

# 2025 QUICKSTART

Resources for Chapter + District Leaders

**Saturday, February 8, 2025**  
9 AM – 12 PM ET





# **PRSA MID-ATLANTIC DISTRICT 2025 LEADERSHIP**



# PRSA SOUTHEAST DISTRICT 2025 BOARD OF DIRECTORS

**RAY DAY, APR**

**PRSA National Chair**



# What's Happening at National

Ray Day, APR

[ray.day@stagwellglobal.com](mailto:ray.day@stagwellglobal.com)

# Strategic Plan

2025-2029

# Strategic Plan: Who We Are

## PURPOSE

A community of ethical communications professionals building for tomorrow, today

## VISION

To be the premier communications organization that leads and connects through ethical standards, certification, advocacy and education

## MISSION

To make communications professionals smarter, better prepared and more connected through all stages of their career

## VALUES (CODE OF ETHICS)

**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.

# Strategic Plan: How We Serve Our Members

## VALUE PROPOSITION

PRSA is the leading and largest organization serving communicators of all ages, experience levels, industries and specialties – connecting and empowering communicators from students to industry veterans. PRSA provides a dynamic community where communicators connect, learn and grow through cutting-edge resources, professional development, industry insights, networking and advocacy. Members receive a wide range of professional development through webinars, on-demand programs, conferences and newsletters – all designed to enhance your career and benefit the organization you serve.

## BENEFITS

- Free live learning webinars
- Free library of on-demand professional development
- Access to the latest trends, best practices and issues
- Free Strategies & Tactics and Issues & Trends newsletters
- A private online community of colleagues
- Access to case studies through the Silver Anvil database
- Professional discounts valued at \$500+ a year

## IMPERATIVES TO LEAD US FORWARD

**Build our reputation and relevancy:** Achieve year-over-year growth of reputation and relevancy among 1) our PRSA and PRSSA members, 2) business leaders and 3) industry influentials – as measured by an annual survey comparing us to our peers.

**Become a more visible force in the industry:** Achieve year-over-year growth in the dominance of PRSA and PRSSA within industry conversations – as measured by 1) positive share of voice in earned and social media versus peers, 2) higher visibility of our leaders and 3) higher visibility of our advocacy and thought-leadership versus peers.

**Improve our organizational capability, expertise and effectiveness:** Achieve year-over-year growth in working together as a skilled and motivated volunteer-leader-plus-staff team, raising the standard of our competencies and tools, and improving the effectiveness of and modernizing the way we work – as measured by 1) PRSA/PRSSA leader satisfaction, 2) staff satisfaction and 3) national- and chapter-level fiscal health.

**Grow our membership and consideration:** Achieve year-over-year growth in PRSA and PRSSA membership and member satisfaction – as measured by 1) total membership rates, 2) retention, 3) section participation, 4) events, certification and awards participation and satisfaction and 5) programming participation and satisfaction.

# Strategic Plan: Where We Are Going

BUILD

## INVEST IN THE NEXT GENERATION OF DIVERSE, ETHICAL, SKILLED PROFESSIONALS

- Widen our focus and offerings beyond early/mid-career in view of our current membership demographics and practice areas
- Improve PRSSA-to-PRSA conversion by standardizing chapter engagement with students/schools and clearer metrics on progress
- Fully re-examine and modernize our approach to professional development for communicators in the post-pandemic and AI era

CONNECT

## CREATE A COMMUNITY APPEALING TO ANYONE WHO COMMUNICATES PROFESSIONALLY

- Widen our value proposition, marketing and outreach to appeal to marcomm, visual arts, digital and other comms professionals
- Develop detailed member lifecycle creating vibrant, self-sustaining community nurturing members at each distinct stage of careers
- Expand engagement from macro meetings/awards/events to also include more personalized invitations/programs/communications

INFLUENCE

## PUBLICLY CHAMPION ETHICAL PRACTICES AND PROFESSIONAL STANDARDS

- Re-establish value and prestige of APR within C-suites, hiring managers and academia – and create a movement for significant growth
- Re-establish value and prestige of Anvils – widening the reach of our awards and honors programs and appeal to new demographics
- Accelerate our thought-leadership and outspokenness on societal issues that intersect with communications and our Code of Ethics

EVOLVE

## PROVIDE MODERN TOOLS, CONTENT, OPPORTUNITIES TO ADVANCE PRSA INTO FUTURE

- Evolve the structure of PRSA, including our chapter/district health, legal and tax incorporation, dues dependency and fiscal health
- Invest in digital infrastructure and tools to enable personalized member engagement, chapter/section growth and feedback metrics
- Establish longer-term organization-development vision – with a view on future partnerships, associations, acquisitions and growth

# Strategic Plan: How We Will Get There

BUILD

## 2025 OBJECTIVES

- Create clear measure of PRSSA to PRSA conversion and catalog actions by chapters with high retention rates to duplicate elsewhere
- Grow student-to-professional pipeline beyond PRSSA to connect with a diverse range of students in marcomm and other disciplines
- Re-evaluate ICON and create a roadmap for PRSA's "ICON of the future"
- Evaluate and unify existing member mentorship and sponsorship programs
- Explore alliance(s) with top university on APR and Exec Ed Certificate MOUs (online)
- Review Leadership Academy task force report to identify diverse leadership growth opportunities for members
- Expand awareness of and focus on College of Fellows as part of stepped-up late-career offerings, networking and belonging

## 2026 OBJECTIVES

- Develop "quick-response" to create PD around current events where ethics or industry practices need to be re-examined
- Define constituencies that might not currently exist in PRSA to expand relevancy and broaden our reach
- Fully implement cohesive mentorship approach to support professionals throughout their careers

## 2027 OBJECTIVES

- Fully implement new model(s)/format(s) for PD
- Redefine and re-launch/re-engage PRSSA faculty advisor role
- Fully launch and market cohort groups

## LOOKING-AHEAD OBJECTIVES

- Expand Exec Ed agreements to include additional universities
- Establish PRSA Advisory Board representing geo, age, job title diversity to ensure programs are aligned with needs *and* input
- Create National-level committee/task force to monitor and keep PRSA ahead of the latest in AI and emerging technology

# Strategic Plan: How We Will Get There



## 2025 OBJECTIVES

- Invest in research to better understand the communications professional today to strengthen member recruitment, retention and PD
- Strengthen and expand how we talk about PRSA to improve our relevancy/appeal to a broader range of comms professionals
- Evaluate membership language/definition to include all comms disciplines (graphic artists, marcomm, social/digital specialists, etc.)

## 2026 OBJECTIVES

- Create framework to better connect with members at the chapter and section level, enhancing in-person connection

## 2027 OBJECTIVES

- Create framework to better connect and engage with non-members – with the goal of converting a TBD percentage to join

## LOOKING-AHEAD OBJECTIVES

- Broaden marketing and ads for membership and programming with other associations whose membership we might be missing

# Strategic Plan: How We Will Get There

## 2025 OBJECTIVES

- Examine past successful APR marketing and create a 3-year program demonstrating APR value to leaders, orgs and employers
- Invest in research of prestigious awards and compare the value of Anvils to determine if our reach is too broad or not enough
- Raise PRSA visibility and thought leadership both inside and outside of the industry through quick reaction program on new issues
- Create roadshow for CEO and board to visit business executives to highlight our value, capabilities and desire to partner
- Align committee efforts to achieve strategic plan goals and objectives, including updating relevant policies and procedures

## 2026 OBJECTIVES

- Implement APR marketing campaign
- Refine Anvils categories on design, content creation, advertising and a wider range of comms tools to encourage more participation
- Showcase Anvil winners and their achievements more broadly

## 2027 OBJECTIVES

- Implement APR marketing campaign
- Explore evolving/amending Code of Ethics to keep up with latest trends (AI, mis/disinformation, etc.)

## LOOKING-AHEAD OBJECTIVES

- Establish clear PRSA leadership on the “future of comms” through trend-spotting and helping members better “see around corners”



# Strategic Plan: How We Will Get There

## 2025 OBJECTIVES

- Audit chapters/districts to learn more about operations and status of state registrations as step toward new affiliate agreements
- Review current district/chapter structure to determine best ways to support chapter leadership and growth
- Conduct research on incorporating in a state with less restrictive not-for-profit bylaws, particularly for Leadership Assembly
- Strengthen role of Assembly Delegates to better align with PRSA's bylaws and build relationship between National and Chapters
- Evaluate and adapt engagement model and identify other investments needed to improve member engagement at all levels
- Lay out operational plan against 5-year maturity model designed to optimize PRSA's future organization

## 2026 OBJECTIVES

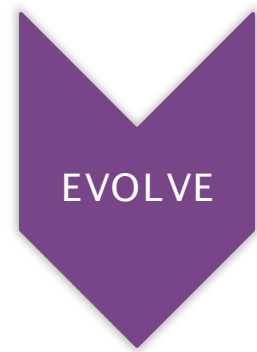
- Develop affiliate agreements and begin evolving chapter/district structure – in view of expected IRS group exemption changes
- Once we understand future-state incorporation, develop plan and agreements for post-2027 national real estate needs
- Evaluate bylaw changes needed to improve relationship between Leadership Assembly delegates, National and Chapters
- Implement programs to improve member engagement data/ratings by 10 percent within next two years
- Begin to implement 5-year maturity model to guide the reinvention of PRSA to be a more future-focused organization

## 2027 OBJECTIVES

- TBD

## LOOKING-AHEAD OBJECTIVES

- Pursue partnerships/mergers/acquisitions that broaden membership and programming and strengthen financial stability



# Member Mondays

Member Mondays will provide direct outreach and information sharing. These open-forum conversations will take place:

- Second Monday of every month for everyone – focused on a topic of interest to our profession with advice and data from leaders.
- Fourth Monday of every month for PRSA leaders (Chapters, Districts and Sections) – focused on best-practice sharing and progress on Strategic Plan.

# Upcoming News, Events & Deadlines

- **Black History Month:** special resources page curated by PRSA available on [prsa.org](https://prsa.org) under Professional Development/Resources & Toolkits.
- **Feb. 10: ICON CFP** opens.
- **Feb. 11, 3 p.m. ET: Permission To Play: Encouraging Creative Experiments in Communications.** *PRSA Learning Webinar.*
- **Feb. 12:** Last day to save on the **NEW Public Affairs Certificate Program.** *Opportunity to save \$100.*
- **Feb. 12, 5 p.m. ET: Diverse Dialogues: Unlocking the C-Suite: A Panel of Black Communication Leaders.** *Virtual event.*
- **Feb. 13:** Final entry deadline for the **Anvil Awards.**
- **Feb. 19, 2025, 5 p.m. ET:** Deadline to submit responses to **PRSA's research RFP.** *Details available on [prsa.org](https://prsa.org).*
- **Feb. 27, 3 p.m. ET: Reputation Resilience: A Self-Assessment To Prepare for the Unpredictable.** *PRSA Learning Webinar.*
- **Feb. 27, 3:30 p.m. ET: Technology Section Open House.**
- **Feb. 28:** Last day to take advantage of the **Free Chapter or Section Promo** for new members. *Available to the first 175 only, so may end even earlier. Chapter will be reimbursed.*
- **March 1:** Super Saver Rate deadline for **ICON.** *Opportunity to save \$250 on registration fees.*

# Professional Development

## UPCOMING CERTIFICATE PROGRAMS:

- Public Affairs Certificate Program  
MARCH 5–APRIL 9
- Better Writing for Business  
Certificate Program  
APRIL 1–MAY 6

## UPCOMING WORKSHOPS:

- Going Strategic: The Essentials  
of Strategic Communications  
FEB. 4–13
- PR Fundamentals: Behavior-  
Based Theories & Practices  
APRIL 29–MAY 6

Check out PRSA's extensive library of On-Demand programming!

