

PRSA East Central District Overview

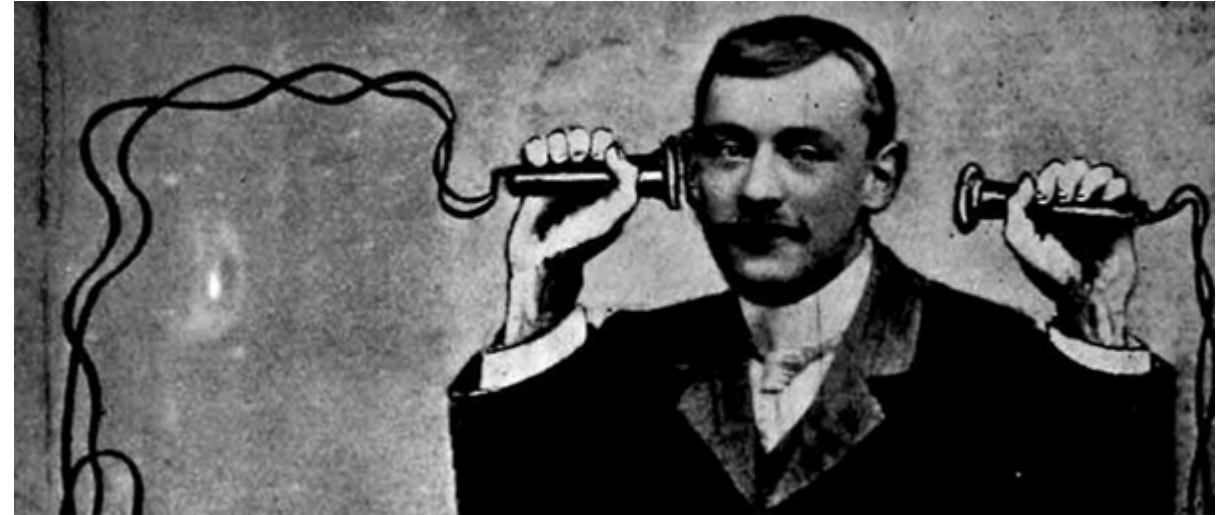
Andrea Clark, APR, Chair, PRSA ECD

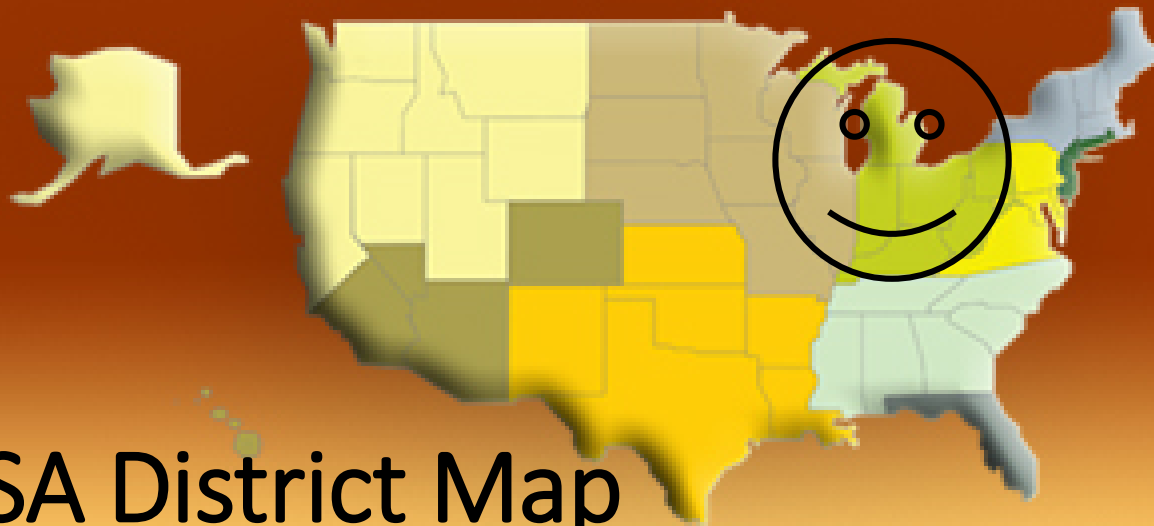


What is a District and What Does it Do?

PRSA's more than 100 local Chapters are organized into 10 Districts and are an important element in chapter success

- Provide a vital link between the local and national organization.
- Provide district leadership involvement in national initiatives that benefit the chapters.
- Help cultivate representatives who can take their passion and become involved at the national level.
- Offers professional and leadership development at a regional and local level that complement national programs.





