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