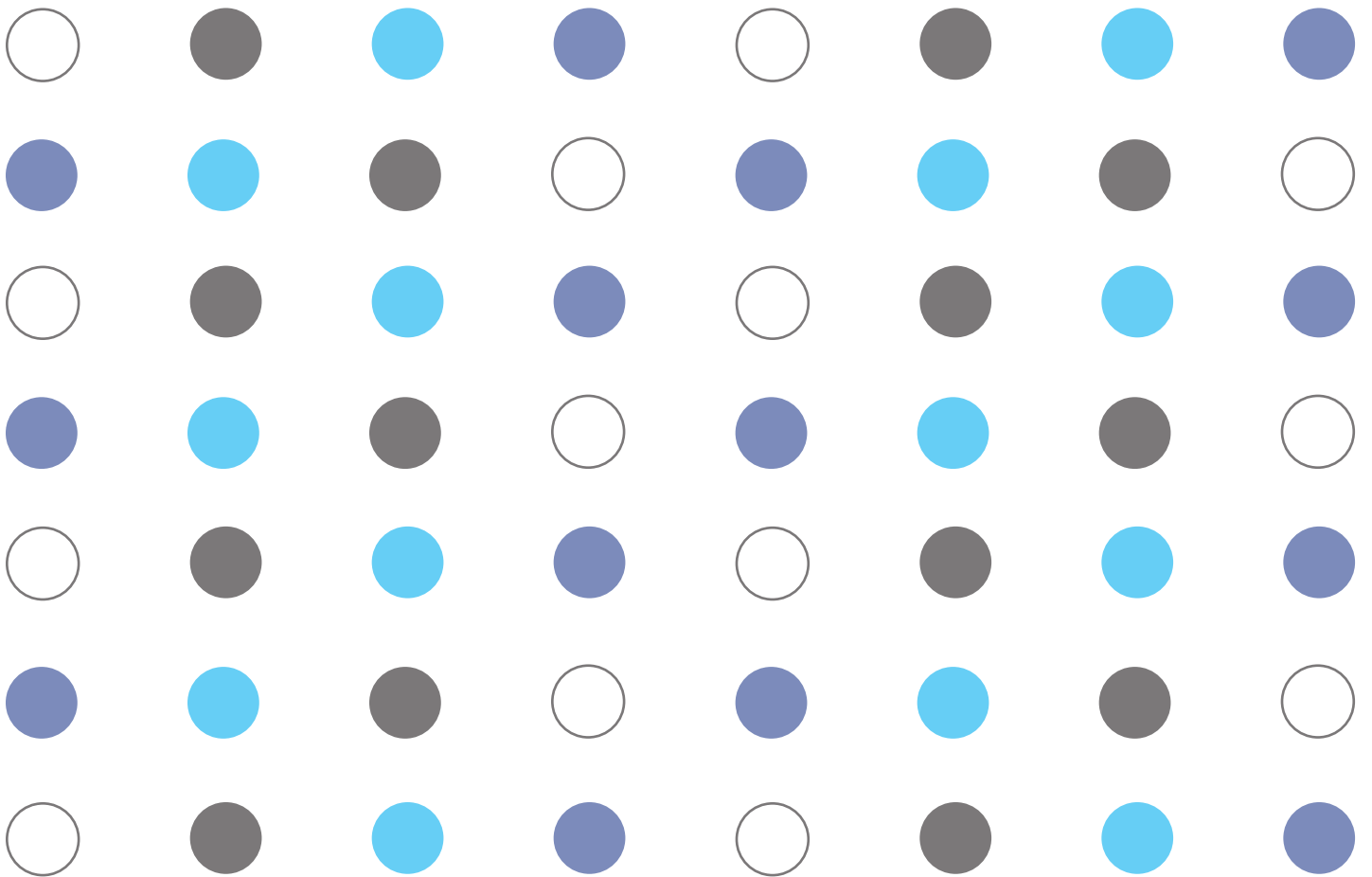


GV PRSSA

Diversity Report



February 2018

Executive Summary

In a multicultural and constantly-connected society, communication between organizations and their stakeholder groups becomes increasingly important. As such, the role of public relations professionals cannot be overstated. Building and maintaining mutually beneficial relationships is the core of the public relations practice.