# Membership Benefits



## **Live Webinars**

(more than 24 per year; up to \$200 each)



## ***Strategies & Tactics* Subscription**

(10 issues per year; \$125)



## **On-demand programming**

covering a range of topics, current issues, and best practices



## **Ethical Standards Advisories**

Among the many resources provided by the Board of Ethical and Professional Standards



## ***Daily Issues & Trends* newsletter**

Stay up to date on professional news and current events



## **Silver Anvil Case Studies**

Search hundreds of winning campaign ideas, tactics, and outcomes (\$20 each)



## **Private Online Community**

Ask questions, explore resources, find a mentor, network



## **PRSA's Speakers Bureau**

Find a speaker; become a speaker

# Member Benefits

- Free monthly webinars – live and on-demand
- Discounted conference and event registration
- *Strategies & Tactics* – digital newspaper
- *Issues & Trends* – daily newsletter
- Online community forums
- Check out our Member Benefits Savings Guide
  - Benefits
  - Discounts
  - Savings Partner



# Information and Resources on Current Issues and Emerging Trends

Mis/Disinformation

DEI

AI Use in Communications

Purpose-Driven Communications

Curated and consistently updated content on issues and trends that are critical for all members, with particular emphasis on senior-level practitioners who are most likely to have to address these topics within their organization or with their clients.



# ANVIL AWARDS

For over 75 years, the Anvils have been considered the icon of the profession and the benchmark of high performance in public relations.

**Silver Anvil Awards** celebrate the best strategic public relations campaigns of the year, as well as outstanding organizational excellence.

**Bronze Anvil Awards** recognize outstanding public relations tactics that contribute to the success of the overall programs or campaigns.

**Enter Today! Final Entry Deadline: Feb. 13**



**Oct. 28–30 | Washington, D.C.**

This must-attend annual Conference provides PR, communications, and marketing professionals with unmatched networking and professional development. From inspiring keynote speakers to informative breakout sessions to countless opportunities to connect with your peers, ICON is the place to be!

**Register by March 1 to get the Super Saver Rate!**

**For more questions about membership and your benefits:**

**Contact Member Services**

[Membership@prsa.org](mailto:Membership@prsa.org) | 212-460-1400

Monday–Friday | 9 a.m.– 5 p.m. ET

[prsa.org](https://prsa.org)



**Public Relations Society  
of America (PRSA)**



**@PRSA**



**@PRSANational**



**PRSA National**

# Ask Me Anything!

[ray.day@stagwellglobal.com](mailto:ray.day@stagwellglobal.com)



# BREAKOUT SESSION ONE



**Tom Boyle, Ph.D., APR**  
Central Pennsylvania Chapter



**Mike Gross, APR, Fellow PRSA**  
Philadelphia Chapter



**Ann Andrews Morris**  
National Capital Chapter



**Taya Jarman, MS, APR**  
Richmond Chapter



**Janet Kacskos, APR, Fellow PRSA**  
Central Pennsylvania Chapter



**Melissa Smith, MBA, APR**  
Georgia Chapter



**Kendra Carter, MPA, APR**  
Alabama Chapter



**Carla Jean Whitley, APR**  
Alabama Chapter

**SEE YOU  
AT 11:50AM ET**



**BREAK  
TIME!**





# SUPPORTING PRSA CHAPTER LEADERS

**SONJA N. BARISIC, APR**

PRSA Regional Representative  
Southeast, Mid-Atlantic & Sunshine

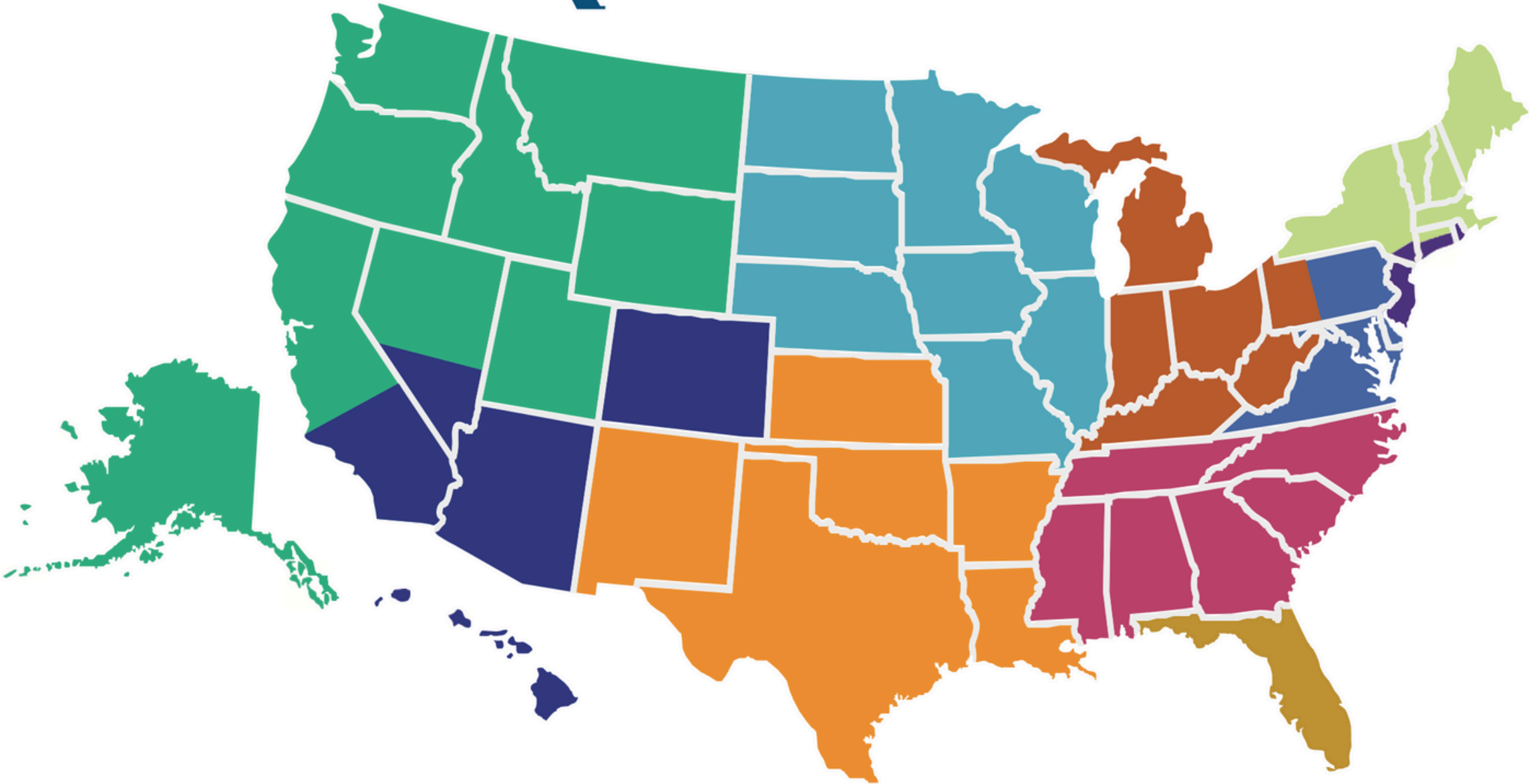


# LET'S TALK ABOUT

- **PRSA's Regional Representatives Program**
- **Tools & Resources for Chapter Leaders**
- **How to Contact PRSA**



# PRSA District Map



- Northeast District - John Tintera, APR\***  
Boston, Buffalo/Niagara, Capital Region (NY), Central New York, Finger Lakes, Rochester, Southeastern New England, Yankee
- Tri-State District - John Tintera, APR\***  
Greater Connecticut, New Jersey, New York, Westchester/Fairfield
- Mid-Atlantic District - Sonja N. Barisic, APR\***  
Blue Ridge, Chesapeake, Central Pennsylvania, Delaware, Hampton Roads Virginia, Maryland, National Capital, Philadelphia, Richmond
- East Central District - John Tintera, APR\***  
Akron Area, Bluegrass, Central Michigan, Central Ohio, Cincinnati, Dayton Area, Detroit, Greater Cleveland, Hoosier, Northwest Ohio, Northwestern Pennsylvania, Pittsburgh, River Cities, Thoroughbred, West Michigan, West Virginia, White Pine
- Southeast District - Sonja N. Barisic, APR\***  
Alabama, Charlotte, Georgia, Lookout, Memphis, Nashville, North Carolina, South Carolina, South Georgia, Tri-Cities, Volunteer, Western North Carolina

- Sunshine District - Sonja N. Barisic, APR\***  
Greater Fort Lauderdale, Gulf Coast, Miami, North Florida, Orlando Regional, Palm Beach, Tampa Bay
- Southwest District - Jill R. Alexander, APR, Fellow PRSA\***  
Arkansas, Austin, Baton Rouge, Central Texas, Dallas, Greater Fort Worth, Houston, Kansas, New Mexico, New Orleans, Northwest Arkansas, Oklahoma City, San Antonio, Tulsa, West Texas
- Midwest District - Jill R. Alexander, APR, Fellow PRSA\***  
Central Illinois, Chicago, Greater Kansas City, Iowa, Madison, Mid-Missouri, Minnesota, Nebraska, Northeast Wisconsin, Southeastern Wisconsin, Southwest Missouri, St. Louis
- North Pacific District - Carolyn Smith Casertano, APR\***  
Alaska, California Capital, Central California, Greater Salt Lake, Greater Spokane, Idaho, Mid- Columbia, Montana, Oregon, Puget Sound, San Francisco Bay Area, Sierra Nevada, Silicon Valley
- Western District - Carolyn Smith Casertano, APR\***  
California Gold Coast, California Inland Empire, Colorado, Hawaii, Las Vegas Valley, Los Angeles, Orange County, Phoenix, Pikes Peak, San Diego/Imperial Counties, Southern Arizona

\* PRSA Regional Representatives

# REGIONAL REPRESENTATIVES PROGRAM

**Purpose:** Support District and Chapter volunteer leaders

**Regional Reps:**

- Jill R. Alexander, APR, Fellow PRSA (Southwest, Midwest, North Pacific Districts)
- Sonja N. Barisic, APR (Mid-Atlantic, Southeast, Sunshine Districts)
- Carolyn Smith Casertano, APR (North Pacific, Western Districts)
- John Tintera, APR (Northeast, Tri-State, East Central Districts)

# REGIONAL REPRESENTATIVES PROGRAM

- Facilitate operations and training
- Serve as liaisons with National staff
- Respond to operational and strategic requests
- Participate in District and regional calls
- Assess Chapter health and attend key meetings
- In other words, we're here to help

PRSA DIRECTOR OF MEMBER SERVICES

# REGAIS WILSON

[regais.wilson@prsa.org](mailto:regais.wilson@prsa.org)

