

ERIK AUSTIN:

I'm excited for the beginning of Penn State's IABC chapter. This is an enormous opportunity for student's interested to become engaged to the business of communications domestically and internationally.

I feel that students who commit themselves to such an organization would develop a much broader and open mind to the world of which we live and become more responsible adults in the long run. I see this organization as the first step that would lead to many open doors and build up potential.

This summer, I am serving as a Video and Photography intern for the School of IST to help promote their youth camps. I can use the experience that I'm currently obtaining to promote the PSU IABC chapter, spread the word with fellow classmates and professors as well as set a good example in performing well academically.

We can even build awareness of the IABC chapter by setting up flyers promoting the organization, speaking to students in the classroom, building relations with other communication-related organizations, and even having a presence in social media sites like Facebook, Twitter, YouTube, etc.

SAIGE MARINOFF:

After being involved with just three or four OffTheWallzRadio shows at the end of my sophomore year, I felt like I had my foot in the door enough to apply to be a B-tern. Soon enough I was working for PJ Mullen at B94.5 and I also landed an internship with Froggy101 in State College working with Chris Prospero and Jerry Valeri for the Fall of my junior year. I became an RA that semester after applying the previous Fall and taking a course in the Spring. I continued with the legacy of OffTheWallzRadio as a co-host but I knew I could bring more to THELION. I contacted the president and inquired about getting my own show. Just three weeks later I was in front of the mic hosting SaigeJonesRadio.

My name is Saige Marinoff and I am going to be a senior at Penn State. As a freshman I was not involved in extracurricular activities and I had little career direction. I found motivation and determination my sophomore year; I went to the activities fair and soon got involved with Lion Scouts, a tour organization on campus. I was also selected to be on a communications THON committee called CCSG and I became secretary of a THON organization called Futures. I was able to represent Futures by dancing in THON that same year. Although I became very involved, I still didn't know what my "thing" was or how to get real-world experience to help me figure out what exactly my calling might be. It wasn't until the end of my sophomore year that I finally found a major that fit me. I declared my major as Public Relations and that gave me the direction I was so eagerly seeking. I introduced myself to a face I recognized from "OffTheWallzRadio" posters in the HUB. I told Mike Wallz about myself and put it on the table that I had no idea what I wanted to do but could I please get involved with his radio show on THELION90.7fm. He so openly welcomed me to the show. It was then that I realized it's about being proactive, creating a network and using your network that moves you forward. I learned to use my resources to get experience and I made a choice to view my situation of not knowing what I wanted to do in a positive way.

This past semester I studied abroad but I was only able to do so because I sought out financial resources to make it happen. This summer, I am an intern in the Media Associates Program for Katz Media Group in New York; I'm learning about selling airtime to TV and radio stations and I love the challenge. A friend of mine had given me the contact of Mike Poorman and I reached out to him. I'm grateful for Mr. Poorman's guidance in preparing my resume with me and I credit him for helping me be selected as a MAP intern this summer. I also utilize Bob Martin and Colette Rodger a lot. I'm sure they both think I'm a pain sometimes but they see my motivation to succeed and they help make that happen. Not only do I believe using your

own resources is important but connecting other people is, too. Through SaigeJonesRadio, I create opportunities for other students. If someone wants to get involved, my first thought is, "let's create a position for them."

This Fall I am looking for a new challenge and that is IABC. I want to be president of the Penn State chapter and lead students to success. I feel strongly about educating students on the opportunities they have at their disposal and I want to help build their confidence to create opportunities for themselves. I want to be the president of IABC because at one point I didn't know who to turn to for direction and I'd like to be someone who students can go to and rely on for that. I want to be president because I feel strongly about finding your passion and pursuing it and I believe *this is* mine. I believe helping others attain their academic and career goals is what I am at Penn State to do and I'm thrilled about this opportunity to apply that. I am the ideal candidate for this position because of my outgoing personality and ability to build and maintain good working relationships. I manage my time and complete tasks efficiently, I am a leader but also a team player and I learn and adapt quickly. I want to contribute these skills by using them to educate students, to help them reach their potential, create opportunities and connect people. I'd like to interact with students and professionals; shake hands and provide a face and eye contact for people to remember.