Therefore, it is essential that public relations professionals reflect the diverse environments in which they work. Recent data from the U.S. Department of Labor, however, shows that the public relations industry lacks diversity with 82% of practitioners being white and 65% being female.

Similar statistics can be found within Grand Valley State University's Advertising & Public Relations program. According to GVSU's Office of Institutional Analysis, nearly three-quarters of public relations emphases are female and 85% are white/Caucasian.

In an effort to create a more diverse profession, the Grand Valley State University Chapter of the Public Relations Student Society of America (GV PRSSA) has launched a diversity initiative. We, the GV PRSSA Executive Board, believe that widespread change begins at the smallest level. We want to start an initiative that can be implemented by the next generation of leaders to create longterm change and an inclusive environment for all.



Bri L. Olson
GV PRSSA President



Trevor Bryan
GV PRSSA Vice President of Chapter Development



Executive Summary, continued

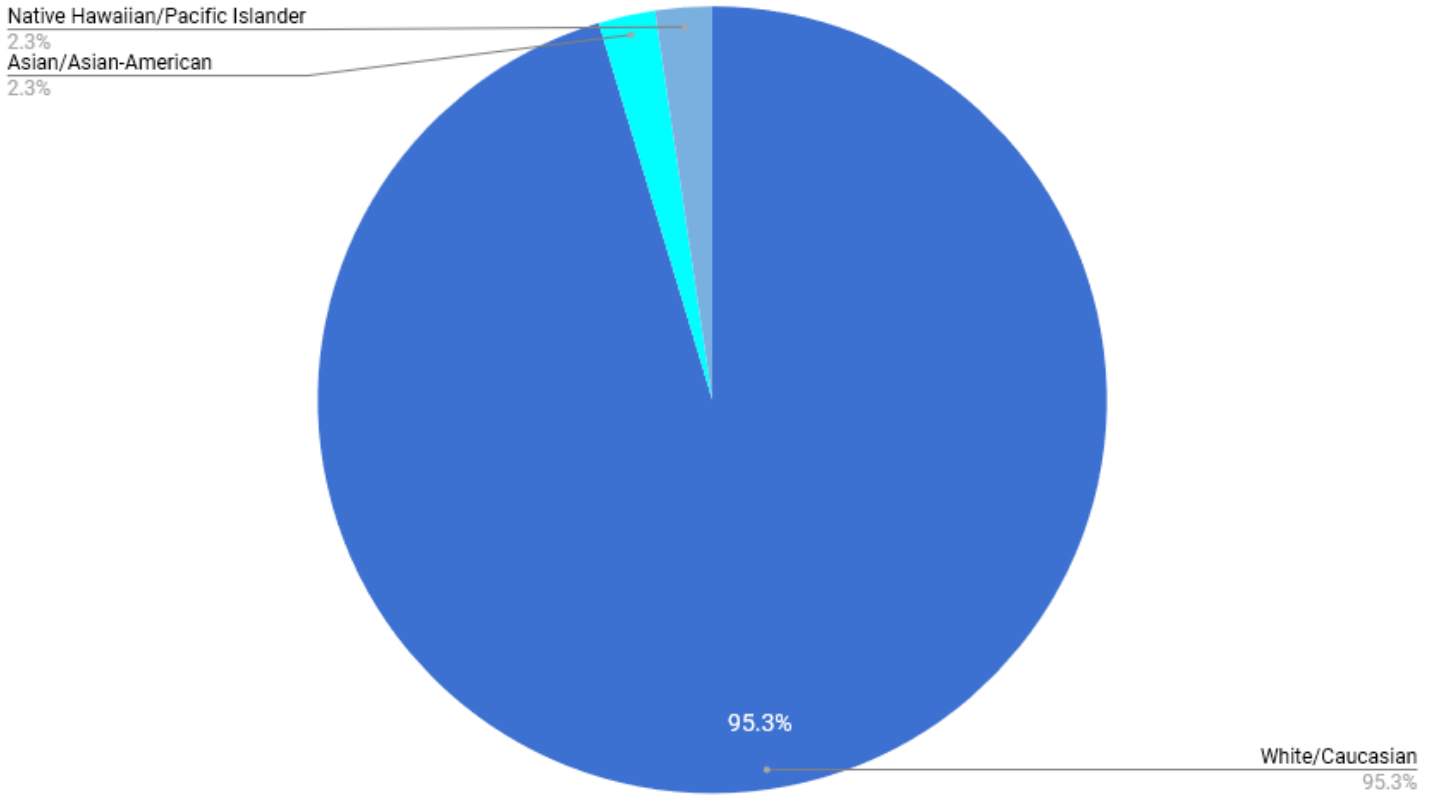
To begin a successful diversity initiative, understanding our current membership demographics is vital. An online survey was launched to GV PRSSA members in December 2017. In total, 41 of 68 members (including the executive board) completed the voluntary survey. This benchmark diversity survey will be used to evaluate the effectiveness of the diversity initiative.