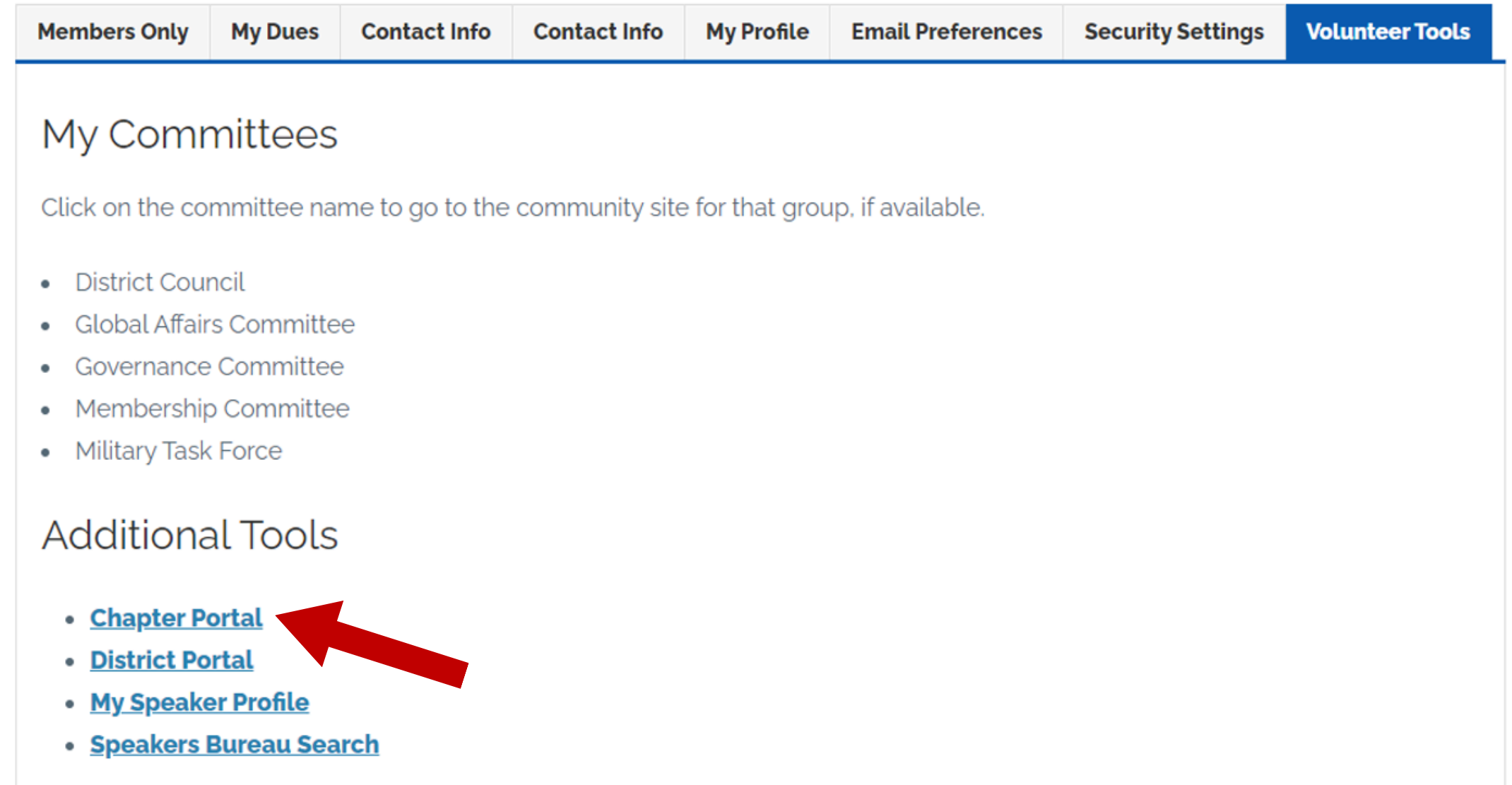
- Joined PRSA last summer
- 10+ years of member/customer service, communications & volunteer management
- Feel free to contact Regais, but generally your first move should be to reach out to your regional rep



# TOOLS & RESOURCES

## Chapter Portal (via MyPRSA on prsa.org):

- Membership counts
- Active members
- Dropped members
- Prospects
- Document storage



The screenshot shows the 'Volunteer Tools' section of the MyPRSA website. At the top is a navigation bar with links: 'Members Only', 'My Dues', 'Contact Info', 'Contact Info', 'My Profile', 'Email Preferences', 'Security Settings', and 'Volunteer Tools' (which is highlighted in blue). Below the navigation bar, the page is titled 'My Committees' with a subtext: 'Click on the committee name to go to the community site for that group, if available.' A list of committees follows: 'District Council', 'Global Affairs Committee', 'Governance Committee', 'Membership Committee', and 'Military Task Force'. Below this is a section titled 'Additional Tools' containing a list of links: 'Chapter Portal', 'District Portal', 'My Speaker Profile', and 'Speakers Bureau Search'. A large red arrow points to the 'Chapter Portal' link.

Members Only	My Dues	Contact Info	Contact Info	My Profile	Email Preferences	Security Settings	Volunteer Tools
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### My Committees

Click on the committee name to go to the community site for that group, if available.

- District Council
- Global Affairs Committee
- Governance Committee
- Membership Committee
- Military Task Force

### Additional Tools

- [Chapter Portal](#)
- [District Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)

# TOOLS & RESOURCES

## DocShare:

- Store important documents (bylaws, policies, minutes)
- Recommended for record retention

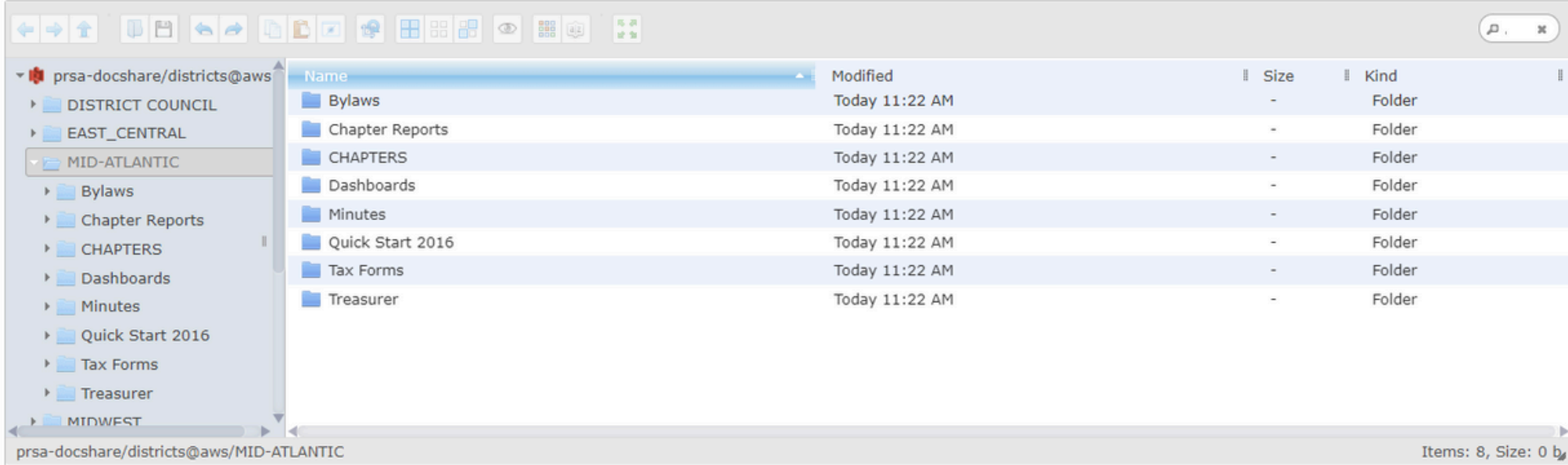
Member Stats Chapter Info **DocShare** Rosters

DocShare

Note that if you have access to more than one Chapter/District in DocShare, **all** of them appear here. Please be advised that District Leaders have access to the DocShare files for the Chapters within their Districts.

**IMPORTANT:** Do not use DocShare to store any documents that contain sensitive information such as Social Security numbers, credit card details, etc.

Welcome: Lauren



The screenshot shows a web-based file explorer interface. On the left is a sidebar with a tree view of folders: 'prsa-docshare/districts@aws' (expanded), 'DISTRICT COUNCIL', 'EAST\_CENTRAL', 'MID-ATLANTIC' (selected), and 'MIDWEST'. Under 'MID-ATLANTIC', there are sub-folders: 'Bylaws', 'Chapter Reports', 'CHAPTERS', 'Dashboards', 'Minutes', 'Quick Start 2016', 'Tax Forms', and 'Treasurer'. The main pane on the right displays a table of these folders. The table has columns for 'Name', 'Modified', 'Size', and 'Kind'. All folders are listed with a modification date of 'Today 11:22 AM' and a size of '-'. The status bar at the bottom indicates 'Items: 8, Size: 0 B'.

Name	Modified	Size	Kind
Bylaws	Today 11:22 AM	-	Folder
Chapter Reports	Today 11:22 AM	-	Folder
CHAPTERS	Today 11:22 AM	-	Folder
Dashboards	Today 11:22 AM	-	Folder
Minutes	Today 11:22 AM	-	Folder
Quick Start 2016	Today 11:22 AM	-	Folder
Tax Forms	Today 11:22 AM	-	Folder
Treasurer	Today 11:22 AM	-	Folder

prsa-docshare/districts@aws/MID-ATLANTIC

Items: 8, Size: 0 B

# MORE TOOLS & RESOURCES

## **Chapter Toolkit:**

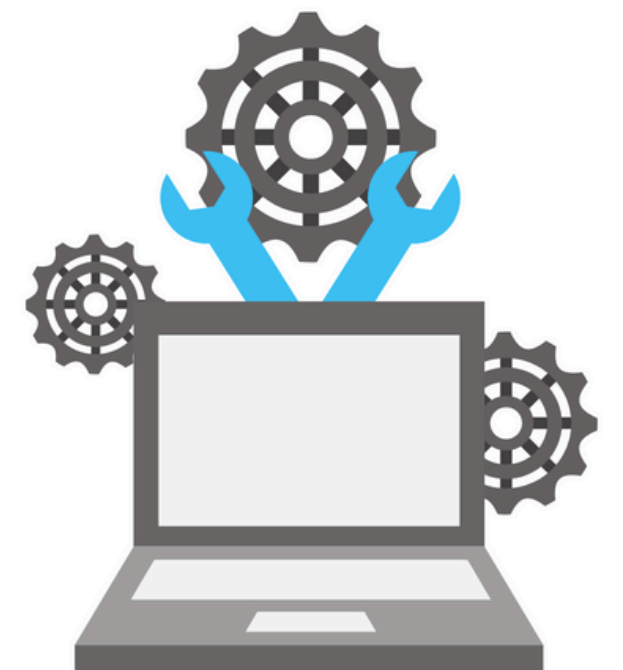
- Monthly email with announcements, events, guides, marketing materials

## **Leadership Rally:**

- Learn from PRSA leaders and access resources
- Network with colleagues
- 2025 Rally: TBD

## **Leadership Assembly:**

- Annual meeting for PRSA governance
- Discuss PRSA issues and vote on Bylaws amendments
- 2025 Virtual Assembly: Oct. 3



QUESTIONS? COMMENTS?

