
PRSA DIVERSITY & INCLUSION STRATEGIC PLAN, 2020 - 2023

TRANSFORMING THE PRSA D&I LANDSCAPE

Felicia Blow, APR – Co-chair, 2020 PRSA National Diversity & Inclusion Committee

OBJECTIVES & AGENDA OVERVIEW

- Provide you with insights into the new D&I Strategic Plan and its development, through review of each objective
- Encourage means to utilize the plan to guide efforts in your chapters, districts, sections
- Provide you with thoughts on building your D&I plan of action
- Discuss the D&I Toolkit
- Question/Answer
- Adjourn

OVERARCHING GOAL

https://www.prsa.org/docs/default-source/about/diversity/d-i-strategic-plan-20-22.pdf?sfvrsn=e259e47b_0

- **Position PRSA as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion (D&I).**
 - Measurement will be achieved through two means:
 - Comparative measurement of 2019 internal benchmark survey responses
 - New 2020 external benchmark survey

OBJECTIVE I

- **Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff by 15% by 2023.**
 - Strategy 1: Develop and execute programs and activities that advance awareness of D&I with internal PRSA stakeholders including, but not limited to, Chapters, Districts and Sections.
 - Strategy 2: Elevate D&I best practices that advocate and celebrate diversity and inclusion activities within PRSA.

OBJECTIVE 2

- **Objective 2: Increase diverse representation among leadership throughout all levels of PRSA by 25% by 2023.**
 - Strategy 1: Build a pipeline of diverse leaders across Chapters, Districts and Sections.
 - Strategy 2: Promote mentorship and support as a way to grow and motivate diverse leaders.

OBJECTIVE 3

- **Objective 3: Increase awareness of PRSA as a diverse and inclusive organization among external stakeholders by 15% by 2023.**
 - Strategy 1: Develop and execute programs and activities that advance awareness of D&I with external PRSA stakeholders.
 - Strategy 2: Seek authentic opportunities to “tell the D&I story” using PRSA’s current thought leaders in D&I.
 - Strategy 3: Serve as a resource to the Board of Directors on matters of diversity and inclusion.

OBJECTIVE 4

- **Objective 4: Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA by 15% by 2023.**
 - Strategy 1: Advance efforts for attracting and retaining diverse students through outreach to Historically Black Colleges and Universities and Hispanic Serving Institutions.
 - Strategy 2: Create an endowment, increase scholarships and develop other means for reducing expenses for diverse students.
 - Strategy 3. Infuse New Professionals Section with more diversity and engagement strategies.

RESOURCES FOR CHAPTER D&I LIAISON

D&I TOOLKIT

https://www.prsa.org/docs/default-source/about/diversity/prsa-2020-d-i-toolkit-june-27-2020.pdf?sfvrsn=77d64f9b_0

1. Introduction and purpose of the D&I Toolkit
2. National D&I Committee – Roles/Responsibilities
3. Contextual overview of Diversity & Inclusion
4. Job description for the Chapter D&I Liaison
5. D&I Calendar – Important months to consider programming
6. Annual training for New PRSA leaders
 - What is unconscious bias training?
 - What is implicit bias?
7. Do's and Don'ts for D&I Committee and D&I Liaisons
8. Engaging with your local PRSSA students and faculty advisors (HBCUs, HSIs, and PWIs)
9. D&I Awards Programs – What does it mean for you?
 - About the D. Parke Gibson Award
 - About the D&I Chapter Awards program

NEXT STEPS

CALLS TO ACTION

- **READ THE PLAN**
 - Share insights to strengthen execution
- Build a D&I calendar for the remainder of 2020
 - Begin thinking of your 2021 D&I activity calendar
- Prepare for PRSA's Diversity & Inclusion Month – October 2020
- Reach out to the National D&I Committee with questions & support



Questions?