

## **PRSA Richmond 2012 Strategic Plan *PRSA Serving RVA***

### **Situation**

PRSA Richmond's 2011 membership satisfaction survey showed that nearly all members (97 percent) were satisfied with their membership. This includes members who answered "extremely satisfied" (43 percent) and "somewhat satisfied" (54 percent). While overall member satisfaction is at an impressive 97 percent, the percentage of members who say they are "extremely satisfied" has dropped from 55 percent in 2009 and 51 percent in 2007.

In 2010, PRSA National launched a three-year strategic plan for 2011-2013, focusing on five pillars to make sure its work is coordinated, directed and focused.

### **Vision**

PRSA envisions a public relations profession in which:

- The role of public relations is broadly understood and valued as essential in contributing to the accomplishments of every organization's strategic objectives.
- Every professional follows the principles embodied in the PRSA Code of Ethics.
- Every professional understands and promotes the value of a diverse profession.

### **Mission**

The PRSA mission is to:

- Advocate for the profession and the professional.
- Support members at all stages of their careers.
- Provide public relations professionals with the resources and tools they need to achieve professional excellence.
- Advance the ability of public relations professionals to contribute to the success of the organizations they represent and the public relations profession at large.
- Facilitate communities where members engage, connect and build relationships.
- Drive thought leadership in the profession through research and scholarship.

### **Strategic Pillars (A, B, C, D, E<sup>3</sup>)**

- **Advocacy** – To realize PRSA's vision for the profession by:
  - Increasing understanding of the role and value of public relations.
  - Identifying and providing guidance on current ethical issues concerning the practice of public relations.
  - Championing the importance of a diverse profession.

- **Business Case for Public Relations™** – To drive recognition and growth of the public relations field by helping professionals educate key audiences about public relations’ roles and outcomes, thereby demonstrating the strategic value of public relations and enhancing its reputation.
- **Community** – To facilitate the creation of communities where members engage, connect and build relationships to learn, teach, share and mentor in order to support their careers and enrich their professional and personal lives.
- **Diversity** – To champion diversity of thought, cultures, disciplines, ideals, gender and age among PRSA members and leaders.
- **Education** – To deliver exceptional, relevant lifelong learning opportunities.
- **Ethics** – To uphold and elevate the PRSA Code of Ethics as the professional standard reflecting core values and principles that define the profession and guide the practice.
- **Excellence** – To persevere as a best-in-class member organization where PRSA leadership, members and staff collaborate for success.

### Goal

- Using the focus areas identified in the National strategic plan – and using the 2012 theme “**PRSA Serving RVA**” – PRSA Richmond will identify and create ways for PRSA Richmond members to get involved in and benefit from the Richmond PR community and the Greater Richmond community at large.

This theme is inspired by PRSA National’s new initiative of encouraging and rewarding public service efforts at the local level – [PRSA Serving America](#). The centerpiece of this theme will be the work of our **Public Service Committee**. Throughout the year, we will encourage our members to get involved in the Chapter’s community service initiatives.

The theme also will celebrate the many wonderful ways PRSA Richmond serves the Greater Richmond PR community and the community at large through our various initiatives and programs, including:

- **Service through educational opportunities** – Monthly luncheons, professional development programs and accreditation preparation.
- **Service through mentoring and celebrating diversity** – Student Connections Week, the mentoring program for young professionals (Next Wave) and Diversity in Communications features on our website.
- **Service through networking** – Networking happy hours, monthly luncheons and special sections programs (Independent Practitioners Alliance, Senior Practitioners and Next Wave).
- **Service through scholarships** – Annual scholarships offered by the PRSA Richmond Foundation.
- **Service through recognizing excellence in PR** – Virginia PR Awards, Thomas Jefferson Award and Rising Star Award.

### Objectives by Focus Area

#### Advocacy

##### **Leadership (Jeff Wilson, APR and Jennifer Curtis, APR)**

- Respond quickly to breaking issues and proactively advance PRSA Richmond goals.

- Ensure the media, business, government, nonprofits, other influencers and the public realize the value of the public relations profession delivers.
- Champion the importance of a diverse profession.

**President (Jeff Wilson, APR)**

- Drive the vision for the Chapter and lead the focus of **“PRSA Serving RVA.”**
- Lead Chapter governance and operations.
- Support the work of all Chapter officers and committee chairs to help meet individual goals.

