



2025 QUICKSTART

Resources for Chapter + District Leaders

Saturday, February 8, 2025
9 AM - 12 PM ET





**PRSA MID-ATLANTIC DISTRICT
2025 LEADERSHIP**



PRSA SOUTHEAST DISTRICT 2025 BOARD OF DIRECTORS

RAY DAY, APR

PRSA National Chair



What's Happening at National

Ray Day, APR

ray.day@stagwellglobal.com

Strategic Plan

2025-2029

Strategic Plan: Who We Are

PURPOSE

A community of ethical communications professionals building for tomorrow, today

VISION

To be the premier communications organization that leads and connects through ethical standards, certification, advocacy and education

MISSION

To make communications professionals smarter, better prepared and more connected through all stages of their career

VALUES (CODE OF ETHICS)

Advocacy: We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts and viewpoints to aid informed public debate.

Honesty: We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise: We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research and education. We build mutual understanding, credibility and relationships among a wide array of institutions and audiences.

Independence: We provide objective counsel to those we represent. We are accountable for our actions.

Loyalty: We are faithful to those we represent, while honoring our obligation to serve the public interest.

Fairness: We deal fairly with clients, employers, competitors, peers, vendors, the media and the general public. We respect all opinions and support the right of free expression.

Strategic Plan: How We Serve Our Members

VALUE PROPOSITION

PRSA is the leading and largest organization serving communicators of all ages, experience levels, industries and specialties – connecting and empowering communicators from students to industry veterans. PRSA provides a dynamic community where communicators connect, learn and grow through cutting-edge resources, professional development, industry insights, networking and advocacy. Members receive a wide range of professional development through webinars, on-demand programs, conferences and newsletters – all designed to enhance your career and benefit the organization you serve.

BENEFITS

- Free live learning webinars
- Free library of on-demand professional development
- Access to the latest trends, best practices and issues
- Free Strategies & Tactics and Issues & Trends newsletters
- A private online community of colleagues
- Access to case studies through the Silver Anvil database
- Professional discounts valued at \$500+ a year

IMPERATIVES TO LEAD US FORWARD

Build our reputation and relevancy: Achieve year-over-year growth of reputation and relevancy among 1) our PRSA and PRSSA members, 2) business leaders and 3) industry influentials – as measured by an annual survey comparing us to our peers.

Become a more visible force in the industry: Achieve year-over-year growth in the dominance of PRSA and PRSSA within industry conversations – as measured by 1) positive share of voice in earned and social media versus peers, 2) higher visibility of our leaders and 3) higher visibility of our advocacy and thought-leadership versus peers.

Improve our organizational capability, expertise and effectiveness: Achieve year-over-year growth in working together as a skilled and motivated volunteer-leader-plus-staff team, raising the standard of our competencies and tools, and improving the effectiveness of and modernizing the way we work – as measured by 1) PRSA/PRSSA leader satisfaction, 2) staff satisfaction and 3) national- and chapter-level fiscal health.

Grow our membership and consideration: Achieve year-over-year growth in PRSA and PRSSA membership and member satisfaction – as measured by 1) total membership rates, 2) retention, 3) section participation, 4) events, certification and awards participation and satisfaction and 5) programming participation and satisfaction.

Strategic Plan: Where We Are Going

BUILD

INVEST IN THE NEXT GENERATION OF DIVERSE, ETHICAL, SKILLED PROFESSIONALS

- Widen our focus and offerings beyond early/mid-career in view of our current membership demographics and practice areas
- Improve PRSSA-to-PRSA conversion by standardizing chapter engagement with students/schools and clearer metrics on progress
- Fully re-examine and modernize our approach to professional development for communicators in the post-pandemic and AI era

CONNECT

CREATE A COMMUNITY APPEALING TO ANYONE WHO COMMUNICATES PROFESSIONALLY

- Widen our value proposition, marketing and outreach to appeal to marcomm, visual arts, digital and other comms professionals
- Develop detailed member lifecycle creating vibrant, self-sustaining community nurturing members at each distinct stage of careers
- Expand engagement from macro meetings/awards/events to also include more personalized invitations/programs/communications

INFLUENCE

PUBLICLY CHAMPION ETHICAL PRACTICES AND PROFESSIONAL STANDARDS

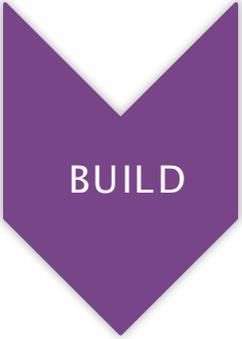
- Re-establish value and prestige of APR within C-suites, hiring managers and academia – and create a movement for significant growth
- Re-establish value and prestige of Anvils – widening the reach of our awards and honors programs and appeal to new demographics
- Accelerate our thought-leadership and outspokenness on societal issues that intersect with communications and our Code of Ethics

EVOLVE

PROVIDE MODERN TOOLS, CONTENT, OPPORTUNITIES TO ADVANCE PRSA INTO FUTURE

- Evolve the structure of PRSA, including our chapter/district health, legal and tax incorporation, dues dependency and fiscal health
- Invest in digital infrastructure and tools to enable personalized member engagement, chapter/section growth and feedback metrics
- Establish longer-term organization-development vision – with a view on future partnerships, associations, acquisitions and growth

Strategic Plan: How We Will Get There



BUILD

2025 OBJECTIVES

- Create clear measure of PRSSA to PRSA conversion and catalog actions by chapters with high retention rates to duplicate elsewhere
- Grow student-to-professional pipeline beyond PRSSA to connect with a diverse range of students in marcomm and other disciplines
- Re-evaluate ICON and create a roadmap for PRSA's "ICON of the future"
- Evaluate and unify existing member mentorship and sponsorship programs
- Explore alliance(s) with top university on APR and Exec Ed Certificate MOUs (online)
- Review Leadership Academy task force report to identify diverse leadership growth opportunities for members
- Expand awareness of and focus on College of Fellows as part of stepped-up late-career offerings, networking and belonging

2026 OBJECTIVES

- Develop "quick-response" to create PD around current events where ethics or industry practices need to be re-examined
- Define constituencies that might not currently exist in PRSA to expand relevancy and broaden our reach
- Fully implement cohesive mentorship approach to support professionals throughout their careers

2027 OBJECTIVES

- Fully implement new model(s)/format(s) for PD
- Redefine and re-launch/re-engage PRSSA faculty advisor role
- Fully launch and market cohort groups

LOOKING-AHEAD OBJECTIVES

- Expand Exec Ed agreements to include additional universities
- Establish PRSA Advisory Board representing geo, age, job title diversity to ensure programs are aligned with needs *and* input
- Create National-level committee/task force to monitor and keep PRSA ahead of the latest in AI and emerging technology

Strategic Plan: How We Will Get There



CONNECT

2025 OBJECTIVES

- Invest in research to better understand the communications professional today to strengthen member recruitment, retention and PD
- Strengthen and expand how we talk about PRSA to improve our relevancy/appeal to a broader range of comms professionals
- Evaluate membership language/definition to include all comms disciplines (graphic artists, marcomm, social/digital specialists, etc.)

2026 OBJECTIVES

- Create framework to better connect with members at the chapter and section level, enhancing in-person connection

2027 OBJECTIVES

- Create framework to better connect and engage with non-members – with the goal of converting a TBD percentage to join

LOOKING-AHEAD OBJECTIVES

- Broaden marketing and ads for membership and programming with other associations whose membership we might be missing

Strategic Plan: How We Will Get There

2025 OBJECTIVES

- Examine past successful APR marketing and create a 3-year program demonstrating APR value to leaders, orgs and employers
- Invest in research of prestigious awards and compare the value of Anvils to determine if our reach is too broad or not enough
- Raise PRSA visibility and thought leadership both inside and outside of the industry through quick reaction program on new issues
- Create roadshow for CEO and board to visit business executives to highlight our value, capabilities and desire to partner
- Align committee efforts to achieve strategic plan goals and objectives, including updating relevant policies and procedures

2026 OBJECTIVES

- Implement APR marketing campaign
- Refine Anvils categories on design, content creation, advertising and a wider range of comms tools to encourage more participation
- Showcase Anvil winners and their achievements more broadly

2027 OBJECTIVES

- Implement APR marketing campaign
- Explore evolving/amending Code of Ethics to keep up with latest trends (AI, mis/disinformation, etc.)

LOOKING-AHEAD OBJECTIVES

- Establish clear PRSA leadership on the “future of comms” through trend-spotting and helping members better “see around corners”



INFLUENCE

Strategic Plan: How We Will Get There

2025 OBJECTIVES

- Audit chapters/districts to learn more about operations and status of state registrations as step toward new affiliate agreements
- Review current district/chapter structure to determine best ways to support chapter leadership and growth
- Conduct research on incorporating in a state with less restrictive not-for-profit bylaws, particularly for Leadership Assembly
- Strengthen role of Assembly Delegates to better align with PRSA's bylaws and build relationship between National and Chapters
- Evaluate and adapt engagement model and identify other investments needed to improve member engagement at all levels
- Lay out operational plan against 5-year maturity model designed to optimize PRSA's future organization

2026 OBJECTIVES

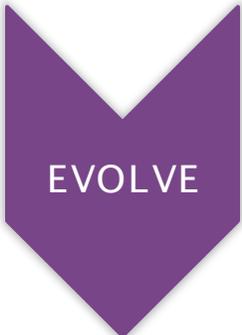
- Develop affiliate agreements and begin evolving chapter/district structure – in view of expected IRS group exemption changes
- Once we understand future-state incorporation, develop plan and agreements for post-2027 national real estate needs
- Evaluate bylaw changes needed to improve relationship between Leadership Assembly delegates, National and Chapters
- Implement programs to improve member engagement data/ratings by 10 percent within next two years
- Begin to implement 5-year maturity model to guide the reinvention of PRSA to be a more future-focused organization

2027 OBJECTIVES

- TBD

LOOKING-AHEAD OBJECTIVES

- Pursue partnerships/mergers/acquisitions that broaden membership and programming and strengthen financial stability



EVOLVE

Member Mondays

Member Mondays will provide direct outreach and information sharing. These open-forum conversations will take place:

- Second Monday of every month for everyone – focused on a topic of interest to our profession with advice and data from leaders.
- Fourth Monday of every month for PRSA leaders (Chapters, Districts and Sections) – focused on best-practice sharing and progress on Strategic Plan.