I believe the best way to promote IABC at Penn State is to show students how IABC can help them and why they need it. If students see that IABC is a free organization there to help them move forward in their careers, why wouldn't they want to get involved? In addition, we would promote IABC as an organization that everyone can get involved with and play a contributing role in; everyone is important. Ways of getting the word out about IABC would include e-mail, eye-catching and welcoming posters in main centers on campus like the Admissions Office and the HUB, implementing IABC as a part of student tours in order to further attract prospective students to PSU, and advertising in residence halls and potentially stores downtown. Word of mouth is always the best incentive to get involved. The more places we advertise and have members explain what IABC is, the more students that will join and the more people who will spread the word about IABC to their friends.

The content of the advertisements is extremely important, as well. Although Penn State's chapter will create its own bylaws, I believe the answer is in those that are already written on the website as well as the mission of IABC. We will advertise by letting students know that there are scholarship opportunities, chances to build your resume, opportunities to find jobs, awards of recognition, not to mention that this is a lifelong experience. I also think that an executive board will be crucial in brainstorming ways to promote IABC. There's no better way to come up with new ideas than putting heads together and working as a team.

My vision of what I want IABC to become is an organization that carries out its goals and mission. It should be an organization that strives to be the best networking resource at Penn State and it will do so with integrity and commitment. It should also have friendly, hard-working and driven faces associated with its name. I want IABC to become another reason why students choose to attend Penn State just like they do when they hear we have the largest alumni base in the country.

Gabrielle LeGendre

June 25, 2014

1. A list of ways I want to contribute to IABC:

I would like to contribute to starting an IABC chapter at Penn State because I feel that the college of communications could really use an organization that focuses on career development for students. This year I was fortunate enough to be apart of two organizations that helped me receive the internship I have now. I found out about these organizations through Penn State but they were not affiliated with the school. I would like to help Penn State start their own organization to help communications students jump-start their careers. I feel that the chapter could

benefit from my creative skills. I am a Film-Video major and am currently working as a promo production intern. I would be able to use my production experience to promote the organization on campus.

2. *My vision of what I want IABC-PSU to become:*

I would like IABC-PSU to become the central organization for career development for communications students on campus. I want this organization to help students network in order to get the internships and jobs that they need to succeed. Attending Penn State has its pros and cons. One of the main pros being that it is a huge university with tons of resources. One of the cons being that is not located in an area where most big businesses are, and therefore it is not a place where most students stay after graduation. Yet being that Penn State is so reputable, many companies come to the campus to recruit students. I would like the IABC-PSU chapter to be responsible for more of these recruiting and networking events on campus.

3. *Ways I can promote the new organization to the broader campus:*

I could promote the new organization to the broader campus by using the skills I have learned in class and at my internships. I really enjoy writing and videography. I would be able to send out informational emails and create promotional videos of events on campus. I am also a very friendly person, so I would also be able to communicate to other students and faculty verbally about the organization.

AMY KIRKPATRICK:

There are many things I can bring to the table when it comes to joining the International Association of Business Communications. I can bring a different perspective because of being a public relations major with a double minor in business and kinesiology. I want to combine my passion for fitness and health with the business world. Through my internship experience, I've developed a background in publicity and promotions, marketing, and sales. I have a passion for people. I love working with and helping other people. I see myself as a good team member. I excel at facilitating communication within a group setting.

I want IABC-PSU to be a place where different communication students can come and share their enthusiasm for what they do. The great thing about majoring in communications is the many different career choices there are because of that. As a result, each person has a different angle in which they are focusing their degree and I would love to hear the goals other students have and the direction in which they are taking their education. Also, it would be great to meet other students who have goals similar to mine as a way to network within Penn State. In the future, I want to see old members of IABC- PSU networking with the current members of IABC-PSU.

Lastly, I think the best way to promote IABC to the broader campus would be to set up an informational table at the involvement fairs in both the fall and the spring. If we generate a lot of

talk in the younger classes, we'll be able to build IABC on a strong foundation over the next couple years.

