



**Position: Co-President**

Current contact: Laura Johnson [PRLauraJohnson@gmail.com](mailto:PRLauraJohnson@gmail.com)

Sha-Lene Pung [PungShaLene@gmail.com](mailto:PungShaLene@gmail.com)

**Summary:**

The co-presidents must ensure that the organization moves in the direction that will enhance current and future agency success. To effectively do this, the co-presidents must form a cohesive team amongst themselves and the rest of the Eboard to encourage proactivity. The more energy both convey, the better they are able to lead the agency.

**Specific duties include:**

- Developing strategies and vision for continued agency growth in coordination with all vice presidents
- Preparing the agency for the Fall semester “kickoff”
  - Speaking during the SPR orientation about TriSight
  - Ensuring participation in the Annual Taste of Annenberg event
  - Ensuring participation in the Annual Fall Involvement Fair
- Coordinating and encouraging board activities by overseeing each vice presidents’ activities
- Directing client communication and maintaining client relationships in coordination with the VP of Accounts
- Managing relationships with the faculty advisor and other Annenberg leadership
- Serving as a touch point for external audiences including potential members, partners and clients in coordination with the VP of External Relations
- Ensuring TriSight is recognized as a student organization each semester by attending the student organization recognition meeting and providing the necessary documentation
- Fostering communication and unity among agency members with initiatives such as writing and sending monthly agency reports via email to everyone, based on the account recaps compiled by the VP of Accounts



**Position: Vice President of Accounts**

Current contact: Maggie (Jiangwen) Hui [huijiangwen@gmail.com](mailto:huijiangwen@gmail.com)

**Summary:**

TriSight's reputation and unique standing amongst student-run public relations agencies is based first and foremost on the clients and projects we serve. As vice president of accounts, you will be generally responsible for overseeing all account teams and ensuring client needs are met.

**Specific duties include:**

- Assisting the co-presidents with recruiting account supervisors, co-supervisors and senior account executives to lead current accounts; Being responsible for the member lists and applications that come in every fall/spring
- Keeping track of the progress made on accounts, including biweekly check-ins and acquiring monthly updates tailoring assistance and involvement as needed
- Overseeing the logistics of the "Mentor-Mentee" program and "Member of the Month" program
- Briefing the executive board on the status of current projects
- Ensuring members' professional goals are met by skillfully matching the "right people" to work on the "right account"
- Assisting the VP of internal communication with providing new members and account leaders with appropriate training for their executive positions
- Assisting executive board colleagues with orchestration of agency events and initiatives



**Position: Vice President of External Relations**

Current contact: Justine Saquilayan [jnsaquilayan@gmail.com](mailto:jnsaquilayan@gmail.com)

**Summary:**

This is one of the most critical positions to ensure continued agency growth and recruitment. The priority of the VP of External Relations is to initiate, develop and maintain communications between TriSight and the wider USC academic community, as well as the organization's key stakeholders within the community. Specifically, it is this officer's responsibility to promote the capabilities and advantages of TriSight, and extend its reach beyond the traditional boundaries of a school organization.

**Specific duties include:**

- Maintaining TriSight's website, blog and social networking profiles in conjunction with the VP of Internal Relations
- Leading communications between board/organization members and various stakeholders concerning upcoming events, potential clients and success stories of TriSight
- Building new relationships within the USC community, especially in the Journalism program (GSJSA), that can fuel a greater network for PR students in TriSight and possibly help them build connections that can benefit their future careers
- Developing communication strategies that will increase our organization's network and give us a stronger presence at USC, as well as in the greater Los Angeles area
- Coordinating for TriSight participation in the Annual Fall Involvement Fair and Taste of Annenberg events in conjunction with the VP of Events



**Position: Vice President of Internal Relations**

Current contact: Claire Eastburn [claire.eastburn@gmail.com](mailto:claire.eastburn@gmail.com)

**Summary:**

The VP of Internal Relations is the primary link between all of the account executives and the executive board. He or she manages communications between the organization, its members and contacts at the Annenberg School for Communication to spread awareness of the organization, announcements for its meetings, and recognition of TriSight's recent accomplishments. This person also facilitates information exchange among members to enhance organizational effectiveness. He or she also works as the editor of the TriSight blog and is in charge of finding members to contribute posts so that at least one is published each week.

**Specific duties include:**

- Maintaining TriSight's website, blog and social networking profiles in conjunction with the VP of External Relations.
- Manage the closed Facebook group for all current members as well as hold a supervisory position on all closed groups for individual accounts.
- Post articles with relevant information and tips for PR students at least 3 times a week on the Facebook page.
- Assisting the VP of Accounts with keeping the master list of members and their contact information.
- Arranging meetings of the Agency and its E-Board, including coordination of rooms, equipment, and presentations for monthly agency meetings and E-Board meetings
- Preparing documents and arranging for copies to be made for handouts at the meetings, etc.
- Keeping organizational intellectual assets including: case file, role descriptions, and other material vital to facilitate transfer of power to the next term's leadership and preserve organizational memory



**Position: Vice President of Finance and Business Development**

Current contact: Ran Xu [cherryxu520@gmail.com](mailto:cherryxu520@gmail.com)

**Summary:**

The VP of Finance and Business Development is responsible for all of the agency's financial activities and is the primary interface with the Annenberg budget analyst. Although TriSight is not a "for-profit" agency, the VP of Finance must still strategize initiatives to accumulate funding for agency outreach, professional development and social events.

**Specific duties include:**

- Developing an annual budget for TriSight to be approved by the Co-Presidents
- Ensuring proper budget management
- Preparing and sending monthly client invoices and following up on payments as necessary
- Balancing records with Annenberg's budget analyst
- Recording and depositing client checks
- Reimbursing students for approved expenses
- Working with VP of Events on event initiatives as well as funding and/or payments for those events
- Managing TriSight's LinkedIn page: <https://www.linkedin.com/company/trisight-communications>
- Organizing career development workshop
- Reaching out to potential clients and sponsors



**Position: Vice President of Events**

Current contact: Ian Junwei Gu [iankoo1991@gmail.com](mailto:iankoo1991@gmail.com)

**Summary:**

The VP of Events is responsible for planning and coordinating all events for TriSight members. This includes coordination with the Annenberg staff for necessary space and with catering organizations if necessary.

**Specific duties include:**

- Providing refreshments for monthly TriSight meetings (reimbursed by organization)
- Developing and planning additional Tri Sight events (professional development, outreach, PR@5, social events, etc)
- Planning a transition event for the new board and old board to meet (restaurant, bar, etc) usually before the new board starts its term
- Planning and coordinating a welcome event for all SPR students (both first and second year) hosted by Jerry Swerling (held in the Fall this year at Jerry's home)
- Coordinating with other Eboard members on event initiatives as necessary
- Coordinating for TriSight participation in the Annual Fall Involvement Fair in conjunction with the VP of External Relations
- Coordinating for TriSight participation in the Annual Taste of Annenberg event in conjunction with the VP of External Relations