Upcoming News, Events & Deadlines

- **Black History Month:** special resources page curated by PRSA available on prsa.org under Professional Development/Resources & Toolkits.
- **Feb. 10: ICON CFP** opens.
- **Feb. 11, 3 p.m. ET: Permission To Play: Encouraging Creative Experiments in Communications.** *PRSA Learning Webinar.*
- **Feb. 12:** Last day to save on the **NEW Public Affairs Certificate Program.** *Opportunity to save \$100.*
- **Feb. 12, 5 p.m. ET: Diverse Dialogues: Unlocking the C-Suite: A Panel of Black Communication Leaders.** *Virtual event.*
- **Feb. 13:** Final entry deadline for the **Anvil Awards.**
- **Feb. 19, 2025, 5 p.m. ET:** Deadline to submit responses to **PRSA's research RFP.** *Details available on prsa.org.*
- **Feb. 27, 3 p.m. ET: Reputation Resilience: A Self-Assessment To Prepare for the Unpredictable.** *PRSA Learning Webinar.*
- **Feb. 27, 3:30 p.m. ET: Technology Section Open House.**
- **Feb. 28:** Last day to take advantage of the **Free Chapter or Section Promo** for new members. *Available to the first 175 only, so may end even earlier. Chapter will be reimbursed.*
- **March 1:** Super Saver Rate deadline for **ICON.** *Opportunity to save \$250 on registration fees.*

Professional Development

UPCOMING CERTIFICATE PROGRAMS:

- Public Affairs Certificate Program
MARCH 5–APRIL 9
- Better Writing for Business
Certificate Program
APRIL 1–MAY 6

UPCOMING WORKSHOPS:

- Going Strategic: The Essentials
of Strategic Communications
FEB. 4–13
- PR Fundamentals: Behavior-
Based Theories & Practices
APRIL 29–MAY 6

Check out PRSA's extensive library of On-Demand programming!

Membership Benefits



Live Webinars

(more than 24 per year; up to \$200 each)



Strategies & Tactics Subscription

(10 issues per year; \$125)



On-demand programming

covering a range of topics, current issues, and best practices



Ethical Standards Advisories

Among the many resources provided by the Board of Ethical and Professional Standards



Daily Issues & Trends newsletter

Stay up to date on professional news and current events



Silver Anvil Case Studies

Search hundreds of winning campaign ideas, tactics, and outcomes (\$20 each)



Private Online Community

Ask questions, explore resources, find a mentor, network



PRSA's Speakers Bureau

Find a speaker; become a speaker

Member Benefits

- Free monthly webinars – live and on-demand
- Discounted conference and event registration
- *Strategies & Tactics* – digital newspaper
- *Issues & Trends* – daily newsletter
- Online community forums
- Check out our Member Benefits Savings Guide
 - Benefits
 - Discounts
 - Savings Partner



Information and Resources on Current Issues and Emerging Trends

Mis/Disinformation

DEI

AI Use in Communications

Purpose-Driven Communications

Curated and consistently updated content on issues and trends that are critical for all members, with particular emphasis on senior-level practitioners who are most likely to have to address these topics within their organization or with their clients.

ANVIL AWARDS

For over 75 years, the Anvils have been considered the icon of the profession and the benchmark of high performance in public relations.

Silver Anvil Awards celebrate the best strategic public relations campaigns of the year, as well as outstanding organizational excellence.

Bronze Anvil Awards recognize outstanding public relations tactics that contribute to the success of the overall programs or campaigns.

Enter Today! Final Entry Deadline: Feb. 13



Oct. 28–30 | Washington, D.C.

This must-attend annual Conference provides PR, communications, and marketing professionals with unmatched networking and professional development. From inspiring keynote speakers to informative breakout sessions to countless opportunities to connect with your peers, ICON is the place to be!

Register by March 1 to get the Super Saver Rate!

For more questions about membership and your benefits:

Contact Member Services

Membership@prsa.org | 212-460-1400

Monday–Friday | 9 a.m.– 5 p.m. ET

prsa.org



**Public Relations Society
of America (PRSA)**



@PRSA



@PRSANational



PRSA National

Ask Me Anything!

ray.day@stagwellglobal.com



BREAKOUT SESSION ONE



Tom Boyle, Ph.D., APR
Central Pennsylvania Chapter



Mike Gross, APR, Fellow PRSA
Philadelphia Chapter



Ann Andrews Morris
National Capital Chapter



Taya Jarman, MS, APR
Richmond Chapter



Janet Kacsos, APR, Fellow PRSA
Central Pennsylvania Chapter



Melissa Smith, MBA, APR
Georgia Chapter



Kendra Carter, MPA, APR
Alabama Chapter



Carla Jean Whitley, APR
Alabama Chapter



**SEE YOU
AT 11:50AM ET**





Success

SUPPORTING PRSA CHAPTER LEADERS

SONJA N. BARISIC, APR

**PRSA Regional Representative
Southeast, Mid-Atlantic & Sunshine**

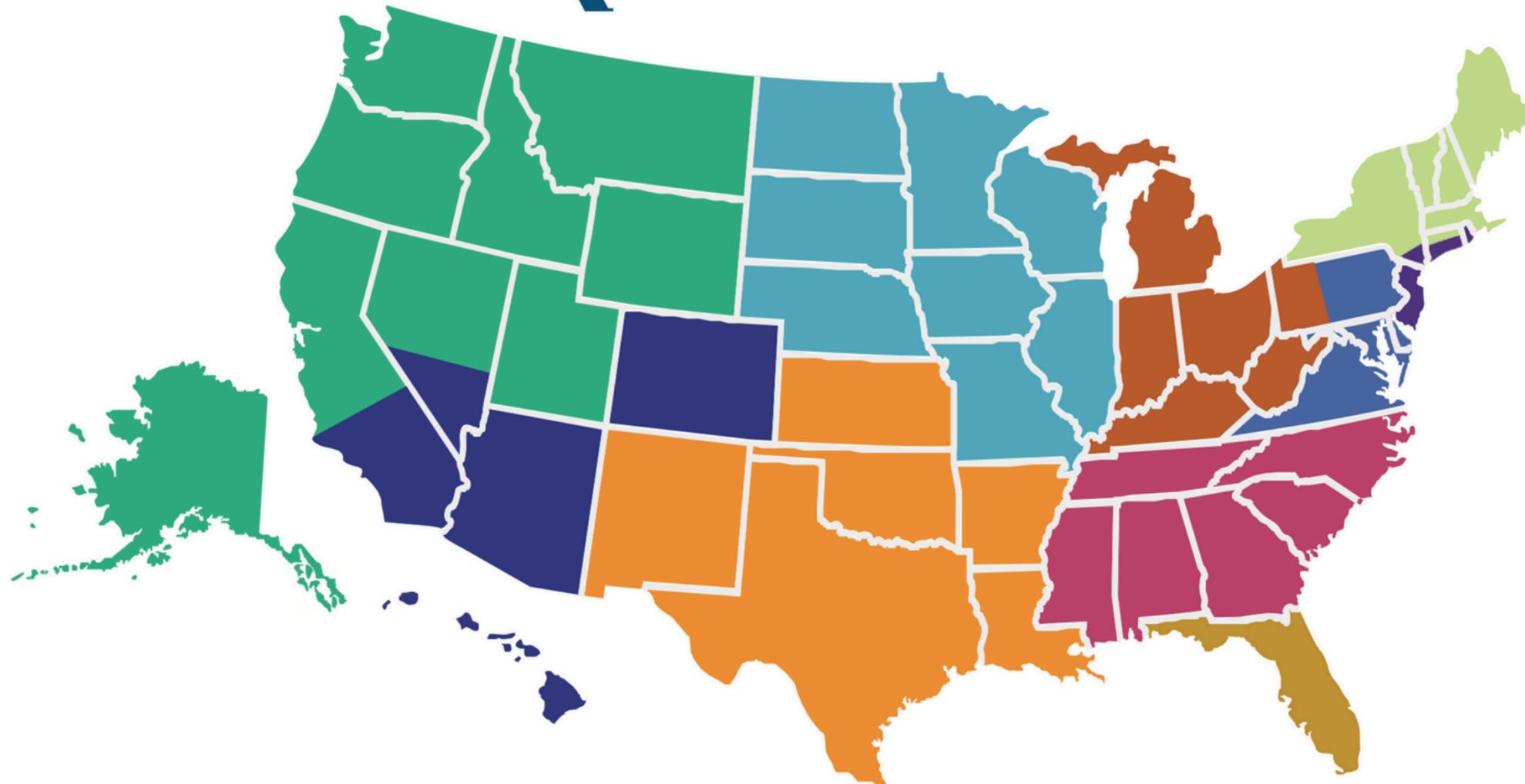


LET'S TALK ABOUT

- **PRSA's Regional Representatives Program**
- **Tools & Resources for Chapter Leaders**
- **How to Contact PRSA**



PRSA District Map



Northeast District - John Tintera, APR*
 Boston, Buffalo/Niagara, Capital Region (NY), Central New York, Finger Lakes, Rochester, Southeastern New England, Yankee

Tri-State District - John Tintera, APR*
 Greater Connecticut, New Jersey, New York, Westchester/Fairfield

Mid-Atlantic District - Sonja N. Barisic, APR*
 Blue Ridge, Chesapeake, Central Pennsylvania, Delaware, Hampton Roads Virginia, Maryland, National Capital, Philadelphia, Richmond

East Central District - John Tintera, APR*
 Akron Area, Bluegrass, Central Michigan, Central Ohio, Cincinnati, Dayton Area, Detroit, Greater Cleveland, Hoosier, Northwest Ohio, Northwestern Pennsylvania, Pittsburgh, River Cities, Thoroughbred, West Michigan, West Virginia, White Pine

Southeast District - Sonja N. Barisic, APR*
 Alabama, Charlotte, Georgia, Lookout, Memphis, Nashville, North Carolina, South Carolina, South Georgia, Tri-Cities, Volunteer, Western North Carolina

Sunshine District - Sonja N. Barisic, APR*
 Greater Fort Lauderdale, Gulf Coast, Miami, North Florida, Orlando Regional, Palm Beach, Tampa Bay

Southwest District - Jill R. Alexander, APR, Fellow PRSA*
 Arkansas, Austin, Baton Rouge, Central Texas, Dallas, Greater Fort Worth, Houston, Kansas, New Mexico, New Orleans, Northwest Arkansas, Oklahoma City, San Antonio, Tulsa, West Texas