# LET'S CHAT!

**Sonja N. Barisic, APR**

757.412.7071

[sonja.barisic@prsa.org](mailto:sonja.barisic@prsa.org)

Schedule a meeting:

[bit.ly/chatwithyourregionalrep](https://bit.ly/chatwithyourregionalrep)

Find me on LinkedIn:

[sonjabarisic](https://www.linkedin.com/in/sonjabarisic)

*Thank you!*



# BREAKOUT SESSION TWO



**Kim Marks Malone, APR**  
Memphis Chapter



**Joe Stabb, Ph.D., TE, APR, ACUE**  
Volunteer Chapter



**Chuck Lionberger, APR**  
Blue Ridge Chapter



**Mikey Mooney**  
Georgia Chapter



**Joe Trahan, Ph.D., APR, Fellow PRSA**  
Lookout Chapter



**Dwendy Johnson, APR**  
Central Pennsylvania Chapter





# BEST PRACTICES

# STAY IN TOUCH



MID ATLANTIC DISTRICT GROUP



MIDATLANTICPRSA.WORDPRESS.COM



PRSA SOUTHEAST DISTRICT



PRSASOUTHEAST.ORG

# THANK YOU

From the QuickStart Host Committee



**Sonja N. Barisic, APR**

PRSA Hampton Roads Virginia  
PRSA National



**LaShana Sorrell, MBA, APR**

PRSA Alabama  
Southeast District



**Briana Bryant, MPA, APR**

PRSA Alabama  
Southeast District



**Tom Boyle, Ph.D., APR**

PRSA Central Pennsylvania  
Mid-Atlantic District



**Janet Kacskos, APR, Fellow PRSA**

PRSA Central Pennsylvania  
Mid-Atlantic District

# 2025 QUICKSTART PRESENTERS

**Awards** - Mike Gross, APR, Fellow PRSA & Ann Andrews Morris

**Small Chapter** - Tom Boyle, Ph.D., APR & Janet Kacsos, APR, Fellow PRSA

**Accreditation** - Carla Jean Whitley, APR & Kendra Carter, MPA, APR

**Engagement** - Melissa Smith, MBA, APR

**President & Vice President** - Kim Marks Malone, APR

**Secretary** - Joe Stabb, Ph.D., TE, APR, ACUE

**Treasurer** - Chuck Lionberger, APR & Mikey Mooney

**Programming** - Joe Trahan, Ph.D., APR, Fellow PRSA & Dwendy Johnson, APR

# AWARDS



**MIKE GROSS, APR, FELLOW PRSA**  
**Philadelphia Chapter**



**ANN ANDREWS MORRIS**  
**National Capital Chapter**

Three silver trophies are arranged on a textured, light-colored surface. One trophy is in the foreground, slightly to the left, and two are behind it, one to the left and one to the right. The trophies have ornate handles and a wide rim with a decorative pattern. The background is a dark blue gradient.

# BEST PRACTICES

01

## KEEP IT SIMPLE

Don't overcomplicate the call for entries  
Keep the rules and judging digestible.

02

## USE WHAT'S AVAILABLE TO YOU

Lift as much as you can from the Anvils program  
Specifically the categories, descriptions, forms

03

## LENGTHEN YOUR TIMEFRAME

Give folks more time to enter  
Give the entry criteria a wider date range



# BEST PRACTICES

04

## HOLD OFFICE HOURS

One for entrants (tips on entries, rule clarification),  
One for judges (sets expectations and standards)

05

## INSIST JUDGING TEAMS STAY ALIGNED

Make sure categories are judged together

06

## CONSIDER A FINALISTS LIST

Look for ways to build excitement  
It's all about showcasing members and entrants  
(Helps sell tickets to the event!)



# Q&A

Mike Gross, APR, Fellow PRSA

[mgross@akcg.com](mailto:mgross@akcg.com)

# SMALL CHAPTERS



**TOM BOYLE, PH.D., APR**  
**PRSA Central Pennsylvania**



**JANET KACSKOS, APR, FELLOW PRSA**  
**PRSA Central Pennsylvania**

# 5 Ways to Boost your Small Chapter



Understand your  
Chapter Members



Create Engaging  
Meeting Formats –  
mix it up



Use Technology  
Effectively



Build Connections  
– networking  
opportunities



Measure and  
Adjust

# Understand your Chapter Members



Longtime members vs. new  
members



Agency, corporate, education,  
nonprofit

# Create Engaging Meeting Formats – mix it up

In person vs.  
virtual

Morning, lunch,  
evening, different  
locations/areas

Guest speakers,  
speakers from  
within chapter

# Ideas from Central PA PRSA Chapter

Ask	Ask national board members to speak – Cayce Meyers presented session on AI
Invite	Invite member of national ethics committee to speak during Ethics month
Fun	Have fun events; holiday socials, events at ballparks
Partner	Partner with other like groups – PPRS – virtual cocktail making class.

# Use Technology Effectively

Send meeting invites to  
save day/time on  
calendars

Send reminders

Newsletter or individual  
emails to celebrate wins  
of members

# Build Connections – networking opportunities

01

Encourage  
networking  
opportunities

02

Have no-stress  
ice breakers

03

Don't overlook  
PRSSA member  
involvement

04

Create peer-to-  
peer learning

05

Have seasoned  
members  
mentor newer  
members

# Measure and Adjust

- Survey members on good days/times
- Survey members on favorite speakers
- Make data driven improvements

# Benefits of Being PRSA Member

## Professional Development

- Free webinars
- Chapter and district events
- ICON
- Professional Interest Sections

## Publications

- Strategies & Tactics
- Issues & Trends
- Prsay blog

# Sponsorships

If possible, give incentives for bringing in a new member or a guest to a meeting. Find local sponsors, local ballpark, etc.



Questions?

# ACCREDITATION



**KENDRA CARTER, APR**  
PRSA Alabama

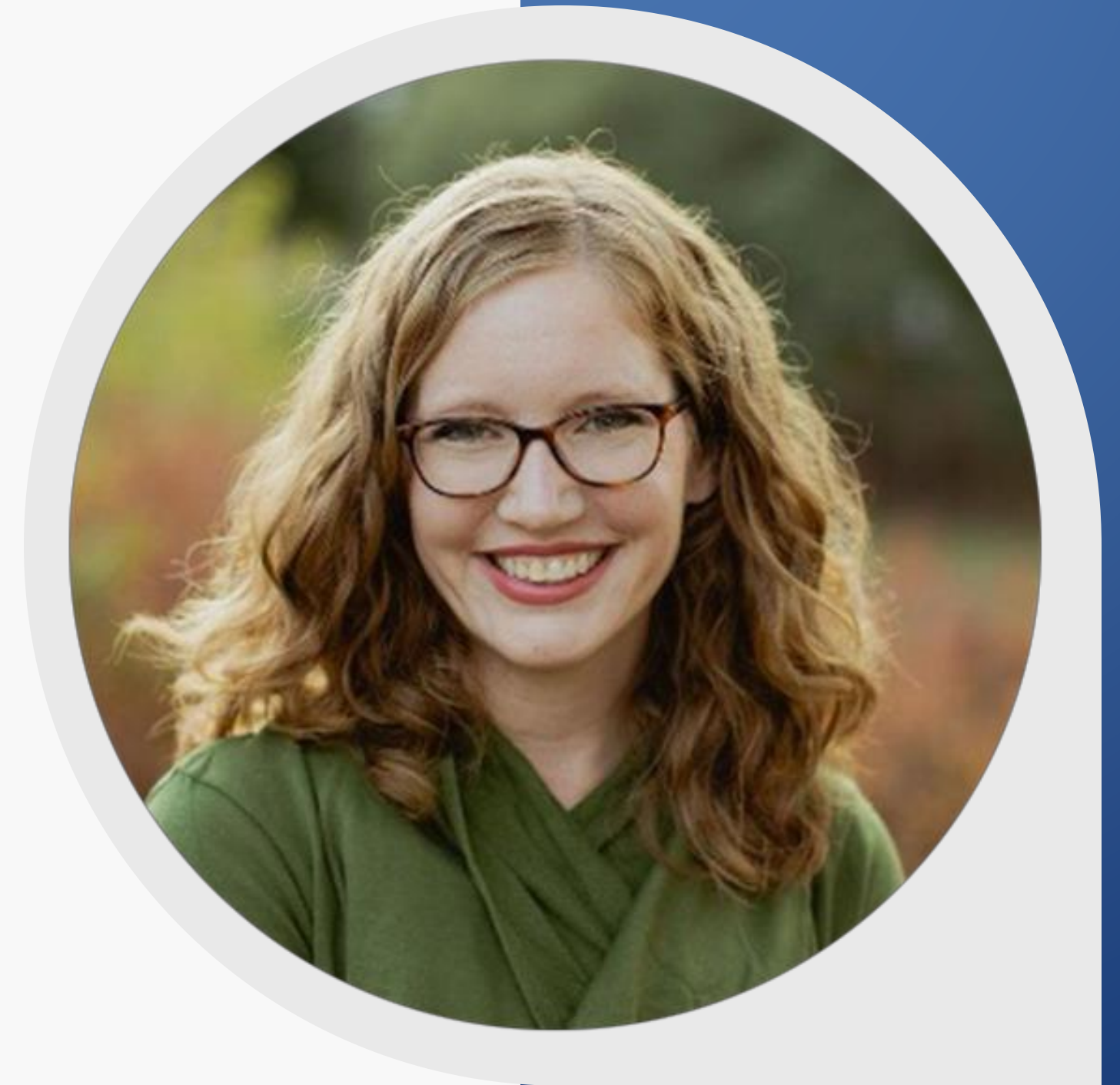


**CARLA JEAN WHITLEY, APR**  
PRSA Alabama

# About Us

## **Carla Jean Whitley, APR**

- Accredited in September 2021
- Joined PRSA Alabama Board in 2022
  - Accreditation Chair 2024
  - Treasurer 2025



# About Us

## Kendra Carter, APR

- Accredited in May 2023
- Joined PRSA Alabama Board in 2024
  - Accreditation Co-Chair 2024
  - Accreditation Chair 2025