Listed below are highlights from our benchmark diversity survey:

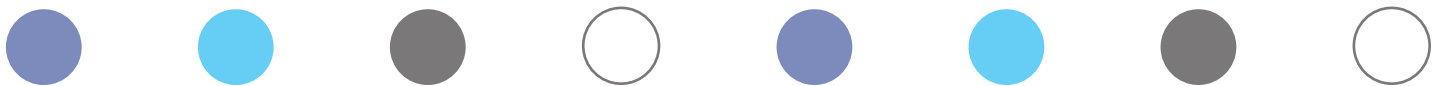
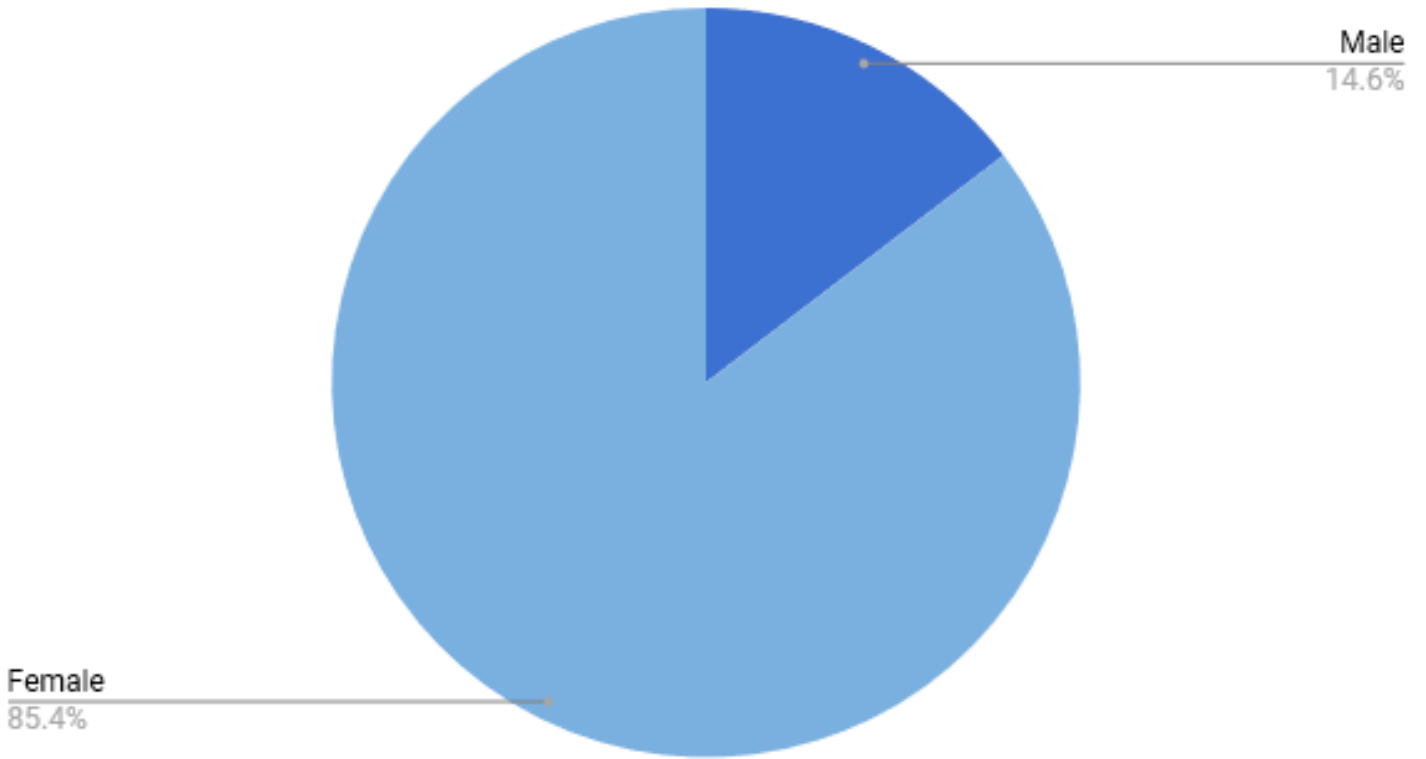
- 95% identified as white/Caucasian
- 85% identified as female
- 69% are Advertising & Public Relations majors
- 39% are 20 years old
- 36% are juniors (by academic credit)
- 32% are first-generation college students
- 10% have been diagnosed with a disability of impairment
- 7% identified as lesbian, gay, or bisexual