- Northeast District
- Tri-State District
- Mid-Atlantic District
- Southeast District
- East Central District
- Sunshine District
- Midwest District
- Southwest District
- Northern Pacific District
- Western District

PRSA District Map

East Central

- Ind.
- Ky.
- Mich.
- Ohio
- Pa.*
- W.Va.

Mid-Atlantic

- Del.
- D.C.
- Md.
- Pa.*
- Va.

North Pacific

- Alaska
- Calif.*
- Idaho
- Mont.
- Nev.*
- Ore.
- Utah
- Wash.

Tri-State

- Conn.*
- N.J.
- N.Y.*

Northeast

- Conn.*
- Maine
- Mass.
- N.H.
- N.Y.*
- R.I.
- Vt.

Sunshine

- Fla.

Southwest

- Ark.
- Kan.
- La.
- N.M.
- Okla.
- Texas
- Calif.*
- Colo.
- Hawaii
- Nev.*

Southeast

- Ala.
- Ga.
- Miss.
- N.C.
- S.C.
- Tenn.

Western

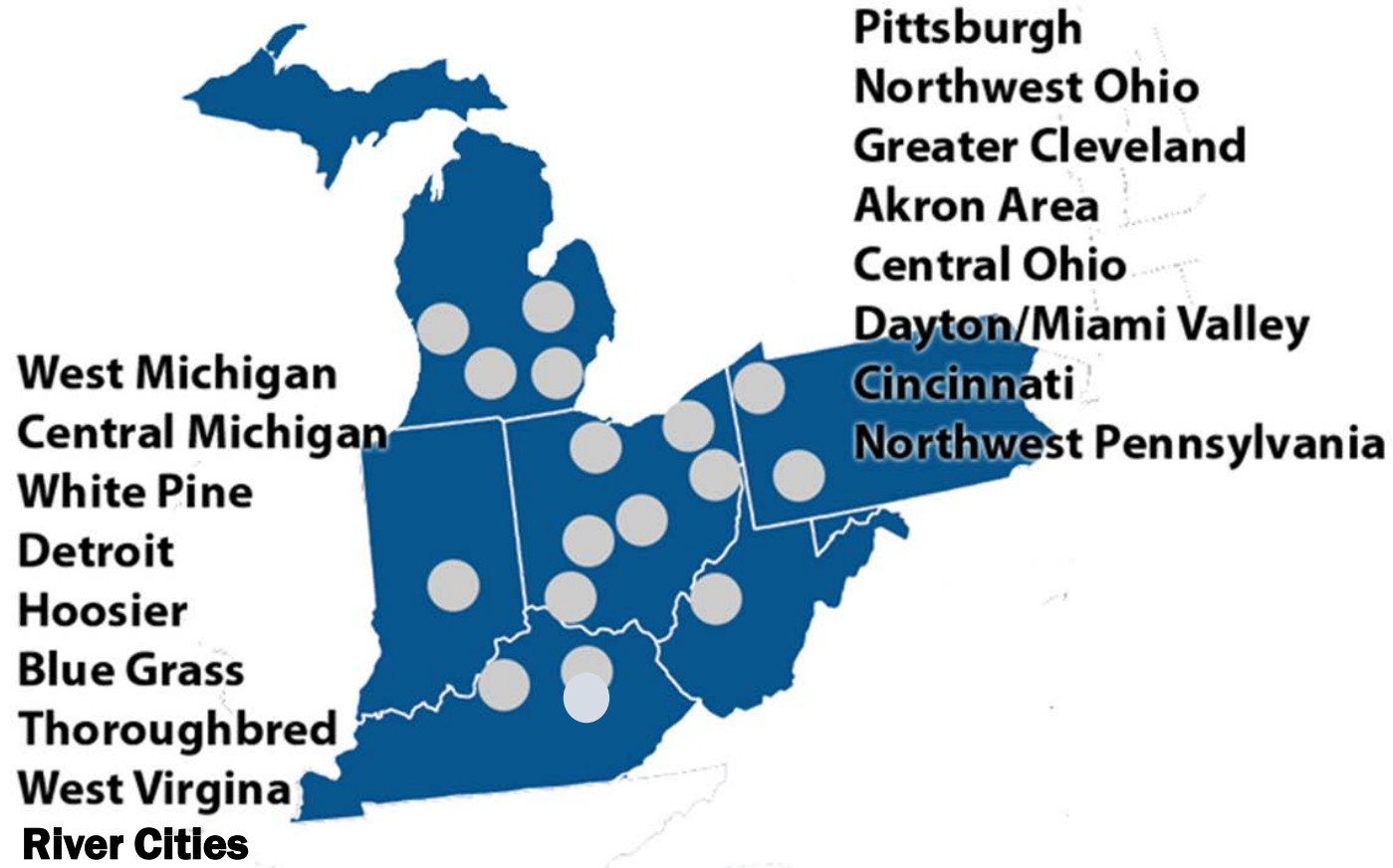
- Ariz.
- Calif.*
- Colo.
- Hawaii
- Nev.*