# Alabama Chapter

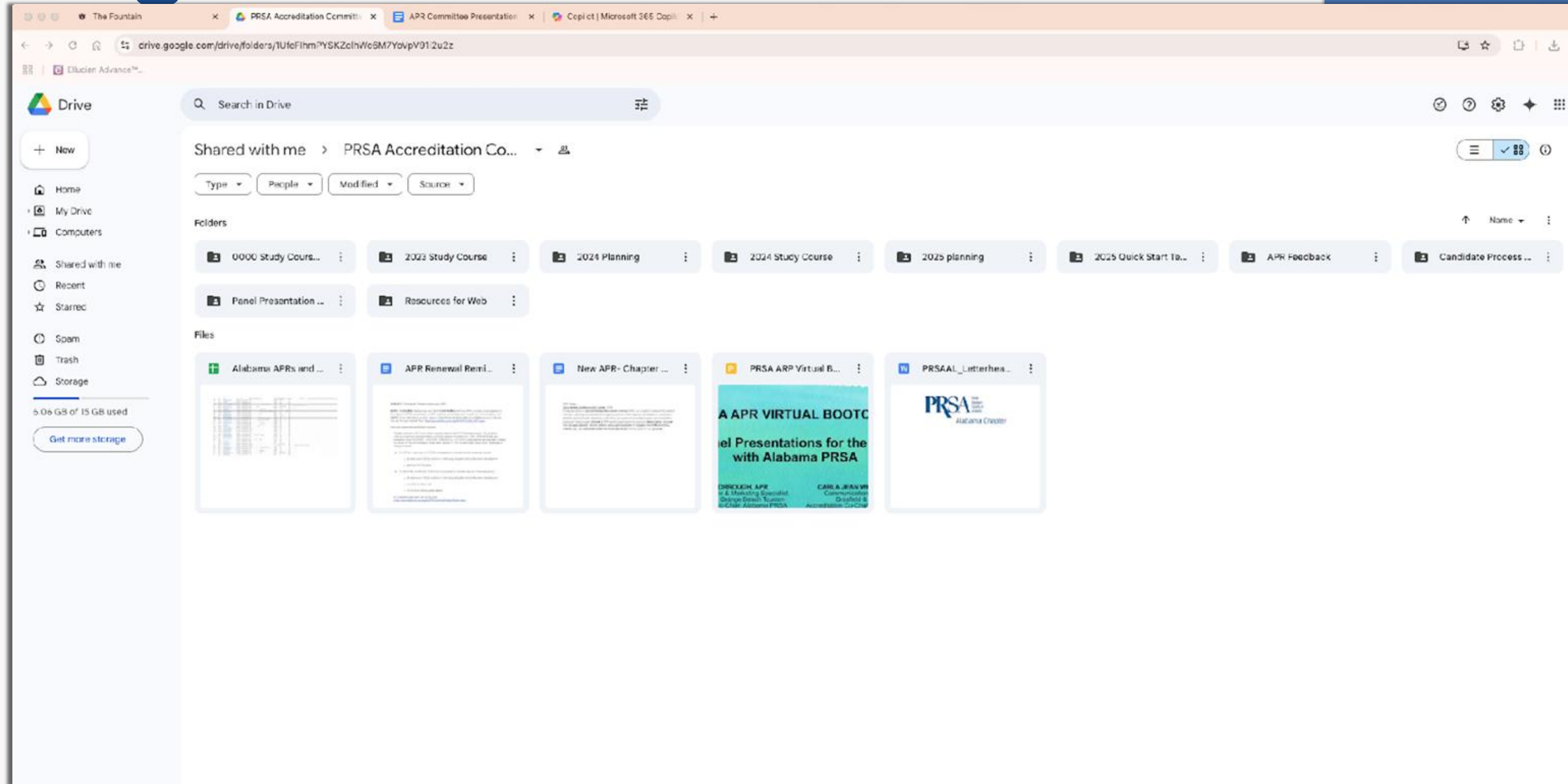
Our chapter's accredited membership exceeds the PRSA National average: **30 percent** of Alabama members hold the APR versus the PRSA average **20 percent**.



# Roles and Responsibilities

- Set clear roles and responsibilities for each committee member at initial meeting
  - Candidate communication and panel scheduling
  - Study course planning
  - Primary liaison with board and committees
- Provide committee members with tools they need
  - Access to drive/information storage
  - Especially helpful if another team member needs to step in
- Set quarterly planning meetings to stay ahead of programming or other needs

# Organization



# Templates

The screenshot displays a Google Sheets document titled "Template APRs and Candidates". The spreadsheet is organized into columns labeled A through M. Columns A and B are used for candidate names (First and Last). Column C contains email addresses. Column D shows phone numbers. Column E indicates the status (Applied, Panel, Exam). Column F lists the Region of State (MGM, BHM, SOUTH). Column G shows the Deadline. Column H is for Extension Deadline. Column I is for the 2024 Study Course. Column J contains notes.

	A	B	C	D	E	F	G	H	I	J
1	First	Last	Email	Phone	Status	Region of State	Deadline	Extension Deadline	2024 Study Course	Notes
2	Sam	Sample	samsample@anotherfakenemo.com	555-555-1234	Applied	MGM	2/28/2025			Y 1/1: KC followed up via email
3	Alex	Tine	alex@doomsternone.com	123-456-7899	Panel	BHM	12/31/2025			Y Panel set for 3/1/2025
4	Taylor	Allison	taylor@fakeemail.com	555-123-4567	Exam	SOUTH	12/31/2024		6/30/2025	2/5: TA plans to take her exam in March
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43										

The bottom of the screen shows a navigation bar with tabs for "Chapter APRs 2025", "Candidates", "Study Course Panelists", and "Study Course Participants".

01 Application Approval

File Edit View Insert Format Tools Extensions Help

Search Menus

11

100%

Normal text

Arial

11

1 2 3 4 5 6 7

Congratulations, [NAME]!

You've just taken a major step toward earning Accreditation. As you move through the process, please remember that your Accreditation chairs are here for you. Please let us know:

- if you need help finding an APR mentor
- if you need feedback on your questionnaire
- when your questionnaire is ready and you'd like to schedule your panel
- if you have any other questions about the process.

We're here to encourage and support you. Again, congratulations!

Elusio Advance™

05 Candidate Extension Advice

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Normal text Arial 10

H: [NAME] Here's guidance from national on how to apply for an extension:

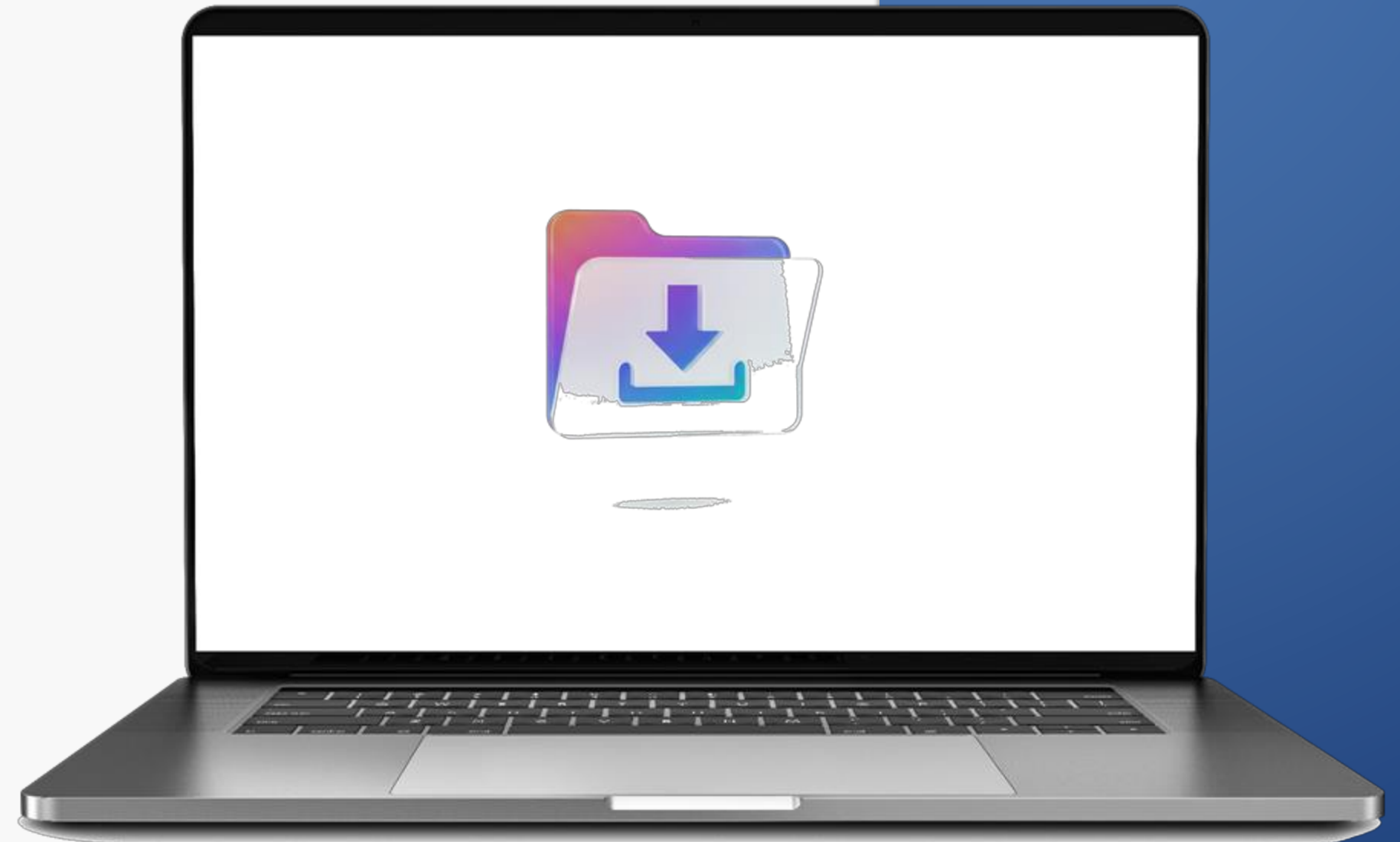
Candidates who have been advanced from the Panel Presentation can request a one-time extension, which costs \$50. This can be done on your MyAPR page (where you applied for the exam).

Candidates who have not advanced from the Panel Presentation will have to reapply and pay the full fee again.

If your workload allows you to sit for the panel before your expiration (looks like that's [DATE]), we would certainly support you in that. However, I know that's not a lot of time! If you need to let your approved application expire and start over at a later date, we will certainly be here for you when the time is right.

# Template Downloads

APR and Candidate Tracking Spreadsheet  
Candidate Process Emails  
Panel Scheduling Emails



Scan the  
QR code

Click or visit [bit.ly/413qXsh](https://bit.ly/413qXsh)

# KEY TAKEAWAYS

## CLEAR ROLES & RESPONSIBILITIES

Helps set expectations of the committee members, avoids confusion and helps divide the load across the committee.

## CREATE TEMPLATES

Make it easy for your committee to stay in touch with candidates & schedule panel presentations.

## STAY ORGANIZED

Consider keeping all folders & documents in a Cloud storage like Google Drive so you can share with your committee and preserve continuity for future committees.