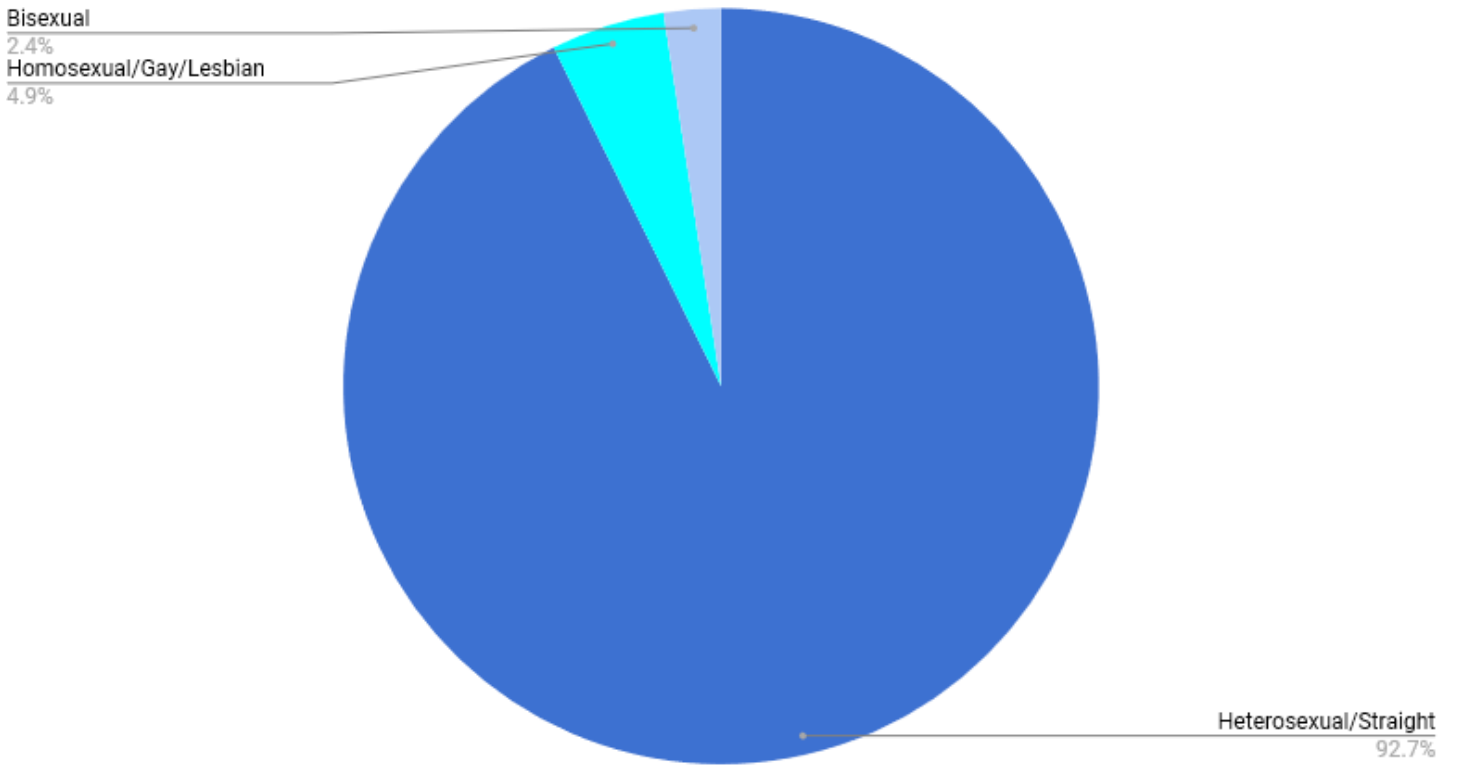
Race/Ethnicity of GV PRSSA Members, 2017-2018