Christina Hamilton, Senior, Telecommunications

1. I would like to contribute to the founding of the prospective IABC chapter at Penn State! I'm a passionate Penn Stater who currently works in a Corporate Communications environment, for a large corporation and for a startup. I'd like to establish this chapter at Penn State to give Communications students the ability to network and learn about the Business Communications field. I'm interested in being a **leader**—an integral part of the decision-making, establishing the chapter as a reputable organization on-campus, representing the chapter, and helping to introduce resume workshops and speakers exclusively for our members. I'm upbeat and a great communicator, so I'd love to connect with other like-minded individuals.
2. I envision IABC-PSU as a specified organization targeted toward **prospective business communicators**. Although many business organizations currently exist on campus, I think IABC is much more specific, allowing education for communication students on available career opportunities. We can help with resumes and connections for potential jobs/internships. I want IABC to be *fun and engaging*, presenting students with valuable information for both their academic and professional careers. I want the members to want to be involved and to suggest the organization to their friends. I think **Penn State is the perfect place** to establish such a group. With our reputable College of Communications and motivated student population, I think IABC can develop into an essential hub of information and advice for students interested in this topic.
3. I think the logical first step to promote IABC-PSU on campus is to reach out to Communication students via email. When the semester begins, we can send representatives to classrooms and to the Student Involvement Fair. We can recognize new members, making sure they feel comfortable and engaged. This could cause them to tell their friends about the organization. We will assure that we describe **why** the organization is beneficial for each member. We won't make meetings too long or unnecessary and try to involve speakers and advisors with extensive Business Communications experience to maintain our reputation as a valuable source. Seeing as Penn State has an extensively engaged alumni network, this should not prove too difficult. I have some ideas, and if we can accumulate a group as passionate as I am, I have no doubt IABC will be successful.

MADISON SARNOWSKI:

Upon receiving an email regarding the IABC, I was immediately intrigued and excited for an organization such as this to come to campus. Therefore, I quickly decided that I wanted to be an integral part in helping establish a chapter at Penn State, specifically through promoting the chapter and reaching potential members through the utilization of various social media platforms, such as Twitter, Facebook and Instagram.

I believe that the Penn State chapter of the IABC has the potential to have a strong presence on campus as an association of young, professional communicators. However, first establishing a strong membership for any association is a difficult task, and I am certain that promoting the Penn State chapter through traditional and

non-traditional forms of marketing will increase interest in the IABC, and ultimately strengthen our campus presence, making the chapter the go-to source for networking and professional development!

This summer I hold the position of “Social Media Captain” for the clothing store aerie by American Eagle which entails creating and managing an Instagram account: @AerieDistrict315, planning and promoting weekly themes that take place throughout the district and handling all social media that is sent to me. The Instagram, so far, is extremely successful and it makes me imagine how great the Penn State chapter’s social media presence, whether through Twitter, Instagram, etc. could be!

ALEXIS LIGHTNER:

I want to contribute to the PSU-IABC chapter by demonstrating my ability to write and speak clearly and coherently in order to outline the standards and practices I will be learning alongside chapter members. I believe I can contribute a strong sense of determination as I work to create the best possible IABC branch in addition to meeting the needs of my fellow members (and/or officers) to the best of my abilities. Whichever responsibilities I choose or am given to undertake in relation to the IABC chapter, I will do so with diligence and enthusiasm, for I am extremely excited to proliferate and expand my knowledge in business communications while helping fellow members do so as well.

My vision of what I want IABC to become is a strong, cohesive organization of students working together to enhance each others' skills in effective and professional business communications. I believe working alongside others trying to reach the same goals as you is an effective and interactive way to become familiar and experienced with the communication standards and practices within the industry. By establishing relations surrounding the topic of professional communications with peers and faculty, one will become assimilated to the quality of speech business industries require of employees, which will benefit each participant in both their search for future careers and the jobs they will one day occupy.

I believe ways in which we can promote the new organization to the broader campus include setting up and running an interesting and interactive booth at the involvement fair, in addition to handing out pamphlets and flyers in the populated areas on campus. It will also be very effective to market our chapter and its benefits to incoming or current freshman who may be looking for ways in which to get involved. This could not only occur in East Halls areas but also to LEAP students on campus during the summer. A short pitch and explanation to classes of CAS100 students could effectively relay our message while achieving our goal of expansion. We could also ask the College of Communications office to refer students interested in learning more about effective communication or simply getting involved to our chapter. I also believe establishing multiple social media platforms for the PSU-IABC chapter will help spread its visibility within the Penn State community, especially if the IABC account joins a Penn State network in which many current students and hopeful future members subscribe to.