



Chloe Abshire

*public relations
mini portfolio*



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• Chloe Marie Abshire •

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• JOB OBJECTIVE •

To pursue a career as a Public Relations Consultant or Event Planner

• SUMMARY OF SKILLS •

- Exceptional communication and leadership skills.
- Team player with demonstrated abilities in organization and problem solving.
- Ability to spark interest and take initiative.

• EDUCATION •

Longwood University	Farmville, VA
<i>Bachelor of Arts, Communication Studies</i>	Expected, May 2011
Organizational & Strategic Communication	
Leadership Studies Minor	
Overall GPA: 2.855	Major GPA: 3.0
Spanish and Italian Language Experience	
Proficient in Microsoft Word, Excel, PowerPoint	

• PROFESSIONAL & LEADERSHIP EXPERIENCE •

IMPACT PR Consultants	Farmville, VA
<i>Team Member</i>	Fall 2009
<ul style="list-style-type: none">• Served as PR consultants to the Longwood University Cook-Cole College of Arts and Sciences.• Conducted extensive research through media scanning, SWOT analyses and client observation.• Suggested strategies and tactics for the client.	
Hessel & Aluise, P.C. Law Firm	Washington, DC
<i>Assistant to Office Manager</i>	Spring 2004-Summer
2008	
<ul style="list-style-type: none">• Filing, front desk management such as answering phones, transferring calls, sending faxes, sorting mail.• Planned a baby shower party for two women in the office expecting as well as a going away party for an employee leaving for another job in New York.	
Claire Shipman	Washington, DC
<i>Personal Assistant</i>	Winter 2006-Present
<ul style="list-style-type: none">• Organized, managed, and created order in the personal office and other various places in the home of Claire Shipman, Senior National Correspondent ABCNEWS' <i>Good Morning America</i>.	
Longwood University Campus Recreation	Farmville, VA

Weight Room Assistant

Fall 2008-Spring 2009

- Observed the weight room, cleaned machines, washed and folded towels.

Supervisor

Fall 2009-Present

- Supervised all Campus Recreation staff and buildings.
- Trained in CPR, First Aid, and AED.

Alpha Delta Pi Sorority

Epsilon Chi

Membership Education Vice President

2009

- Served as a member of the Executive Committee.
- Planned, organized and implemented spring 2009 and fall 2009 Diamond Development Plans that included all plans for the members of my team while continuously communicating with the District Membership Education Director.
- Planned Chapter Retreat, reserved space, ordered food, planned all workshops and activities
- Membership Education Team Leader.
- Attended 2009 District Leadership Conference.

President

2010

- Held the responsibilities of chapter president while leading and making challenging decisions to promote our chapter and the individual members of the chapter.
- Called chapter meetings, executive board meetings, held interviews for potential officer candidates, and oversaw all chapter operations.
- Attended 2010 District Leadership Conference.
- Attended International Sorority summer held Leadership Seminar as the Epsilon Chi representative.

Student Government Association

Junior Class President

Fall 2009-Spring 2010

- Represented the junior class when voting during senate meetings.
- Held bi-monthly Junior Class Council meetings.
- Planned, organized and advertised to Junior Class events and fundraisers.

Senator

Fall 2008-Spring 2009

- Represented the student body when voting during senate meetings.
- Served on the Student Services and Physical Environment Committee.

• HONORS AND AWARDS •

Sigma Alpha Pi, the National Society of Leadership and Success

Junior Marshall

2009-2010

CHI 2009 Commendation

~ Excellent References Available Upon Request~

Agency Profile

The following agency profile was designed as a portion of a semester long client based project in public relations. Our team was assigned the public relations consulting firm, !MPACT. The profile was designed by the team to state our mission's statement, agency values, client experience and individual associate profiles. The most compelling aspect of the profile is our agency's slogan, "!MPACT...It's What You Want." The advantage to creating this agency profile is that it unified our team and forced us to get to know one another's strengths as well as recognize our individual strengths while also creating a unified, team produced profile.



Public Relations Consultants

IMPACT...It's What You Want

Our mission is to creatively promote the character of our clients while ensuring the growth and success of their organizations.

Agency Values:

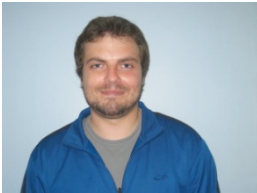
- * Client satisfaction
- * Diversifying the product
- * Advancement
- * Reputation management
- * Team cohesiveness
- * Determination
- * Overall success

Client Experience:

- * The Leukemia and Lymphoma Society
- * Student Government Association
- * Alpha Delta Pi
- * Big Brother Big Sister
- * Longwood Alumni Association
- * Order of Omega
- * Stubbs Community Advisory Board

Associates Profiles:

Andrew Cason



Imaginative. I am able to provide innovative ideas through the use of my own imagination.