**President-Elect (Jennifer Curtis, APR)**

- Serve as PRSA Richmond’s representative to the Mid-Atlantic District and share best practices and ideas with the Board, as well as educate the membership on the purpose of the District.
- Ensure Board members have leadership tools/training, including updated Chapter Handbook.
- Support President, Board and all members to meet goals, with focus on serving Richmond and PRSA.
- Identify the program location for PRSA Richmond for 2013.

**Past President (Tina Lambert, CAE)**

- Support the President, Board and Foundation in their goals.
- Assist the President and Board in Chapter governance, as needed.
- Develop the slate for the 2013 Chapter officers.

[Business Case for Public Relations](#)

**Media Relations/Social Media (Cameron McPherson)**

- Promote monthly events by sending information to local calendars, inviting journalists to relevant meetings for day-of coverage and driving awareness via social media.
- Secure coverage of the Virginia PR Awards in local and statewide publications.
- Seek out opportunities for PRSA feature stories.

**Interactive (Theresa House)**

- Serve as a resource for Board and committee members, allowing them to use the website as a tool to meet their goals.
- Utilize the Chapter’s website to create a bridge to PRSA National’s website and activities.

[Community](#)

**Public Service (Glenn Birch)**

- Engage a committed team of PRSA members to carry out an effective, realistic and beneficial project on behalf of a Richmond-area, nonprofit organization within the 2012 calendar.
- Gain positive attention for PRSA Richmond in local media, social media and the public relations and marketing communities.
- Advance toward a long-range goal of making PRSA Richmond synonymous with its signature public service work in the media, nonprofit and public relations and marketing communities.
- Work with PRSA Senior Practitioners and PRSA members with nonprofit experience to provide a service to local nonprofits, especially those who apply but are not chosen for our project.

- Organize and offer an educational “PR Basics” workshop that promotes idea sharing and relationship building between the nonprofit representatives and PRSA professionals.

#### **Public Service (Nina Sims)**

- Recruit and work collaboratively with a committee of diverse public relations practitioners, local PRSSA chapter(s) and students to execute overall Public Service Committee goals.

#### **Hospitality (Lindsay Grant)**

- Host two PRSA social networking events.
- Increase attendance at networking events through social media and outreach to other professional organizations.

#### **Mentoring (Tom Morris, APR, and Lane Burgess)**

- Increase the percentage of protégés participating in the mentoring program who rate their interactions with their mentors as “substantive” or “very substantive” to at least 80 percent.

#### **The Next Wave (Lane Burgess)**

- Tour and have lunch at one PR agency in Richmond (Networking and professional development).
- Have one to two Happy Hour networking events for Next Wave members (Social).
- Create a Next Wave Facebook group for advice and discussion (Social media).
- Coordinate a community service activity in the Richmond area for Next Wave members related to the 2012 PRSA Richmond theme (Community service).

#### **Independent Practitioners (Laura Baliles Osberger)**

- Reinvigorate the Independent Practitioners Alliance (IPA) and make it more active.
- Survey the group to determine best ways to interact.
- Hold quarterly IPA gatherings.

#### **Senior Practitioners (Judy Turk, Fellow PRSA, APR)**

- Increase the number of senior practitioners who sign up for the listserv and keep them informed through emails of Chapter activities and opportunities (like mentoring) that might be of particular interest to senior practitioners.
- Sponsor or co-sponsor two programs or events (Chapter luncheon speaker, professional development program or something exclusively for senior practitioners).
- Collaborate with the Public Service Committee to explore a workshop for nonprofits and/or collaborate with the Student Relations Committee to hold a "PR 101" basic intro to PR for students at the University of Richmond and other area colleges and universities that don't teach PR courses.

#### Diversity

#### **Diversity (Linda McElroy and Tiffany Taylor-MInor)**

- Enhance the relationship with the Student Relations Committee chair to develop stronger connection with PRSSA students.
- Improve upon Student Connections shadowing week to make the experience more significant for students and mentors through pre-event engagement and media introductions and tours.
- Identify and recruit a dynamic monthly meeting speaker on diversity in business communities.

- Continue to generate “Diversity in Communications: Enriching PRSA Richmond” features of members throughout the year.
- Continue to work with Board committees and members to connect the ways and means PR professionals address and serve diverse public and business communities.
- Explore opportunities to introduce the public relations profession to middle/high school students through local career fair participation.

