

Catching up with the Leadership Board



June 2014



Hey Chapter,

With summer in full swing, we have had a few weeks to reflect on the past semester, both on our successes as a chapter, as well as our favorite moments of PSE throughout the spring. We have already begun preparing for a phenomenal fall with some exciting changes. Read all about it here!

We wish you all the best in all of your internships and summer experiences and would love to hear from you.

- The Leadership Board

Jon Leist President

This past semester was filled with many moments of success! The entire chapter has come together and is creating astounding opportunities for our members. My favorite moment of the semester by far was having the time of our lives at Nationals in Miami, FL while simultaneously stepping up to the challenge of showcasing our work. The friendships in this chapter are hands down what drive our successes! This upcoming semester will be one of significant change that I am really excited for - Look forward to a completely new type of GBM that no longer will be limited to announcements and speakers. It's time the chapter gets involved in the chapter meetings! Further, look forward to cross-functional changes in regards to chapter meeting locations, project brainstorming/selection methods, OSU game, weekly grill outs (while it's warm), and a potential giant philanthropic event celebrating Farmer's 5th birthday with PSE, D-Sig, AKY and Phi-Chi-Theta. Hope you all have the summer of your lives!

Allie Engelhart VP of Marketing

I am proud to say that as a chapter we completed 8 projects, launched 4 committees, generated \$28,220 of revenue, and took advantage of 64 project slot opportunities. We learned how to work under tight timelines, we developed our client communication skills, and we grew as a marketing organization. I want to thank all of the project managers and team members for their hard work; without your dedication this fraternity would not be able to operate at the level it does. I also want to thank my Marketing Directors because without them, none of this success would have been possible.

My favorite moment from this past semester was the 2014 PSE National Convention. While I am extremely proud of all of the chapter's success, the Top PR Strategy and Top Marketing Strategy wins lie very close to my heart. I could not be more grateful for the time and energy those team members invested into the two pieces of work and it was an honor and a privilege to lead them. I am excited to take that success and use it to motivate my Directors and the fraternity to perform at an even higher level next semester.

I have already begun work on restructuring the entire marketing process with my Directors. The way we contract projects, the way we assemble teams, the way we conduct project team training, and the way we stick to timelines are all going to become more effective. Since we have a turnover rate of four years, every four years our fraternity operates differently because the talent works differently. Thanks to all of the feedback from this past semester's project teams. The Directors and I are going to be able to create a system that is much more efficient and that provides a much richer learning experience as well as enhanced results for our clients. I am very much looking forward to these changes.

I miss you all so much, I hope everyone is having a great summer, and please always feel free to reach out to me with anything!

Maaike Rutter VP of Finance

A lot of this semester past semester was spent on planning Nationals and handling the logistics. It was a task to organize 40+ people to go to Miami for a week and find a way for PSE to cover all costs (did I mention how worth it it was?!). Besides Nationals, other tasks completed this semester included budgeting and applying for ASG funds, completing PM training for project budgets, and creating invoices to bill clients among other daily tasks. I would have to say my favorite moment of this semester was having a goat lock themselves in my bathroom and pass out. Someone had to lift me through the window so we could get the goat out. Needless to say, that goat slept on the couch.

Next semester (and this summer) I'm dedicating all my efforts to the corporate sponsorship initiative. We currently have an outline made describing the different packages. Now it's time for implementation. I am going to reach out to past clients who know our reputation and the work we produce. Other big targets include companies such as the Big Four and Fortune 500 companies because most of these companies have a budget for donations that they must make throughout the year. It is time for GG to capitalize on this. Also, I am currently in the process to regulating cash disbursements. The current system we have in place for approving expenses has become insufficient. Like most real companies, GG will implement an expense request form that must be submitted before any charge is approved. This will create less confusion for the project team, PM, and the leadership board. It will also help project teams stick to their budget.

Jack Dahm VP of Administration

This past semester, I learned first-hand as to what goes on behind the scenes in editing, revising, and submitting COG reports to National HQ. Essentially, I have worked to make sure that each report meets all of the National requirements so that our chapter can score as many points as possible! Next fall, I am excited to work with exec to continue to improve the project process and to better integrate the COG writing process into the overall project timeline rather than have it be an after-thought for PMs once their project has already concluded.

My favorite moment of this past semester was when I called Emma Laura (our chapter's past VP of Communication), freaking out when it was time for me to submit my first COG.

