

**PRSA East Central District – Board of Directors
Minutes for May 13, 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; John Austerberry, APR; Director Natasha Baker, APR, Director Diane Krider, APR, Administrator Diane Slaughter, CAE, APR, Fellow PRSA.

National Representatives Present

Chapter Representatives Present

Brant Welch, Thoroughbred Chapter; Laura Barnhart, Dan Smaldone, Bluegrass Chapter; Vanessa Stiles, Hoosier Chapter

Best Practices Call: Creating a productive and efficient APR training and readiness program presented by the Hoosier Chapter

Call to Order

Meeting was called to order at 9:22 a.m.

Batyko

Minutes

April meeting minutes were approved as submitted

Fri

Financial Report

The District has officially changed banks to Huntington to provide greater access across all chapters. See attached for complete financial update.

Bednarski

Enhance Chapter Leadership Development

- A. QuickStart – Bailey suggested that a new topic be considered to replace MJ's. He suggested 'managing volunteer leaders. However, a speaker is needed. United Way, OU and Aly Sterling Philanthropy were recommended as possible places to find speakers.
- B. Provide mini-leadership training to chapter boards during chapter visits – Removed from agenda going forward
- C. Offer the Chapter Excellence Award program to recognize chapter best practices – Austerberry said he's on target for May kick-off.

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Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Clark – To reiterate - Please encourage chapter leaders to apply for national or ECD board membership now for 2015, or have them start thinking about future membership.
- B. Recognize elected national board members, national committee and section chairs, and new inductees to College of Fellows prominently on the website.
- C. Disseminate timely information about the national nominating process.
- D. Offer the Platinum Award to recognize an outstanding member who has served at the district and/or national levels – Fri is using same timeline as previous years. Notices will begin to go out May. Nominations returned in August and voted on at face to face board meeting in September.

Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Best Practices call – Shank
 - David reviewed topics for the year. Gretchen suggested a session on PRSSA and how to develop and maintain a mutually beneficial relationship - NW PA and Akron chapters. Natasha suggested a session on ways chapters can create an inexpensive website - Cincinnati chapter.
- B. Post best practices on website – Baker
 - Natasha suggested we encourage the sharing of ideas on social media and chapter website
- C. Post chapter speakers, meetings and APR study sessions on website and social media – Baker
 - Slaughter will scan all chapter web sites at the beginning of each month for chapter programming and will post it to ECD site. Baker will review Facebook options for chapters to follow ECD and vice versa so information could be automatically pushed out through chapter promotions. She will report back on these options.
- D. Offer 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 – Krider
 - Baker asked about anticipated delivery schedule for 2013 Diamond Awards. Stiles indicated the first round of awards contained a major error and had to be remade. Vendor expects to ship within two weeks.

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**ADVANCING THE PROFESSION
AND THE PROFESSIONAL.**

Assist PRSA in Reaching all ECD Chapters

- A. This month's communication to liaison chapters – All
- Batyko is working on this and hopes other board members are contacting their chapters on a regular basis.
 - Batyko said he hopes to get more chapters to participate in best practices calls each month. Slaughter said chapter leaders currently receive two notices each month about the call. Stiles said current communications contain so much information that best practices details can get lost. She suggested sending a separate email each month with a call to action such as, "who from your chapter should attend this call?" Shank and Slaughter will work on this.

Adjourn

Meeting was adjourned at 10:00 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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