



**2018
CHAPTER
HANDBOOK**

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Board of Directors

CHAPTER OFFICERS

President

Cameron McPherson, APR
(804) 788-1414
cmcpherson@hodgespart.com

President-Elect

Judi Crenshaw, APR
(804) 827-7402
jwcrenshaw@vcu.edu

First Vice President (Professional Development)

Windy Campbell
(804) 282-0120
windycampbell@mindspring.com

Second Vice President (Awards)

Diana Burkett, APR
(804) 827-2614
dburkett@vcu.edu

Third Vice President (Membership)

Lindsay O'Bar, APR
(804) 788-1414
lindsay@hodgespart.com

Secretary

Cletisha Lovelace, APR
(804) 780-7694
cletisha.lovelace@gmail.com

Treasurer

Taya Jarman, APR
(804) 675-8100
taya.jarman@vdh.virginia.gov

COMMITTEE CHAIRS

Accreditation

Renee Russell, APR
(804) 828-3636
vrussell@vcu.edu

Diversity and Inclusion

Shannon Johnson
(804) 786-5053
Shannon.Johnson@dcr.virginia.gov

Ethics

Dawn Eischen, APR
dawn.eischen2@gmail.com
(804) 786-1904

Foundation

Jennifer Bartusiak, APR
(804) 747-0422
jen_bartusiak@carmax.com

Hospitality

Meg Irvin, APR
(804) 788-1414
mirvin@hodgespart.com

Independent Practitioner's Alliance

Abby Nurnberger
(757) 532-3306
abby@aacommva.com

Individual Awards

Jay Ell Alexander
(757) 544-1170
jayell.alexander@gmail.com

Media Relations

David Bass
(804) 612-9440
dbass@vscpa.com

Next Wave

Blake Mirzayan
(540) 293-3629
bmirzayan@gmail.com

Nonprofit Section

Rakeem Mosey
(202)-271-3061
rakeem.mosey@gmail.com

Special Events/Workshops

Rosalie Morton

(804) 864-7299
rosalie.morton@padillaco.com

Public Service

Casey Prentice
(804) 788-1414
cprentice@hodgespart.com

Senior Practitioners

Elia Imler
(804) 627-5387
elia_imler@bshsi.org

Social Media

Mike Frontiero
(804) 278-4279
mike.frontiero@upsem.edu

Sponsorships

Karen Batalo
(804) 262-9130
kabatalo@comcast.net

Pryor Green, APR
pryor.green@richmond.edu
(804) 418-2729

Student Relations

Sarah Murphy
(804) 828-3894
sdmurphy@vcu.edu

Immediate Past President

Jennifer Guild, APR
(804) 325-8468
jguild@smv.org

Chapter Administrator

Sara Hunt
(804) 994-1120
admin@prsarichmond.org

Website Administrator

Jenny Pedraza, APR
(804) 938-5866
web@prsarichmond.org

SECTION 1: ABOUT

Chapter Overview

The Public Relations Society of America (PRSA) Richmond is a professional association serving Central Virginia public relations practitioners. The chapter and the national organization, PRSA, are both marking more than a half century of bringing professionals together to enhance the practice, promote professional development and provide an exchange of experiences and ideals. PRSA Richmond is driven by its mission to help a diverse community of members advocate for the profession, achieve ethical and professional excellence and drive strategic outcomes for their organization.

PRSA Richmond was created through the merger of two long-established and respected regional organizations: the Richmond Public Relations Association and the Old Dominion Chapter of PRSA. The RPRRA was a Richmond-based public relations group formed in 1946. The ODC was formed in 1961 serving professionals across Virginia. With the formation of two other PRSA chapters serving Tidewater and Western Virginia, ODC had refocused its group on Central Virginia and found itself sharing many goals and members with RPRRA. The two groups united in 1995 to become a single, stronger organization. Today, PRSA Richmond serves more than 315 members.

PRSA Richmond offers a full calendar of events, which includes a monthly luncheon featuring an informational presentation the last Wednesday of every month (except July, August and December) and several additional professional development workshops. This programming helps keep members up-to-date about new communications strategies, techniques, trends, issues and methods, and showcases successful campaigns so participants can build upon professional skills and get take-aways to implement at work. The chapter also hosts happy hours that allow for fellowship and networking with professional peers and give attendees a chance to exchange ideas, develop contacts and share experiences.

PRSA Richmond supports the national PRSA universal accreditation program, a voluntary certification program that recognizes professionals who have demonstrated broad knowledge, experience and professional judgment in the field. Those who successfully complete the exam are awarded the designation “Accredited in Public Relations” (APR).

PRSA Richmond recognizes professional accomplishments through annual awards programs. The Virginia PR Awards are given to honor outstanding PR campaigns and tactics, as well as to recognize excellence in a variety of disciplines. Career achievements are recognized through the chapter’s prestigious Thomas Jefferson Award for Public Relations. In addition, the chapter recognizes one new public relations practitioner who has worked in the field for five or fewer years with the Rising Star Award.

PRSA Richmond sponsors a Public Relations Student Society of America (PRSSA) chapter at Virginia Commonwealth University, Longwood University, James Madison University and Virginia State University. PRSA Richmond works with those institutions, as well as other area colleges with communications classes, to enrich the educational experiences of those studying to enter the field.

PRSA Richmond is dedicated to providing nonprofit organizations in the Greater Richmond area pro bono support that meet real needs and provide real experience to help achieve their goals.

The Richmond Public Relations Foundation, a 501(c) (3), is the charitable arm of PRSA Richmond. The foundation was created in 1999 with the purpose of enhancing the public relations profession in Central Virginia. The foundation provides scholarships to outstanding college students who are majoring in public relations and also reimburses members who successfully gain their APR accreditation.

Chapter History

PRSA Richmond was formed in 1995 when the Richmond Public Relations Association (RPRA) merged with the Old Dominion Chapter of PRSA.

History of the Richmond Public Relations Association (RPRA)

The Richmond Public Relations Association traces its roots to a lunch meeting in 1946 in which Herbert E. Bickel invited four other people who, like himself, were debating what the new job title “public relations” meant. Joining Bickel that day were Thomas Pinckney, A.H. Hermann, R.S. Stephenson and Julian Houseman.

The luncheon was followed by an organizational meeting on May 29, 1946, at the Hotel Rueger. Fourteen individuals attended and decided to hold monthly meetings and to establish membership criteria. In the early years, monthly meetings—called “clinics”—were forums for members to share ideas and experiences, and also a source of public relations support to the community. The mayor of the city of Richmond and the staff of the Richmond Chamber of Commerce were among the first to take advantage of RPRA’s community-spirited offer to help.

At the monthly clinics, specific problems were discussed and public relations solutions suggested. The referendum on the city’s character, the expressway, downtown parking, evening hours for department stores, traffic, smoke abatement and the public’s attitude toward public transportation all came under the scrutiny of the fledgling organization.

Another significant accomplishment during the first year of RPRA’s life was the establishment of the area’s first course in public relations at the University of Richmond (UR). A guest speaker, Uriel Davis, came from New York City to speak at the September 1946 monthly meeting. His definition of public relations was “establishing a good relationship between a company and all outside contacts, which make for better business.”

The discussion that ensued at the meeting underlined the importance of formal education in public relations and, on February 3, 1947, a RPRA member began teaching just such a course at UR with the support of RPRA.

In the third year of its history, RPRA adopted a constitution, established the Virginia Public Relations Conference with the co-sponsorship of the Virginia State Chamber of Commerce and issued its first newsletter to members. Other significant accomplishments in these early years included the establishment of the annual Public Relations Award in 1952, development of a public relations plan for the City of Richmond in 1955, support of a daytime public relations course at RPI (now VCU) and celebration of the charter of the Old Dominion Chapter of PRSA at the annual conference in 1961.