# Q&A



cawhitley@brasfieldgorrie.com



cartekk@auburn.edu

# ENGAGEMENT

**MELISSA SMITH, MBA APR**

**PRSA Georgia**



# Best Practices for Chapter Engagement

## Personal Outreach:

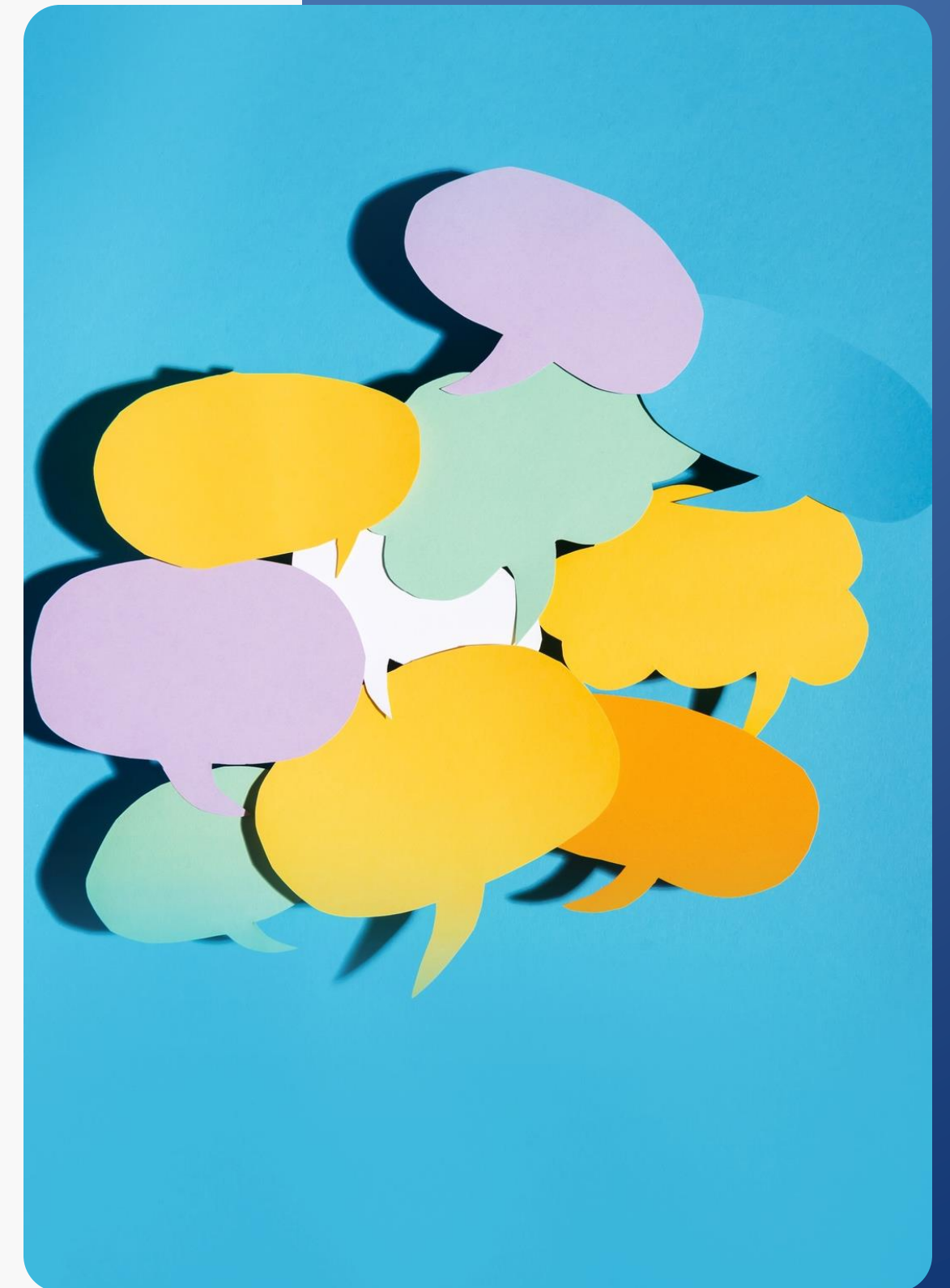
- Encourage board members to establish personal connections with members.

## Targeted Communication:

- Use personalized emails and social media to keep members informed
- Monthly newsletter
- Resource Groups (Independent Counselors, Young Professionals, Healthcare)
- Monthly welcome email to new members

## Professional Development Opportunities:

- Monthly chapter meetings
- Annual Conference
- Awards Celebration
- Resource Groups



# Networking Pos COVID

01

## Adapt to New Norms

- Embrace virtual networking opportunities and hybrid events.
- Flexibility and Balance
- Hybrid Work schedules

02

## Assess Current Engagement Levels

- Conduct surveys and focus groups to understand current members' needs and wants.
- Identify gaps
- Revitalize programming

03

## Re-establish Connections

- Reach out to inactive members with personalized messages and invitations to upcoming events.
- Leverage technology – use digital platforms to facilitate engagement and communication

# PRSA Georgia Annual Conference

## Professional Development:

- Offers informative and interactive sessions for communication professionals and students.
- Keynote speeches and panel discussions provide valuable insights and industry trends.

## Networking Opportunities:

- Facilitate connections between members, industry leaders, and students.
- Encourages collaboration and sharing of best practices among members
- Strengthens the sense of community within the chapter

**Join us on Friday, March 28, 2025, at the Georgia Tech Conference Center in Atlanta, GA.**



# PRSA Georgia Awards Celebration

## Recognition:

- Honors the best and brightest in the industry, highlighting exceptional work and contributions
- Provides a platform for members to gain recognition for their efforts and successes

## Motivation:

- Encourages members to strive for excellence by showcasing award-winning projects and initiatives.
- Boosts morale and inspires continued participation and engagement within the chapter.

## Event Highlights:

- Cocktail Hour: A chance to mingle and network before the main event2.
- Dinner and Program: Enjoy a formal dinner while celebrating the award recipients and their achievements



# Q&A



[MelissaSmith@GwinnettTech.edu](mailto:MelissaSmith@GwinnettTech.edu) or  
[Melissa.Smith50@gmail.com](mailto:Melissa.Smith50@gmail.com)

# PRESIDENT / VICE PRESIDENT

**KIM MARKS MALONE, APR**

**Memphis Chapter**



# AGENDA

- Roles
- Succession Planning
- Best Practices



Photo by Riccardo Annandale on Unsplash

# Roles

The President serves as the chief executive officer of the Chapter and presides over all meetings, the board of directors and the executive committee.

The Vice President – some chapter refer to it as President-elect – acts as a supporting role to the President, stepping in to lead in the absence of the President.

# Succession Planning

- Important for continuity
- Board Member, Vice President (or President-elect), Immediate Past President
- Vice President typically has served at least one year on the board
- Identify potential candidates early
- Immediate Past President serves in advisory role

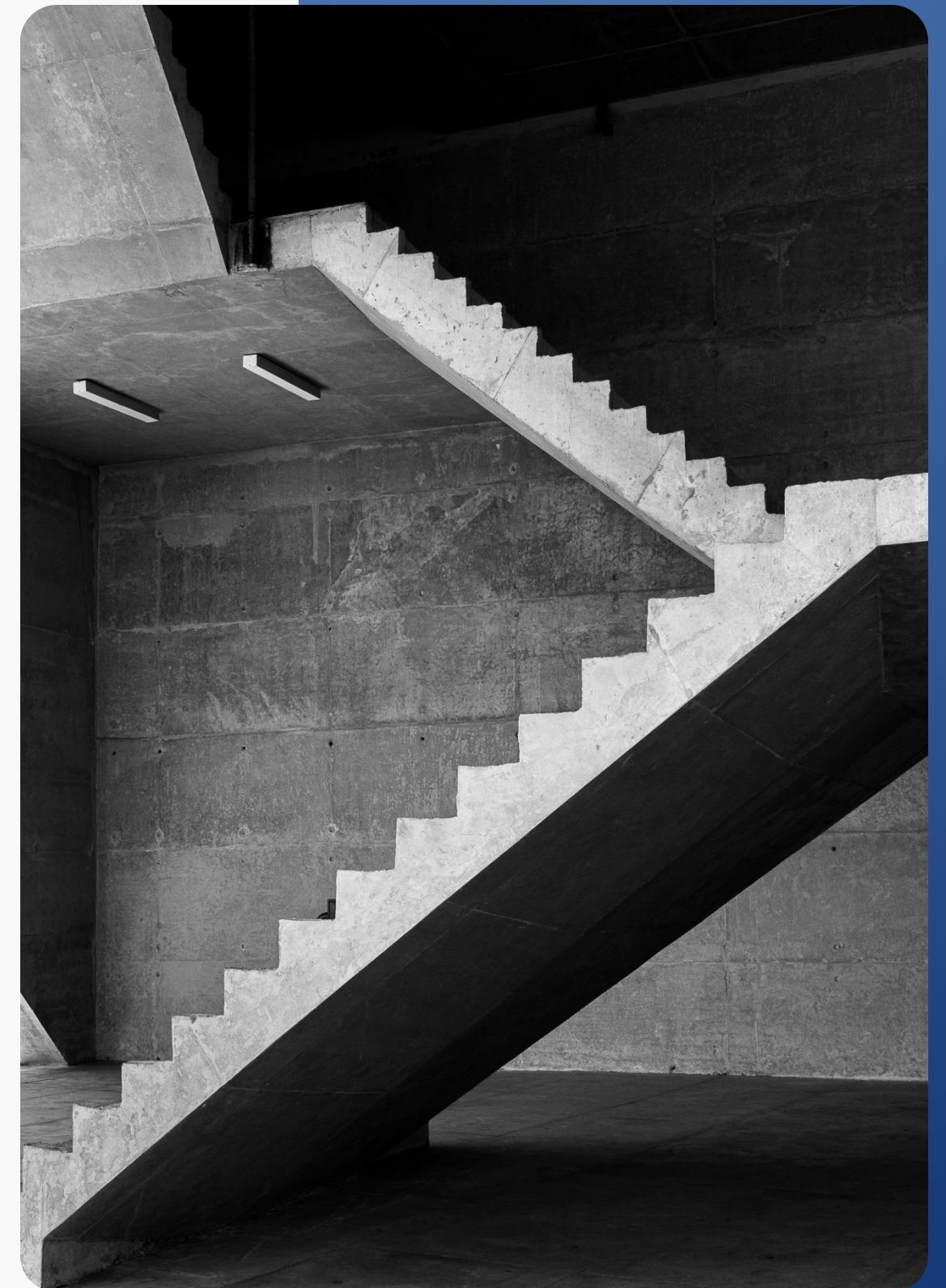


Photo by Mauro Lima on Unsplash

# BEST PRACTICES

01

Set clear goals for the chapter based on member needs and PRSA's strategic objectives. Communicate these goals clearly to your board and membership.

02

Be proactive in planning your board's succession. Identify and mentor potential board members, especially Vice President and President, and mentor them.

03

Empower your board members to do their jobs.

# Resources

PRSA Leader Resource Guide

Leverage your District board

Use the tools on the national website

Leadership Rally at ICON



# Q&A

 [kim.marks@mac.com](mailto:kim.marks@mac.com)

# SECRETARY

**JOE STABB, PH.D., TE, APR, ACUE**

**Volunteer Chapter**



# SECRETARY SESSION

**Joe Stabb, Ph.D., APR**

President, PRSA Volunteer Chapter  
Chair, PRSA Educators Academy



# AGENDA

- Access to Information?
- General Tasks / Duties
- Financial Projections

## My Account

[\[Edit Image in Community Profile\]](#)**Joseph Earl Stabb, Ph.D., APR**

Assistant Professor of Practice

University of Tennessee, Knoxville

PRSA ID: 1648085

Join Date: 6/23/2007

Customer Type: PRSA Member

Expiration Date: 8/31/2025

Accredited Date: 05/01/2018

APR Renewal Due Date: 12/31/2026

Members Only

My Dues

Contact Info

My Profile

Email Preferences

Security Settings

Volunteer Tools

## My Committees

Click on the committee name to go to the community site for that group, if available.

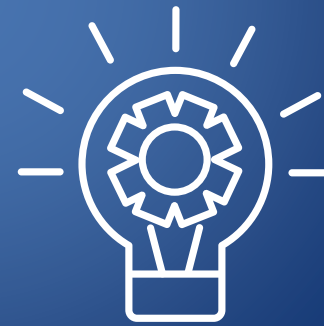
- [Educators Academy Section](#)
- Southeast District Officer
- Volunteer Chapter Officer

## Additional Tools

- [Section Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)



Membership statistics including personal and professional demographics.



