

**PRSA East Central District – Board of Directors
Minutes for January 9, 2014**

ECD Board Present

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Treasurer Sarah Bednarski, APR; Secretary Gretchen Fri, APR; Director David Shank, APR, Fellow PRSA; Director John Austerberry, APR; Director Natasha Baker, APR; Director Diane Krider, APR; Administrator Diane Slaughter, CAE, APR, Fellow PRSA

Chapter Representatives Present

Angela Billings, Bluegrass

Call to Order (R. Batyko): 9:04 a.m.

Minutes (Fri)

Minutes from the December 2013 meeting were approved as submitted by consensus.

Financial Report (Bailey)

Treasurer Bailey provided the following report: The District had no income during December. District expenses for the month were \$265 for district Administrative services. The current total in the district checking account is \$4,907.54. The district CD totals \$3,150.51. Total district assets are \$8,058.05. District income to date is 88.57 percent of budget at \$5,133.41. District expenses to date are 74.6 percent of budget at \$4,785.68. Net income for the full year 2013 was \$347.73.

Dues payments for 2013 year were \$2,591.50, approximately 75 percent of budget, with dues having been received from the Akron, Central Ohio, Central Michigan, Dayton/Miami Valley, Detroit, Greater Cleveland, Northwest Ohio, Northwest Pennsylvania, White Pine, Thoroughbred, West Michigan and West Virginia Chapters.

Shank will check on Hoosier chapter's dues.

2014 budget will be reviewed and will be available for approval at February board meeting.

Welcome New Board Members (R. Batyko)

John Austerberry, APR (Detroit) and Diane Krider, APR (White Pine)

Chapter Liaison appointments (R. Batyko):

Akron: Gretchen Fri, APR

Bluegrass: David Shank, APR, Fellow PRSA

Central Michigan: Diane Krider, APR

Central Ohio: Denise Clark

Cincinnati: Natasha Baker

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Dayton Area: Natasha Baker
Detroit: John Austerberry, APR
Greater Cleveland: Rick Batyko, APR, Fellow PRSA
Hoosier: Todd Bailey
Northwest Ohio: Sarah Bednarski, APR
Northwest Pennsylvania: Gretchen Fri, APR
Pittsburgh: Rick Batyko, APR, Fellow PRSA
Thoroughbred: David Shank, APR, Fellow PRSA
West Michigan: Diane Krider, APR
West Virginia: Todd Bailey
White Pine: John Austerberry, APR

Shank mentioned the Thoroughbred member count appeared low.

Committee appointments (R. Batyko):

360 Review: Sarah Bednarski, APR
Best Practices Calls: David Shank, APR, Fellow PRSA
Chapter Excellence Awards: John Austerberry, APR
Diamond Awards: Diane Krider
District Nominations: Denise Clark
National Nominations: Denise Clark
Platinum Award: Gretchen Fri, APR
Policies & Procedures Manual: Denise Clark
QuickStart Conference: Todd Bailey
Social Media: Natasha Baker, APR

Shank will follow-up with Hoosier Chapter for a list of Diamond Award winners to be included on the ECD website, as well as confirmation that they will once again judge the Diamond Awards in 2014.

2014 Strategic Plan (R. Batyko): See attached
2014 plan was reviewed and approved by consensus. 2014 objectives and board member assignments were reviewed and approved.

- 2014 Strategic Plan measurement criteria will be modified to include social media measurement.

**PRSA East Central District 2014 Strategic Plan
Adopted by the board of ECD on January 10, 2014**

1. Organizational Structure

What is PRSA: Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest and foremost organization for public relations professionals. PRSA is responsible for representing, educating, setting standards of excellence, and upholding principles of ethics for its members and, in principle, the \$4 billion U.S. public relations profession. The Society has 20,000 members and its student affiliate, the Public Relations Student Society of America, has 10,000 members.

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ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

PRSA Mission (National): With the vision to unify, strengthen and advance the public relations profession, PRSA helps to build value and demand for, and global understanding of, public relations.

PRSA helps to advance for the professionals by offering:

- professional development opportunities through continuing education programs,
- information exchange forums,
- and research projects conducted on the national and local levels.