History of The Old Dominion Chapter PRSA (ODC)

The Old Dominion Chapter of the Public Relations Society of America was organized during the winter of 1960-61 by 17 members of the national society who were then residing and working in Virginia. The group received its charter on March 16, 1961, in Williamsburg.

Soon after its founding, the chapter became one of the three organizations, which sponsored jointly for many years, the Virginia Public Relations Conference, a program originated by the Richmond Public Relations Association.

In 1973, ODC also became a co-sponsor of the statewide Public Relations Awards presented during the spring conference.

In line with one of its basic objectives—to foster and encourage understanding of the practice of public relations in Virginia—the chapter established during its first year the Thomas Jefferson Award for Public Service, for presentation as appropriate to an individual (or individuals) who, “beyond the call of duty, effectively improved the life of the community or the Commonwealth of Virginia.”

The first Thomas Jefferson Award for Public Service was presented in September 1962, at a formal banquet in Richmond, and was bestowed each year from 1962-1995.

The chapter also made provision for a companion Thomas Jefferson Award for Public Relations to be presented when considered appropriate to a member or former member of the Public Relations Society of America who had made similar contributions to the Commonwealth. The first such award was presented by the chapter in December 1975 to Richard A. Velz, APR.

Following institution of PRSA’s national Accreditation program, three founding members of ODC became Virginia’s first Accredited in Public Relations (APR) practitioners when they received certificates from the incoming national president at the chapter’s winter meeting in December 1965. One of the three, Donald B. McCammond, subsequently became PRSA’s national president in 1970.

Joseph F. Awad, Fellow, APR, recipient of the Thomas Jefferson Award for Public Relations in 1982, served as PRSA national president in 1983.

In a further expansion of efforts to improve the practice of public relations within the state, the chapter sponsored and organized three chapters of the national Society’s student organization in Virginia.

The first chapter of the Public Relations Student Society of America (PRSSA) was chartered in 1972 at Virginia Commonwealth University (VCU) in Richmond. The second chapter was chartered in 1978 at Norfolk State University in Norfolk. Later, responsibility for liaison with the Norfolk State PRSSA chapter was transferred to the new Hampton Roads chapter of PRSA. In 1985, Virginia Polytechnic Institute and State University became the third campus with a Virginia PRSSA chapter.

Richmond Public Relations Foundation

The Richmond Public Relations Foundation was created in 1999 with the purpose of enhancing the field of public relations as a profession. The Foundation, the 501(c)3 charitable arm of PRSA Richmond, administers the David P. Hurdle, William Dietrick and Daphne Lowell Dailey Memorial Scholarships.

The Foundation annually awards three \$1,000 scholarships to three rising juniors or seniors at select Virginia colleges and universities who plan to pursue a career in public relations or be juniors or seniors at any college – who are also Central Virginia residents – and are planning to pursue a career in public relations. The three winners are selected by the Foundation Board of Directors. In 2009, the Foundation started supporting the APR accreditation process by reimbursing up to five members each year for their accreditation fees after successfully receiving their APR designation. The Foundation raises money throughout the year from businesses, individuals and the PRSA Richmond chapter to pay for the scholarships and APR support in addition to building its endowment fund.

SECTION 2: GOVERNANCE

Bylaws

ARTICLE I – GENERAL

Section 1. Name. The name of this organization is Public Relations Society of America Richmond Chapter (“Chapter”), a chapter of the Public Relations Society of America, Inc. (“Society” or “PRSA”).

Section 2. Territory and Location. The Chapter will operate and serve members within the territory approved by the Society, and its principal office will be located in a place determined by the Chapter’s board of directors. The territorial limits approved by the Society for this Chapter are the central Virginia area, including the city of Richmond and surrounding counties.

Section 3. Objectives. In accordance with the purposes of the Society as set forth in the Society’s articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering them to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve and advance the careers of its members by providing:

- Lifelong learning and professional development.
- Vibrant, diverse and welcoming professional communities.
- Recognition of capabilities and accomplishments.
- Thought leadership, ethics and professional excellence.
- Activities that enhance awareness of the public relations profession and serve the public interest.

Further, the Chapter, its board, officers, and members shall support and adhere to the bylaws, purposes, code of ethics, and all applicable policies and procedures established by the Society.

Section 4. Restrictions. All policies and activities of the Chapter shall be consistent with:

- Applicable federal, state and local antitrust, trade regulation or other requirements.
- Tax-exemption requirements imposed on the Society under Internal Revenue Code Section 501(c)(6), including the requirements that the Chapter shall not be organized for profit and that no part of its net earnings shall inure to the benefit of any private individual.

ARTICLE II – MEMBERSHIP

Section 1. Membership Eligibility. Membership in the Chapter is limited to individuals who are members in good standing with the Society, as determined in accordance with the Society’s bylaws, and who are in compliance with Chapter financial obligations.

Section 2. Admission to Membership. Admission to membership in the Society shall be governed by the pertinent provisions of the Society’s bylaws and subject to the eligibility requirements set forth above in Section 1. Applications for Chapter membership shall be granted if approved by the board of directors. Retired membership may be extended to a Chapter member who is gainfully employed less than 50 percent of the time and has been in good standing for at least five (5) years, provided such individual makes application for such membership to the chapter.

Section 3. Rights and Privileges of Membership. Membership carries with it a definitive obligation to pay all applicable dues, fees and other charges (collectively referred to as “financial obligations”) set in accordance with Section 5. Any payments by a member to the Society do not mitigate such member’s financial obligations to the Chapter.

Section 4. Resignation or Termination of Membership.

- Any member whose Chapter financial obligations are unpaid for thirty (30) days shall not be in good standing and the member’s rights to vote, hold office or enjoy other privileges of Chapter membership shall be suspended until those financial obligations are paid in full, provided that at least fifteen (15) days before the suspension the vice president of membership, or another person to whom the vice president of membership has delegated the responsibility, has sent an email warning to the member of the date the suspension will occur if the member’s financial obligations are not paid in full before then.
- Membership shall be automatically terminated by the vice president of membership, or another person to whom the vice president of membership has delegated the responsibility, without action by the board when the Chapter member’s membership in the Society has been terminated for any reason, including non-payment of national or Chapter dues. Membership shall also be so terminated for failure to pay applicable Chapter financial obligations for more than sixty (60) days, provided that at least fifteen (15) days before the termination the vice president of membership, or another person to whom the vice president of membership has delegated the responsibility, has sent an email warning to the member of the date the termination will occur if the member’s financial obligations are not paid in full before then.
- A member may resign by submitting a written resignation.
- Termination or resignation does not relieve a member from liability for any financial obligations accrued and unpaid as of the date of the termination or resignation.
- A member who has resigned or whose membership has been terminated may be reinstated by a vote of the board, after meeting all financial obligations.

Section 5. Dues. The amount of Chapter dues shall be fixed annually by the executive committee of the board. The executive committee may also fix fees and other charges as additional member financial obligations.

Section 6. Membership Meetings.