## Education

### **Programs (Jenny Pedraza, APR)**

- Deliver nine diverse programs that reinforce value of membership, provide excellent professional development for members and guests and gain exposure for the Chapter.
- Bring in at least two regional/national speakers.
- Focus topics on social media, online presences or emerging and hot markets/audiences.
- Remain on budget.

### **Professional Development (Jennifer Pounders)**

- Offer at least two professional development events during 2012.
- Align professional development events with monthly lunch program or other learning themes.

### **Accreditation (Anne Buckley, APR)**

- Raise awareness within the Chapter of the value of APR designation.
- Demystify the APR process in order to make it more desirable and interesting.
- Engage the Board and current APRs to reinforce the credibility of APR designation.

### **Student Relations (Julia Salatino)**

- Continue increasing the number of students attending monthly luncheons.
- Form a committee of two to three practitioners, which will offer students a wider spectrum of experience to learn from and offer more flexibility for face-to-face meetings.
- Host informal meetings at each local university to discuss resumes, leave-behinds, interviews, etc.

### **Student Relations (Nina Sims)**

- Coordinate opportunities for student involvement in PRSA Richmond public service project.

## Ethics

### **Code of Ethics (Officers and Committee Chairs)**

- Uphold and elevate the PRSA Code of Ethics as the professional standard in all our programs and initiatives, reflecting core values and principles that define the profession and guide the practice.

## Excellence

### **Awards (Catherine Gryp and Rachel Beanland, APR)**

#### *Commonwealth Awards*

- Maintain or exceed the number of Capital and Commonwealth Award entries at last year's total of 116.
- Maintain or exceed event attendance at last year's count of 190.
- Maintain or exceed overall satisfaction of 80 percent (very or somewhat satisfied) with awards program among attendees.
- Achieve balanced budget or budget surplus.

#### *Thomas Jefferson & Rising Star Awards*

- Increase entries/nominations for the Thomas Jefferson Awards by 50 percent.
- Increase entries/nominations for the Rising Star Awards by 50 percent.

### **Membership (Brian Chandler, APR)**

- Create a recruitment and retention program to maintain and increase the current Chapter base, to include reaching out to new PR graduates, PR professionals who are new to the Richmond area, PR professionals who have let their membership lapse and members of PRSA National who aren't Chapter members.
- Create a Welcoming Committee to meet new members at monthly programs and make them feel welcome or answer questions.
- Contact three to five former members each month by phone or email to inquire about their involvement in PRSA and encourage them to become involved again.

### **Finances (Greg Surber)**

- Maintain an up-to-date and balanced budget for 2012.
- Research and identify possible ways to reduce expenses and increase revenue for 2013.

### **Development (Elia Imler and Wendy Jenkins)**

#### *Sponsorships*

- Maintain or increase the number of current sponsors.
- Build a committee to help secure new sponsors.
- Get sponsorship information on new PRSA Richmond website.
- Continue to research ways to earn The Chapter money (Joblink, etc.)

#### *Luncheons*

- Secure sponsorships for all 2012 meetings.
- Collect testimonials and other promotional information to highlight the benefits of sponsoring a meeting.
- Secure at least two new sponsors in 2012.

### **Historical Records (Andrew Ryan)**

- Attend Board meetings and keep accurate records.
- Distribute minutes in a timely fashion.
- Take photos at PRSA events to document activities.

### **Foundation (Linda Evans)**

- Receive donations from 10 percent of the membership (28 gifts).
- Receive 12 applications for the two annual scholarships (up from nine in 2011).
- Receive \$4,000 in total gifts (up from \$3,275 in 2011).

### **Measuring Success**

- Review strategic plan to determine if “*PRSA Serving RVA*” theme was achieved and individual focus area objectives were met.
- Work to increase “extreme satisfaction” among our members from 43 percent back to 55 percent on the 2013 membership satisfaction survey.
- Review other key performance indicators such as:
  - Meeting budget.
  - Membership growth and retention.
  - Member participation in public service initiatives.
  - Number of entries for the annual awards program and attendance at the events.
  - Number of new APRs.
  - Attendance at monthly lunch meetings and member satisfaction at those meetings.
  - Attendance at professional development programs and hospitality events.
  - Web traffic.
  - Sponsor surveys.
  - Media placements.