Midwest District - Jill R. Alexander, APR, Fellow PRSA*
 Central Illinois, Chicago, Greater Kansas City, Iowa, Madison, Mid-Missouri, Minnesota, Nebraska, Northeast Wisconsin, Southeastern Wisconsin, Southwest Missouri, St. Louis

North Pacific District - Carolyn Smith Casertano, APR*
 Alaska, California Capital, Central California, Greater Salt Lake, Greater Spokane, Idaho, Mid-Columbia, Montana, Oregon, Puget Sound, San Francisco Bay Area, Sierra Nevada, Silicon Valley

Western District - Carolyn Smith Casertano, APR*
 California Gold Coast, California Inland Empire, Colorado, Hawaii, Las Vegas Valley, Los Angeles, Orange County, Phoenix, Pikes Peak, San Diego/Imperial Counties, Southern Arizona

* PRSA Regional Representatives

REGIONAL REPRESENTATIVES PROGRAM

Purpose: Support District and Chapter volunteer leaders

Regional Reps:

- Jill R. Alexander, APR, Fellow PRSA (Southwest, Midwest, North Pacific Districts)
- Sonja N. Barisic, APR (Mid-Atlantic, Southeast, Sunshine Districts)
- Carolyn Smith Casertano, APR (North Pacific, Western Districts)
- John Tintera, APR (Northeast, Tri-State, East Central Districts)

REGIONAL REPRESENTATIVES PROGRAM

- Facilitate operations and training
- Serve as liaisons with National staff
- Respond to operational and strategic requests
- Participate in District and regional calls
- Assess Chapter health and attend key meetings
- In other words, we're here to help

PRSA DIRECTOR OF MEMBER SERVICES

REGAIS WILSON

regais.wilson@prsa.org

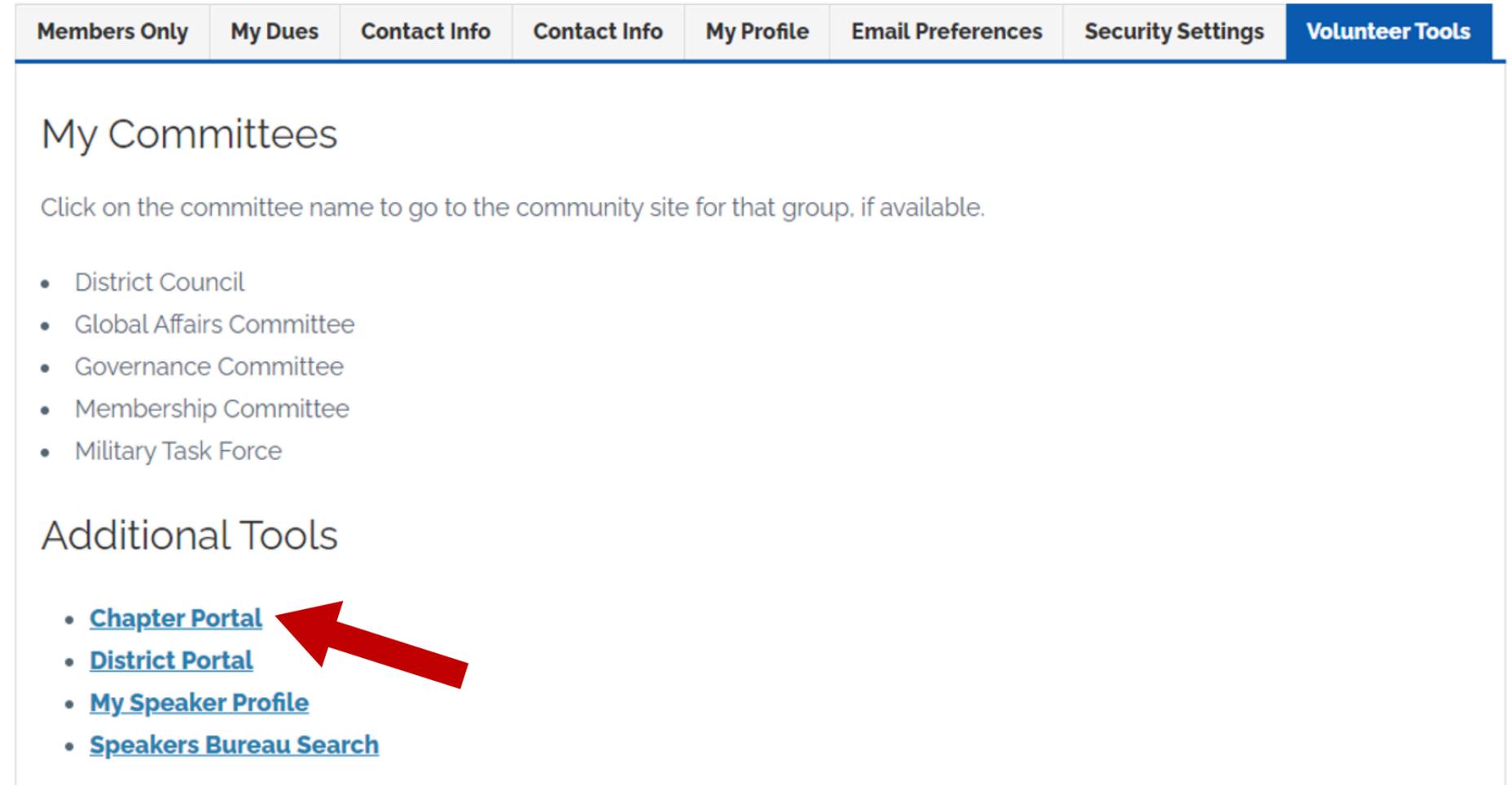
- Joined PRSA last summer
- 10+ years of member/customer service, communications & volunteer management
- Feel free to contact Regais, but generally your first move should be to reach out to your regional rep



TOOLS & RESOURCES

Chapter Portal (via MyPRSA on prsa.org):

- Membership counts
- Active members
- Dropped members
- Prospects
- Document storage



The screenshot shows the MyPRSA website interface. At the top, there is a navigation bar with several tabs: "Members Only", "My Dues", "Contact Info", "Contact Info", "My Profile", "Email Preferences", "Security Settings", and "Volunteer Tools". The "Volunteer Tools" tab is currently selected and highlighted in blue. Below the navigation bar, the page content is organized into sections. The first section is titled "My Committees" and includes a sub-header "My Committees" and a descriptive sentence: "Click on the committee name to go to the community site for that group, if available." Below this, there is a list of committees: "District Council", "Global Affairs Committee", "Governance Committee", "Membership Committee", and "Military Task Force". The second section is titled "Additional Tools" and contains a list of links: "Chapter Portal", "District Portal", "My Speaker Profile", and "Speakers Bureau Search". A red arrow points to the "Chapter Portal" link, which is underlined and highlighted in blue.

Members Only My Dues Contact Info Contact Info My Profile Email Preferences Security Settings **Volunteer Tools**

My Committees

Click on the committee name to go to the community site for that group, if available.

- District Council
- Global Affairs Committee
- Governance Committee
- Membership Committee
- Military Task Force

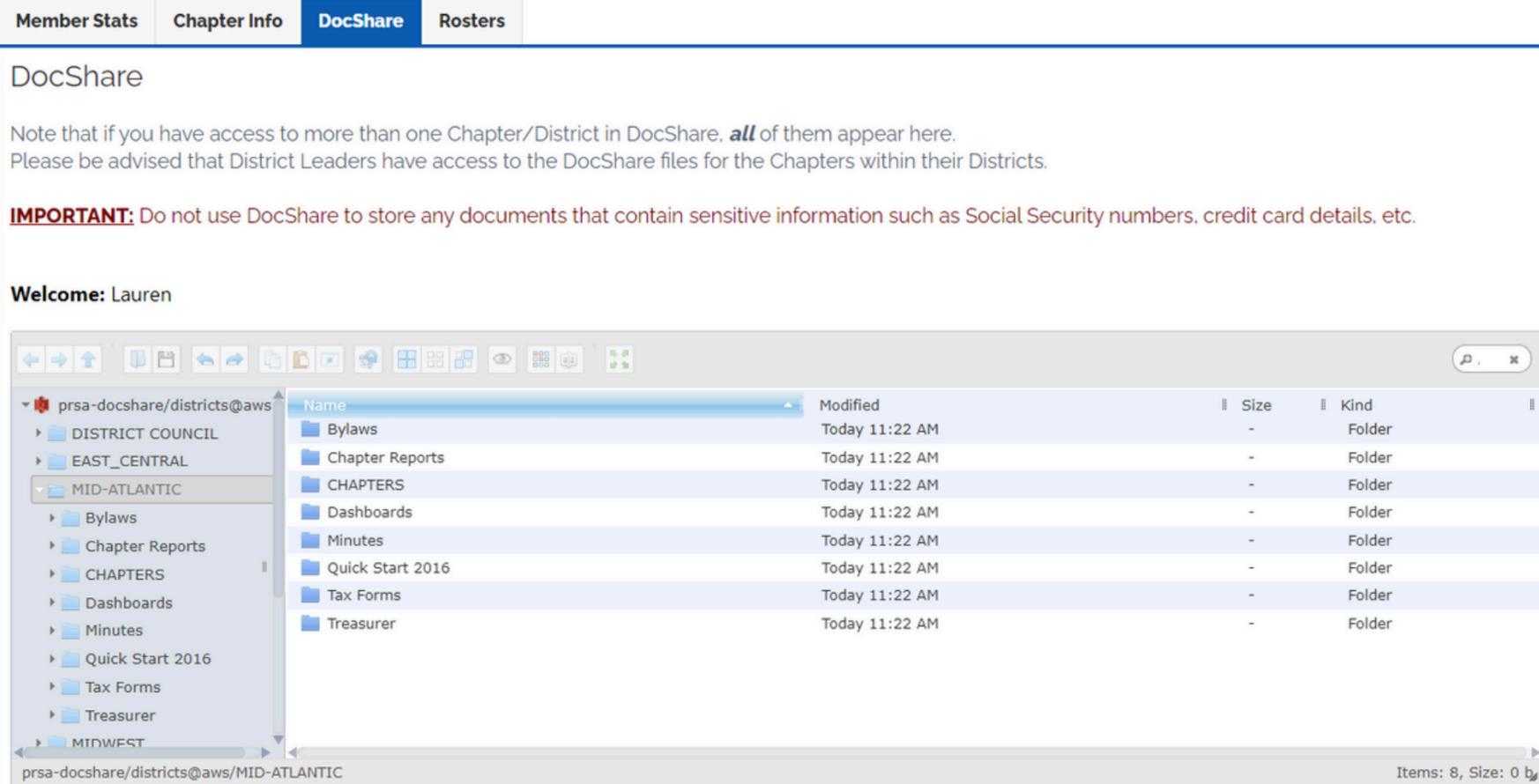
Additional Tools

- [Chapter Portal](#)
- [District Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)

TOOLS & RESOURCES

DocShare:

- Store important documents (bylaws, policies, minutes)
- Recommended for record retention



The screenshot shows the DocShare web interface. At the top, there are navigation tabs: Member Stats, Chapter Info, DocShare (selected), and Rosters. Below the tabs, the page title is "DocShare". A note states: "Note that if you have access to more than one Chapter/District in DocShare, **all** of them appear here. Please be advised that District Leaders have access to the DocShare files for the Chapters within their Districts." An **IMPORTANT** warning follows: "Do not use DocShare to store any documents that contain sensitive information such as Social Security numbers, credit card details, etc." A welcome message says "Welcome: Lauren". The main content area displays a file explorer view for the path "prsa-docshare/districts@aws". The left sidebar shows a tree view with folders for DISTRICT COUNCIL, EAST_CENTRAL, MID-ATLANTIC (selected), and MIDWEST. The main pane shows a table of folders for the MID-ATLANTIC district.