Access to policies, resources, and graphics from PRSA!



Make sure that your chapter's data is up-to-date!

You can access dropped and expired members!

# Access to Information!

---

"Always be nice to secretaries. They are the real gatekeepers in the world."  
— *Anthony J. D'Angelo*

---

# Things to Remember

## Robert's Rules:

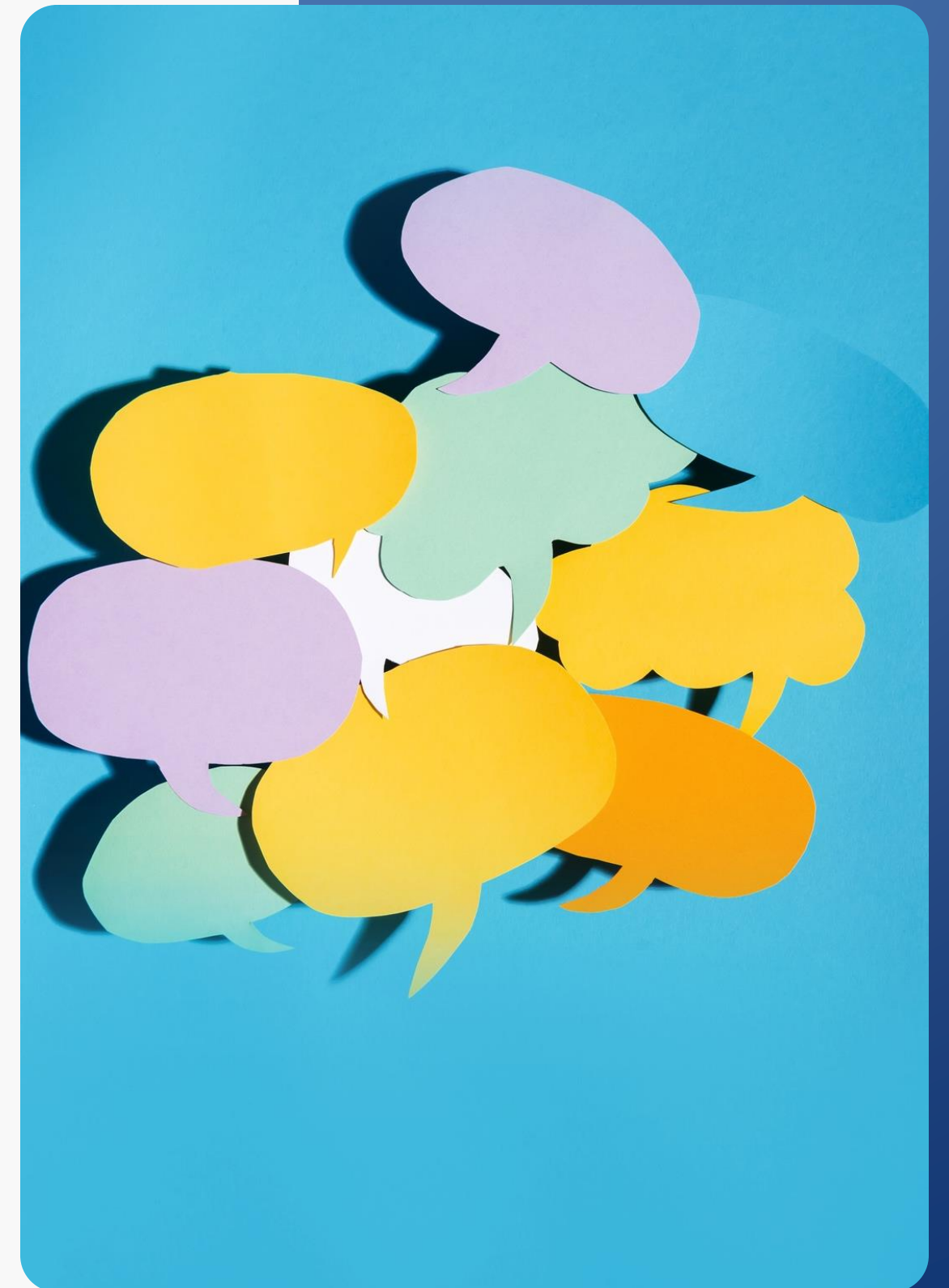
- All official meetings are governed by Robert's Rules of Order. Your official documents should reflect this.
- Make sure that your bylaws reflect the proper procedures that you will follow for all official meetings.

## Document Retention:

- Make sure that you have a place for document retention. This is important as leadership in your chapter changes.
- Every chapter may have a different process and procedure. Just be sure that it is consistent from year to year.

## Other Duties as Assigned:

- In some chapters, the role of Secretary also is the Chair of specific committees of the chapter. Review if this makes sense.





# Discussion

# So now you're a Treasurer...

What do you do now?



**CHUCK LIONBERGER, APR**

Roanoke, Virginia

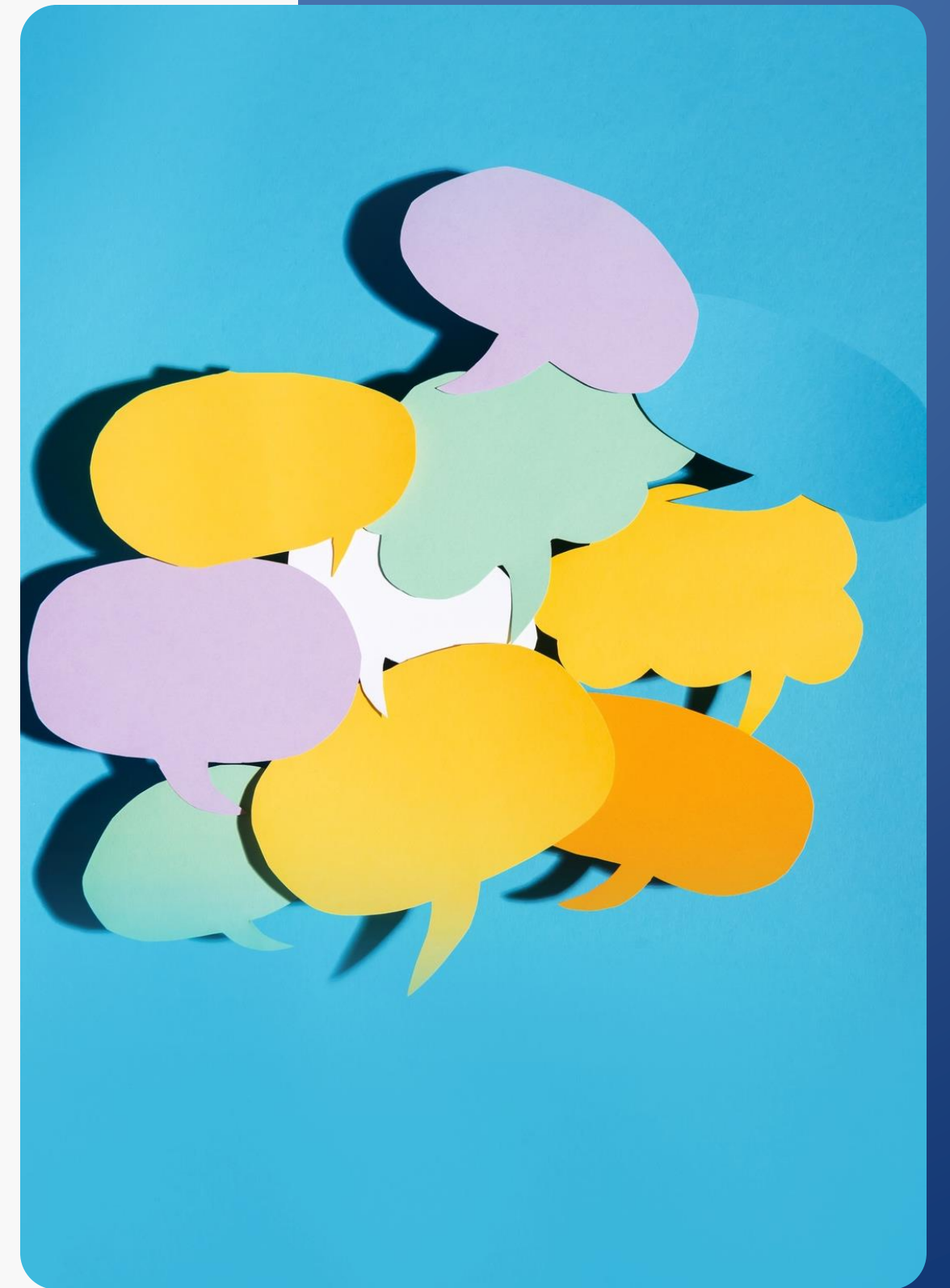


**MIKEY MOONEY**

Atlanta, Georgia

# What are the jobs of a Treasurer?

1. Manage financial transactions
2. Maintain fiscal transparency
3. Prepare budget and financial plans
4. Ensure fiscal responsibility
5. Comply with local, state and/or federal reporting
6. Update MyPRSA Chapter Dashboard
7. Prepare your successor



# Job 1: Managing Financial Transactions

01

Keep detailed records of all income and expenses, using accounting software (Quickbooks, Wave, Excel)

02

Securely store financial documents (Google Drive, Dropbox, SharePoint, MyPRSA), and maintain copies of invoices, receipts and bank statements – electronic (or both!)

03

Establish a record retention policy for financial documents

# Job 2: Maintain Fiscal Transparency

01

Reconcile bank statements monthly (online banking really helps!)

02

Emphasize financial transparency. Provide regular updates to board and membership. Show all revenues and expenses as well as monthly totals. Implement clear reimbursement policies that include a paper trail.

03

Conduct annual financial review or audit (very important!)

[illegible]

# Job 3: Prepare Budgets and Financial Plans

01

Develop and maintain an annual budget – work with your president and entire board. You're the person with money on the mind as new initiatives are considered.

02

Adjust budgets based on income and expenses.

03

Track and report all fundraising funds accurately – some projects may have a separate budget.

# Prepare Budgets and Financial Plans

[illegible]

# Job 4: Ensure Fiscal Responsibility

01

Implement dual control over transactions:

- Multiple users on bank account.
- Two signatories on physical checks.
- For e-checks, send an authorization email to bank signatories prior to each transaction.
- Include each transaction and balance on financial reports.

02

Set up / follow board approval processes for non-budgeted expenses and reimbursements. Establish “discretionary” budget line item to plan for unexpected expenses.

03

Keep the bank account signatories up to date.

# Job 5: Comply with Required Reporting

01

File IRS Form 990 (990-N, 990-EZ, or full 990) annually.  
Super important to maintain nonprofit status.

02

Be aware of deadlines and monitor emails from PRSA for reminders.

03

Ensure compliance with policies related to fundraising activities. Ask if unsure.

# Job 6: Update MyPRSA Chapter Dashboard

01

Upload monthly financial reports to MyPRSA.