- There shall be an annual membership meeting at which elections shall be conducted no later than November 1 at such date, time and place as may be designated by the board.
- In addition to the annual meeting, there shall be regular membership meetings at least two (2) times a year at such times and places as may be designated by the board.
- Special meetings of the Chapter may be called by the president, by the board or by 25 percent of the Chapter members.
- Notice of the annual meeting shall be given to each member at least thirty (30) days prior to the meeting. Notice of a regular meeting or special meeting shall be given to each member at least ten (10) days prior to the meeting. If in the judgment of the executive committee weather or other emergency conditions require postponement of an annual, regular, or special meeting of which notice has been given, it may reschedule the meeting by giving each member notice of the cancellation of the original meeting as far in advance of its originally scheduled time as is reasonable in the circumstances and notice of the rescheduled meeting at least five (5) days prior to the rescheduled meeting. Notice must include the date, time, and place of a meeting, and in the case of a special meeting its purpose.
- Members present in person or by proxy shall be counted to determine the presence of a quorum. 75 members shall constitute a quorum.

- Voting at any membership meeting may be done in person or by proxy. Each voting member shall have a single vote. No member can hold more than five (5) proxies for a specific vote. A member may give another member his/her proxy in writing for only one meeting at a time. A majority of the members voting in person or by proxy where a quorum is present carries an action.
- The board may submit an issue for a vote by members without a meeting. In doing so, the board shall specify: a) whether the vote is to be by secret ballot or not; b) the specific means by which the vote is to be conducted, which may be by postal or other delivery, facsimile, electronic mail or any other electronic means; c) the custodian to whom the votes are to be submitted whose duty will be to hold them securely until they are provided to the tellers for counting; d) the tellers who are to count the votes, including a chair of the tellers; and e) the deadline for the secretary to send all members voting instructions and the deadline by which votes must be received in order to be counted, which shall not be less than thirty (30) days after the voting instructions are sent. The result of the vote shall be announced at the next membership meeting, before which it shall be the duty of the tellers to complete counting the votes. For such a vote to be effective, the votes received must number enough to constitute a quorum at a membership meeting. The board may adopt special rules of order, consistent with the bylaws, further specifying details governing the conduct of a vote by members without a meeting.

ARTICLE III - OFFICERS AND BOARD OF DIRECTORS

Section 1. Scope. The affairs of the Chapter are managed by its board of directors. It is the board's duty to carry out the objectives and purposes of the Chapter, and to this end, it may exercise all powers of the Chapter. The board is subject to the restrictions and obligations set forth in these bylaws, the Society's bylaws, policies and procedures, and code of ethics.

Section 2. Board Composition. The governing body of the Chapter shall be a board of directors consisting of the chapter officers, director-at-large and committee chairs. All directors shall be members in good standing with the Chapter and the Society. Officers and the director-at-large will constitute the executive committee as defined in Section 3. Members of the board can participate in all discussions and debates, propose motions, and vote on new members, approving Chapter delegates and representative to PRSA conferences and events, issuing Requests for Proposals (RFPs), approving topics and speakers for Chapter events, setting the date for the Virginia Public Relations Awards, selecting the location for Chapter events, approving the Chapter's official position on issues and on all other matters these bylaws specifically authorize to be done by the board. All other matters will be voted on by the executive committee, including personnel and financial decisions.

Section 3. Executive Committee. The officers of the Chapter shall be a president, president-elect, first vice president, second vice president, secretary, and treasurer. The offices of secretary and treasurer may be combined and held by the same person at the discretion of the board. The executive committee shall consist of the chapter officers and the director-at-large. Officers shall serve a term beginning at the close of the meeting at which they are installed and ending when their successors take office. No officer shall be eligible to succeed himself/herself in the same office. No person shall be eligible simultaneously to hold more than one office, except the secretary and treasurer when combined by the board.

The nomination and election process of Chapter officers includes:

- At the board meeting held in April, a nominating committee — as prescribed in Article IV, Section 1 — shall be announced by the president. It shall be the duty of this committee to nominate candidates for officers to be elected at the annual meeting.
- The report of the nominating committee shall be submitted, in writing, to the membership at least thirty (30) days prior to the annual meeting.
- Any ten (10) members in good standing may submit to the secretary, in writing, a petition nominating other candidates for one or more officer positions at least fifteen (15) days prior to the annual meeting. At least ten (10) days prior to the annual meeting, the secretary shall submit to the membership in writing the names of all candidates nominated by nominating

petition, together with the names of all candidates nominated by the nominating committee, listed by the position for which each was nominated.

- The election of officers shall take place at the annual meeting except that the president, upon expiration of the term of office, shall automatically be succeeded by the president-elect. If there are officer positions for which no nominations have been submitted either by the nominating committee or by nominating petition, members may nominate candidates for those positions from the floor prior to actual voting.
- Officers are elected by a majority of members voting in person or by proxy at the annual meeting. Elections shall be by ballot unless there is only one nominee for a position, in which case the nominee shall be declared elected by acclamation.
- Officers elected at the annual meeting shall be installed at the November meeting.
- No more than two members of any firm or organization shall be eligible to be elected at any one annual meeting to serve as officers at the same time, nor may a vacancy be filled with someone whose election would result in more than two members of the same firm or organization serving as officers at the same time. If an officer changes jobs that results in more than two members from the same firm serving as officers at the same time, he/she will not be required to resign as an officer during his/her existing term only.

Section 4. President. The president shall be the chief executive officer of the Chapter, and preside at all meetings of the Chapter and of the board. He/she shall appoint all committee chairs with the approval of the board and shall be an ex-officio member of all committees except the nominating committee and any disciplinary committees, unless otherwise provided by the board. The president shall perform all other duties incident to the office of president, including representing the Chapter to outside organizations and news media. The president shall immediately succeed to the position of past president upon expiration of the president's term of office. The president or his/her designee shall serve as a PRSA Leadership Assembly delegate.

Section 5. President-Elect. The president-elect shall assist the president, perform all duties incident to the office of president-elect and, in the absence or disability of the president, shall exercise the powers and perform the duties of the president. The president-elect shall attend meetings of the PRSA District and shall be responsible for chapter relations with the Society and other professional associations in the Chapter territory. The president-elect shall immediately succeed to the office of president upon expiration of the president's term of office, and in the event of the death, resignation, removal, or incapacity of the president. The president-elect or his/her designee shall serve as a PRSA Leadership Assembly delegate if the Chapter is entitled to two or more delegates. The president-elect shall also serve as the Chapter's parliamentarian.

Section 6. First Vice President (Professional Development). The first vice president shall perform duties assigned by the president and shall serve as chair of the committee responsible for planning professional development programs at chapter meetings.

Section 7. Second Vice President (Awards). The second vice president shall perform duties assigned by the president and shall serve as chair of the committee responsible for planning the awards and recognition programs.

Section 8. Third Vice President (Membership). The third vice president shall perform duties assigned by the president and shall serve as chair of the committee responsible for membership development, recruitment and retention and eligibility.

Section 9. Secretary. The secretary shall keep records of all meetings of the Chapter, of the executive committee and of the board, send copies of such minutes to PRSA Headquarters and to the district chair as required, ensure issuance of notices of all meetings, ensure maintenance of or cause to be maintained the roll of membership and perform all other duties customarily pertaining to the office of the secretary or assigned by the president.

Section 10. Treasurer. The treasurer shall ensure receipt of and deposit all Chapter funds in the name of the Chapter, in a bank or trust company selected and approved by the board. He/she shall prepare the Chapter's

budget, make regular financial reports to the board, render an annual financial statement to Chapter membership and perform all other duties incident to the office of the treasurer or assigned by the president. The treasurer and all other officers with power to make disbursements and sign checks shall be bonded at the expense of the Chapter.