Name	Modified	Size	Kind
Bylaws	Today 11:22 AM	-	Folder
Chapter Reports	Today 11:22 AM	-	Folder
CHAPTERS	Today 11:22 AM	-	Folder
Dashboards	Today 11:22 AM	-	Folder
Minutes	Today 11:22 AM	-	Folder
Quick Start 2016	Today 11:22 AM	-	Folder
Tax Forms	Today 11:22 AM	-	Folder
Treasurer	Today 11:22 AM	-	Folder

prsa-docshare/districts@aws/MID-ATLANTIC Items: 8, Size: 0 b

MORE TOOLS & RESOURCES

Chapter Toolkit:

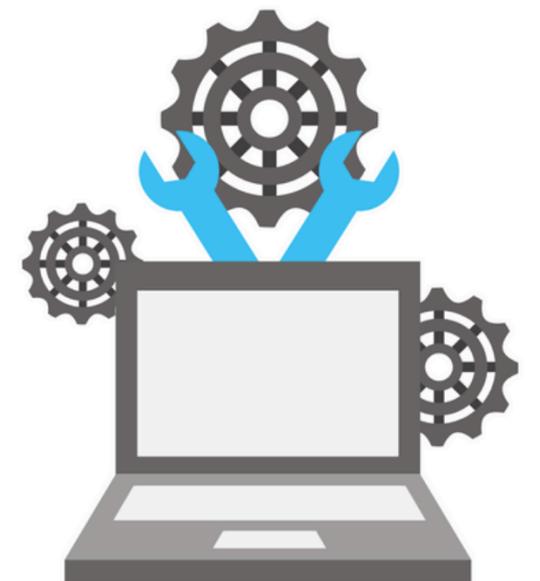
- Monthly email with announcements, events, guides, marketing materials

Leadership Rally:

- Learn from PRSA leaders and access resources
- Network with colleagues
- 2025 Rally: TBD

Leadership Assembly:

- Annual meeting for PRSA governance
- Discuss PRSA issues and vote on Bylaws amendments
- 2025 Virtual Assembly: Oct. 3



QUESTIONS? COMMENTS?

LET'S CHAT!

Sonja N. Barisic, APR

757.412.7071

sonja.barisic@prsa.org

Schedule a meeting:

bit.ly/chatwithyourregionalrep

Find me on LinkedIn:

[sonjabarisic](https://www.linkedin.com/in/sonjabarisic)

Thank you!



BREAKOUT SESSION TWO



Kim Marks Malone, APR
Memphis Chapter



Joe Stabb, Ph.D., TE, APR, ACUE
Volunteer Chapter



Chuck Lionberger, APR
Blue Ridge Chapter



Mikey Mooney
Georgia Chapter



Joe Trahan, Ph.D., APR, Fellow PRSA
Lookout Chapter



Dwendy Johnson, APR
Central Pennsylvania Chapter





BEST PRACTICES

STAY IN TOUCH



MID ATLANTIC DISTRICT GROUP



MIDATLANTICPRSA.WORDPRESS.COM



PRSA SOUTHEAST DISTRICT



PRSASOUTHEAST.ORG

THANK YOU

From the QuickStart Host Committee



Sonja N. Barisic, APR

PRSA Hampton Roads Virginia
PRSA National



LaShana Sorrell, MBA, APR

PRSA Alabama
Southeast District



Briana Bryant, MPA, APR

PRSA Alabama
Southeast District



Tom Boyle, Ph.D., APR

PRSA Central Pennsylvania
Mid-Atlantic District



Janet Kacskos, APR, Fellow PRSA

PRSA Central Pennsylvania
Mid-Atlantic District

2025 QUICKSTART PRESENTERS

Awards - Mike Gross, APR, Fellow PRSA & Ann Andrews Morris

Small Chapter - Tom Boyle, Ph.D., APR & Janet Kacsos, APR, Fellow PRSA

Accreditation - Carla Jean Whitley, APR & Kendra Carter, MPA, APR

Engagement - Melissa Smith, MBA, APR

President & Vice President - Kim Marks Malone, APR

Secretary - Joe Stabb, Ph.D., TE, APR, ACUE

Treasurer - Chuck Lionberger, APR & Mikey Mooney

Programming - Joe Trahan, Ph.D., APR, Fellow PRSA & Dwendy Johnson, APR

AWARDS



**MIKE GROSS, APR, FELLOW PRSA
Philadelphia Chapter**



**ANN ANDREWS MORRIS
National Capital Chapter**



BEST PRACTICES

01

KEEP IT SIMPLE

Don't overcomplicate the call for entries
Keep the rules and judging digestible.

02

USE WHAT'S AVAILABLE TO YOU

Lift as much as you can from the Anvils program
Specifically the categories, descriptions, forms

03

LENGTHEN YOUR TIMEFRAME

Give folks more time to enter
Give the entry criteria a wider date range



BEST PRACTICES

04

HOLD OFFICE HOURS

One for entrants (tips on entries, rule clarification),
One for judges (sets expectations and standards)

05

INSIST JUDGING TEAMS STAY ALIGNED

Make sure categories are judged together

06

CONSIDER A FINALISTS LIST

Look for ways to build excitement
It's all about showcasing members and entrants
(Helps sell tickets to the event!)



Q&A

Mike Gross, APR, Fellow PRSA

mgross@akcg.com

SMALL CHAPTERS



TOM BOYLE, PH.D., APR
PRSA Central Pennsylvania



JANET KACSKOS, APR, FELLOW PRSA
PRSA Central Pennsylvania

5 Ways to Boost your Small Chapter



Understand your
Chapter Members



Create Engaging
Meeting Formats –
mix it up



Use Technology
Effectively

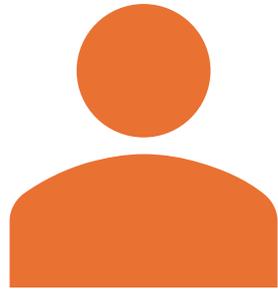


Build Connections
– networking
opportunities



Measure and
Adjust

Understand your Chapter Members



Longtime members vs. new
members



Agency, corporate, education,
nonprofit

Create Engaging Meeting Formats – mix it up

In person vs.
virtual

Morning, lunch,
evening, different
locations/areas

Guest speakers,
speakers from
within chapter

Ideas from Central PA PRSA Chapter

Ask	Ask national board members to speak – Cayce Meyers presented session on AI
Invite	Invite member of national ethics committee to speak during Ethics month
Fun	Have fun events; holiday socials, events at ballparks
Partner	Partner with other like groups – PPRS – virtual cocktail making class.

Use Technology Effectively

Send meeting invites to
save day/time on
calendars

Send reminders

Newsletter or individual
emails to celebrate wins
of members

Build Connections – networking opportunities

01

Encourage
networking
opportunities

02

Have no-stress
ice breakers

03

Don't overlook
PRSSA member
involvement

04

Create peer-to-
peer learning

05

Have seasoned
members
mentor newer
members

Measure and Adjust

- Survey members on good days/times
- Survey members on favorite speakers
- Make date driven improvements

Benefits of Being PRSA Member

Professional Development

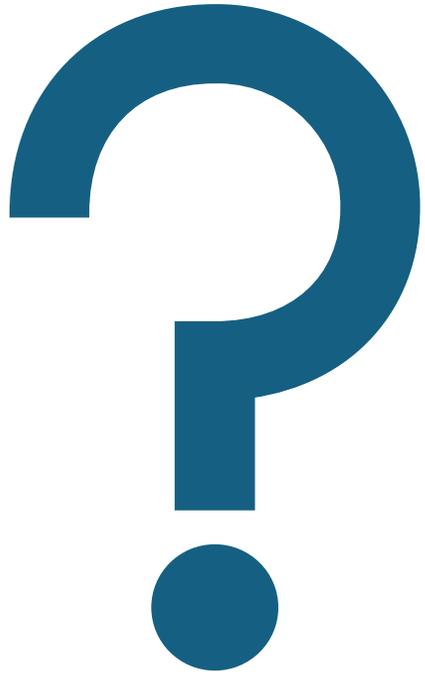
- Free webinars
- Chapter and district events
- ICON
- Professional Interest Sections

Publications

- Strategies & Tactics
- Issues & Trends
- Prsay blog

Sponsorships

If possible, give incentives for bringing in a new member or a guest to a meeting. Find local sponsors, local ballpark, etc.



Questions?