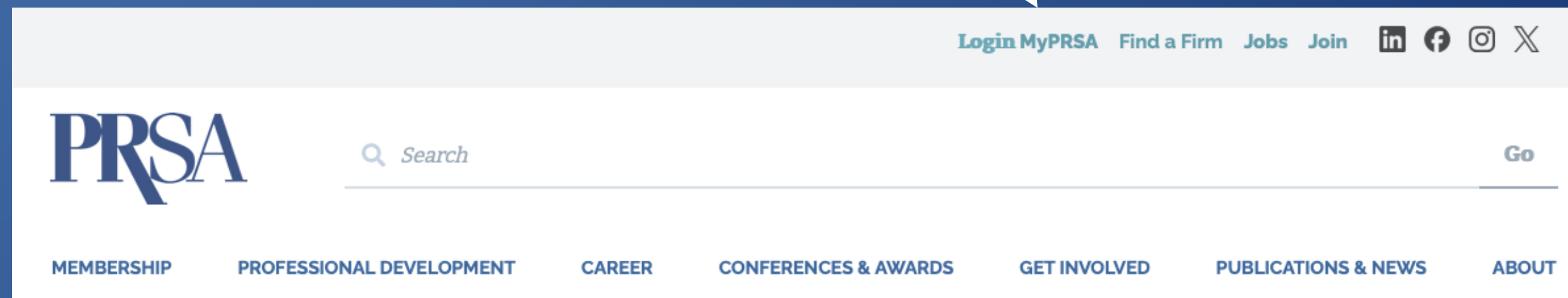
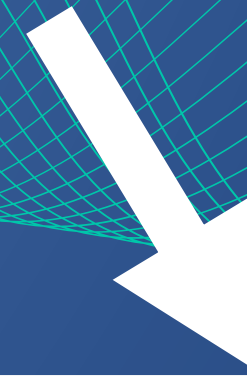
02

Upload all 990 documents to MyPRSA (REQUIRED)


03

Add any best practices, SOPs, etc. for year-over-year transition to MyPRSA.

# Job 6: Update MyPRSA Chapter Dashboard




# Job 6: Update MyPRSA Chapter Dashboard



[ACCOUNT ▾](#)[COMMUNITIES ▾](#)[PROFESSIONAL DEVELOPMENT ▾](#)[TOOLS & RESOURCES ▾](#)[MENTOR CONNECT ▾](#)

## My Account



[\[Edit Image in Community Profile\]](#)

**Charles Douglas Lionberger, APR**  
Director of Community Relations  
Roanoke County Public Schools

**Members Only**[My Dues](#)[Contact Info](#)[My Profile](#)[Email Preferences](#)[Security Settings](#)

**Volunteer Tools**

**MyPRSA Communities**

Join the conversation with your network of public relations and communications professionals.

**PRSA Member Badges**

Download digital badges to add to your email signature, display on your LinkedIn profile or share in social media posts. It's a great way to spotlight your dedication.

**Member Directory**

Connect directly with your PRSA colleagues.

**Communications Match™/Find-a-Firm**

List your agency or practice in Communications Match™, and get an exclusive PRSA discount.

**Accreditation**

Distinguish yourself among your peers by acquiring your APR or APR+M credential.

**Member Resources**

Learn more about PRSA and its governance and leadership.

# Job 6: Update MyPRSA Chapter Dashboard

## My Account



[\[Edit Image In Community Profile\]](#)

### Charles Douglas Lionberger, APR

Director of Community Relations

Roanoke County Public Schools

**PRSA ID:** 1648290

**Join Date:** 8/22/2007

Members Only

My Dues

Contact Info

My Profile

Email Preferences

Security Settings

## Volunteer Tools

### My Committees

Click on the committee name to go to the community site for that group, if available.

- Blue Ridge Chapter Officer
- Mid-Atlantic District Officer
- Mid-Atlantic District Officer

### Additional Tools

- [Chapter Portal](#)
- [District Portal](#)
- [My Speaker Profile](#)
- [Speakers Bureau Search](#)



# Job 6: Update MyPRSA Chapter Dashboard

Chapter Portal: Blue Ridge Chapter (117)

[« Back to Chapter List](#) [« Back to District](#) [« Back to Volunteer Tools](#)

**Member Stats**

Chapter Info

DocShare

Rosters

Resources

**At a Glance**

Personal Demographics

Professional Demographics

Chapter Overview

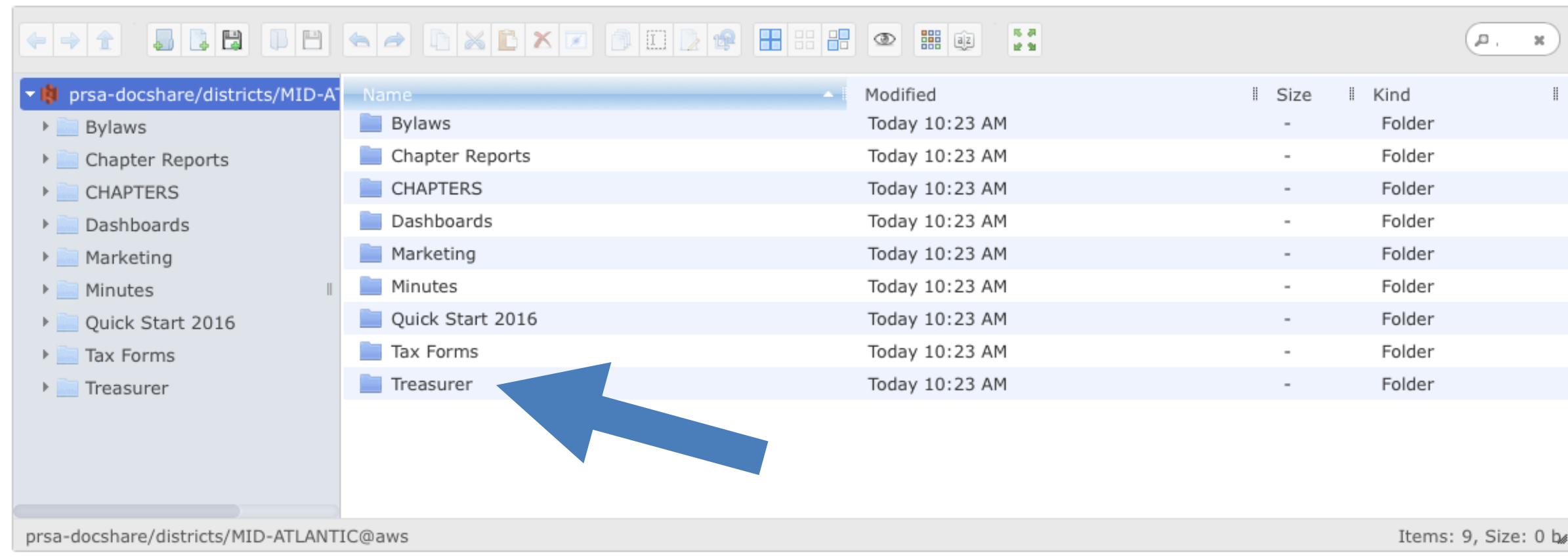
# Job 6: Update MyPRSA Chapter Dashboard

## DocShare

Note that if you have access to more than one Chapter/District in DocShare, **all** of them appear here.  
Please be advised that District Leaders have access to the DocShare files for the Chapters within their Districts.

**IMPORTANT:** Do not use DocShare to store any documents that contain sensitive information such as Social Security numbers, credit card details, etc.

**Welcome:** Charles



Name	Modified	Size	Kind
Bylaws	Today 10:23 AM	-	Folder
Chapter Reports	Today 10:23 AM	-	Folder
CHAPTERS	Today 10:23 AM	-	Folder
Dashboards	Today 10:23 AM	-	Folder
Marketing	Today 10:23 AM	-	Folder
Minutes	Today 10:23 AM	-	Folder
Quick Start 2016	Today 10:23 AM	-	Folder
Tax Forms	Today 10:23 AM	-	Folder
Treasurer	Today 10:23 AM	-	Folder

prsa-docshare/districts/MID-ATLANTIC@aws

Items: 9, Size: 0 b

# Job 7: Prepare your Successor

01

Review and reconcile financial records, and conduct a final financial audit / review before transition..

02

Train and document processes for the new treasurer.

03

Update access to financial accounts and software. Discuss any banking transition issues, especially if across state lines.



# OPEN DISCUSSION; Q&A



CLIONBERGER@RCPS.US

MOONEY@POSTONCOMMUNICATIONS.COM

# PROGRAMMING



**JOE TRAHAN, PH.D., APR, FELLOW PRSA**

**Lookout Chapter**



**DWENDY JOHNSON**

**Programming Chair, PRSA Central PA**

# Effective Program Committees

## **Define Clear Objectives**

Establish the purpose and goals of the committee

## **Select Diverse Members**

Choose members with varied skills, backgrounds, and perspectives

## **Set Expectation**

Clearly outline the responsibilities and expectations for committee members

## **Foster Collaboration**

Encourage open communications and collaboration among members

## **Delegate Tasks**

Assign specific tasks based on members' strengths and interests

## **Evaluate and Adapt**

Recognize and celebrate the achievements of the committee

# KEY TAKEAWAYS

BALTIMORE  
**RAVENS**

Dinner and Discussion with  
**Kevin Byrne**  
"Communication in Crisis, the  
Importance of the Same Message."

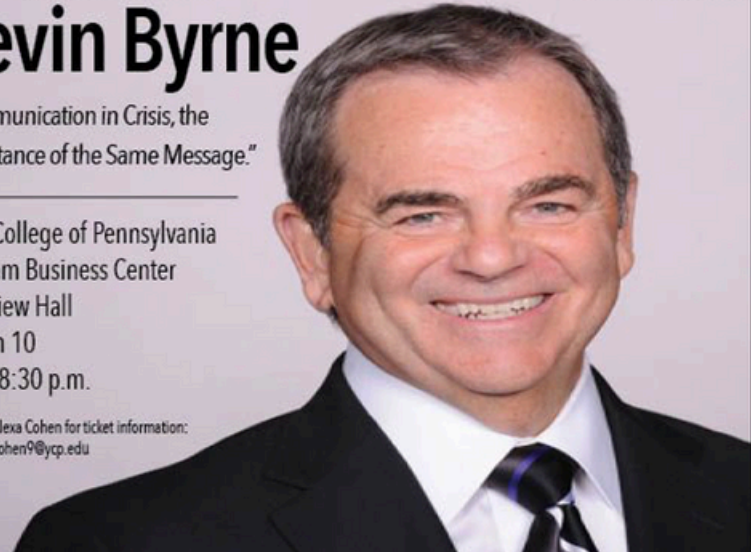
Senior VP of Community and Public Relations  
for the Baltimore Ravens

York College of Pennsylvania  
William Business Center  
Yorkview Hall  
March 10  
6:30-8:30 p.m.

Contact Alexa Cohen for ticket information:  
Email: [acohen9@ycp.edu](mailto:acohen9@ycp.edu)

PRSSA Member: \$18.00 Student: \$20.00  
PRSA Member \$25.00 Non-members: \$30.00

Hosted by the YCP PRSSA &  
Central PA PRSA Chapters



- Strong committee members
- Early planning
- Utilize social networks
- Monthly meetings
- Collaborate



# Q&A

Dwendy Johnson  
Central PA PRSA Programming Chair  
[djohnson@donors1.org](mailto:djohnson@donors1.org)  
PRSACP.ORG