

# PR Success

Summer 2019 Edition

# TRAVEL!

discussing our PR adventures



# TABLE OF CONTENTS

• Letter from the Editor-in-Chief	<b>2</b>
• Abroad, Abroad We Go	<b>3</b>
• Embracing Change: A Guide from Adapting to Thriving	<b>4</b>
• Summer in the City	<b>6</b>
• Summer Internship vs. Summer Job	<b>7</b>
• hOUme for the Summer	<b>8</b>
• Public ReLAtions - How the Ohio-In-LA Program Changed My Life	<b>10</b>
• New School Year, New Opportunities	<b>12</b>

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# Letter from the Editor-in-Chief

Sydney Davis | @\_sydneydavis

Hey everyone - it's me again!

I hope you all had amazing summers and you are relaxed, refreshed and ready for your best year yet in Scripps PRSSA! For those of you that don't know me, my name is Sydney Davis and I am Scripps PRSSA's VP of Public Relations and the Editor and Chief of our semesterly newsletter, PR Success.

As you all know, college is truly a time to be alive. The opportunities are endless and we are constantly experiencing new things. Sometimes, these new opportunities are presented to us right at hOUme in good ol' Athens. Other times, they take us across the country or even the world!

So, I thought what better way to showcase some of our members' experiences and helpful insights than in this issue of PR Success! Travel with me through this issue and hear from our several talented writers. I'm so proud of the work they put into these articles and more importantly, into our Chapter.

Scripps PRSSA has a lot of exciting opportunities on the rise this year, so buckle up and hold on tight!

Talk to you soon,

Sydney



# Abroad, Abroad We Go

Kayla McNeal | @\_kaylamcneal

I think Ferris Bueller said it best in the 1986 CLASSIC when he was in the shower talking to the fourth wall, or the audience. He said, “Life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.” That quote hit me a lot while studying abroad in Sorrento, Italy, at Sant’Anna Institute. Life, a series of events, people and things coming and going. It all can seem like a blur sometimes and does indeed, move fast.

I’d been dreaming of studying abroad for as long as I can remember. I won’t say I had this inclination to go traveling the world because honestly, I hated leaving my mom when I was little, and I still miss her when I leave today. As I got older, the more I realized there was more of the world to see. I have seen parts of the United States, traveled to Tennessee and South Carolina more times than I can count, and experienced things that many wouldn’t get to try, thanks to a scholarship that changed my life. That scholarship allowed me to study abroad in a little town on the coast of southern Italy, and it. was. a. BLUR!

This was the first international trip that I had ever taken. Will I understand what I’m doing? How do I navigate public transportation that’s in another language? WHAT if I lose my passport? This was the first trip that I traveled more than four hours by plane for. Can I make it traveling for 15 hours? What if I miss my connection? WHAT happens if my bags are lost? This was the first trip where I was able to learn and grow in more ways than one.

I understood what I was doing ... to a certain point. Sorrento is actually a tourist hotspot if you’re ever looking to vacation in Italy, so many of the people speak English, and there are signs EVERYWHERE where there is public transportation. My passport never got lost. I made it through my 15-hour travels and didn’t miss a connection, and I had my bags and my sanity during the entire trip.

Like Cameron Frye sitting in his car quietly yelling at himself, “I’ll go, I’ll go, I’ll go, I’ll go,” I went and I just experienced life in another country.



The things I saw, the food (GOSH the food!) I ate, the people I met were all undeniably incredible. Rome in a day, the Blue Grotto boat commanded by a man who had been working there for 15 years, the pebble covered beaches of Positano and so much more flood my memory every day. Pizza, pasta, the best seafood I’ve ever had and a gelateria around every corner made me appreciate the Italians and their “La Dolce

Vita” mindset. My roommates, the people I was in class with the people that lived a floor below me became some of my best friends in a five-week timespan. The good times were



accompanied by panic and self-doubt, but that is human and that is normal. Growing and learning, learning and growing, were all a part of this trip for me. I took a lot of pictures on this trip, and if you are friends with me



on Facebook, you saw that first-hand. There were times though when I just put my phone away and “looked around once in a while.” The images I captured in my head can never be erased or deleted, and I’ll always cherish that.