Amanda Mason



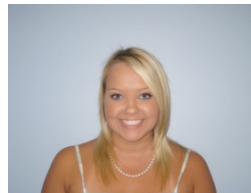
Activist. I am able to give passion and commitment to any endeavor I undertake while sharing these feelings with all.

Liz Ries



Motivator. I have the ability to encourage people to strive for their highest goals and ideals.

Lauren Portlock



Charismatic. I have the personality to create positive public interaction and make a comfortable environment for all.

Chloe Abshire



Persuasive. I am confident in the proposals I make and believe in the clients I am working for.

Lindsay Smith



Timely. I will ensure that deadlines are being meant while maintaining a quality of work that exceeds all standards.

Press Release

The press release on the following page is directed to my hometown newspaper, *The Washington Post*. The release is to announce the most recent selection of !MPACT to add me to their team. It includes the name of the firm, the firm's largest client, and the specific work that I will be doing for the firm. The release is targeted to the Washington, DC Metropolitan area with a dateline of

Farmville, VA where the consulting firm is located. The relevance of the release is present positive and hopeful news that a recent college graduate from their area was hired to work for a prestigious PR firm, despite the state of the current job market.

SPECIAL TO *THE WASHINGTON POST*

!MPACT

For more information, contact:
Dr. Bill Stuart
Director, Public Relations
434-395-2467 (office)
E-mail: stuartwd@longwood.edu

For Immediate Release

District native named PR firm director

FARMVILLE, VA, September 20—!MPACT, a public relations consulting firm based in Farmville, VA, today announced they have named Chloe M. Abshire as Director of Public Relations. Abshire is the daughter of Marc Abshire and Judy Abshire, and as a native of Washington, DC and 2007 graduate of Our Lady of Good Counsel High School in Olney, MD it is remarkable where she has ended up today.

In her new role, Abshire will provide public relations support to !MPACT's newest client, the Cook-Cole College of Arts and Sciences at Longwood University by focusing on the college's outreach to prospective parents.

"We are excited to add the talent, leadership, and energy that Chloe will offer to team !MPACT," said Amanda Mason, CEO of !MPACT. "She has impressive persuasive and creative skills, and has honed in the politically charged and culturally diverse environment of the DC public school system. We are confident in the success of the team we have assembled to support the Cook-Cole College of Arts and Sciences, with Chloe's enthusiasm and skills leading the parent outreach program."

!MPACT's mission is to support the growth and success of their clients with creative and effective public relations that promote positive reputations for their clients.

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Media Pitch

The media pitch on the following page is to pitch the story that is described in the press release on the previous page. It meant to be emailed to a Washington Post reporter, but could also be a phone call pitch. The pitch is very brief and straight forward; what is said serves the sole purpose to grab the reporters interest, therefore less is more. It contains a hook that answers the question of why the story is important and of interest to the reporter and readers, details about the story to back it up and make it more interesting to the reporter and readers, and addresses how the follow up will take place, all three very important parts to a media pitch.

Chloe Abshire
Public Relations
Dr. Stuart
September 28, 2009

Subject: Recent College Graduate Gets Prominent Job at !MPACT

Chloe Abshire, a Washington, DC native, accepted a job at !MPACT consulting firm today, one of the largest and most successful rising firms in Virginia. In this falling economy and the unfortunate state of the job market, it is impressive that Chloe was chosen to become a member of the !MPACT team just after graduating from Longwood University. This would make a great story for the entrepreneurship section in the Washington Post considering the concern and pessimistic view many of your readers have about college graduates not being able to get hired in today's economy. It is inspiring to know how Miss Abshire set herself apart from the many other applicants, especially with the quality resume and experience she has having graduated from Longwood University. Would you be interested in covering this inspiring story? If so, contact Andrew Cason, !MPACT's Director of Public Relations, at (434)371-9482 or andrew.cason@live.longwood.edu. Either way I will be sure to follow up with you tomorrow.

Media Scanning

An individual media scan that was conducted as a part of a semester long client based project.

Through this media scanning assignment, I gained experience using Google alters, scanning blogs and trade publications, as well as searching for relevant websites and resources that are comparable and important to successfully promote clients. The specific scanning and themes that evolved from this researched are discussed in further detail in the actual assignment.