The spring 2014 semester offered many opportunities for our members to develop themselves professionally. Our semester launched by hosting an exclusive recruiting event. Members spent two hours networking with over 10 companies in a quiet, laid back environment. As a result, many students were able to secure job offers as well as internship offers. Networking opportunities continued throughout the semester. PSE was fortunate enough to host Mark Voytek, KPMG Cincinnati Partner. Mr. Voytek shared his tips and tricks for being a successful consultant. Other chapter professional development opportunities included a workshop on resume writing as well as on business etiquette around the world.

Nicole Becker VP of Professional Development

Carley Powell VP of Human Resources

This past semester, I met with several important people in order to understand the direction to take my position in order to best benefit the chapter: David Beeder, the past Human Resources Director, as well as other previous and new board members and chapter members. I determined that the term 'mandatory' needed to be redefined, that our chapter retention was in the second lowest place it had been in the last five years, that we lacked a fun side to our meetings and social life, and that we needed to realign how the board was seen by the chapter and how involved the board was.

I began working to ensure that we could make the changes our chapter asked for on the new board survey and began meeting with project teams to get their feedback. I began implementing a point system and attendance sheet and changed how we handled our deactivations by meeting face to face with members who have deactivated so that I could understand how we can better serve our members. I worked with the board to ensure anything deemed "mandatory" was decided amongst all of us so we weren't just tossing the word around. We truly do discuss it and try to make the best decisions we can for all of our members in order to provide a welcoming, encouraging, and rewarding experience. That's all my position is: helping where I can to be a support for all of you and take information back to the board to constantly improve what we give our members. I'm excited to keep getting your feedback and improving things going forward. Keep in mind that we always want your feedback!

My favorite memory this semester was easily 10000% Nationals in Miami, Florida. That is the happiest I think I've been this year and being surrounded by positive, encouraging, supportive, FUN LOVING, crazy people made that week one of the best weeks of my college career. So many memories were made and so many friendships grown stronger - it was unreal. If you want one hell of a rewarding experience, go to nationals.

I hope you all are having amazing summers and soaking up the sun or an internship or a study abroad trip. Go get 'em - you're all perfect.

Jillian Moran VP of Public Relations

Throughout the spring, I was honored to work with an enthusiastic PR committee with the goal of connecting with all of our stakeholders to build our PSE Miami brand. Through our new digital news site and other digital platforms, we have been able to showcase our members' accomplishments as well as promote recruitment and events put on by project teams. We also hosted an event to allow students to write thank you notes to professors; we introduced an Alumni Spotlight YouTube series; we conducted a brand study at the beginning of the semester; we live Tweeted our Nationals awards and accomplishments; and we have begun planning and executing new ideas for this summer and next semester.

We would love for you to participate in some of the opportunities my team will be contacting you about, such as our upcoming Facebook photo album highlighting individuals' summer experiences or the renaming of our blog. As always, please reach out to me or anyone on the PR committee if you have any feedback or ideas that you would like implemented.

Annie Wood

Creative Director

As Creative Director, I had the pleasure of recruiting, introducing and acquainting our newest Graphic Designers, Julie Norehad and Betsy Zilch to the chapter. They have brought such zest and talent to every project they were tasked with. Between the various freelance projects within the organization and the annual report, we as a team of designers were kept quite busy. My favorite moment was our "All Star" performance as a PSE softball team, (oven mitt and all--no worries, I found an actual baseball glove by the 3rd game of the season!). I am most excited to be back in Oxford in the fall, living & loving life with you utterly fabulous human beings hearing about all of the wonderful things you did over the summer!!

This past semester we initiated 31 remarkable new members to the chapter. As Prospective Member Director, I helped plan and execute the new member process. With five team leads, the class was introduced to both the professional and social aspects of the chapter. Completing their new member project with Cessna Aircraft Company, the goats left the client thrilled. My favorite moment of last semester was definitely watching the class present to Cessna and seeing their hard work pay off. Next semester, I plan to reintroduce a meeting requirement for the new member class and use the team leads for more than just the project. I miss you all and hope you are having incredible summers—let's get ready to make this fall the best yet!

Tori Fitzmartin

Prospective Member Director

Ben Nader Director of Technology

During the past semester as your Director of Technology, I have implemented a lot of cool platforms and features to help keep the chapter connected and operating smoothly. I created a shared calendar for the chapter and exec board to use in order to keep us all connected and updated on the various chapter events. This calendar has the ability to be synced with your Miami Google Calendar, your iPhone or Android Calendars, as well as your desktop calendar. I also created, consolidated and updated our ListServes and created backups on Miami's servers. I have also been updating and distributing the Alumni Response Survey to help rebuild our Alumni Database as well as the 2014 Roster Survey that everyone in the chapter filled out so that we could have an accurate and up-to-date roster. Some of the larger, more visible projects I have been working on have been the SMS chapter alert system and the complete overhaul and redesign of our website (miamioh.pse.org). There have been countless other smaller projects that I have been working on behind the scenes to help keep everything functioning with our paperless recruitment, fundraising, our website, ListServes, SMS system, and calendar.

