**PRSA East Central District**

*Roundtable discussion*

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| **Things our chapters do well/are proud of** | **Things we need to improve** |
| **Central Ohio**   * Open to change/pivoting | **Central Ohio**   * Fundraising   + [Detroit has some success stories](https://www.prsadetroit.org/about-us/sponsorship-information/) - what types or organizations we haven’t engaged? Hard dollars and in-kind sponsors. They get $27,000 in sponsorships a year. Current sponsors are very engaged. Who is the right person to talk to? Basically, corporations and agencies who members or individuals have connections to in order to make the sponsorship happen. Some sponsors come to the table with funds to be able to influence the programming topic, for example, GM with smart vehicles in a way that is topical and relevant to the professionals that are there (NOT to be “sales pitch” like). * Member engagement and recruitment * “About PRSA” - Need to clearly communicate the structure and organizational chart of how to get involved in both chapter level and national PRSA/benefits of membership (PRSA app, message board, free webinars, etc.; Hoosier pulls up the membership benefits page on the national PRSA website); need to introduce a onboarding checklist/direct mailer/coffee/meeting/etc. |
| **West Virginia**   * Awards | **West Virginia**   * Sponsorship * Volunteer/leadership development - missing chapter president, treasurer, secretary, etc. |
| **Hoosier**   * Communication (at the right times and the right information) * Sponsorship package (revamped; promoting the chapter, benefits and reaching out to sponsors they have now secured a title sponsorship by a leading agency for 2 years; quantify how much they get - number of tweets, number of posts, etc.) * Membership - coffee quarterly meeting with new members, prospects and renewing memberships; they can meet with leadership on our board, what they want to get out of the chapter, etc. (Deeksha was originally having one on ones and that was unmanageable, but quarterly has made it impactful and better) * “Half day with a pro” - you get assigned an organization then go to the luncheon | **Hoosier**   * Missed opportunities - how to find the time to implement everything at the chapter level. PRSA National does a nice job of creating the toolkits for the social media kits in the chapter - they give you graphics, customized tweets, myprsacommunities tab - social media community - you can join and they give you access to the resources. They will send you an email when the monthly resources are available. |
| **Pittsburgh**   * Student liaison interaction - graduation party (they provided appetizers, and reached out to each PRSSA chapter with a nice invitation, etc.) | **Pittsburgh**   * Education about PRSA in general - focus a meeting on breaking down the value of being in PRSA - what PRSA can do for you |
| **Cleveland**   * Scholarships - they give out $2,000 and $1,000 to the students (getting them to apply is a challenge; seniors can apply and they get cash) * Has a formal mentoring program; put the word out to everyone; it’s a set program in that one a month there must be a face to face; a year commitment; will share documents. | **Cleveland**   * Volunteers - need to recruit people to be committee members to then therefore up the ladder; if you volunteer X hours, you can get a program for free   + Possible solution: some chapters have a two-year presidency which allows you to focus more on building the best of the board. You may have to change your Bylaws locally if it is currently term limited.   + Print out a membership roster and take it to a nominating committee meeting. Who do you know? Is there anyone who can do “X”? They feed the members and cater them at this. |
| **Detroit**   * Fundraising & Sponsorships is done really well; Bowling for scholarships event raises money for student scholarships (replaced former golf outing). There is a silent auction with the bowling event too. Detroit also has chapter sponsors at different levels for the entire year—makes about $27,000 per year on sponsorships—agencies, corporations; https://www.prsadetroit.org/about-us/sponsorship-information/. | **Detroit**   * Need to get better at collecting feedback to make sure programming is good for more people. |
| **Akron**   * Years ago had trouble getting the seasoned practitioners to come; created an exclusive event in the evening that was limited to attendees 20+ years of experience and it has been a hit. | **Akron** |
| **Thoroughbred:**   * We have done a good job with student engagement; they bring a lot of energy * Keeping professors on the board helps keep students engaged. | **Thoroughbred:**   * Struggle with engaging the seasoned professionals. |
| **Crystal/National:**   * As a former chapter president, central NY, established a two-year presidency; this does require a bylaw change; allows the president to accomplish a lot more to and know members too. |  |
|  | **Overall discussion**   * Bringing in new members, such as students   + Solution: PRSSA advisors are PRSA board members and require the students to go to luncheons and get involved. Once those professors roll off, this becomes more problematic. |

**Mentorship programs/matching programs:**

* Cleveland - has a mentoring program with seasoned professionals who volunteer, then they put the word out to new pros (people who just became professionals) and they match them up. There is a set outline: meet at least once a quarter (face to face), some paperwork at end of year to make sure both sides are happy, etc. It is a one-year commitment (calendar year). Bob Rotatori will share documents.
* Arkansas chapter had one (Allyson Johnson, APR shared) - there was an easy form on the website that a new pro could fill out with their info as well as what they would prefer from the mentor (gender, industry, etc.)
* Women’s networking organization, not PRSA - speed mentoring, with the same concept of networking. Some of the mentees brought in questions and the mentor would answer. They did it once a quarter. If you meet someone you really connect with, individual relationships may develop, but that wasn’t a requirement - just a happy bonus.
* Central Ohio - “Match day” - half-day mentoring and luncheon where all the mentees/mentors get together (Hoosier chapter does the same thing)
* Flipping the script (Grand Rapids) - we always think about what the mentors can do for the students, but should we flip the script and have an event in which the seasoned pros can pick the brains of new pros/recent grads/students. Idea: host a “Meet Gen Z” event with a panel in which pros can ask questions of the younger generation.

**What collaborations can PR, ECD, PRSA, etc. do to help further the reputation of PRSA?**

* Addy awards get great press where the local PRSA awards may not. Should we sponsor other awards programs to get our name out there? Addy - you have to enter at the lowest, most local level, in order to move up.
* Awards program - should the process be that you MUST enter the local awards, then regional, then national? Companies see the value of national awards but skip over the locals.
* The Arkansas PRSA combined with AdFed (Addy) and call them the Arkansas Communications Awards. They share the cost for event space, etc. and they pool resources.
* Not necessarily set a cap, but having PR agencies who don’t over-enter and don’t dominate the awards so that there is a place for everyone at the table makes the awards program more accessible and widely attended.

**Mentoring Opportunities/matching students**

* Cleveland/Bob: Has a formal mentoring program; put the word out to everyone; it’s a set program in that one a month there must be a face to face; a year commitment; will share documents.
* Hoosiers: used to have one but doesn’t any more; Arkansas had a form that members could fill out and designate mentor preferences.
* Pittsburgh: speed mentoring—same concept as networking; but just a quarterly commitment; usually 5 and under years.
* Central Ohio: match day program: half day job shadowing – one of their highest events attended; would be cool if reaching out to Gen Z to represent that voice on panels.  
  West MI: talked about reverse mentoring – newer professionals to older professionals.

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