PRSA DIVERSITY & INCLUSION STRATEGIC PLAN, 2020 - 2023

TRANSFORMING THE PRSA D&I LANDSCAPE

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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
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 1

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: 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: 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.
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?