Section 11. Leadership Assembly Delegates. The PRSA Leadership Assembly delegate(s) shall serve as the Chapter's representative(s) at meetings of the PRSA Leadership Assembly, and as a liaison between the Society and the Chapter. The Chapter president or his/her designee shall serve as the first PRSA Leadership Assembly delegate. When the Chapter is entitled to a second delegate, the president-elect or his/her designee shall serve as that delegate. Each additional delegate shall be appointed by the Chapter board for a term of one (1) year beginning January 1 and ending when his/her successor is appointed. The president may appoint an alternate or alternates for the first delegate position; if the Chapter is entitled to a second delegate, the president-elect may appoint an alternate or alternates for that delegate position; and if the Chapter is entitled to additional delegates, the Chapter board may appoint alternates for those additional delegate positions. To be eligible to serve as a PRSA Leadership Assembly delegate, a member must be Accredited in Public Relations (APR), or be a current or former member of the Chapter's board.

Section 12. Vacancies. In the event of death, resignation, removal or incapacity of any board member, other than the president who shall be succeeded by the president-elect, the board shall elect a successor who shall take office immediately and serve the balance of the unexpired term.

Section 13. Removal or Resignation.

- Any board member who misses more than two consecutive board meetings without an excuse acceptable to the board may be removed by a majority vote of the board.
- Any officer may be removed by: (1) majority vote at a membership meeting, or (2) a majority of the entire membership of the board, excluding the officer proposed to be removed. Any officer proposed to be removed shall be provided with thirty (30) days advance written notice, including the reason for the proposed removal, and must have an opportunity to respond to the proposed removal in writing or in person at the meeting at which the removal is considered.
- Any board member may resign at any time by providing written notice to the secretary.
- Any removal or resignation of a person as an officer automatically results in that person's removal or resignation from the board.

Section 14. Board Meetings. There shall be at least four meetings of the board each calendar year at such times and places as it may determine. It shall meet at the call of the president or upon call of any three board members. Notice of each meeting of the board shall be given to each board member at least seven (7) days prior to the meeting. Proxy voting is prohibited at board meetings. In accordance with the statute under which PRSA is incorporated, adoption of a main motion and any election by the board requires the affirmative vote of a majority of the board members present.

Section 15. Quorum. A majority of board members in office shall constitute a quorum for all meetings of the board.

Section 16. Compensation and Reimbursement. No board members shall be entitled to any salary or other compensation, but may be reimbursed for expenses reasonably incurred in connection with the performance of their duties.

Section 17. Executive Committee Meetings. The executive committee shall be empowered between meetings of the board to exercise its authority, except that it may not alter a decision of the board without specific authorization by the board to do so. It shall meet at the call of the president or upon call of any one (1) member of the executive committee upon 24 hours' notice. When the executive committee meets separately from meetings of the board, committee chairs may not attend, make motions or debate except as specifically requested by the executive committee

ARTICLE IV – COMMITTEES

Section 1. Appointment and Dissolution of Committees. There shall be three standing committees: Professional Development, Awards, and Membership. The board may appoint and dissolve other committees to carry on the affairs of the Chapter as the board deems necessary or advisable. The board shall determine the duties of any such group, as well as its size and tenure. The president shall appoint chairs of all committees except for those led by vice presidents. The nominating committee shall consist of the immediate past president, unless the immediate past president is unavailable. If the immediate past president is unavailable, the president shall nominate members of the nominating committee, which must be approved by the board. All committees established under this section shall be subject to the authority of the board. The chair of a committee shall select members of that committee as needed.

Section 2. Committee Reports. The chair of each committee shall report its activities regularly to the board. All committee activities shall be subject to approval by the board.

ARTICLE V - ADMINISTRATIVE PROCEDURES

Section 1. Chapter Administrator. The Chapter shall contract with a chapter administrator. The roles and responsibilities of the chapter administrator will be in accordance with a chapter administrator job description which must be approved by a majority vote of the executive committee. Any revisions to that description must also be approved by a majority vote of the executive committee.

Section 2. Website Administrator. The chapter shall contract with a website administrator. The roles and responsibilities of the website administrator will be in accordance with a website administrator job description which must be approved by a majority vote of the executive committee. Any revisions to that description must also be approved by a majority vote of the executive committee.

Section 3. Performance Reviews. The chapter administrator and website administrator will both undergo annual reviews in November. A Performance Review Board consisting of the chapter president, president-elect and immediate past-president will meet separately with the chapter administrator and website administrator to discuss his/her duties, performance and any other matters deemed necessary.

Section 4. Compensation. Annually, the president shall recommend the compensation for the chapter administrator and website administrator. The executive committee shall either approve the recommendation or set different compensation.

ARTICLE VI – PROCEDURES

Section 1. Charter. The Chapter, its officers, directors and agents must conform with and maintain its charter and all Chapter affiliation requirements imposed by the Society.

Section 2. Books and Records. The Chapter must keep books and records of its financial accounts, meeting minutes and membership list with names and addresses. The Chapter will make its books and records available to the Society at any time.

Section 3. Annual Report to the Society. The Chapter will submit an annual report to the Society each year, as well as any other document or report required by the Society.

Section 4. Conflict-of-Interest Policy. The board will adopt a conflict-of-interest policy and annual disclosure process that applies to all officers and directors of the Chapter.

Section 5. Assets of Chapter and Dissolution. No member of the Chapter has any interest in, or right or title to the Chapter's assets. Should the Chapter liquidate, dissolve or terminate in any way, all assets remaining after paying the Chapter's debts and obligations shall be transferred to the Society or, in the event that the Society ceases to exist, to such organizations organized and operated exclusively for charitable, educational, religious or scientific purposes and exempt under Section 501(c)(6) of the Internal Revenue Code of 1986 (or the corresponding

provisions of any future United States Internal Revenue law), as the Chapter board shall determine. In no event may any assets inure to the benefit of or be distributed to any member, director, officer or employee of the Chapter.

Section 6. Nondiscrimination. In all deliberations and procedures, the Chapter will subscribe to a policy of nondiscrimination on the basis of race, creed, religion, disability, sex, age, color, national origin or sexual or affectional preference.

Section 7. Fiscal Year. The fiscal year of the Chapter will be the calendar year of January 1 to December 31.

Section 8. Remote Communications. To the extent permitted by law, any person participating in a meeting of the executive committee or board of the Chapter may participate by means of conference telephone or by any means of communication by which all persons participating in the meeting are able to hear one another and otherwise fully participate in the meeting. Such participation constitutes presence in person at the meeting.

Section 9. Notice of Meetings; Waiver. Any notice required under these Bylaws may be given personally, by mail, electronic mail or other mode of written transmittal. If mailed, the notice shall be addressed to each person at such person's address as it appears in the records of the Chapter. Notice may be waived by a signed written waiver by the person waiving

such notice, or by attending a meeting without protesting the lack of notice.

Section 10. Parliamentary Authority. The rules contained in the current edition of Robert's Rules of Order Newly Revised shall govern the Chapter in all cases to which they are applicable and in which they are not inconsistent with these bylaws, the Bylaws of the Society, any special rules of order the Chapter may adopt and any statutes applicable to this organization that do not authorize the provisions of these bylaws to take precedence.

ARTICLE VII – AMENDMENTS

These bylaws may be amended through approval of the amendment(s) by all three of the following:

- the Chapter's board;
- a majority of the members present in person or by proxy at any membership meeting provided at least thirty (30) days' notice has been given to all members of any proposed amendment(s) and
- the Society's board.

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PRSA Code of Ethics and Membership Pledge

Preamble

Public Relations Society of America Member Code of Ethics 2000

- Professional Values
- Principles of Conduct
- Commitment and Compliance

This Code applies to Public Relations Society of America (PRSA) members. The Code is designed to be a useful guide for PRSA members as they carry out their ethical responsibilities. This document is designed to anticipate and accommodate, by precedent, ethical challenges that may arise. The scenarios outlined in the Code provision are actual examples of misconduct. More will be added as experience with the Code occurs.