Chloe Abshire
Public Relations
Dr. Stuart
November 10, 2009

Media Scanning

The benefits of an undergraduate liberal arts education have become more and more evident in the American higher education culture. An undergraduate liberal arts education is becoming more credible and more preferred than in the past. A quote from an article in the Gonzaga Bulletin argues that, “These days, ‘the bigger the better’ or ‘the more the merrier’ do not sound as good as ‘less is more.’ Gonzaga benefits greatly by not being a corporate research station like Ohio State, Florida State, Penn. State, Michigan State or Oregon State for two reasons that go hand in hand. First, Gonzaga has a great community culture, something for which the research stations would sell their first-born. Secondly, specializing in the liberal arts and not research means specializing in undergraduate education, the most youthful and meaningful part of higher education” (Bondi, 2009). This was a common theme that was evident in many articles that appeared in Google Alerts under the liberal arts and undergraduate education search. The liberal arts education is more preferred because undergraduate education is all about strengthening critical thinking skills and receiving a well rounded education that is not taught by graduate students, but instead by tenured professors who have received their doctorate degree and can offer a stronger educational experience to the undergraduate student.

As it may vary from one higher education institution to another, the liberal arts education really has become more acclaimed across the nation. No matter the size of the school or the national reputation it may have students, parents, employers and educators are leaning more towards the undergraduate liberal arts education, on the basis of very good arguments. In an article from the Rutgers University daily newspaper, *The Daily Targum*, Eric Knecht argues just

this, “Having a fluid understanding of the world and a broad range of knowledge on academic subjects yields important skills. It can make you a strong writer, an eloquent speaker, a critical thinker, and perhaps most importantly, an interesting person. These are skills that carry over. The vast majority of tasks required by jobs are learned on-site. This means that many times it’s more important to be an impressive person, rather than having a specific technical skill” (Knecht, 2009). While the liberal arts education allows the student to become a stronger, well rounded person, it has been noted that every institution offers a different level of a liberal arts education making it difficult to compare the benefits that each individual gains from their degree.

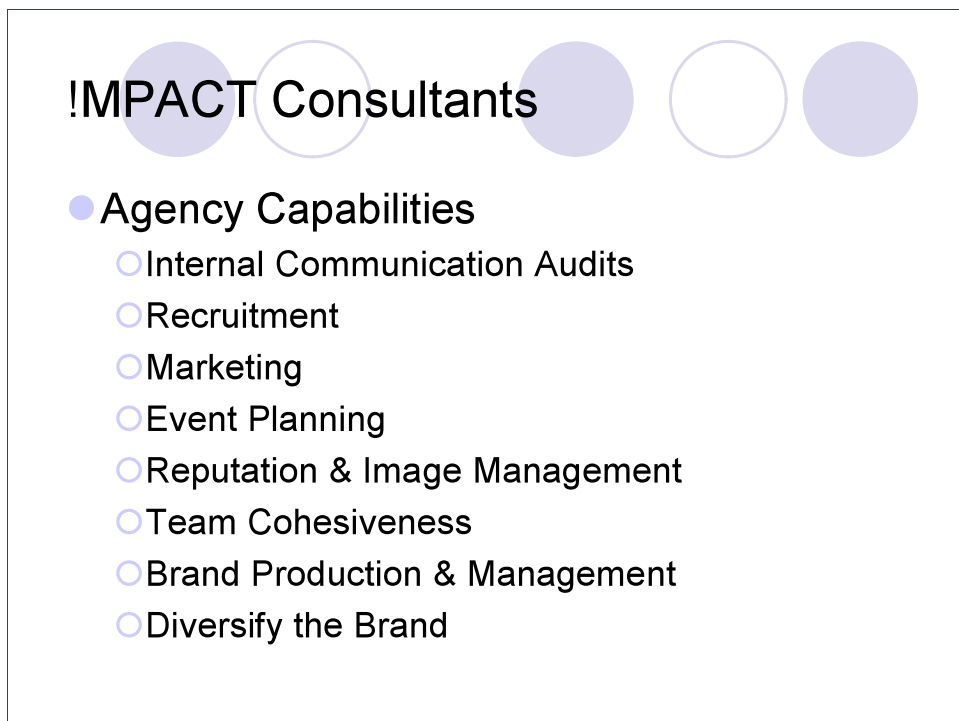
Another area that was an evident theme was the changing mindset parents are developing about the undergraduate education. When this generation’s undergraduate parents were going to college they were going to college for different reasons and degrees that students are today. It has been a difficult gap when it comes to the parent’s influence when their children are selecting where they are going to apply and then choose to go to school because it is in the mindset of the parents that the “name” school is better because that aspect of the resume is what is going to get their graduated son/daughter a job after college. In the student’s parent’s generation, “you went to college mainly so you could get a higher-paying job. You would major in a conventionally useful field such as business or finance to get that desired job” (Zimmerman, 2009).