There are several exciting projects and activities that I am working on and plan to execute in the fall. The first is constructing a backend to our website that will allow us login and access sensitive data, forms and applications that we don't want on the frontend of our website. Additionally, we now have a Niihka page that will be used to keep track of attendance as well as be used for chapter voting during recruitment. I hope to continue Techno Tuesdays and hold information sessions in the fall to teach the chapter how to use various software programs, how encryption works and why it is important, as well as forms of coding you may be interested in such as SQL, MDX, HTML, CSS, and /orJavaScript.

Becca Peets Director of Advertising and Promotions

This past semester we had three Advertising & Promotions projects: The Commons, Western & Southern, and the Deloitte Speech Competition. Throughout all of the projects I assisted the teams when needed and worked with clients to build and maintain strong relationships for future projects. Our marketing team also implemented a new training program for project teams and managers and brought in over \$28,000 in Marketing Revenue!

This upcoming semester I plan to help with the entire leadership board in making GBMs more fun and useful for members as well as tying up the loose ends in A&P projects as far as timelines for projects, project trainings, team selection and post project analyses and evaluations. I'm working on some new systems to match members skills and interests to particular projects, so be on the lookout for some surveys from me!

My favorite moment this semester was our first GBM with the new goats. I loved seeing the great turnout and having fun with Ask Gammy Gammy and other PSE original pranks. It reminded me of why I loved PSE as a freshman and the wonderful friendships we have within this organization. Thanks for being awesome for my first semester in this position, and if you have any ideas or comments for A&P, please send them my way. Additionally, take your summer internship as an opportunity to create new connections of people whose businesses PSE could potentially consult with. We love when our members are able to play a big part in the project acquisition process!

I am looking forward to next semester as we prepare to launch a new program for project acquisition. The program is designed to give members the sales skills needed to sell PSE as an organization. We're hoping that with the new skills we will be able to acquire meaningful projects straight from our membership.

As the summer progresses, be sure to network with many people in your internships or classes and be thinking about whether they may have an opportunity that PSE Miami could help them solve. In the past we have had many successful projects as a result of personal and professional contacts of our general members!

Madison Weber Director of Sales

Kelsey Baesman Director of Market Research

This semester was a great learning semester as far as projects go and the marketing team is excited to revamp some of our processes to make them even better!

Personally, I am very excited about a partnership I am working on with a PSE Miami alum who is on the board for a not for profit called Design Outreach. Tori Fitzmartin, Abby Purdum and I went to an event at the Columbus Zoo for a launch of a campaign to raise money for water pumps to be sent to villages all over Africa. Some potential ways for us to give back as well as do some market research for them are in the works so be looking forward to that!

Lauren Dieck Director of Community Service

This spring semester I have lead two service events, Cabaret Night, which is a student talent show, and an Obstacle 5K run. I have encouraged participation in the community by creating a dance marathon team. Our chapter as a whole contributed 174 hours to the Oxford and Miami community. My favorite moment was celebrating the success Cabaret Night with the team and the end of the event. For next semester I plan to send out weekly emails with service opportunities that the Gamma Gamma chapter can take part in, plan monthly community outreaches and run at least one service project. I am most excited about getting the Gamma Gamma chapter more involved in the Oxford and Miami community through outreaches and service events!

This semester we worked hard to incorporate a qualitative aspect to the recruitment process. The business cards added to meet the chapter were a way for our members to not only evaluate interview skills, but also assess a prospective member's fit within the chapter. The recruitment team did a fantastic job facilitating the process and allowing for increased fluidity. Next semester we are excited to begin hosting our own office hours during recruitment, along with a consistent brand for semesters to come!

Melissa Schugel Director of Recruitment

Charlie Catino Director of Member Retention

Last semester, the chapter had lots of opportunities to socialize with our own PSE Miami members, our new members, and other business fraternities. We hosted a joint business frat social (where I got to ice the social chair of AKPsi), attended the Kentucky Derby, had Thursday night events, and held several social events for our new members. Next semester, plan on having more fun chapter experiences like we did in the spring, as well as some exciting new events, such as hockey games and a homecoming tailgate.

From the entire Leadership Board,

We wish you all the best throughout the rest of the summer. If you would like to see any additional ideas implemented next spring beyond those that our board has included above or have any feedback on their current ideas, please reach out to our execs and directors.

Thanks and we can't wait to hear from you!