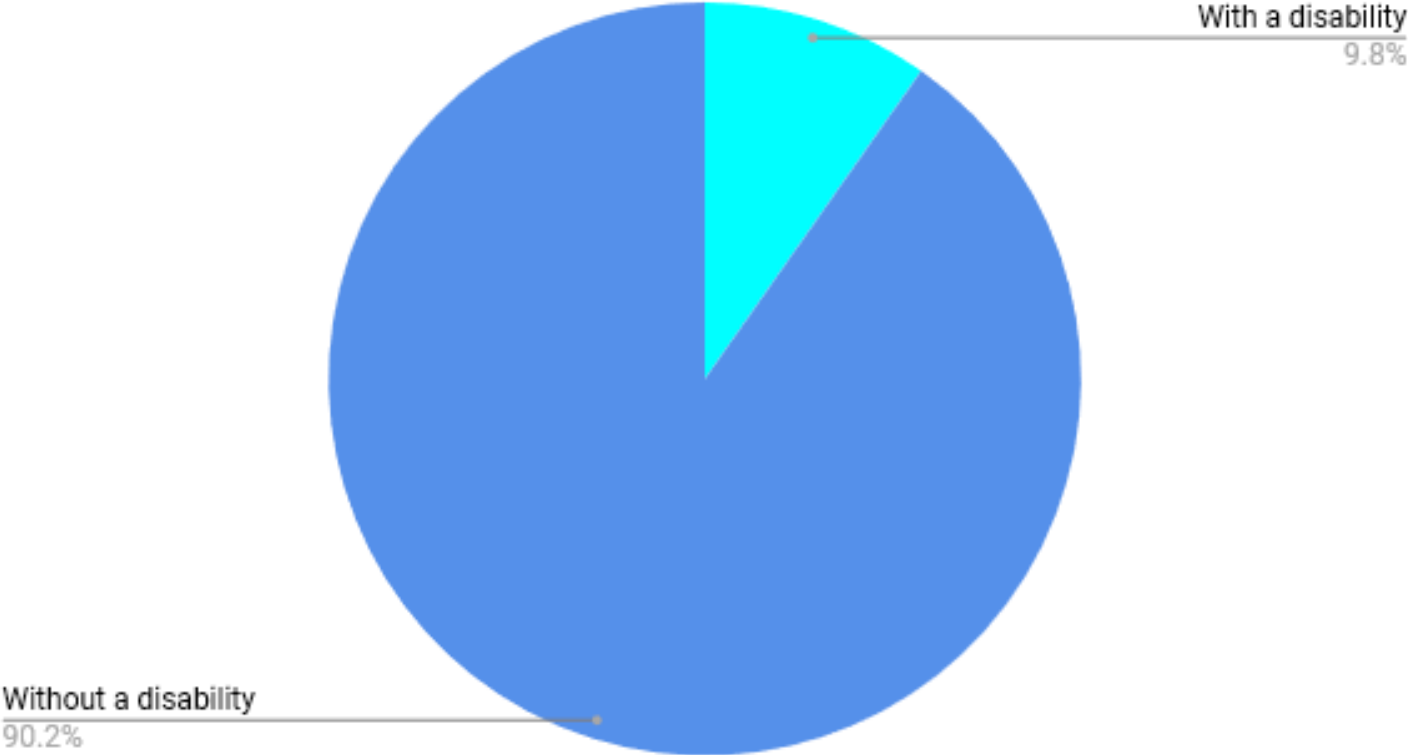
Gender of GV PRSSA Members, 2017-2018