ACCREDITATION



KENDRA CARTER, APR
PRSA Alabama

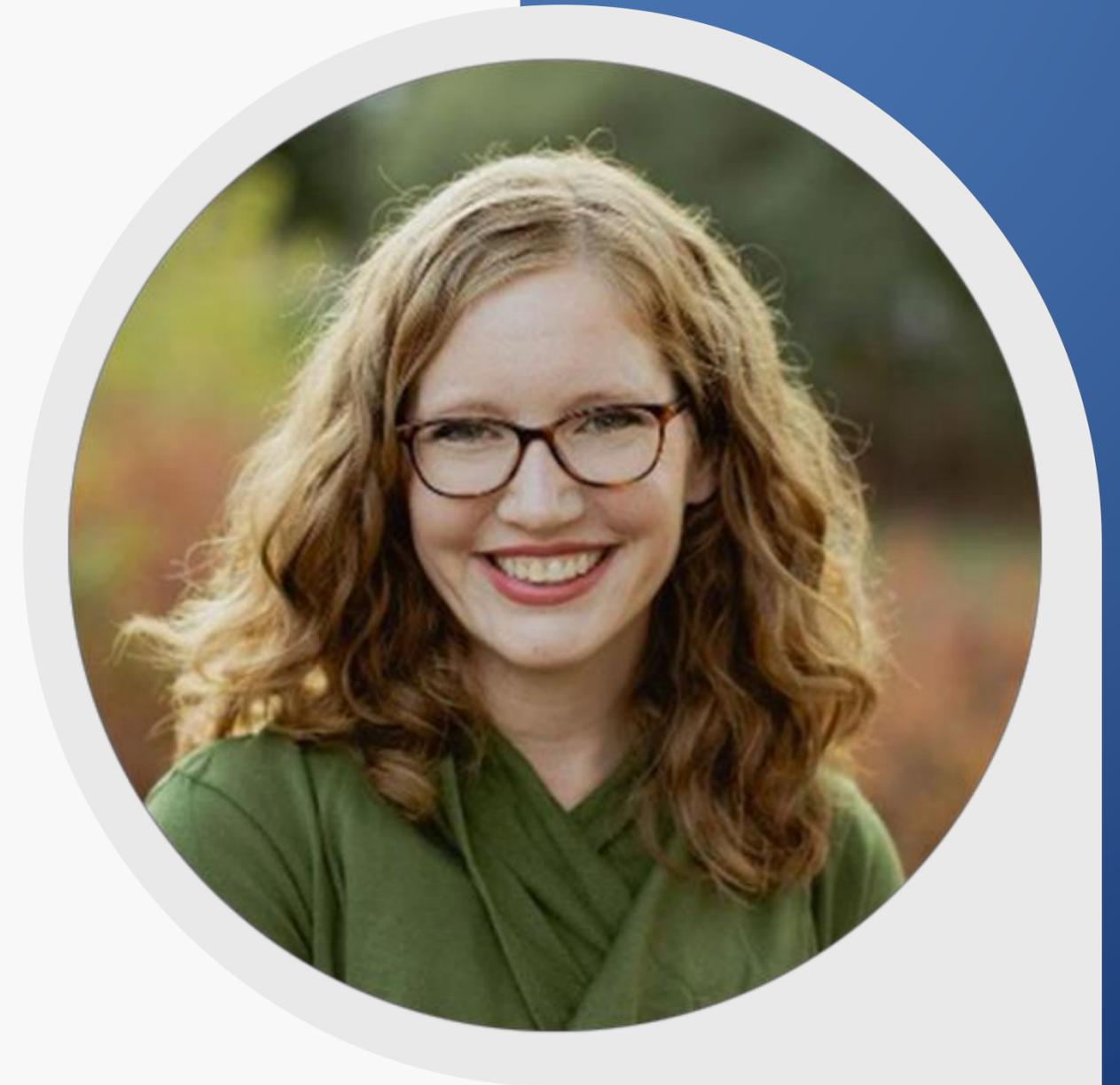


CARLA JEAN WHITLEY, APR
PRSA Alabama

About Us

Carla Jean Whitley, APR

- Accredited in September 2021
- Joined PRSA Alabama Board in 2022
 - Accreditation Chair 2024
 - Treasurer 2025



About Us

Kendra Carter, APR

- Accredited in May 2023
- Joined PRSA Alabama Board in 2024
 - Accreditation Co-Chair 2024
 - Accreditation Chair 2025



Alabama Chapter

Our chapter's accredited membership exceeds the PRSA National average: **30 percent** of Alabama members hold the APR versus the PRSA average **20 percent**.



Roles and Responsibilities

- Set clear roles and responsibilities for each committee member at initial meeting
 - Candidate communication and panel scheduling
 - Study course planning
 - Primary liaison with board and committees
- Provide committee members with tools they need
 - Access to drive/information storage
 - Especially helpful if another team member needs to step in
- Set quarterly planning meetings to stay ahead of programming or other needs

Organization

The screenshot displays a Google Drive interface for a folder named "PRSA Accreditation Co...". The interface includes a search bar, navigation tabs (Type, People, Modified, Source), and a sidebar with navigation options like Home, My Drive, Computers, and Shared with me. The main content area is organized into two sections: "Folders" and "Files".

Folders:

- 0000 Study Cours...
- 2023 Study Course
- 2024 Planning
- 2024 Study Course
- 2025 planning
- 2025 Quick Start Ta...
- APR Feedback
- Candidate Process...
- Panel Presentation ...
- Resources for Web

Files:

- Alabama APRs and ...
- APR Renewal Remi...
- New APR- Chapter ...
- PRSA APR Virtual B...
- PRSAAL_Letterhea...

The "PRSA APR Virtual B..." file is a prominent poster with the following text:

A APR VIRTUAL BOOTC
Panel Presentations for the
with Alabama PRSA

DERRICK APR
APR & Marketing Specialist
Division Branch, Tucson
Co-Chair, Alabama PRSA

CARLA JEAN W
Communication
District 6
Accreditation Co-Chair

Templates

The screenshot shows a Google Sheets spreadsheet with the following data:

1	First	Last	Email	Phone	Status	Region of State	Deadline	Extension Deadline	2024 Study Course	Notes
2	Sam	Sample	samsample@zerotherlakename.com	555-555-1234	Applied	MGM	2/28/2025			Y 1/1: KC followed up via email
3	Alex	Twe	alex@nonestname.com	123-456-7898	Panel	BHM	12/31/2025			Y Panel set for 3/1/2025
4	Taylor	Allison	taylor@fakeemail.com	555-123-4567	Exam	SOUTH	12/31/2024	6/30/2025		2/5: TA plans to take her exam in March

The screenshot shows a Google Docs document with the following content:

Congratulations, [NAME]!

You've just taken a major step toward earning Accreditation. As you move through the process, please remember that your Accreditation chairs are here for you. Please let us know:

- if you need help finding an APR mentor
- if you need feedback on your questionnaire
- when your questionnaire is ready and you'd like to schedule your panel
- if you have any other questions about the process.

We're here to encourage and support you. Again, congratulations!

The screenshot shows a Google Docs document with the following content:

Hi [NAME]! Here's guidance from national on how to apply for an extension:

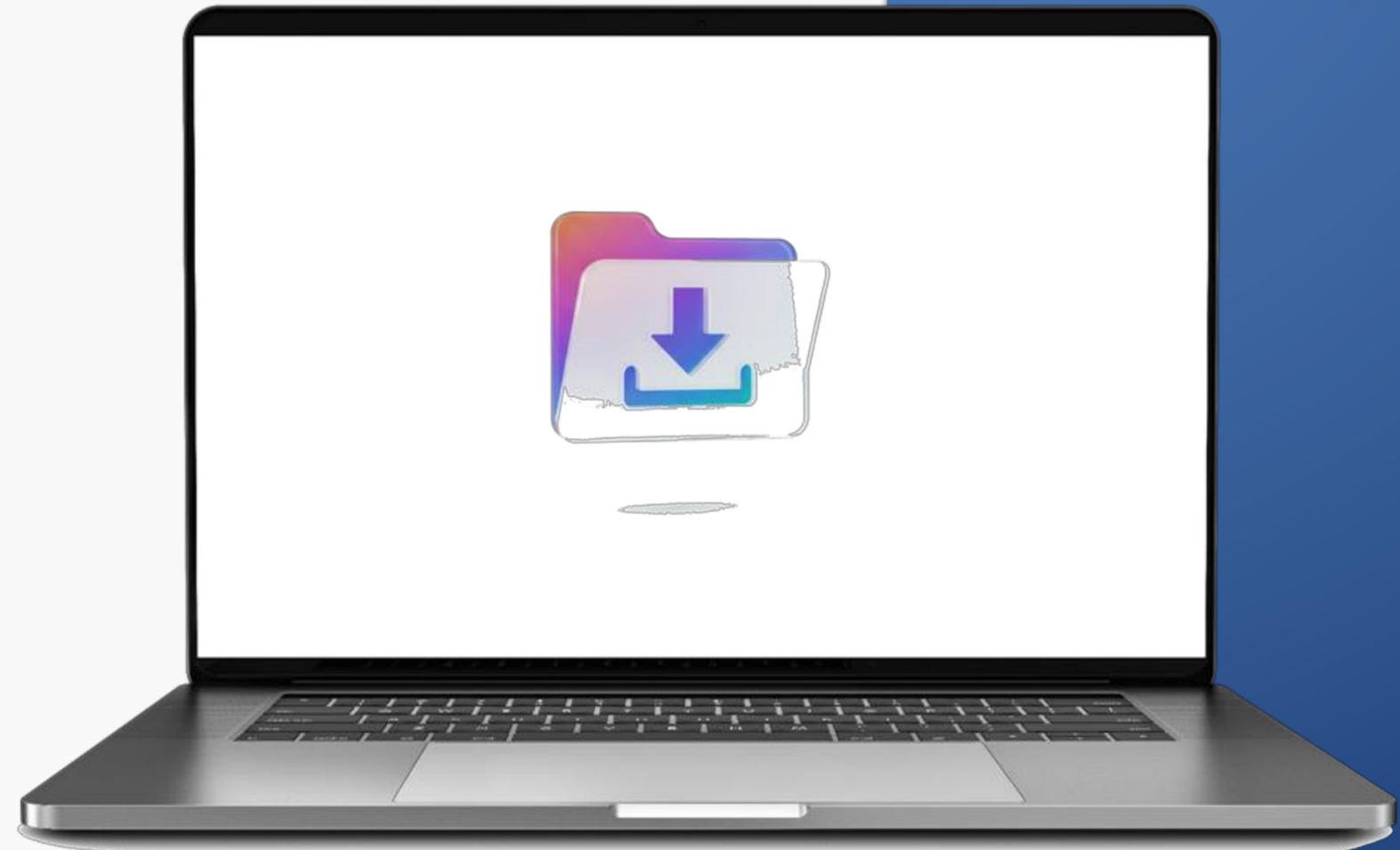
Candidates who have been advanced from the Panel Presentation can request a one-time extension, which costs \$50. This can be done on your MyAPR page (where you applied for the exam).

