

MCPRSSA Sends Junior Nicholas Preiss to 2019 National Assembly

by Madison Richards

The Public Relations Students Society of America (PRSSA) offers many opportunities for PR students to get involved in their industry outside of the classroom. Recently, Manhattan College's PRSSA (MCPRSSA) chapter treasurer, junior Nicolas Preiss, attended the PRSSA 2019 national assembly in Portland, Oregon from April 4 to 7.

Each official PRSSA chapter is required to send at least one delegate to participate in the event, and members of MCPRSSA elected Preiss as their chosen delegate. Preiss' treasurer responsibilities consist of managing the club budget, collecting members' dues and handling any additional monetary components for the club.

Every year, the assembly gathers to make long-term decisions about the future of the society. In reviewing bylaws and electing a new national committee, the delegates are improving the operations of the society for the benefit of all members. During the assembly, Preiss participated in leadership sessions in the form of a series of interactive workshops.

The assembly provides activities to increase awareness about the national society's programs and to facilitate leadership and communication skills in members. For instance,

"The Day-of Competition" offers members a chance to finetune their public relations skills in a friendly yet competitive environment. This activity involves a "real-world" application, as members design a public relations campaign for a major client in only one hour. Other sessions generate networking among delegates, the national committee and public relations professionals.

"I not only networked with a ton of great people from all across the country. I also gained the professional confidence I always felt I was lacking," said Preiss on his experience at the conference. "With amazing guest speakers from Florida International University and Edelman Public Relations, I received an unforgettable experience and learned a lot about how to successfully take a leadership role." Similar to Preiss, members who took part in the assembly walked away with new relationships and tips to help their own chapters boost membership and implement new ideas for meetings.

The next national event held by the organization will be the Fall 2019 national conference in San Diego. MCPRSSA plans to fundraise to secure their attendance. •