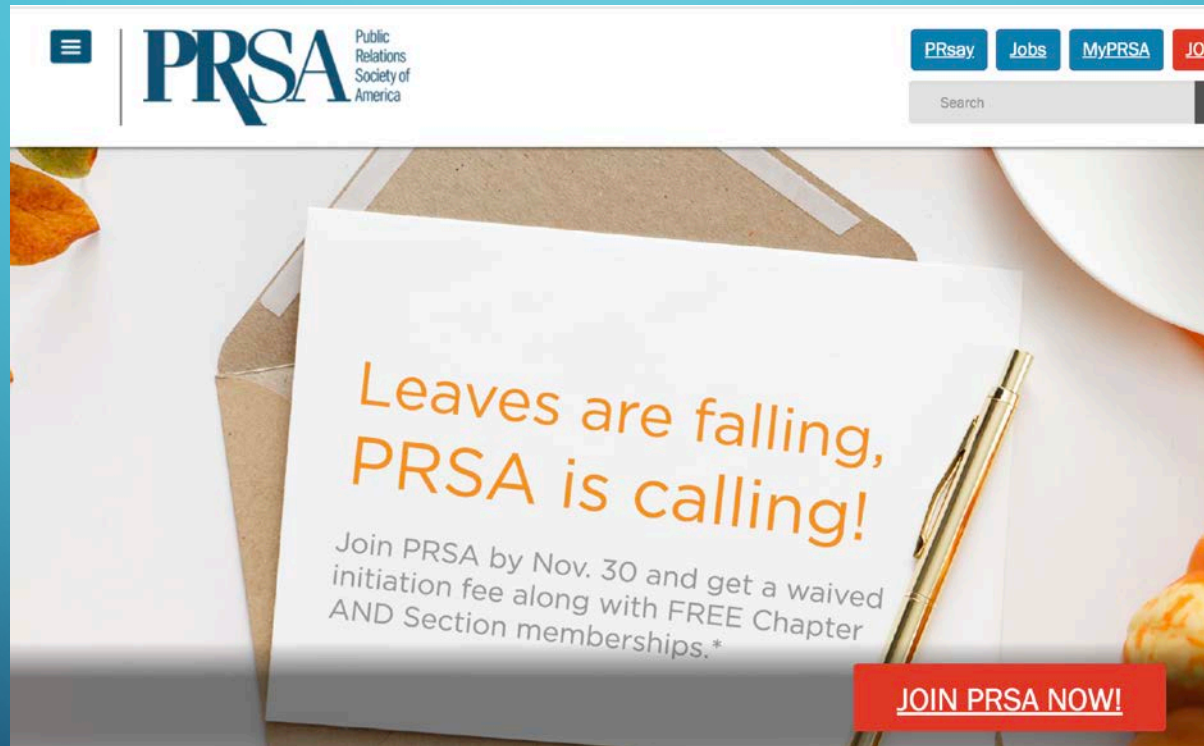


HAVE YOU CONSIDERED?

- Incentivize with Prizes~ gamification
- Giving Back~ how to
 - For Bonus Points? Have someone they admire invite them personally.
- Provide the right platforms~ Insta, Snapchat, Twitter
- Provide a different message
 - “grow professionally” could be that he or she is looking into how to get a promotion, learn new skill set, negotiate salaries/benefits
- Befriending leadership ~ mentorship programs/exclusivity
- Summer after graduation



PRSSA TO PRSA MEMBERSHIP DEALS



QUESTIONS ?