Candidates who have not advanced from the Panel Presentation will have to reapply and pay the full fee again.

If your workload allows you to sit for the panel before your expiration (looks like that's [DATE]), we would certainly support you in that. However, I know that's not a lot of time! If you need to let your approved application expire and start over at a later date, we will certainly be here for you when the time is right.

Template Downloads

APR and Candidate Tracking Spreadsheet
Candidate Process Emails
Panel Scheduling Emails



Scan the
QR code

Click or visit bit.ly/413qXsh

KEY TAKEAWAYS

CLEAR ROLES & RESPONSIBILITIES

Helps set expectations of the committee members, avoids confusion and helps divide the load across the committee.

CREATE TEMPLATES

Make it easy for your committee to stay in touch with candidates & schedule panel presentations.

STAY ORGANIZED

Consider keeping all folders & documents in a Cloud storage like Google Drive so you can share with your committee and preserve continuity for future committees.

Q&A



cawhitley@brasfieldgorrie.com



cartekk@auburn.edu

ENGAGEMENT

MELISSA SMITH, MBA APR

PRSA Georgia



Best Practices for Chapter Engagement

Personal Outreach:

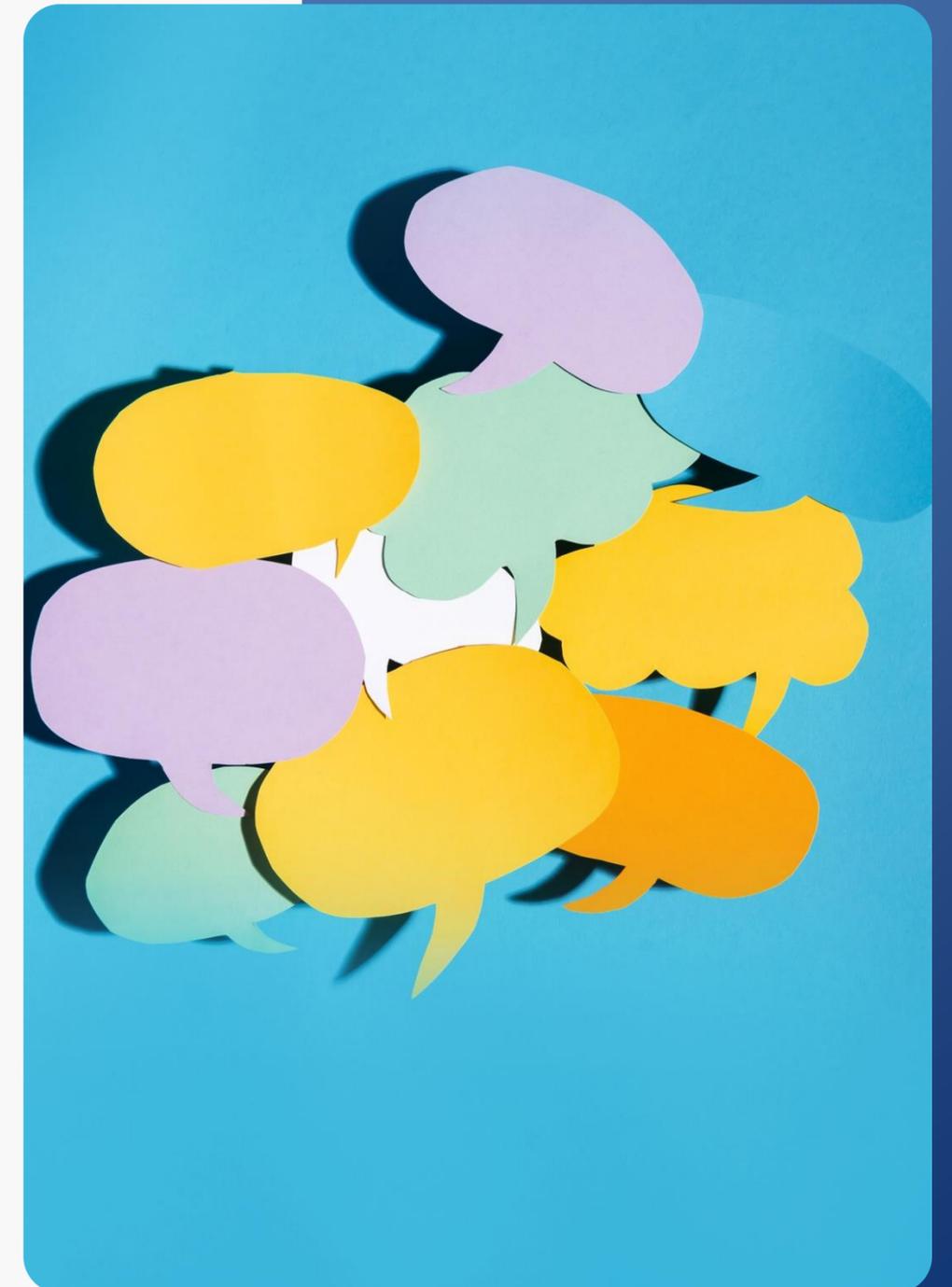
- Encourage board members to establish personal connections with members.

Targeted Communication:

- Use personalized emails and social media to keep members informed
- Monthly newsletter
- Resource Groups (Independent Counselors, Young Professionals, Healthcare)
- Monthly welcome email to new members

Professional Development Opportunities:

- Monthly chapter meetings
- Annual Conference
- Awards Celebration
- Resource Groups



Networking Pos COVID

01

Adapt to New Norms

- Embrace virtual networking opportunities and hybrid events.
- Flexibility and Balance
- Hybrid Work schedules

02

Assess Current Engagement Levels

- Conduct surveys and focus groups to understand current members' needs and wants.
- Identify gaps
- Revitalize programming

03

Re-establish Connections

- Reach out to inactive members with personalized messages and invitations to upcoming events.
- Leverage technology – use digital platforms to facilitate engagement and communication

PRSA Georgia Annual Conference

Professional Development:

- Offers informative and interactive sessions for communication professionals and students.
- Keynote speeches and panel discussions provide valuable insights and industry trends.

Networking Opportunities:

- Facilitate connections between members, industry leaders, and students.
- Encourages collaboration and sharing of best practices among members
- Strengthens the sense of community within the chapter

Join us on Friday, March 28, 2025, at the Georgia Tech Conference Center in Atlanta, GA.



PRSA Georgia Awards Celebration

Recognition:

- Honors the best and brightest in the industry, highlighting exceptional work and contributions
- Provides a platform for members to gain recognition for their efforts and successes

Motivation:

- Encourages members to strive for excellence by showcasing award-winning projects and initiatives.
- Boosts morale and inspires continued participation and engagement within the chapter.

Event Highlights:

- Cocktail Hour: A chance to mingle and network before the main event2.
- Dinner and Program: Enjoy a formal dinner while celebrating the award recipients and their achievements



Q & A



MelissaSmith@GwinnettTech.edu or
Melissa.Smith50@gmail.com

PRESIDENT / VICE PRESIDENT

KIM MARKS MALONE, APR

Memphis Chapter



AGENDA

- Roles
- Succession Planning
- Best Practices



Photo by Riccardo Annandale on Unsplash

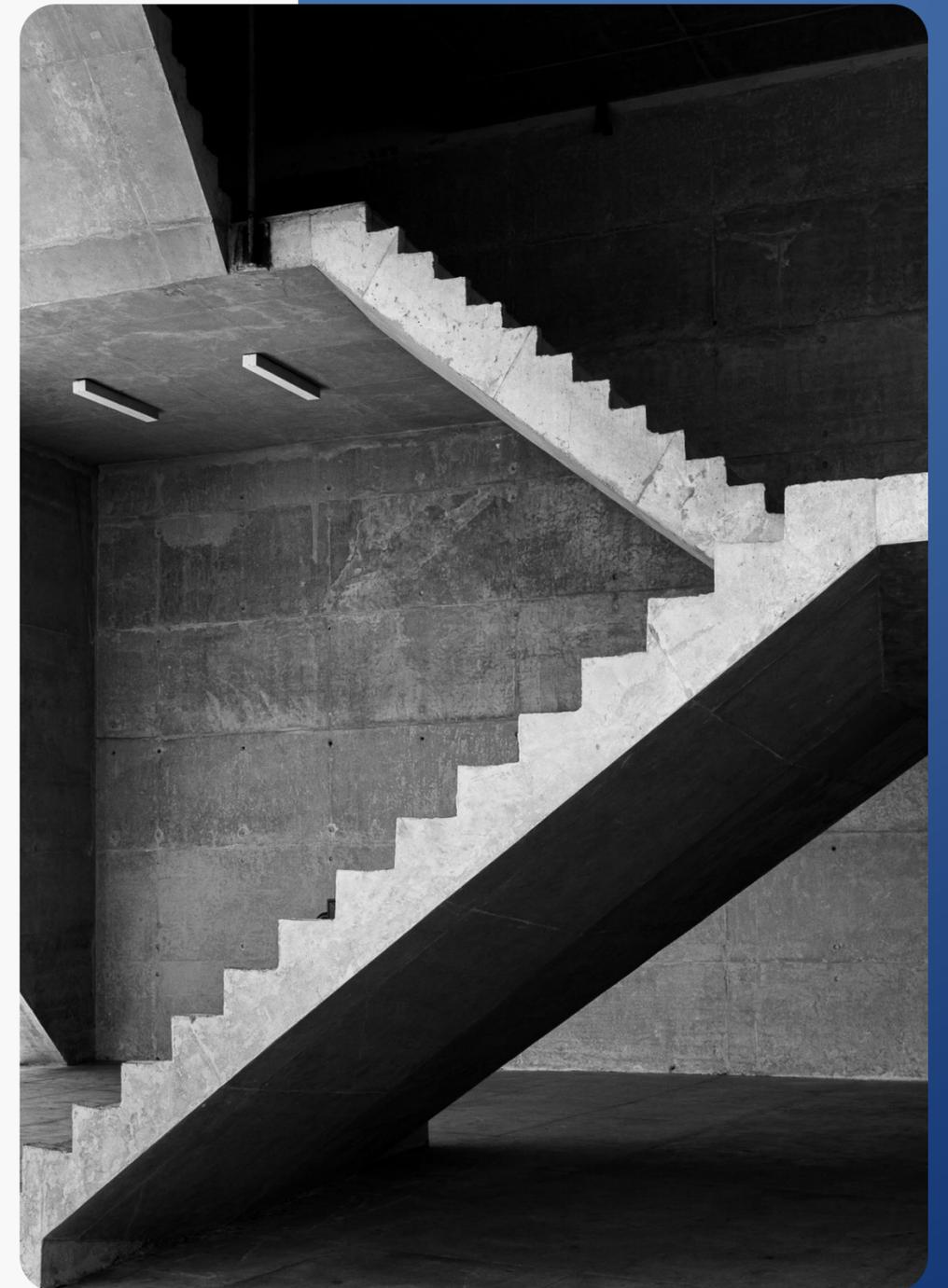
Roles

The President serves as the chief executive officer of the Chapter and presides over all meetings, the board of directors and the executive committee.

