

**PRSA East Central District Board of Directors
Meeting Minutes – Jan. 10, 2018**

Attendance

Board Members Present: Andrea Clark, APR; Jennifer Flowers-Kolf, APR; Kelly McGlumphy APR; John Palmer APR; Gretchen E. Fri, APR; Sue Patrick, APR; Debbie Davis, APR, Fellow; Sara Payne Scarbro

Board Members Absent: Chris Kemper, APR and Adrienne Wallace

Chapter Representatives and Guests: Kyra Harris (WVU Chapter); Angela Bennett (Akron Chapter); Amy Preske (Thoroughbred Chapter).

Meeting Called to Order at 8:34 a.m.

Minutes

- Sara Scarbro made a motion to approve the minutes and Jennifer Flowers-Kolf seconded. Motion carried.

Financial Report

- Waiting on income from Diamond Awards from 2016-2017. Expecting two checks.
- Net income (Jan. – Dec. 2017): -\$2,457.70
- Total Assets: \$4,856.47
- Total Expenses: \$9,514.50
- A motion to approve the financial report was made by Jennifer Flowers-Kolf and John Palmer seconded. Motion carried.
- Budget proposal for 2018 was presented. ECD applied for national's SEED grant program to help cover the costs of bringing chapter leaders to *QuickStart* through scholarships. The team will also explore options to reduce costs for catering for *QuickStart*.
- Diane mentioned a line-item increase for Chapter Administrator due to location change.
- A motion to approve the 2018 Budget was made by Sue Patrick and Sara Scarbro seconded. The motion carried.

National Updates

- Each national board member is assigned chapters to communicate with, much like the ECD board connects with its 17 chapters. Please be on the lookout for communications from your national board liaison so she/he can update you on national news and information – and answer any questions.
- Member Benefit Additions - We have a new member benefit available through the American Management Association. Members can take advantage of AMA professional development programs for \$250 off the

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- AMA member rate for any seminar by using Discount Code LJTP. Be sure to share this with your members.
- PRSA launched its second certificate program in November, on Crisis Communications. A third program is in development on managing performance. Look for more information on these specialized learning opportunities. Andrea indicated she participated in the Crisis program and found it valuable. Jennifer asked if the modules are repeated; Andrea believes they aren't at this time.
- Thought Leadership - PRSA and the Institute for Public Relations released a survey late last year looking at the fundamental skills, grit and emotional intelligence of New PR professionals. Link to this study. You may find some helpful insights as you work to attract younger professionals to your chapters.
- Technology - One of the most important decisions made by the board this year was to invest in improving PRSA's technology over the next three years. The Society is behind in its infrastructure and systems and this investment will allow greater opportunities to gather data on member preferences, engagement and participation with greater speed, accuracy and member access. Look for changes in the coming months and years ahead.

2018 Strategies for PRSA ECD (Discussion)

Clark

- ECD Board reviewed current draft of strategic plan. Andrea noted that a content audit is underway and the social team, comprised of Adrienne and Sue, is forthcoming. Andrea has also developed draft key messaging for the ECD.. John Palmer made a motion to approve the 2018 strategic plan and Gretchen seconded.
- 2018 ECD Board Committee assignments were revised to help ensure support and resources were approved. Sarah made a motion to approve the committee assignments and Sue Fitzpatrick seconded. Motion carried.
- 2018 ECD Board Chapter Liaison Assignments. A request was made to invite Chapter leaders to provide brief updates at future ECD Board members. Amy and Angela on the call mentioned that it would be beneficial. Jennifer shared support for incorporating this element with the ECD Board calls.

Diamond Awards

Fri

- Diamond Awards will be managed by the ECD organization. Will be using the OMNI service to manage the awards. A call occurred with appropriate representatives to transition all information.
- Discussion of how awards could benefit local chapters without an awards program and connection with the National Anvil Awards program.
- Discussion of another award category for PRSSA Chapters.

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East Central District

- Next steps will be to get a demonstration from OMNI to understand the platform and operation.
- Diane referenced that ECD awards will be judged by another District and ECD will in turn have to judge another District. Request was made to have ECD judge in the summer or spring.

2018 Best Practice Calls

- John Palmer provided an updated on the 2018 program and schedule.
- Andrea asked if these events should be incorporated with ECD Board Call or if they should be stand-alone. Chapter representatives on the call provided feedback. Angela asked that the best practice be incorporated with the monthly ECD Board calls.
- Topics to be explored for 2018 – membership recruitment, leadership development and member engagement (new pros and executives).
- Next steps to arrange speaker and topic for the March ECD Board Call.

Old Business

- Gretchen referenced the need to begin working on 2018 QuickStart planning.
- ECD Board is encouraged to review strategic plan and begin working on committee efforts.
- New Board members John Palmer and Debbie Davis provided brief remarks and shared background information. New board members are asked to send photos to Diane to update materials and website.

Meeting adjourned at 9:15 a.m.

Respectfully submitted,
John Palmer, APR
Secretary

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