What is the East Central District: One of 10 PRSA districts, the East Central District represents members in 16 PRSA chapters concentrated in Ohio, Michigan, Indiana, Western and Northwestern Pennsylvania, West Virginia and Kentucky. As of 2013, the District represents 2,868 PRSA members. It includes the following chapters:

Chapter	Members
Akron Area Chapter	101
Bluegrass Chapter	118
Central Michigan Chapter	152
Central Ohio Chapter	396
Cincinnati Chapter	239
Dayton Area Chapter	68
Detroit Chapter	417
Greater Cleveland Chapter	278
Hoosier Chapter	431
Northwest Ohio Chapter	94
Northwestern Pennsylvania Chapter	94
Pittsburgh Chapter	223
Thoroughbred Chapter	50
West Michigan Chapter	129
West Virginia Chapter	110
White Pine Chapter	37

2. East Central District's Purpose

ECD Mission: The mission of PRSA ECD is to build stronger chapters throughout the district by facilitating chapter leadership development and communication.

East Central District Value Proposition: ECD serves as an ombudsman to National for chapters in the ECD District. It also delivers a high level of service and expertise to chapter leaders focused on helping them better serve their members and achieve leadership positions throughout the society.

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East Central District Goals

The goals of the East Central District are to:

- Foster sharing of knowledge and best practices among ECD chapter leaders
- Provide chapter leadership development
- Create an environment that encourages a leadership continuum
- Advocate for chapters, districts and the profession:
 - o Be the voice for the chapters to National
 - o Participate in National's PR profession advocacy activities
 - o Promote the role and value of districts and National to chapters

Key Audiences

- Primary: ECD Chapter Officers
- Secondary: Chapter Leaders (including administrators)

2014 Objectives

1. Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Identify potential topics from ECD chapters for Best Practice Calls (formerly known as Affinity Calls) and facilitate the calls during the year (survey presidents, PD chairs, membership, treasurers, web/communication chairs, APR).
- B. Post best practices on website (Diamond Award winner summaries, QuickStart presentations, chapter excellence programs, chapter strategic plans, treasury report samples, innovative meetings, ethics meeting ideas, etc.)
- C. Utilize ECD website and social media outlets as a clearing house for knowledge-sharing for chapters in the areas of chapter programming, educational opportunities and outreach, speaker promotion and other valuable chapter activities. Promote the Diamond Awards to recognize best practices in public relations campaigns and tactics and offer revenue stream for host chapter on a two-year rotating basis.

2. Advocate – be the voice – for the Chapters to National/Advocate and promote the role and value of districts to chapters

- A. ECD board members will be in regular communication with their liaison chapters. Through this interaction, board members will be able to identify any issues and challenges chapter leaders are experiencing that should be brought to the attention of the ECD's national PRSA contacts.
- B. ECD board members will stay abreast of PRSA national's advocacy agenda and promote it by encouraging ECD members (through its chapter network) to support national's efforts on behalf of the profession.

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- C. The ECD board chair will participate on the District Council, which is made up of the 10 PRSA District chairs, who meet (usually by conference call) each month to advocate for Districts, share best practices, and foster the PRSA leadership continuum.

3. Enhance Chapter Leadership Development

- A. Provide the annual QuickStart Conference to chapter presidents-elect and other officers each September.
- B. Offer the Chapter Excellence Award program to recognize chapter best practices.
- C. Use Best Practices calls (formerly called affinity calls) to share best practices for chapter leaders and foster cross-district relationship building.

4. Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Identify and encourage potential leaders from chapters to run for district, section, national board and task force leadership positions.
- B. Recognize District members who are elected national board members, appointed to national committee and section chairs, and are new inductees to College of Fellows prominently on the website and social media.
- C. Disseminate timely and consistent information about the national nominating process through social media early in the year, best practice calls and chapter liaison visits.
- D. Offer the Platinum Award to recognize an outstanding member who has served at the district and/or national levels by disseminating information early in the year.

5. Measurement

- A. General member feedback: Indicators of success: 360 Review
- B. QuickStart Conference: Attendees' survey results
- C. Percent of chapters participating in Best Practice Calls
- D. Participation in social media

Monthly Board Call:

Monthly meeting day and time has been revised. Meetings will be on the second Tuesday of the month at 9:00 a.m. Next call will be February 11, 2014 at 9:00 a.m. Call-in information will be provided prior to call.

Adjourn:

Meeting adjourned at 10:10 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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