What I got to experience was once in a lifetime. I’m not saying I’ll never go back to Italy or anywhere in Europe for that matter, but this trip changed me and it changed my life. My life, which now consists of getting ready for my last year on the bricks at OHIO, job searching, and doing more soul searching of myself has been shaped by this life experience and so many more. Whoever is reading this, please give what I’m about to say serious thought. If you are ever given the opportunity to study abroad, I don’t care where it is, do it. As cliché as it sounds, you will be thankful that you did, and your life that is constantly moving so fast will be changed because of it.

I was Ferris Bueller, who found a crew of friends to adventure with, and I did not waste a second of this ever moving, so fast thing we call life. Thank you, Sorrento for leaving a mark on my life. I’ll love you and cherish every moment you gave me forever.

# Embracing Change: A Guide from Adapting to Thriving

Kelly Lambers | @KellyLambers

Seasons come and go, and change comes along with that. When it comes to leaving the school year and entering the summer months, it becomes easy to fall into old summer habits. While it is nice to relax and soak up the summer sun, it is also important to keep a strong work ethic.

My summer internship at a non-profit provided me with excellent experience to keep the PR spirit alive when school was out. No matter how great or small the task is, you can embrace the change from school mode to work mode with these simple steps:

**1) – Make connections with co-workers**  
Being away from your PRSSA friends, aka your main professional mentors in college, is a huge change. But don’t fret! You now have real-world co-workers whom you can create new relationships with. You might be the only intern at the company, like I was, but don’t let that intimidate you. Engaging in small talk during a break or asking to get lunch with a new person is a great way to start. While there is pressure to network your way through it, keep it #real. I found that stopping in my co-workers’ offices to say “hi” can go a long way. Being one of the youngest there may be intimidating, but it is also an opportunity to show that age does not define how great you can be.

**2) – Keep a positive attitude**  
Being done with finals, it is natural that you’d want to relax. It is summer after all! You may

not even get paid at your internship, like me. To keep yourself in check, be sure to keep your chin up and smile! Early mornings and long hours can be a challenge to get used to. New environments take getting used to. If you are doing slow, tedious work, that is all part of the experience. Remember that you are not above any work. You could spend hours one day folding, compiling, and sending out letters, like me. This might not be your dream task, but that is a job. It can be a good reminder that remaining optimistic can make any situation much better!

### **3) – Be eager to do more work**

If there is one thing PRSSA teaches, it is to put your best foot forward into creating your brand. With that in mind, your hard work at your internship should not go unnoticed. If you finish one task, ask for another—it will all pay off in the end. Helping your co-workers out will make their day a little less stressful. There were many days that I kept going to the event and communication team's offices to do work for them and went back as soon as I was done with one job. The team of three all sent me an email of how grateful they were for my presence and strong work ethic, to the point of begging me to stay and not return to school.

### **4) – Utilize your resources**

Believe it or not, we are not quite full-time workers yet. We still need to get our degrees, so it's necessary to accept that we are still learning; that is the only way to grow. "Started from the bottom now we here" is the song I imagine I will be singing in a couple of years when all this internship experience is behind me. If I was given a project, I looked up how to do it online. If you cannot find the answer there, ask a friendly co-worker, just like you would to a peer in class. It is better to know how to do something properly than to guess your way through it. While it

is important to be a mature professional, you must also be yourself! No one expects you to have your life together at this point. At times, I would have the task to work in the company database and update changes in it. If I didn't ask if I was doing it right before I kept going, I would have made many mistakes. Your co-workers put trust in you, so be sure to show them you can complete the task to the best of your ability.

### **5) — Be proud of what you have accomplished**

One night I spent hours in Alden Library, cramming for my math exam, fearing that my hard work wouldn't pay off. When my grade came back it was higher than I thought I could accomplish. I worked hard and the outcome was exciting! It becomes easy to feel like your work at your internship is not making a difference or giving you a well-rounded experience. I will never forget the feeling of working an event at the end of the summer where there were over 400 attendees. I was involved with gathering many

donors for the silent auction and other fundraisers on my own. I did that! I needed to give myself the credit I so deserve. It is not easy to do what I did, but I did it! There is such a refreshing feeling when you get a grade back as there is when you see all you accomplished at the end of summer.



With those five steps, I guarantee summer change can be less challenging to adapt to. Remember these when encountering a new internship and I know you will thrive! Your experience will be everything that you make of it. As



# Summer in the City

Natalie D'Apolito | @nataliedapuas

This summer, I had the opportunity to intern at The National Fisheries Institute (NFI), a non-profit trade organization that represents some of the biggest names in the seafood industry. StarKist Tuna for example, is an NFI member, which means they depend on the organization to keep them up to date with trade policy, sustainability efforts and more. NFI is located in Tysons Corner, Virginia, a short distance from Washington, D.C., so the week after school ended, I packed up my car and made the five hour drive to the nation's capital for a summer of priceless communications experience and lots of fun.



