

# HOW TO BE A PRSA CHAPTER PRESIDENT

PRSA Mid-Atlantic/Southeast Districts Chapter Quick Start

Jan. 8, 2021

# WELCOME

## PRESENTERS:

- Meredith Libbey, APR, MBA, Ford Motor Credit Communications manager, PRSA Nashville board member and past president, PRSA Southeast district board member, PRSA Board of Ethics and Professional Standards (BEPS) member
- Liz Smith APR, MBA, Integrated Communications Ventures president, PRSA Central Pennsylvania board member and former president, PRSA Mid-Atlantic district board member and former chair, 2020 National Assembly delegate

# INTRODUCTIONS

With Liz Smith, APR, MBA

Please share your name, chapter and your role, such as president-elect, for your chapter.

# NUTS & BOLTS

With Meredith Libbey, APR, MBA

- Read and share: Bylaws, policies and procedures, committee descriptions, insurance documents, chapter administrator agreement – and make sure they are in the chapter's folder on the PRSA website
- Have all board members sign conflict-of-interest statements
- Work with board to develop budget and get board approval (if not already in place)
- Compare bank statements to most recent financials. Make sure you are listed on chapter bank accounts
- Call a few past presidents: Best and worst moments? Recommendations? Would they like to be involved in the chapter this year?
- Develop board meeting agenda, process/timing to share documents with board

# DISCUSSION ON ADDING VALUE WITH LIZ

- What are the strengths and weaknesses of your chapter?
- How can you add value for your members?
- What great ideas do you have and what have you learned from PRSA members and your previous jobs that will benefit your chapter?
- What are the strengths of your board members and members?
- How do you recruit board members and committee chairs?
- Programming is very important.
  - Try to make this your strongest committee.
  - Awards, social media, public service, communications all build on programming.
  - Make earning an APR a strength for your chapter.

# CALENDAR WITH MEREDITH

- Operationalize your vision by developing a calendar for the year. Be mindful of diversity, equity and inclusion as you plan.
- Include:
  - Board meetings
  - Programming
  - Social events
  - Service
  - APR info sessions (and panel presentations, if applicable)
  - Communications schedule
  - Awards program application, deadline and event dates
  - Scholarship application deadline and award dates
  - Outreach to PRSSA chapters
  - Sponsorship requests/deadlines (and value or tie-ins for sponsors)
  - Board nominations and elections
- Include a transition discussion with your successor

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Discussion