Midwest

- Ill.
- Iowa
- Minn.
- Mo.
- Neb.
- N.D.
- S.D.
- Wis.

PRSA ECD Overview

Six states, 17 chapters, nearly 3,000 members



How Does PRSA ECD Serve Its Members?

- Leadership QuickStart Conference
- Awards, Honors
 - PRSA ECD Diamond Awards
 - PRSA ECD Platinum Award
- Chapter Outreach and Best Practice Sharing
- Leadership Continuum
- National Nominating Committee Representation
- National Assembly Representation
- Chapter representation at the District and National level



Leadership QuickStart Conference

- Originally designed to help incoming chapter presidents have successful tenures.
- Created, strengthened by ECD
- Pre-cursor to National Leadership Rally; replicated by Districts around the country.
- Today, QuickStart is open to all chapter board officers as ECD extends its support to the chapter's executive leadership team.
- **Sept. 14 & 15 in Columbus, Ohio!**



2017 QuickStart

East Central District invites you to hear from our distinguished speaker:

Jane Dvorak, Chair, APR, Fellow PRSA
President, JKD & Company, Inc.
Lakewood, Colorado

Jane will lead a discussion on the Evolution of Public Relations and what it means to the profession and to PRSA leaders.

<http://www.prsaecd.org>

The graphic is a promotional poster for the 2017 QuickStart conference. It has a blue gradient background. At the top, the text "2017 QuickStart" is written in a large, white, outlined font. Below this, on the left, is a portrait of Jane Dvorak, a woman with short blonde hair wearing a blue blazer. To the right of the portrait, there is a white box with a black border containing her name and title. Below the box, there is a quote about her discussion topic. At the bottom left, there is a URL. The entire graphic is partially overlaid by a photograph of a meeting.

PRSA ECD Diamond Awards

- ECD recognizes shining examples of public relations campaigns and tactics.
- Open to any public relations professional, including members of the 17 chapters in the East Central District; Any nonmember whose place of business is within the district boundaries.
- Hosting internally this year!
- All online, making it easy to submit

2018 Details

Early Entry Deadline: 9.17.18

Regular Entry Deadline: 10.1.18

Extended Entry Deadline: 10.15.18

www.prsaecd.org for more info!



PRSA ECD Platinum Award

The District's highest individual honor, recognizing a member for outstanding:

- PRSA chapter service
- PRSA district service
- PRSA national service
- Impact on the profession
- PRSSA chapter and national service

Nominations typically open mid-summer with judging taking place in September.



East Central District
Platinum Award
in honor of Donald P. Durocher,
APR, Fellow PRSA



for outstanding commitment
and service
to the
Public Relations Society of America



PRSA ECD Chapter Outreach

ECD Talks and Listens to You!

- ECD chapter visits
- Monthly e-blasts
- Best practice calls
- Liaison with national
- PRSA leadership training
- Troubleshooting
- Idea-sharing
- Chapter-to-chapter-to-district-to-national connections



JOIN US... WHERE: Anywhere!

WHAT: Best Practices Call from East Central District PRSA

TOPIC: Programming and partnering with other professional organizations

WHEN: Wednesday, June 14, 2017 at 8:30 a.m. EDT, 7:30 a.m. CDT

WHO: PRSA Bluegrass Chapter

WHY: Learn from peers' successes to generate a more holistic event calendar and robust experience for members.