If I'm being honest, I only knew the surface of the responsibilities that trade organizations have. Each day is different, and their members depend on them to stay ahead of the curve. My first day, I figured they would give me some busy work and I would make a few coffee runs. Instead, I was met with smiles and thorough tutorials, which gave me the confidence to do the work well. Some of my main responsibilities included media monitoring, tweet drafting and yes, getting coffee for the office, but that meant I got some too.

NFI is an organization that prides itself with staying connected with its members, and one of the ways they do this is through a weekly newsletter that includes the short video series, Inside NFI. The series consists of a one to two minute video updating members on what the organization has been working on over the past

week. The series stars my supervisor Lynsee, who is NFI's communications manager. As the media and communications intern, I became her right-hand woman for pulling important articles, drafting tweets, working the teleprompter for Inside NFI and editing those videos in Adobe software. NFI's day-to-day work doesn't always happen at the office, specifically for their Future Leaders Program, which takes place on Capitol Hill.

For the yearly program, NFI's member companies nominate an employee that has done outstanding work for their own company, and is trusted to represent their brand at The Capitol and across the United States. Then, NFI trains the nominees on how to lobby, and brings them to Capitol Hill to speak with members of

Congress about important issues regarding the seafood industry. This year's topic of concern was the FDA failing to enforce labeling laws for other food products, which affects the seafood industry because it must abide by such laws. As the intern, I helped to train the Future Leaders by filming their speeches so they could review and practice at a later time. I also went to Capitol Hill and sat in on each meeting of the day, met with representatives and took footage for another video NFI was producing. I had never been that close to a congress member, let alone been inside the Senate and House buildings, so seeing their staff work and listen to concerns was surprisingly empowering.



# Summer Internship vs. Summer Job

Rebecca Harhai | @becky\_harhai

Students in the Scripps College of Communication are required to pursue at least one internship before they graduate. I originally thought they were solely for juniors and seniors, but I could not have been more wrong. As a freshman, I was constantly asked by professors and classmates about my internship status for the summer. Yet, I did not have one, nor did I plan on obtaining one.

Instead, I planned on working as a camp counselor in my hometown, a job I held the duration of high school and loved more than any internship I could possibly find. This past summer was my fifth and final year working there; a chance to wrap up some of my favorite summer memories before I officially become an adult and apply for a real job.

At first, I was hesitant to work at the summer camp, because so many of my classmates were getting internships and preparing their resumes for after graduation. I couldn't help but compare myself to their success, feeling like I could never compete with them on scholarship or job applications. Yet, I knew how important the camp was to me, and how much I would regret the decision to forgo my final year of employment. I was torn.

Suddenly, I realized a way to obtain both the benefits of an internship and the bittersweet ending of my summer job. After clearing it with my boss, I ran the social media and communications aspects of the camp. Prior to last summer, the camp had lit-



tle the social media presence and only attracted local children. I made it my personal goal to change that.

After revamping our Facebook page, I ran various social media campaigns leading up to Opening Day. They were extremely successful. Before Opening Day, the page reached about 2,100 people and gained about 100 more likes. The success was further solidified by the number of kids who attended. Previously, we averaged between 20 to 30 children, but this year we nearly doubled our numbers with 40 or 60 children each day.

Running our social media page also allowed me to improve my communication skills. My responsibilities included answering questions from parents and posting updates about the camp. I took pictures and created posts detailing our daily activities, allowing the parents to see how much fun their children were having.



As the summer came to a close, I realized the career benefits I obtained from working there an extra summer. Today, I am well versed in Facebook, social media and communications. Although I did not officially intern, I still gained valuable skills with results that prove

how beneficial the camp was for my future. Most importantly, though, I realized any career can benefit from working a minimum wage job; it only takes a little work and a lot



# hOUme for the Summer

Olivia Ujlaki | @OliviaUjlaki

You're standing beneath the alumni gateway looking across the intersection of Union and Court Street. Students maneuver through the traffic, seemingly unbothered by the cars, or the people they bump into, as they make their way to class. You hear the unmistakable sound of cars accelerate on the bricks, as more students stop to wait at the four corners of the intersection. Athens may be a quaint college town, but during the school year, the hustle and bustle makes it feel more like a city. There is always someone else around, and always something going on. However, this is not the case during summertime.