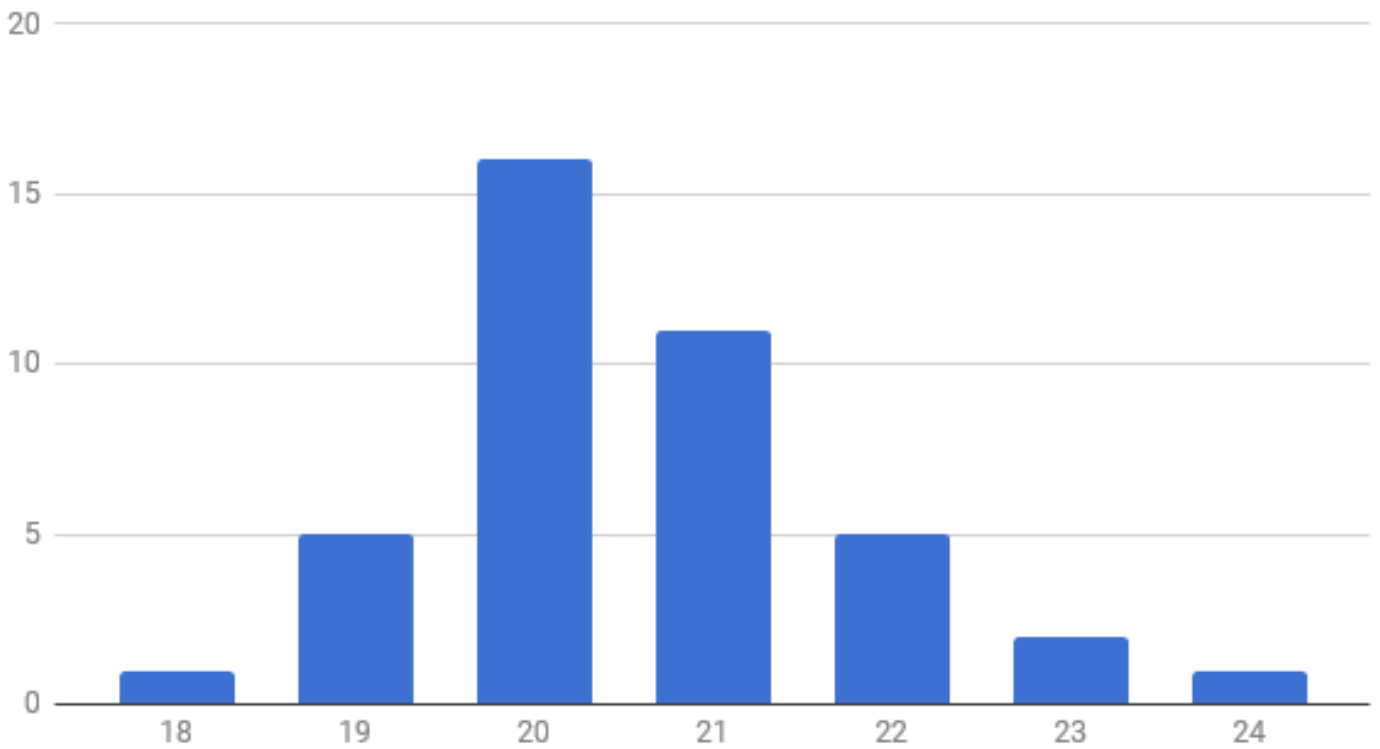
Sexual Orientation of GV PRSSA Members, 2017-2018