PRSA is committed to ethical practices. The level of public trust PRSA members seek, as we serve the public good, means we have taken on a special obligation to operate ethically.

The value of member reputation depends upon the ethical conduct of everyone affiliated with PRSA. Each of us sets an example for each other—as well as other professionals—by our pursuit of excellence with powerful standards of performance, professionalism and ethical conduct.

Emphasis on enforcement of the Code has been eliminated. But, the PRSA Board of Directors retains the right to bar from membership or expel from the Society any individual who has been or is sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code.

Ethical practice is the most important obligation of a PRSA member. We view the Member Code of Ethics as a model for other professions, organizations and professionals.

PRSA Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

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.

PRSA Code Provisions

FREE FLOW OF INFORMATION

Core Principle: Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.

Intent

- To maintain the integrity of relationships with the media, government officials and the public.
- To aid informed decision-making.

Guidelines

A member shall:

- Preserve the integrity of the process of communication.
- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.
- Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal and infrequent.

Examples of Improper Conduct under this Provision:

- A member representing a ski manufacturer gives a pair of expensive racing skis to a sports magazine columnist to influence the columnist to write favorable articles about the product.
- A member entertains a government official beyond legal limits and/or in violation of government reporting requirements.

COMPETITION

Core Principle: Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.

Intent

- To promote respect and fair competition among public relations professionals.
- To serve the public interest by providing the widest choice of practitioner options.

Guidelines

A member shall:

- Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.
- Preserve intellectual property rights in the marketplace.

Examples of Improper Conduct under This Provision:

- A member employed by a "client organization" shares helpful information with a counseling firm that is competing with others for the organization's business.
- A member spreads malicious and unfounded rumors about a competitor in order to alienate the competitor's clients and employees in a ploy to recruit people and business.

DISCLOSURE OF INFORMATION

Core Principle: Open communication fosters informed decision making in a democratic society.

Intent

- To build trust with the public by revealing all information needed for responsible decision making.

Guidelines

A member shall:

- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the member is responsible.
- Investigate the truthfulness and accuracy of information released on behalf of those represented.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest (such as stock ownership) in a client's organization.
- Avoid deceptive practices.

Examples of Improper Conduct under this Provision:

- Front groups: A member implements "grassroots" campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.
- Lying by omission: A practitioner for a corporation knowingly fails to release financial information, giving a misleading impression of the corporation's performance.
- A member discovers inaccurate information disseminated via a website or media kit and does not correct the information.
- A member deceives the public by employing people to pose as volunteers to speak at public hearings and participate in "grass roots" campaigns.

SAFEGUARDING CONFIDENCES

Core Principle: Client trust requires appropriate protection of confidential and private information.

Intent

- To protect the privacy rights of clients, organizations and individuals by safeguarding confidential information.

Guidelines

A member shall:

- Safeguard the confidences and privacy rights of present, former and prospective clients and employees.
- Protect privileged, confidential or insider information gained from a client or organization.
- Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

Examples of Improper Conduct under This Provision:

- A member changes jobs, takes confidential information and uses that information in the new position to the detriment of the former employer.
- A member intentionally leaks proprietary information to the detriment of some other party.

CONFLICTS OF INTEREST

Core Principle: Avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers and the public.

Intent

- To earn trust and mutual respect with clients or employers.
- To build trust with the public by avoiding or ending situations that put one's personal or professional interests in conflict with society's interests.

Guidelines

A member shall:

- Act in the best interests of the client or employer, even subordinating the member's personal interests.
- Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations.
- Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

Examples of Improper Conduct under This Provision:

- The member fails to disclose that he or she has a strong financial interest in a client's chief competitor.
- The member represents a "competitor company" or a "conflicting interest" without informing a prospective client.

ENHANCING THE PROFESSION

Core Principle: Public relations professionals work constantly to strengthen the public's trust in the profession.

Intent

- To build respect and credibility with the public for the profession of public relations.
- To improve, adapt and expand professional practices.

Guidelines

A member shall:

- Acknowledge that there is an obligation to protect and enhance the profession.
Keep informed and educated about practices in the profession to ensure ethical conduct.
- Actively pursue personal professional development.
- Decline representation of clients or organizations that urge or require actions contrary to this Code.
- Accurately define what public relations activities can accomplish.

- Counsel subordinates in proper ethical decision making.
- Require that subordinates adhere to the ethical requirements of the Code.
- Report ethical violations, whether committed by PRSA members or not, to the appropriate authority.

Examples of Improper Conduct under This Provision:

- A PRSA member declares publicly that a product the client sells is safe, without disclosing evidence to the contrary.
- A member initially assigns some questionable client work to a non-member practitioner to avoid the ethical obligation of PRSA membership.

PRSA Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness and responsibility to the public;
To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code may be barred from membership or expelled from the Society.

2018 Strategic Plan

Situation

Every other year, PRSA Richmond surveys its members to learn about their perceptions about membership satisfaction, services and programs, and accreditation. For the first time, the survey included questions related to diversity and inclusion. Overall, 92 members participated in the survey.

An overview of findings is below.

- **Member Satisfaction:** 95 percent of membership are extremely satisfied or satisfied with their membership. This is on par with the 2015 membership survey which found that 97 percent of respondents were satisfied with their membership.
- **Services and Programs:** 95 percent of members rate the monthly luncheons as the most important service of PRSA Richmond. The PRSA Richmond board is committed to bringing national caliber, engaging and trend-setting speakers.
- **APR Accreditation:** Nearly three-fourths of membership say having the APR is valuable. Thirty-eight percent of non-APR members expressed interest in exploring the accreditation. The PRSA Richmond chapter is sending two candidates to the Mid-Atlantic's bootcamp this April. Our Accreditation chair also provides resources for members in the Richmond area.
- **Diversity and Inclusion:** 93 percent of people feel "welcome and included," and 78 percent stated that PRSA Richmond supports diversity and an inclusive environment. Diversity in the chapter, the workplace and in the public relations field is important. We're working to make sure diversity is woven into the fabric of PRSA Richmond, from looking at opportunities to insert more diversity into programming to making sure every board member considers diversity when thinking about their annual goals.

The full report is available [here \(PDF\)](#).

PRSA Richmond will field a new survey at the end of 2019 to continue to gauge how the chapter can best serve members.

Theme

The 2018 PRSA Richmond theme is #IAMPR SARVA and is focused on highlighting diversity in the chapter. The theme is meant to highlight the unique perspectives and professionals that make up the chapter. In addition to encourage people to use the hashtag on social media, we'll also produce a video series.

Vision

Public relations is a lead discipline in driving strategic goals and achieving excellence in every organization.

Mission

As the preeminent association for public relations and communications professionals, PRSA Richmond empowers a diverse community of members at every stage of their career with the knowledge and resources to advocate for the profession, drive the strategic outcomes of their organizations and achieve ethical and professional excellence.

Goals

- **Advocacy:** Champion the strategic value of ethical public relations and the role of public relations as a lead discipline in driving organizational strategy.
- **Communities:** Facilitate the creation of virtual and face-to-face communities where members engage, connect and build relationships to learn, teach, share, network and mentor in ways that support and enrich their careers, and professional and personal lives.
- **Diversity and Inclusion:** Create an inclusive and welcoming environment that cultivates a diverse and collaborative membership reflective of our industry and community.
- **Education:** Deliver exceptional, relevant lifelong learning opportunities.
- **Excellence:** Be a best-in-class member organization where PRSA Richmond leadership, volunteers, members and staff collaborate to ensure success.
- **Growth:** Enable organizational growth and excellence by continually determining the value and impact of our strategic priorities.