Students stay in Athens during the summer for a variety of reasons: summer classes, internships, or jobs with Bobcat Student

Orientation or Housing and Residence Life. Some may even return early, for Greek Life's spirit week or Bobcat Move-In Crew. While these roles all have different purposes, one aspect unites them: the spooky sensation of being in Athens when no one else is.



"The Athens I knew before coming here in July was one filled with 35-minute Chipotle lines, busy Court Street sidewalks, and coffee shops with no seats left to study in. However, the Athens I met this summer was a calm-before-the-storm-like daze; you knew the storm

was coming, yet for now, there was a sense of peace in the air," says Hannah Swarm, a sophomore studying English Pre-Law. Swarm came early for resident assistant (RA) training, a three-week marathon of leadership, diversity, and mental health sessions designed to prepare RAs for any situation they may encounter on duty. Additionally, RAs prepped the halls for the arrival of their residents by making door decorations and bulletin boards.

Students may also work for the university in other capacities, such as Giancarlo Gonzalez, a senior studying graphic design. He worked for the Division of Student Affairs this summer, crafting signage for family week-



ends and the dining halls. After working at his internship during the day, he would work evenings at Chipotle for extra money. Having to pay rent for an off-campus house led him to seek out this internship opportunity, a common occurrence for students who have to pay rent during the summer. "I was lucky enough to be able to stay here with my boyfriend, have an internship in which I am constantly growing for my career, and a well-paying job for rent and bills... If I had to come back for another summer, I would not be upset," says Gonzalez.

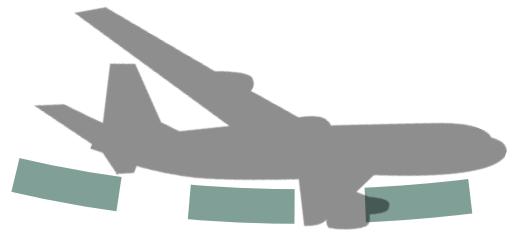
Those who live in Athens during the summer tend to appreciate the differences from their

school-year life. Senior Alaina Fischer, who studies accounting, enjoyed Athens a week before the arrival of students for recruitment training. She spent this time reconnecting with her “sisters” in Gamma Phi Beta and learning how each potential new member could add to the sorority. In her off time, Fischer enjoyed the feeling of getting away in Athens. She says, “It is just so calm. You do not feel the second-hand stress radiating off people. Athens is so much different when you don’t have school. You feel like a different person!”

This allows students to try new activities they may not have the time or energy for during the school year. Perhaps that’s enjoying nature while kayaking at Strouds Run. Or, maybe that’s enjoying the festival scene, such as tasting local craft beers during Brew Week. For Cole Behrens, a junior studying news and information, this meant he could explore photography and more long-form pieces with his internship at the Athens News. His favorite story, one about the Hocking River, details the engineering marvel of “moving” the river by digging a new channel. Behrens says that while he enjoyed these new experiences, he doesn’t think more people will choose to spend their summers in Athens. “Summer enrollment is down due to an increase in online classes. So, I think there will continue to be

fewer students down here in the summer,” says Behrens.

Whether or not students will continue to spend their summers in Athens remains to be seen. However, one cannot deny the unique oddity that is getting to be here in the summer. The feeling goes beyond the conveniences such as getting to pick your seat at Brenen’s, or not having to wait in line at Bagel Street Deli. It’s about being in a place where you change so much as an individual, and you find yourself growing even more while you’re away from the chaos. And that makes Athens even more special to all the bobcats who call it hOUme for the summer.



## DID YOU KNOW?

*2019 marks 50 years since our Chapter was established at Ohio University in 1969!*





# Public ReLations - How the Ohio-in-LA Program Changed My Life

Nick Ruhenkamp | @TheNickofTime18

Coming into Freshman year as an Undecided Arts and Sciences student who hadn't had the nearest idea of what I wanted to major in, I never thought in a million years that I would find myself writing this PRSSA article about success in my college career, let alone writing aforementioned article in Los Angeles of all places, but here we are!