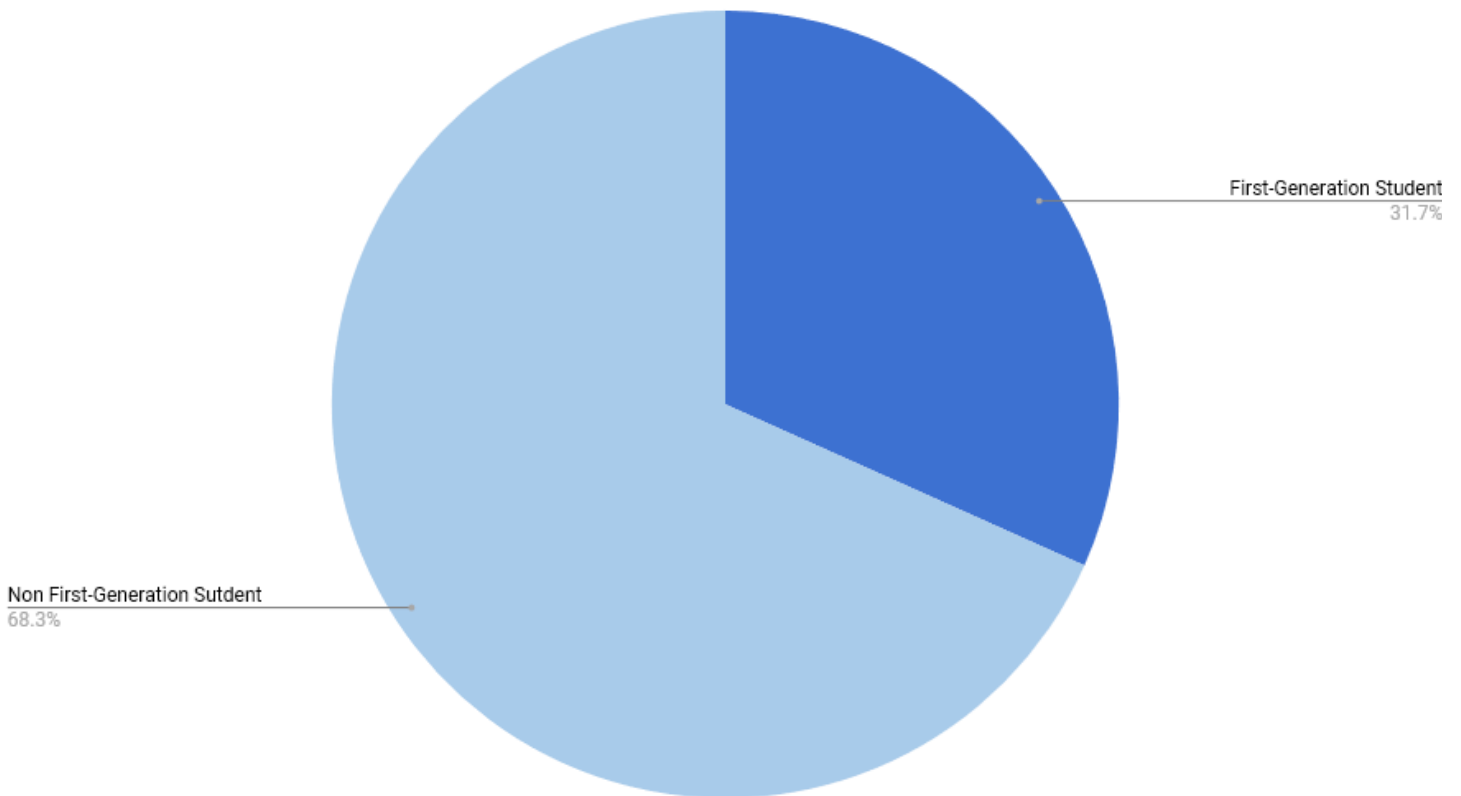
Disability Status of GV PRSSA Members, 2017-2018



Age of GV PRSSA Members, 2017-2018



First-Generation College Student Status of GV PRSSA Members, 2017-2018



A first-generation college student is defined as a student whose parents/legal guardians have not completed a bachelor’s degree. This means that the student is the first in his or her family to attend a four-year college/university to attain a bachelor’s degree.



Majors of GV PRSSA Members, 2017-2018

Major	Count
Advertising & Public Relations	29
Communications	6
Graphic Design	3
Writing	1
English	1
Finance	1
Political Science	1



Minors of GV PRSSA Members, 2017-2018

Minor	Count
None	8
Business*	6
Writing	5
Photography & Digital Studies	5
Hospitality & Tourism Management	4
Advertising & Public Relations	3
Public & Nonprofit Administration	3
Language**	3
Miscellaneous***	2

