PRSA Public Relations Society of America
East Central District

PRSA East Central District Board of Directors
Meeting Minutes – July 12, 2017

Attendance
Board Members Present: ECD Chair Gretchen Fri, APR; Past Board Chair Sarah Bednarski, APR; ECD Chair Elect Andrea Clark, APR; ECD Secretary Kelly McGlumphy, APR; Director Sue Patrick, APR; and Director Sara Payne Scarbro

Board Members Absent: ECD Treasurer Vanessa Stiles, APR; Director Chris Kemper, APR; Director Meredith Amoroso; and Director Jennifer Flowers-Kolf, APR

Chapter Representatives and Guests: ECD Administrator Diane Slaughter, CAE, APR, Fellow PRSA; Erin Maggied, Central Ohio Chapter; Jill Alexander, PRSA

Meeting Called to Order at 8:35 a.m.

Best Practices Call Amoroso
Erin Maggied, President Elect, Central Ohio Chapter
- This month's focus: Chapter retention, morale and engagement
- Recommendation: make a personal investment in membership
  - Take out for coffee for a one-on-one conversation to understand what they expect from membership and their interests in how they would like to serve the chapter
  - Also, learn about their career paths to better align interests and identify roles in how they could reach those goals/interests through chapter participation
- Hold monthly meetings in new locations – take a tour of the city to spark new ideas and to see new places, as well as engage with different non-profit organizations and corporations within the community
- Reach out to more senior members to see how you can re-engage them; use them to provide counsel on programming, board operations and membership
- Engage recent graduates and those students who were engaged in PRSSA in your regions

June Meeting Minutes McGlumphy
Motion to approve was made by Sarah Bednarski; Sue Patrick seconded the motion and the June minutes were approved

Board of Directors

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Akron Area Chapter

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Hoosier Chapter

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Greater Cleveland Chapter

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Thoroughbred Chapter

Administrator
Diane Slaughter CAE APR Fellow
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Financial Report Fri/Slaughter

- Currently the District is at 56% of budgeted income and 50% of budgeted expense
- Net Income Jan. 2017 – June 2017: $4,992.50
  - Income Jan. – June 2017 $1,942.50 (dues); $3,000 (sponsorships); $50 (QuickStart)
  - Expenses Jan. – June 2017 - $3,927.54
- Current Chapter Assets
  - Total of $8,379.13
  - Checking account: $5,196.06
  - CD account: $3,183.06

***QuickStart* Update** Clark

- Conference is scheduled for September 29th and 30th in Columbus, Ohio
- Gretchen mentioned seeing how we could include Erin Maggied from the Central Ohio Chapter as a speaker on member engagement
- Central Ohio Chapter will co-sponsor the networking event on Friday night at Bar Louie
- Registration form is updated and ready to go; Diane to let the Board know when it is out so we can follow up
- First 10 Chapter respondents will receive a $150 travel scholarship to attend; this is a grant we received from National for this program
- Agenda will be finalized by the end of July
- There are already two registrations for this year's conference
- Looking to fill panel for chapter recruitment (large chapter) as well as a chapter to speak about using social media effectively

Diamond Awards Bednarski

- The awards materials are slated to go out at the end of July/beginning of August
- The entries will be due late August/early September; with award recipients notified before the holidays
- Board members are encouraged to share Diamond Award information with their respective Chapters to encourage entries; Sarah will share additional information on the August board call
- Diane is working on posting the Diamond Award information on the ECD website; allowing individual chapters to link to the information
- Diane is scheduling training for the Omni system for those board members involved in the Diamond Awards program

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Platinum Award Update McGlumphy

- Initial communication was sent to Chapter Presidents and Administrators in mid-May
- Information is up on the ECD website
- Follow-up communication was sent to ECD board members following June board meeting
- Follow-up communication to individual chapters from Kelly will be sent out in late July; with subsequent reminders in August
  - o Work with Chapters to see if it can be placed on their agendas for upcoming board meetings
- Deadline for submission is Friday, September 1st; Kelly will send out packet of nominees to all ECD board members the week of September 3rd

District Update Fri

- The nominations for the 2018 East Central District Board will be presented at the face-to-face board meeting in September
- Face-to-face board meeting will be held in Columbus at Fahlgren offices on Friday, September 29th
- There will not be a Best Practices call in either August or September
  - o In August, we will focus on QuickStart and the Platinum Awards; as well as update on chapter liaison visits
- Chapter update email is slated go out the week of July 17th
  - o Focus on QuickStart and Platinum Awards as well as updates from National
- Email was sent out to Chapter leaders with detailed questions from National about their APR programs; board members to follow up with individual chapters about survey

PRSA National Update Alexander

- National nominating committee is slated for end of July
- PRSA National has asked all Districts to provide something to put in a time capsule that will be opened 20 years from now. Districts are asked to provide something that is representative of their District and PR. The capsule will be assembled at the International Conference in Boston
- National has also asked the District to provide a video of a senior practioner to talk about what PRSA has meant to him or her for another project they are working on at this time; deadline is August 11th
- National is asking if the District has a conflict of interest policy; ECD does, and Diane will send a copy of the policy over to Jill for submission
- We will not have a District meeting at the International Conference this year
- National is also seeking feedback on the new insurance program

Meeting adjourned at 9:28 a.m.
Respectfully submitted,
Secretary Kelly McGlumphy, APR

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