Code of Ethics

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.

Objectives and Measurement

Advocacy

Leadership (Cameron McPherson, APR and Judi Crenshaw, APR)

- Respond quickly to breaking issues and proactively advance PRSA Richmond goals.
- Ensure that media, business, government, nonprofits, other influencers and the public realize the value that the public relations profession delivers.
- Champion the importance of a diverse and inclusive profession and ethical business practices.

President (Cameron McPherson, APR)

- Lead chapter governance, operations and initiatives that contribute to PRSA National's strategic plan.
- Support the work of all chapter officers and committee chairs to help meet individual goals.
- Serve as the primary spokesperson and advocate for PRSA Richmond, including at board meetings, chapter events and other external spaces in the Richmond region, Mid-Atlantic District and nationally.
- Inform members about board activities to ensure transparency in leadership and encourage a well-informed membership.
- Highlight district and national-level resources for members.

- Champion #IAMPRSA theme, by publishing at least four pieces of content on chapter blog.
- Help create an #IAMPRSARVA video the chapter can use on social media.

President-Elect (Judi Crenshaw, APR)

- Fulfill any specific duties as directed by the President and Board of Directors.
- Represent PRSA Richmond on monthly calls of PRSA Mid-Atlantic District Board.
- Actively collaborate with committees such as Student Relations, Diversity & Inclusion and Awards in providing mentorship, leadership and leveraging promotion of events held by those committees throughout the year. Attending as many PRSA committee events as possible throughout 2018.
- Attend 2018 International Conference held in Austin, TX in October, bringing home as much relevant information to leverage for PRSA Richmond as possible.
- Engage and leverage PRSA Richmond social media platforms to the greatest degree possible throughout 2018. Look for ways to contribute to the PRSA Facebook Support Group. Contribute at least 2 to 4 suggestions for the PRSA Google Editorial Calendar.

Past President (Jennifer Guild, APR)

- Present a 2019 slate of officers for the Chapter membership's approval and ensure elections are conducted no later than November 1 as stated in the chapter's bylaws.
- Support the PRSA Richmond President and Board Members in meeting their goals by fostering collaboration, attending events, connecting resources, writing content, etc.
- Help ensure PRSA Richmond adheres to proper parliamentary procedures.
- Help highlight district and national-level resources for PRSA Richmond members.
- Identify opportunities to highlight PRSA Richmond's successes at the national level and help execute as needed.
- Serve as a resource to other PRSA chapters and districts as needed.

Media Relations (David Bass)

- Get calendar postings for each luncheon and professional development program
- Work w/ RTD to get a story for awards
- Pitch programs and chapter news on a monthly basis that includes PRSA Richmond's diversity efforts
- Look for opportunity to pitch PRSA Richmond to PRSA National's outlets

Public Service (Casey Prentice)

- To host two public service events: one that is a service to our chapter members (completed in collaboration with another committee(s), e.g. non-profit, senior practitioners, next wave), the other that is a service to our community.
- To generate at least one original piece of content from each public service programming that could be used as owned and potentially earned media fodder for the PRSA Richmond chapter.
- To recruit a committee and event participants from a variety of demographic and industry backgrounds.

Communities

Senior Practitioners Section (Elia Imler)

- Support mentoring initiative between Senior Practitioners (SP) & Next Waves.
- Bring SPs together at least twice a year for networking/social gathering.
- Decide on a new name.

- Increase chapter involvement – member profiles, donations, luncheon attendance, board participation.

Independent Practitioners (Abby Nurnberger)

- Support the IPs to encourage networking, relationship building and collaboration among the group and the chapter as a whole
- Update the IP page on the PRSA Richmond website to share the contact information and areas of expertise for the individual Independent Practitioners
- Create content to feature special section members in the Chapter Newsletter, on the Chapter website and on the Chapter's social media platforms

Nonprofit Section (Rakeem Mosey)

- Offer a nonprofit table at the luncheon meetings quarterly to network.
- Offer 2-4 socials in 2017.
- Work with the professional development members to offer a topic of interest applicable to nonprofits.
- Continually build and expand upon the non-profit member list.

Hospitality (Meg Irvin, APR)

- Successfully plan, promote and execute two PRSA networking events in 2018, each of which draws a diverse group of members and potential members and stays within the allotted budget.
- Work with sponsorship committee on potential sponsorship opportunity for hospitality events and work with counterparts at the American Marketing Association (Richmond Chapter) and Richmond Ad Club to propose and hopefully execute a combined networking event.
- Ensure that all attendees at PRSA events are welcomed and informed about the Chapter.

Student Relations (Sarah Murphy)

- Serve as liaison between PRSA Richmond and the local PRSSA Chapters. Keep the chapters informed about upcoming PRSA events, internship opportunities, scholarships, etc.
- Connect PRSSA students with public relations professionals in order to create opportunities for mentorship, support and education. The focal point for this initiative will be Student Connections Week in October 2018, for which I plan to collaborate with the Special Events Chair, Senior Practitioners Chair and/or Next Wave Chair.
- Build stronger relationships with HBCU PRSSAs, particularly given faculty changes at some universities. Look at ways to collaborate with the Diversity & Inclusion Chair on this initiative.
- Utilize the PRSA Richmond publishing platforms online to create content (six blog posts) that features PRSSA students.

Next Wave/New Practitioners (Blake Mirzayan)

- Serve as a primary resource for new practitioners
- Strengthen the PRSA Richmond brand (and awareness of Next Wave) with graduating seniors, new practitioners, and other Richmond-based professional groups.
- Coordinate (2) collegiate events in partnership with Student Connections.
- Coordinate (1) networking event for Next Wave and Senior Practitioners.

Social Media (Michael Frontiero)

- Diversity: Post more content that promotes diversity in the chapter and profession.

- Collaboration: Post content of activities conducted by other committees.
- Content: Create new content and virtual communities that promote recruitment of new members and retention of existing members, and grow awareness of our chapter's work in the community.

Website Administrator (Jenny Pedraza, APR)

- Continue to use the website and NEON to support chapter functions. Use dynamic content, including news articles, promo images and event listings, to drive membership, event registration and donations.
- Create and utilize an editorial calendar that allows collaboration among the board to contribute new content for the website, newsletter and social, showcasing the chapter's diversity and inclusion.
- Help board members to utilize the membership and registration data in NEON in strategic ways to benefit the chapter and its members.

Education

Professional Development (Windy Campbell)

- Deliver thought-provoking, monthly lunch programs led by industry experts that address a variety of relevant and timely topics of interest to our membership: ethics, diversity & inclusion, PR tactics, data, social media, internal communications, best practices.
- Collaborate with Board and committee members to ensure these programs remain relevant and diverse in topic and content.
- Seek opportunities to incorporate diversity and inclusion in every monthly lunch program topic.
- Stay within programs budget.

Special Events (Rosalie Morton)

- Host at least three PRSA professional development events in 2018 at varying free or low-cost locations across Richmond
- Work with the Professional Development Chair to choose diverse speakers that complement the luncheon series and meet the needs of membership based on the results of the membership survey
- Explore filming the workshops and making recordings available for later purchase/as a value-add to those in attendance.
- Follow up with a brief attendee survey to identify areas for improvement
- Meet or exceed annual income target of \$2,500.