The Vice President – some chapter refer to it as President-elect – acts as a supporting role to the President, stepping in to lead in the absence of the President.

Succession Planning

- Important for continuity
- Board Member, Vice President (or President-elect), Immediate Past President
- Vice President typically has served at least one year on the board
- Identify potential candidates early
- Immediate Past President serves in advisory role



BEST PRACTICES

01

Set clear goals for the chapter based on member needs and PRSA's strategic objectives. Communicate these goals clearly to your board and membership.

02

Be proactive in planning your board's succession. Identify and mentor potential board members, especially Vice President and President, and mentor them.

03

Empower your board members to do their jobs.

Resources

[PRSA Leader Resource Guide](#)

[Leverage your District board](#)

[Use the tools on the national website](#)

[Leadership Rally at ICON](#)



Q & A

 kim.marks@mac.com

SECRETARY

JOE STABB, PH.D., TE, APR, ACUE

Volunteer Chapter



SECRETARY SESSION

Joe Stabb, Ph.D., APR

President, PRSA Volunteer Chapter
Chair, PRSA Educators Academy



AGENDA

- Access to Information?
- General Tasks / Duties
- Financial Projections

My Account

- Members Only
- My Dues
- Contact Info
- My Profile
- Email Preferences
- Security Settings
- Volunteer Tools**



[Edit Image in Community Profile]

Joseph Earl Stabb, Ph.D., APR

Assistant Professor of Practice

University of Tennessee, Knoxville

PRSA ID: 1648085

Join Date: 6/23/2007

Customer Type: PRSA Member

Expiration Date: 8/31/2025

Accredited Date: 05/01/2018

APR Renewal Due Date: 12/31/2026

My Committees

Click on the committee name to go to the community site for that group, if available.

- [Educators Academy Section](#)
- Southeast District Officer
- Volunteer Chapter Officer

Additional Tools

- [Section Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)



Membership statistics including personal and professional demographics.



Access to policies, resources, and graphics from PRSA!



Make sure that your chapter's data is up-to-date!

You can access dropped and expired members!

Access to Information!

"Always be nice to secretaries. They are the real gatekeepers in the world."
— *Anthony J. D'Angelo*

Things to Remember

Robert's Rules:

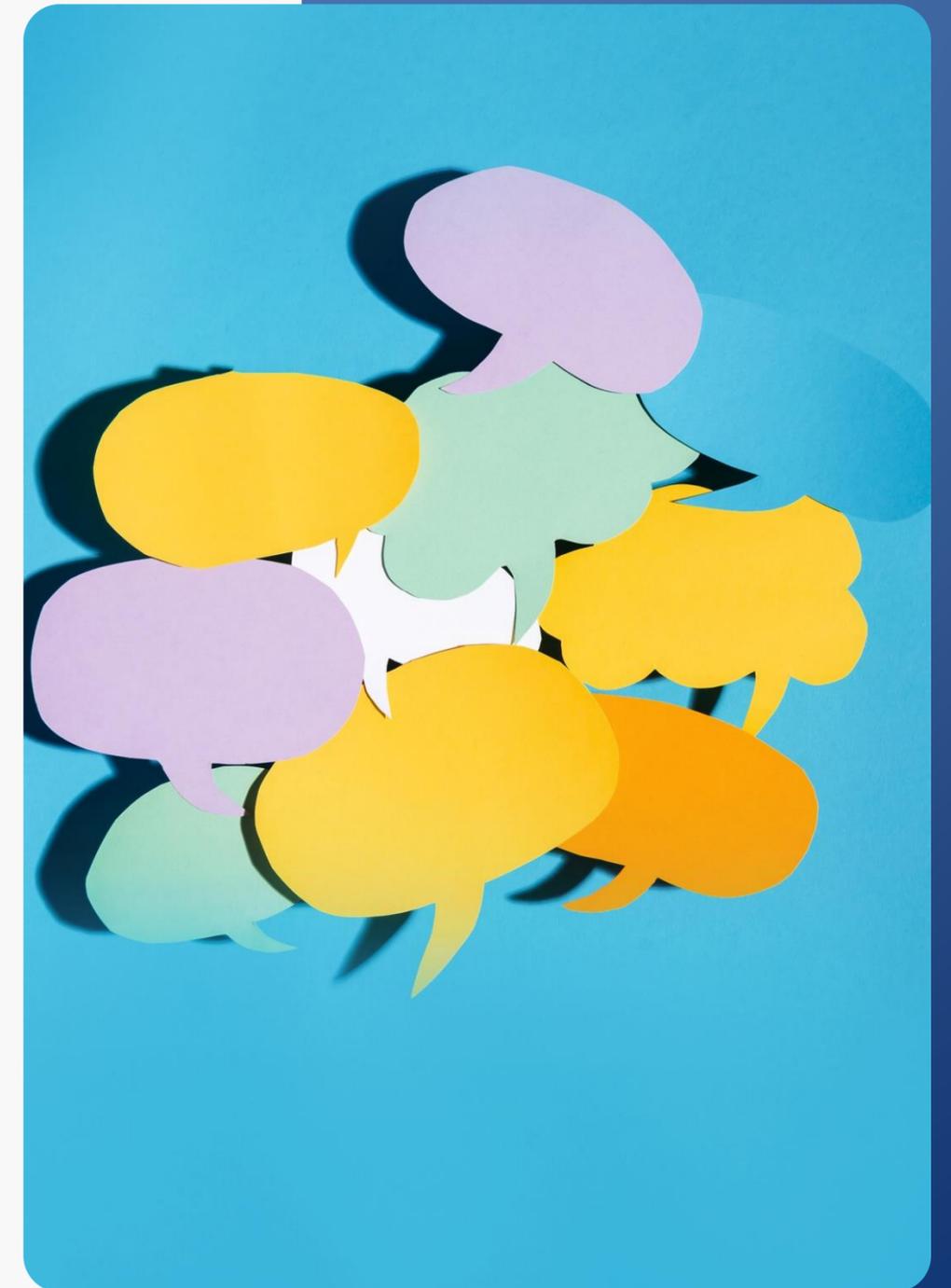
- All official meetings are governed by Robert's Rules of Order. Your official documents should reflect this.
- Make sure that your bylaws reflect the proper procedures that you will follow for all official meetings.

Document Retention:

- Make sure that you have a place for document retention. This is important as leadership in your chapter changes.
- Every chapter may have a different process and procedure. Just be sure that it is consistent from year to year.

Other Duties as Assigned:

- In some chapters, the role of Secretary also is the Chair of specific committees of the chapter. Review if this makes sense.





Discussion

So now you're a Treasurer...

What do you do now?



CHUCK LIONBERGER, APR

Roanoke, Virginia

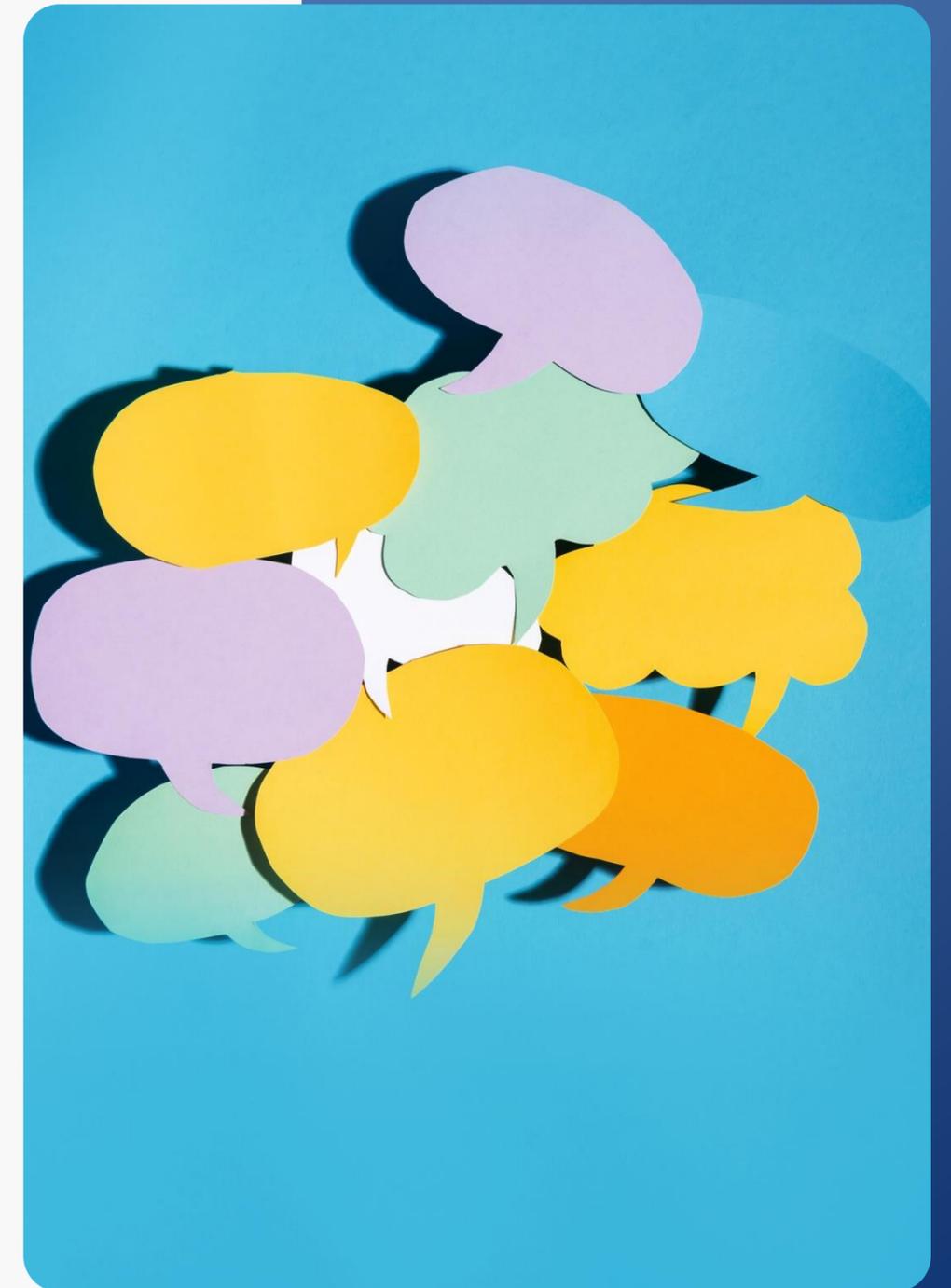


MIKEY MOONEY

Atlanta, Georgia

What are the jobs of a Treasurer?