For those of you who are unaware of the Ohio-In-LA program, it is an incredible opportunity offered through Ohio University's Scripps College of Communication—specifically through the School of Media Arts and Studies—that allows students of virtually any major to experience living and working in Los Angeles for a semester. The program seeks for students to gain internship experience in the entertainment capital of the world and obtain valuable networking opportunities with professionals – all while taking classes, creating two short films, and exploring Los Angeles and the surrounding areas. With all of that being said, it is absolutely crazy to

even begin reminiscing on all of the events, people, and all the other hodge-podge of things that led me to the Ohio-In-LA program, but all I know is that I am truly grateful for every single one of them.

I remember reading about the opportunity in my Freshman year residence hall and immediately falling in love with it. Before I knew it, I had signed the paperwork declaring two majors and a certificate after calling my parents in pure euphoria after my sudden career discovery, all with hopes of doing whatever it took to make it into this remarkable program. Ask any of my friends or professional advisors, hearing about this program changed my life! A few years, organizations, and classes later, I have finally achieved my dream here in Los Angeles with 25 other crazy-talented students, and I couldn't be happier! A special thanks to all of the family, friends, and mentors that have helped me turn this dream into a reality; I could not have done it without your endless love and support!

Of course, choosing to miss my last fall semester in Athens, OH, on the greatest campus in the world – the one with all of the countless memories, friendships, and trips down Court Street that I had accumulated in the previous three years of my life – was a hard pill to swallow. But after almost a month in Southern California, I have gained even more memories, friendships, and trips down





Hollywood Boulevard (a hard comparison to our cobble street friend) that I wouldn't trade for anything!



PRSSA, being one of those organizations that had such a huge impact on me being here in the first place, has taught me so many skills that I know have played a huge factor in the success of my time here in LA. It has taught me how to not only network with public relations and media professionals in an efficient and effective way, but also how to cherish and foster those newfound relationships into further professional opportunities as well. Not only this, PRSSA prides itself in the diversity of its members and weekly speakers from all different career and life backgrounds, giving me a solid understanding of what to expect in this diverse part of the United States, in both people and careers. All in all, being in PRSSA for a short year has already taught me so much about myself and my career goals, all while gaining valued friendships with other esteemed students; a feat that cannot be matched by many of the other 500+ organizations on this campus.

To quote the talented Kacey Musgraves, “I know a lot, but I still got a lot to learn,” but for anyone looking to participate in this program that was, without a doubt, the best decision that I have made in my collegiate career, I have some advice that I wish would've been made aware to me earlier in my life. These can

be applied to not only the Ohio-In-LA program, but in your entire life (college included) as well:

**1) – Build relationships, build relationships, and then build more relationships** Network as much as you can, you never know who you'll run into!

**2) – Be opened-minded, yet focused**

It is okay to not know exactly where you are going and be open to new ideas, but don't wait for things to come to you!

**3) – Surround yourself with a good support system**

Have people in your life (family, friends, mentors, etc.) that support your dreams and ambitions and help you be a better version of yourself!

**4) – Always give 110% in everything you do**

No matter what the task, relationship, etc. 100% should be your new average! Always strive to be the greatest you can be!

**5) – Be organized**

Be on time, don't miss due dates, remember people's birthdays or other significant dates, and always have an up-to-date planner!

**6) – Have a good attitude about EVERYTHING**

Always have a smile on your face and make the most of every opportunity given!

**7) – Take something away from every person, event, or opportunity**

You can learn from everything you do and everyone you meet – always be learning!

**8) – Work hard, but don't forget the things that matter**

Do the best job that you can in everything, but remember that some things are bigger than work!

### 9) – Be adaptable and coachable

Be able to talk to anyone and to do any task given to you. Be able to take criticism and learn from it!

### 10) – Take the leap

Do that thing you have always wanted! Life is too short to live with any sort of regret!

Overall, PRSSA (and many other people and organizations) have played a huge role in getting me where I am today and I am incredibly grateful for everything that Ohio University has given me to succeed, both personally and professionally. If you or someone you know has an interest in the entertainment or media industry in any way at all, I highly recommend looking into the program. This once-in-a-lifetime opportunity is an amazing adventure that will for sure change your life; I know it did for me! For any questions or more details regarding the trip, feel free to reach out to me or the Program Director, Roger Cooper, at [cooperr@ohio.edu](mailto:cooperr@ohio.edu).

## New School Year, New Opportunities

Alyssa Gormley | [@gormleyalyssa\\_](https://www.instagram.com/gormleyalyssa_)

Fall is coming in for landing and you know what that means — it's time to go back to destination Ohio University! A new school year often presents new opportunities to become a better version of yourself. Below are ten ways to make the most of your stay on campus!