Accreditation (Renee Russell, APR)

- Welcome 3 new APRs into the chapter in 2018
- Develop a chapter-specific timeline to guide self-study candidates
- Host 2 study sessions with attendance of at least 5 candidates
- Collaborate with senior practitioners section to identify mentors and panelists
- Coordinate Mid-Atlantic Boot Camp scholarship

Foundation (Jennifer Bartusiak, APR)

- Raise \$5,000 in total Foundation gifts in 2018
- Secure donations from 15 percent of the Chapter's membership
- Jeff will check with Sara Hunt on the total Chapter membership
- Increase efforts to secure scholarship applicants from historically black colleges and universities
- Receive at least 10-12 scholarship applications

Excellence

Awards (Diana Burkett, APR and Jay Ell Alexander)

Virginia Public Relations Awards

- Increase the number of entries from outside of the Richmond chapter.
- Generate a profit of approximately \$3,500
- Receive approximately 200 total award entries
- Ensure diversity on the awards committee and volunteers

Individual Awards

- Contribute at least two pieces of content to the website to help increase awareness and participation in the TJ and Rising Star nominations.
- Increase the number of TJ and Rising Star Awards by 1-2 over 2017 submissions.
- Support the Awards Committee Chair in preparation for the event.
- Raise awareness of the Individual Awards through collaboration with Social Media, Media Relations, Next Wave, PD and Membership.

Diversity and Inclusion (Shannon Johnson)

- Ensure inclusion of at least one D+I topic and speaker at monthly PRSA luncheon
- Develop networking event / happy hour meet and greet for minority PRSA members
- Continue to support Member Spotlight platform ensuring members from diverse backgrounds are included
- Include at least four D+I topics in editorial calendar
- Develop and execute at least one new idea to educate and inform PRSA members on the importance of D+I
- Work with board members to help bring their D+I goals to life

Finances (Taya Jarman, APR)

- Prepare monthly financial reports for PRSA Richmond, working with the Administrator.
- Work with the PRSA Richmond President on an as-needed and readily available basis.
- Provide an accurate Treasurer's Report to the Board of Directors on a monthly basis. Including any necessary additions, amendments and/or suggestions for the Board.
- Be a team player for other PRSA Richmond Board members, Committee members, and the membership in general. Assist with various projects and events as needed.
- Represent PRSA Richmond as a delegate at the national conference 2018.
- Act as a mentor and panel for APR accreditation.

Historical Records (Cletisha Lovelace, APR)

- Ensure accuracy in reporting of board minutes.
- Ensure minutes are delivered on time, well in advance of the following month's board meeting.
- Proactively prepare minutes for each monthly board meeting.
- Capture the achievements in diversity goals of the board in monthly meetings.
- Support the board in advancing diversity and inclusion achievements within the chapter's membership and national audiences.

Chapter Administrator (Sara Hunt)

- To support the board and the chapter in all of the initiatives undertaken by PRSA Richmond in 2018.
- To serve as a resource for the board and chapter members.
- To provide leadership development support for all board members.

Ethics (Dawn Eischen, APR)

- Familiarize all chapter members with the PRSA Member Code of Ethics; work with the web coordinator to ensure members are re-committing to the pledge each time they renew their membership.
- Help the chapter engage in ongoing dialogue about ethical issues and our organization's professional values; share ethics-related articles and information via the chapter's communications channels.
- Arbitrate any ethical issues that board members encounter as they go about the business of running the chapter.
- Help the chapter engage in ongoing dialogue about ethical issues and our organization's professional values; contribute 3 ethics-related articles to the chapter's website.

Growth

Membership (Lindsay O'Bar, APR)

- Maintain a "prospect list" of non-members who either attended a lunch or program in 2017/2018, or who we hear about via other social channels. Initiate periodic outreach when opportunities are deemed relevant, such as an upcoming lunch program of interest, a professional development session of interest, new membership specials, etc.)
- Strive to connect membership with programs and promotions being offered by National, which would be of benefit to them.
- Periodically communicate membership-related information through chapter newsletter and/or social media sites.
- Create a more hospitable and welcoming luncheon experience for new members and guests

Development (Karen Batalo and Pryor Green, APR)

Sponsorships

- Secure sponsors all at levels (platinum, gold, silver, bronze, a la carte).
- Collaborate with other board members, including awards, hospitality, membership, web, data, content and admin to secure sponsors at all levels.
- Secure committee members as a resource for procuring new sponsors.
- Reach out to ten or more SWaM businesses sponsorship opportunities.
- Work to meet sponsorship goal of \$16,000 for 2018.

Sponsorship Fulfillment

- Provide outstanding service to our sponsors by ensuring all benefits are fulfilled.
- Develop a strong working relationship with the Awards Committee and participate in their planning meetings to ensure coordination of primary sponsorship package.
- Utilize sponsorship committee to assist with sponsorship fulfillment and broaden working knowledge of the sponsorship process with more members of the chapter.
- Work with the sponsorship co-chair to ensure the chapter's 2018 sponsorship goal is reached.

Financial Policies and Controls

Budget and Investment Timeline

January

- Treasurer submits calendar-year operating budget to the Board of Directors for approval.

February and August

- Treasurer and President review investments (CDs) to determine if additional money will be deposited.

October

- Immediate Past President, President and President-Elect review annual contract for Website Administrator and Chapter Administrator positions, revise if necessary and extend the contractual offer for the upcoming year.

November/December

- Strategic planning and budgeting by Board of Directors and committees begin.
- Committees submit budget proposals to the Treasurer (if applicable).
- Treasurer meets with President-Elect and Chapter Administrator to finalize calendar-year budget for Board of Directors presentation.

Financial Policies and Controls

Fiscal Year

- The fiscal year is on a calendar cycle from January 1 through December 31.

Accounting

- A cash basis of accounting will be used.

Budgeting

- The Treasurer develops and prepares an annual operating budget in conjunction with the President and Chapter Administrator to be presented to the Board of Directors at its January meeting.
- Committees submit budget proposals, if applicable, to the Treasurer by the end of November.
- The Board of Directors may amend the budget during the fiscal year.

- The Treasurer will present monthly financial statements to the Board of Directors and highlight amounts that are different than budget. The Chapter Administrator prepares monthly financial statements for the Treasurer to review.

Unbudgeted Expenditures

- Unbudgeted expenditures less than \$2,500 may be authorized by the President without the approval of the Board of Directors. Any unbudgeted expense higher than \$2,500 must be approved by the Board of Directors.
- The Treasurer must be notified as soon as possible about any significant unbudgeted expenditure.

Banking/Checking Account(s)

- The PRSA Richmond checking and savings accounts will be maintained at an insured depository institution. Current banking institution is:
 - Financial institution: SunTrust
 - Names on account: President, Treasurer, Chapter Administrator, Past President
 - Phone: (800) 752-2515
- The PRSA Richmond investment accounts will be maintained at an insured depository institution. Current banking institution for PRSA Richmond's certificates of deposit (3) is:
 - Financial institution: SunTrust
 - Names on account: President, Treasurer, Chapter Administrator, Past President
 - Phone: (800) 752-2515
- The PRSA Richmond credit card account will be maintained at an insured depository institution. Current banking institution for PRSA Richmond's business credit card is:
 - Financial institution: American Express
 - Names on account: Sara T. Hunt – PRSA Richmond Chapter Administrator
 - Phone: (800) 528-4800
- The designated signatures for the checking account are the President, Treasurer, Chapter Administrator and the Immediate Past President.
- Any disbursement more than \$5,000 requires two signatures. Any disbursement to an organization that is associated, either directly or indirectly, with any board member requires two signatures. Both signatories must be uninterested individuals.
- The checkbook will be held and overseen by the Chapter Administrator and reviewed by the Treasurer monthly and President upon request.
- Checks will be circulated quickly so as not to harm the organization's credit and relationships with suppliers.
- Bank deposits will be made as needed, in a timely fashion.
- Membership dues will be booked in the calendar year in which they are received.
- A copy of bank statements are to be sent to the Treasurer monthly (mail, fax or email) and used to reconcile monthly financial statements prepared by the Chapter Administrator. Financial statements will include the current checking account and investment balances.