1. Manage financial transactions
2. Maintain fiscal transparency
3. Prepare budget and financial plans
4. Ensure fiscal responsibility
5. Comply with local, state and/or federal reporting
6. Update MyPRSA Chapter Dashboard
7. Prepare your successor



Job 1: Managing Financial Transactions

01

Keep detailed records of all income and expenses, using accounting software (Quickbooks, Wave, Excel)

02

Securely store financial documents (Google Drive, Dropbox, SharePoint, MyPRSA), and maintain copies of invoices, receipts and bank statements – electronic (or both!)

03

Establish a record retention policy for financial documents

Job 2: Maintain Fiscal Transparency

01

Reconcile bank statements monthly (online banking really helps!)

02

Emphasize financial transparency. Provide regular updates to board and membership. Show all revenues and expenses as well as monthly totals. Implement clear reimbursement policies that include a paper trail.

03

Conduct annual financial review or audit (very important!)

Job 3: Prepare Budgets and Financial Plans

01

Develop and maintain an annual budget – work with your president and entire board. You're the person with money on the mind as new initiatives are considered.

02

Adjust budgets based on income and expenses.

03

Track and report all fundraising funds accurately – some projects may have a separate budget.

Job 4: Ensure Fiscal Responsibility

01

Implement dual control over transactions:

- Multiple users on bank account.
- Two signatories on physical checks.
- For e-checks, send an authorization email to bank signatories prior to each transaction.
- Include each transaction and balance on financial reports.

02

Set up / follow board approval processes for non-budgeted expenses and reimbursements. Establish “discretionary” budget line item to plan for unexpected expenses.

03

Keep the bank account signatories up to date.

Job 5: Comply with Required Reporting

01

File IRS Form 990 (990-N, 990-EZ, or full 990) annually.
Super important to maintain nonprofit status.

02

Be aware of deadlines and monitor emails from PRSA for reminders.

03

Ensure compliance with policies related to fundraising activities. Ask if unsure.

Job 6: Update MyPRSA Chapter Dashboard

01

Upload monthly financial reports to MyPRSA.

02

Upload all 990 documents to MyPRSA (REQUIRED)

03

Add any best practices, SOPs, etc. for year-over-year transition to MyPRSA.

Job 6: Update MyPRSA Chapter Dashboard



Login MyPRSA Find a Firm Jobs Join    

PRSA Go

[MEMBERSHIP](#) [PROFESSIONAL DEVELOPMENT](#) [CAREER](#) [CONFERENCES & AWARDS](#) [GET INVOLVED](#) [PUBLICATIONS & NEWS](#) [ABOUT](#)

Job 6: Update MyPRSA Chapter Dashboard

The screenshot displays the MyPRSA user interface. At the top left is the MyPRSA logo. A navigation bar contains dropdown menus for ACCOUNT, COMMUNITIES, PROFESSIONAL DEVELOPMENT, TOOLS & RESOURCES, and MENTOR CONNECT. The main content area is titled "My Account" and features a profile picture of Charles Douglas Lionberger, APR, with a link to "Edit Image in Community Profile". Below the photo is his name and title: "Charles Douglas Lionberger, APR, Director of Community Relations, Roanoke County Public Schools". To the right of the profile is a menu with tabs: "Members Only" (selected), "My Dues", "Contact Info", "My Profile", "Email Preferences", and "Security Settings". Under "Members Only", there is a "Volunteer Tools" section. The main content area is divided into six columns: "MyPRSA Communities" (with a blue arrow pointing to it), "Member Directory", "Accreditation", "PRSA Member Badges", "Communications Match™/Find-a-Firm", and "Member Resources".

My Account

MyPRSA Communities
Join the conversation with your network of public relations and communications professionals.

Member Directory
Connect directly with your PRSA colleagues.

Accreditation
Distinguish yourself among your peers by acquiring your APR or APR+M credential.

PRSA Member Badges
Download digital badges to add to your email signature, display on your LinkedIn profile or share in social media posts. It's a great way to spotlight your dedication.

Communications Match™/Find-a-Firm
List your agency or practice in Communications Match™, and get an exclusive PRSA discount.

Member Resources
Learn more about PRSA and its governance and leadership.

Charles Douglas Lionberger, APR
Director of Community Relations
Roanoke County Public Schools

Job 6: Update MyPRSA Chapter Dashboard

My Account



[\[Edit Image in Community Profile\]](#)

Charles Douglas Lionberger, APR
Director of Community Relations
Roanoke County Public Schools
PRSA ID: 1648290
Join Date: 8/22/2007

- Members Only
- My Dues
- Contact Info
- My Profile
- Email Preferences
- Security Settings

Volunteer Tools

My Committees

Click on the committee name to go to the community site for that group, if available.

- Blue Ridge Chapter Officer
- Mid-Atlantic District Officer
- Mid-Atlantic District Officer

Additional Tools

- [Chapter Portal](#)
- [District Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)

Job 6: Update MyPRSA Chapter Dashboard

Chapter Portal: Blue Ridge Chapter (117)

[« Back to Chapter List](#) [« Back to District](#) [« Back to Volunteer Tools](#)

Member Stats Chapter Info DocShare Rosters Resources

At a Glance Personal Demographics Professional Demographics

Chapter Overview

Job 6: Update MyPRSA Chapter Dashboard

DocShare

Note that if you have access to more than one Chapter/District in DocShare, **all** of them appear here. Please be advised that District Leaders have access to the DocShare files for the Chapters within their Districts.

IMPORTANT: Do not use DocShare to store any documents that contain sensitive information such as Social Security numbers, credit card details, etc.

Welcome: Charles

The screenshot shows a file explorer window with a toolbar at the top and a list of folders. The left sidebar shows a tree view with 'prsa-docshare/districts/MID-ATLANTIC' expanded. The main pane shows a table of folders with columns for Name, Modified, Size, and Kind. A blue arrow points to the 'Treasurer' folder.

Name	Modified	Size	Kind
Bylaws	Today 10:23 AM	-	Folder
Chapter Reports	Today 10:23 AM	-	Folder
CHAPTERS	Today 10:23 AM	-	Folder
Dashboards	Today 10:23 AM	-	Folder
Marketing	Today 10:23 AM	-	Folder
Minutes	Today 10:23 AM	-	Folder
Quick Start 2016	Today 10:23 AM	-	Folder
Tax Forms	Today 10:23 AM	-	Folder
Treasurer	Today 10:23 AM	-	Folder

prsa-docshare/districts/MID-ATLANTIC@aws Items: 9, Size: 0 b

Job 7: Prepare your Successor

01

Review and reconcile financial records, and conduct a final financial audit / review before transition..

02

Train and document processes for the new treasurer.

03

Update access to financial accounts and software. Discuss any banking transition issues, especially if across state lines.



OPEN DISCUSSION; Q&A

 CLIONBERGER@RCPS.US

MOONEY@POSTONCOMMUNICATIONS.COM

PROGRAMMING



JOE TRAHAN, PH.D., APR, FELLOW PRSA

Lookout Chapter



DWENDY JOHNSON

Programming Chair, PRSA Central PA

Effective Program Committees

Define Clear Objectives

Establish the purpose and goals of the committee

Select Diverse Members

Choose members with varied skills, backgrounds, and perspectives

Set Expectation

Clearly outline the responsibilities and expectations for committee members

Foster Collaboration

Encourage open communications and collaboration among members

Delegate Tasks

Assign specific tasks based on members' strengths and interests

Evaluate and Adapt

Recognize and celebrate the achievements of the committee

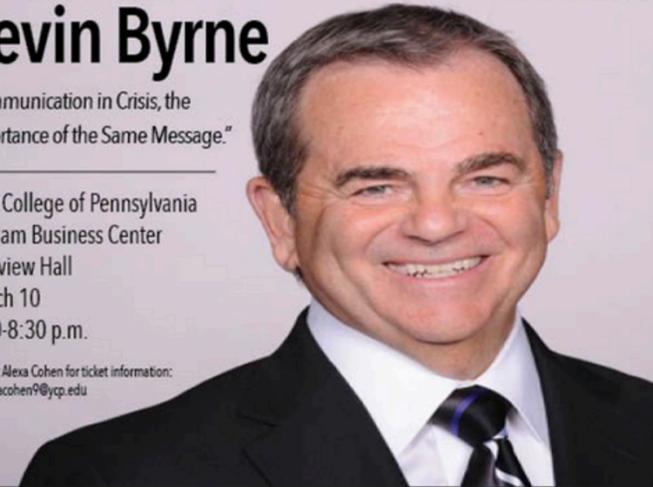
BALTIMORE RAVENS

Dinner and Discussion with
Kevin Byrne

"Communication in Crisis, the
Importance of the Same Message."

York College of Pennsylvania
William Business Center
Yorkview Hall
March 10
6:30-8:30 p.m.

Contact Alexa Cohen for ticket information:
Email: acohen9@ycp.edu



PRSSA Member: \$18.00 Student: \$20.00
PRSA Member \$25.00 Non-members: \$30.00

Hosted by the YCP PRSSA &
Central PA PRSA Chapters

KEY TAKEAWAYS

- Strong committee members
- Early planning
- Utilize social networks
- Monthly meetings
- Collaborate





Q & A

Dwendy Johnson
Central PA PRSA Programming Chair
djohnson@donors1.org
PRSACP.ORG