MEMBER HIGHLIGHT

Alyssa McFadden, Sophomore

Alyssa joined PRSSA in her Freshman year. She was the most active member for the 2014-2015 Academic Year and will receive a $60 Annual Membership Waiver in recognition of her contributions to advancing our chapter’s goals.

What did you do in PRSSA?

By joining PRSSA, I was able to attend panels with real-life PR professionals who gave advice on how to get ahead and be successful. The Philly Ad Club Panel and the “Your Career is No Joke” were just two opportunities that I took advantage of through PRSSA. I also went to a local Ronald McDonald House to cook dinner with another member for the families staying at the house.

How did PRSSA impact your career?

PRSSA has helped me become more confident in my professional demeanor. I attended La Salle’s job fair and was able to intern with the National MS Society and work for WBEB More FM 101.1. Without PRSSA, I would not have been as motivated to get involved in real-world experiences.

What skills did you learn in PRSSA?

I have learned how to speak about myself professionally. I also know what kinds of questions to ask and learn more about my future from these questions. PRSSA teaches me to make connections and to never turn away an opportunity to meet new people.

What are your future goals?

I would like to work in PR for a non-profit in the Philadelphia area, preferably with a charity or children’s organization.