Investments

- The Treasurer and President will be responsible for determining where and when money will be invested based on degree of financial stability of the organization, liquidity demands and available funds. Recommendations from the Finance Committee (defined on next page) will be accepted and reviewed.

- The Chapter Administrator may make deposits or account changes upon authorization of the Treasurer and President.

Invoices

- The Chapter Administrator is responsible for receiving and reviewing invoices, and verifying receipt of product or service.
- Photocopies will be made of all invoices for retention purposes, and should accompany all checks that require more than one signature.

Board Expense Reimbursement

- A form is provided to board members for reimbursement of travel-related expenses. Receipts, with exception of reasonable gratuities, must document all costs and accompany reimbursement form. It is requested that all expense reimbursements be submitted within 30 days of travel, but no later than 90 days.
- If a board member uses the organization's business credit card for travel-related expenses, receipts must accompany all charges. The business credit card should be returned to the Chapter Administrator immediately following travel, but no later than 15 days.
- Unbudgeted board expenses must be approved in advance of a purchase by the President and Treasurer to qualify for reimbursement.

Credit Card Services

- For the convenience of members, PRSA Richmond will accept credit card payments (VISA, American Express and MasterCard). All credit card payments are processed through the chapter's merchant service account. Administrative fees associated with credit card payments should be reflected in the annual operating budget.

Retention of Records

- Financial and accounting records will be retained for seven years.

Tax Returns and Organizational Filings

- All tax returns and other required filings will be prepared and filed by the Chapter Administrator and reviewed by the Treasurer.

Finance Committee

- PRSA Richmond will have an annual Finance Committee to help the Board of Directors maintain its fiduciary obligations.
- Members shall include the Treasurer, immediate Past-Treasurer, President, President- Elect, Foundation President and the Chapter Administrator. The Treasurer shall serve as chair of the committee.
- At least one meeting will be held annually, by teleconference or face-to-face. Additional meetings will be scheduled as needed.
- Responsibilities of the Finance Committee include:
 - Review and recommend financial policies, including ensuring adequate internal controls and use of standard accounting practices.
 - Ensure maintenance of accurate and complete financial records.
 - Safeguard the organization's assets, including assessing the implications of proposed funding and ensuring proper risk-management provisions are in place.
 - Recommend to the Treasurer and President investment policies and guidelines for reserve funds, and recommend changes to the investment strategy as appropriate.
 - Ensure compliance with federal, state and other filing requirements related to finances.

Elected Director's Responsibilities

The President is the chief executive officer of the chapter.

- Preside at all meetings of the Board of Directors and of the membership
- Nominate chairs of all standing and special committees for appointment by the board
- Serve as an ex-officio member of all chapter committees except the nominating committee
- Represent the chapter to outside organizations

The President-Elect, in the event of the inability of the President to act, performs all duties of the President.

- Perform other duties as assigned by the President
- Attend meetings of the PRSA Mid-Atlantic and represent the chapter
- Be responsible for chapter relations with PRSA National and with other professional public relations associations within the chapter's territory
- Act as a liaison with chapter Past Presidents

The First Vice President assists the President and President-Elect in coordinating and directing chapter operations and committee activities.

- Serve as chair of the committee responsible for planning and executing the chapter's professional development programs
- Perform other duties as assigned by the President

The Second Vice President is responsible for a successful awards event.

- Serve as chair of the committee responsible for planning and executing the chapter's professional awards programs
- Perform other duties as assigned by the President

The Third Vice President is responsible for membership recruitment and retention.

- Serve as chair of the committee responsible for membership and eligibility
- Perform other duties as assigned by the President

The Secretary keeps accurate minutes of all proceedings of the Board of Directors and of the chapter.

- Ensure the giving and serving of all notices to the membership and Board of Directors, or other notices as required by law or by the chapter bylaws
- Ensure the maintenance of the roll of membership
- Call upon the Chapter Administrator, as needed, for assistance in the performance of the duties of office

The Treasurer ensures preparation of the chapter's budget.

- Render regular financial statements to the Board of Directors
- Ensure the preparation of an annual financial statement to the Board of Directors and chapter
- Call upon the Chapter Administrator, as needed, for assistance in the performance of the duties of office

SECTION 3: FINANCIAL

Budget

INCOME	2017 BUDGET	2018 BUDGET
Dues	\$45,000.00	\$46,000.00
Guest Fees	\$6,100.00	\$6,500.00
Professional Development	\$2,100.00	\$2,100.00
2018 Virginia PR Awards	\$36,000.00	\$37,000.00
Corporate Sponsors 2018	\$16,000.00	\$16,000.00
Job Link	\$3,000.00	\$3,000.00
Miscellaneous	\$240.00	\$240.00
TOTAL INCOME	\$108,440.00	\$110,840.00
EXPENSES		
Lunches	\$27,000.00	\$27,000.00
Chapter Administrator	\$8,520.00	\$8,520.00
Website Administrator	\$7,500.00	\$7,500.00
Programs	\$8,500.00	\$9,000.00
Postage	\$100.00	\$100.00
Directory/Media Guide	\$250.00	\$250.00
Website Support	\$2,400.00	\$4,700.00
Public Service Project	\$500.00	\$500.00
Board Planning Mtgs	\$700.00	\$700.00
Assembly Delegate 2018	\$9,250.00	\$8,385.00
Leadership Rally	[see Assembly Delegate]	[see Assembly Delegate]
2018 Mid-Atlantic Dues	\$650.00	\$850.00
Foundation	\$500.00	\$500.00
Professional Development	\$500.00	\$500.00
Student/New Profess.	\$2,000.00	\$2,000.00

Hospitality	\$1,250.00	\$1,250.00
Membership	\$350.00	\$250.00
2018 Virginia PR Awards	\$32,000.00	\$32,000.00
TJ Recipient Award	\$1,000.00	\$1,000.00
Special Interest Sections	\$600.00	\$600.00
Directors/Officers Ins.	\$570.00	\$570.00
Sponsorship Committee	\$0.00	\$0.00
APR Scholarships	\$2,500.00	\$3,000.00
Social Media Ads	\$250.00	\$250.00
Diversity & Inclusion	\$500.00	\$250.00
Miscellaneous	\$600.00	\$715.00
President's Budget	\$450.00	\$450.00
TOTAL EXPENSES	\$108,440.00	\$110,840.00
INVESTMENTS		
CD maturing 8/18	\$9,405.04	
CD maturing 6/19	\$25,037.56	
CD maturing 9/19	\$9,252.97	

SECTION 4: RESOURCES

Websites:

PRSA Richmond

- <http://www.prsarichmond.org/>

PRSA Mid-Atlantic District

- <https://midatlanticprsa.wordpress.com/>

PRSA National

- www.prsa.org

Social Media:

PRSA Richmond

- Facebook – <https://www.facebook.com/PRSARichmond>
- Twitter – <https://twitter.com/prsarva>
- LinkedIn – <https://www.linkedin.com/groups/1448197>
- Hashtag – #PR SARVA

PRSA National

- Facebook – <https://www.facebook.com/PRSANational/?fref=ts>
- Twitter – <https://twitter.com/PRSA>
- LinkedIn – <https://www.linkedin.com/company/prsa>

Other:

- Style guide: <http://www.prsa.org/aboutprsa/guidelineslogos/prsastyleguide.pdf>