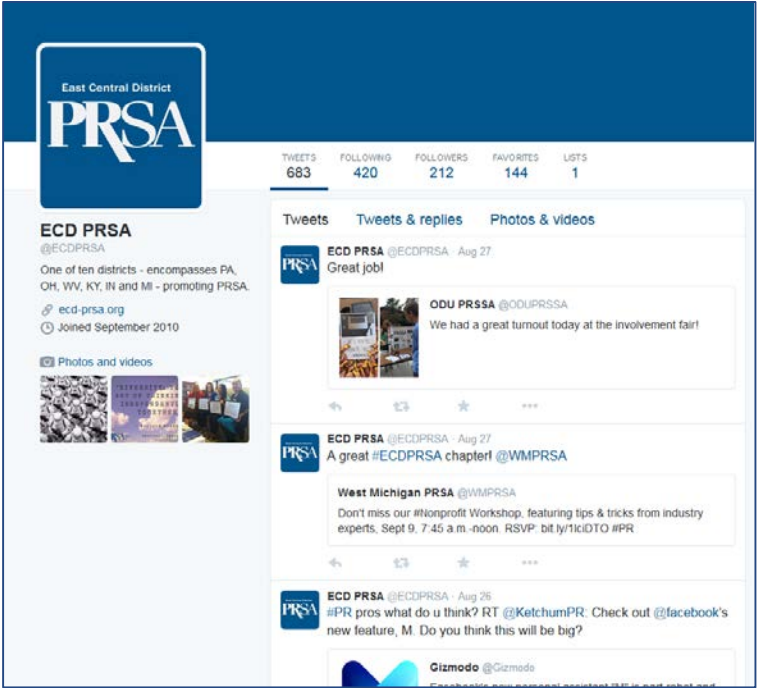
HOW: Dial In: 866-809-6529, Participant Access Code: 1914980#



PRSA ECD Social Media and Website



Facebook.com/ECDPRSA



@ECDPRSA

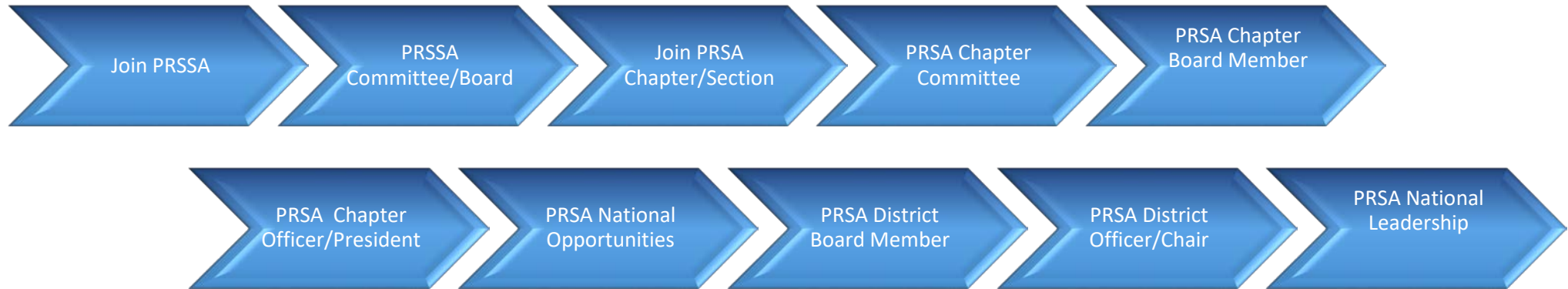


www.prsaecd.org



PRSA Leadership Continuum

Join, serve, grow, lead...repeat



Professional Interest Section leadership roles, national task forces/committees, College of Fellows entry and leadership roles (See next slide for lists of opportunities)



PRSA National Committees, Task Forces and Boards

- Accreditation Marketing Committee
- ACEJMC
- Advocacy Advisory Board
- Audit Committee
- Board of Ethics and Professional Standards
- Brand Marketing Task Force
- College of Fellows
- Commission on Public Relations Education
- District Council
- Diversity Committee
- Educational Affairs Committee
- Finance Committee
- Honors and Awards Committee
- International Conference Committee
- Investment Advisory Committee
- MBA/Business School Program
- Nominating Committee
- Past PRSA Presidents/Chairs
- PRSSA
- Research Committee
- Section Task Force
- Strategic Planning Committee
- Strategic Programming Analysis Task Force
- Task Force on Leadership and Board Service
- Universal Accreditation Board
- Work, Life and Gender



Measurement: How are We Doing?



Our annual 360 Member Survey is our primary method of getting feedback across the entire District.

Your response is key to developing ECD's annual strategic plan. We hope you took advantage of this opportunity to share your thoughts!



Thank you!
(To *you*, not to us!)