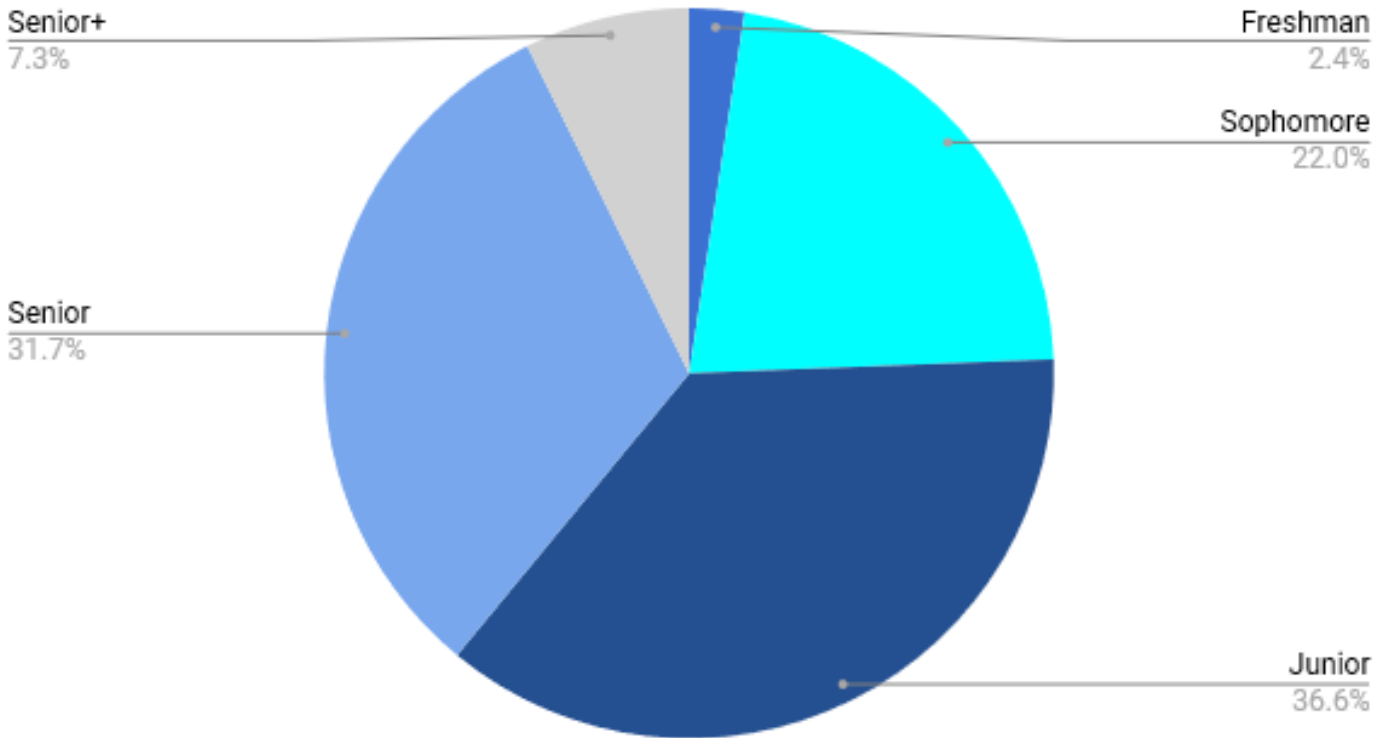
*Includes business, economics, marketing, and management

**Includes Spanish and Chinese language

***Includes education and international relations



Academic Year of GV PRSSA Members, 2017-2018



Senior+ is defined as a student who returns after his or her fourth undergraduate year to complete a bachelor's degree.



Moving Forward

The benchmark diversity survey results reveal that GV PRSSA's membership is similar to that of the public relations industry. White/Caucasian females are over-represented while persons of color and men are significantly underrepresented. This survey proves that GV PRSSA needs to improve its diversity efforts.

GV PRSSA is implementing the following tactics to increase membership diversity:

- Working closely with the Office of Multicultural Affairs to learn new methods to increase membership diversity.
- Promoting GV PRSSA in introductory classes outside the Advertising & Public Relations program.
- Promoting GV PRSSA to members of diverse student groups on GVSU's campus.
- Include diverse speaker programming in general assembly meetings.
- Include multicultural communication topics in general assembly meetings.
- Reaching out to local high schools during career days.
- Training members on diversity topics.
- Starting conversations about diversity by sharing facts and statistics over GV PRSSA's social media accounts

All these tactics, taken together, are GV PRSSA's first step in ensuring that our membership becomes reflective of the society in which we work. We look forward to seeing results from our diversity initiative, if not immediate, then overtime. We are confident that this initiative will spark change within our community and industry.





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