### 1) – Seek On-Campus Organizations

First and foremost, seek what's right in front of you — campus organizations! Ohio University offers more than 550 student organizations, 'Greek Life' and 30 active organizations of

club sports. However, having so many options is good, but with so many, finding the most fitting organization can become difficult. A perfect time to experience and learn about all organizations is during Ohio University's Student Organization Involvement Fair. At the beginning of each school year, this fair is hosted for organizations to display their purpose and benefits. It's the best way to ask questions or voice concerns before committing to an organization.

### 2) – Don't Dread Homesickness

Moving to a new place with new surroundings is never easy. Even if it's not your first year, missing home is normal and completely okay. However, I've found that the best way to relieve homesickness is to remind yourself that Ohio University is ultimately, your home away from home. Getting involved with campus living is a way to not only get involved, but to make college feel more home-like. Whether you're living in a dorm, mod, house or even apartment... keep your doors open and get to know your neighbors as well as surrounding floor, mod or building mates. I lived in a mod my freshman year, and met some of the most wonderful, loving people that I am now able to call my best friends.

### 3) – Land a Part-Time Job

One underrated and often forgotten about opportunity is getting a job. Personally, I believe that "landing a job" is one of the best ways to engage in campus life, meet new people and give your resume an extra boost! However, your education is a priority and should come before anything else. If your academic load, along with other commitments, tends to get a bit heavy, I would try some other ideas from this list first.

### 4) – Support Your Community & Volunteer

Looking to give back to the community while increasing your involvement on campus? Engaging in volunteerism provides the opportunity for students to not only become active members of their community alongside their peers, but

ensures a positive, lasting impact on society. Community and campus go hand in hand, so helping one benefits the other. Ohio University offers a plethora of community-based organizations such as Athens Animal Awareness, Athens Food Rescue and more.

### **5) – Travel and Study Beyond Campus... Abroad**

Study... study... study... abroad! Whether you decide to study abroad for a week or even a semester, you'll be travelling alongside peers while exposing yourself to a new culture. It's the perfect way to cure your travel bug while getting involved in all the opportunities campus has to offer! You'll also be immersing yourself into all our world has to offer as well, which I think might speak more volumes than just campus. Ohio University's Office of Global Opportunities offers endless study abroad opportunities for students, check them out here: <https://www.ohio.edu/global/goglobal/>

### **6) – Get Tips From Locals (A.K.A. Upperclassmen!)**

Upperclassmen are the locals to underclassmen, and we love our locals! I've found that having upperclassmen friends is beneficial in countless ways, one by positively impacting my freshman year college experience. My senior LC leader guided me in all sorts of right directions and I'm forever thankful for her genuine guidance. From asking where the nearest bathroom is to discussing which organization fits best for you, upperclassmen are our locals and can give you insight on just about anything you need or want to know.

### **7) – Break Out of Your Comfort Zone**

I once read a quote by Roy T. Bennett that said "it's only after you've stepped outside your comfort zone that you begin to change, grow, and transform." Breaking out of your comfort zone can influence new ways to get yourself

involved. Even more, you'll meet new people and learn new things, that you may not have when not stepping outside that conformity! Double win!

### **8) – Have a Positive, Open Mindset**

Easier said than done; having a positive, open mindset can make all the difference in experiencing new opportunities and becoming more involved with campus life. Though it's hard to maintain positivity at times, remind yourself that college is only for a few years, and it is vital to make the most of all the present opportunities on campus as a student. Stay positive and open-minded as you evaluate all your opportunities; you never know which could help you turn your dreams into reality.

### **9) – Don't Overbook Yourself Or Your Trip**

Good is good, but too much good can be bad. Ohio University has endless opportunities, and though this is good, you may become too involved. Having too much involvement on your plate can bring stress and tension into your school year and schedule. It's important to remember to only choose a few commitments you're certain about. I've found that the most beneficial way to narrow down my involvement is to choose one way to get more involved in my major, and another way to be involved in something I am passionate about.

### **10) – Slow Down & Enjoy the Journey**

Last, and most importantly, remember to slow down and enjoy every step of your journey. Whether you become involved in 1 activity or 5, be sure that you enjoy and like what you're doing and who you're surrounding yourself with. Moreso, campus involvement can impact your character, passions and college experience. Essentially, just make sure you are choosing involvement activities that you'll be happy and satisfied to look back on.



# STAY IN TOUCH

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