References

- Bondi, M. (2009, October 16). Why Football Does Not Belong. *The Bulletin*. Retrieved from <http://www.gonzagabulletin.com/2.5525/why-football-does-not-belong-1.845518>
- Knecht, E. (2009, October 19). Liberal Arts Inferiority Complex: Unfair and Unbalanced. *The Daily Targum*. Retrieved from <http://www.dailytargum.com/opinions/liberal-arts-inferiority-complex-1.2027384#4>
- Zimmerman, K. (2009, October 20). The Price of a Liberal Arts Education. *The Daily Princetonian*. Retrieved from <http://www.dailyprincetonian.com/2009/10/20/24201/>

Client Project

This is a semester long project that was conducted for COMM 280, Public Relations. Our client was the Cook-Cole College of Arts and Sciences with our target audience as prospective parents to the college. As a team we created suggested strategies and tactics for Dean Ross of the CCCAS. Through this group work of the project we created an objective, key message, SWOT analysis, conducted extensive research, as well as a proposed timeline and budget.





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- Client Experience

- WMLU
- Peer Mentors
- Greek Life
- Leukemia & Lymphoma Society
- Operation Smile
- Relay for Life
- Student Government Association
- Big Brother, Big Sister
- Order of Omega



!IMPACT Consultants

- Overview

- The Cook-Cole College of Arts and Sciences (CCCAS) is the largest college at Longwood University comprised of eleven departments offering a variety of opportunities, while having an !IMPACT on the minds of all Longwood students.



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- Project Objective

- To develop a marketing and communication plan geared towards the parents of prospective Cook-Cole College of Arts and Sciences students.



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- Research

- Themes
 - Cost of Higher Education
 - Parent Involvement
 - Alternative Forms of Education
 - Online Communication
 - Liberal Arts Credibility



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- SWOT Analysis

- Strengths

- Student Faculty Relationships
 - General Education Requirements
 - Eleven Departments
 - Small Classrooms
 - Classes Taught By Faculty, Not Graduate Students
 - Advanced Technology & Facilities



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- SWOT Analysis

- Weaknesses

- Lack of unified identity
 - Lack of communication
 - Brand absence



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- SWOT Analysis

- Opportunities

- Parents Council
 - Client Satisfaction
 - Advancement
 - Strengthening Degree Credibility



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- SWOT Analysis

- Potential Threats

- Weakening economy
 - Safety on college campuses
 - Geographic location
 - Demographics
 - Longwood stereotypes



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- Target Audiences

- Prospective Parents
 - Public School
 - Private School
 - Homeschool
- Cook-Cole College of Arts & Sciences



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- Target Geographical Markets

- Metropolitan Areas:
 - Hampton Roads
 - Richmond
 - Northern Virginia



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- Key Messages

- Continuous Collaboration, while Challenging your student in an Affordable and Supportive college community



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- Strategy: To market the CCCAS to all visiting prospective parents

- Tactics:
 - Hosting a reception for all parents at organized campus open houses and student orientations.
 - Showcase student internships and student work at receptions

!IMPACT Consultants

- Strategy: To familiarize the parents of admitted students with the CCCAS name.
- Tactics:
 - Bumper sticker given during any event when parents are on campus

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!IMPACT Consultants

- Strategy: To increase face-to-face interaction between current students and prospective parents.
 - Tactics:
 - Send current students to parent association meetings



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- Strategy: To improve computer mediated communication.
 - Tactics:
 - Online networking
 - Facebook
 - LinkedIn
 - CCCAS Blog



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- Timeline

- Winter break & spring break—send current students to parent association meetings
- Open Houses
 - February 20, 2010
 - Accepted Student Open House—April 10, 2010
- Orientations
 - June 4 - June 12, 2010



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- Resources

- Student volunteers
- Parent volunteers
- Facebook, LinkedIn, CCCAS website
- Bumper sticker manufacturer



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- **Assessment Recommendations**

- Send surveys to parents
- Post assessments to the online networks
- The attendance to receptions
- The number of parents belonging to the networking groups
- The number of parents the students interact with at the high school parent association meetings



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Thank You!

Any Questions?