



# Strategic Planning and Chapter Operations

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Pittsburgh  
**PRSA**

PRSA Pittsburgh is one of the largest chapters within the East Central District, with a network of more than 200 PR professionals.

**The PRSA Pittsburgh Mission**

To create, educate, and empower a diverse community of communications professionals who value the role that public relations plays in their careers, their organizations, and the region.





Pittsburgh

PRSA

## Our Value Proposition

PRSA Pittsburgh believes public relations serves an increasingly vital role in the leadership, business, marketing, and communications functions of all organizations, and we aim to provide our members with the tools, support, education, and networking to play this role in their respective organizations. We do this through:

- Encouraging research, analysis, and discussion of the challenges and opportunities facing PR professionals today.
- Strengthening and maintaining the highest standards of service and ethical conduct by all members of the profession.
- Supporting the creation of mutually beneficial relationships between our members where diverse ideas, strategies and tactics can be shared.
- Recognizing, rewarding, and sharing our members' accomplishments.



# Strategic Planning Process

PRSA Pittsburgh identified an opportunity to make annual planning more impactful, efficient and measurable. Thus, the strategic planning process was created.

A two-part series - with a kickoff session in January and a mid-year check-in - the executive board hosts an off site during which the previous year's strategy is reviewed and the current year's strategy is developed.

As an output of the January session, a full strategy draft is developed, shared with the BOD and full membership and then applied to that year's activity. At mid-year the executive board meets again to review progress, make optimizations and plan for the next year.

# 2018 Strategy



To ensure PRSA Pittsburgh continues to thrive locally and throughout the region, the chapter's executive board compiled an annual strategic plan designed to protect and advance the chapter. This strategy was applied by all committees to events, communications and activations for a cohesive, consistent plan to drive results.

**Business goal: Increase the financial viability of PRSA Pittsburgh to ensure the organization is positioned for stability and sustainability in the future.**

- **Objectives:**
  - Increase total 2018 revenue by 10 percent from final 2017 results
- **Tactics:**
  - Maintain existing revenue driving events, Renaissance Awards and PR Summit, and increase total overall revenue for each
    - Also determine event optimizations that will increase revenue while lowering overhead costs
  - Identify and implement two new revenue-driving events in 2018 to increase income and support the membership (suggestions include a student-focused event, women in business or young professionals event)
  - Increase the number of chapter sponsors to five organizations in 2018
- **Tactics:**
  - Develop and implement a new sponsorship plan in 2018
  - Revisit current and historical sponsors to repeat in 2018

# 2018 Strategy



## Communications Goal: Increase engagement with PRSA membership.

- **Objectives:**
  - Conduct personalized outreach to existing membership to build interpersonal relationships
- **Tactics:**
  - Each member of the board of directors will reach out to select group of members (as determined by membership chair)
  - Each member of the board of directors will host at least one new member coffee meet-up to gauge interest in the organization and learn more about the individual
  - Young Professionals to conduct outreach to local universities, focusing on communications professors and PRSA liaisons, to better connect the organizations and improve transition to full-time members
  - Leverage a full content strategy, and supporting paid strategy, to boost chapter visibility and encourage attendance and participation
- **Tactics:**
  - Develop an overall content strategy (which includes paid components) that applies to owned, earned and shared channels, to ensure a cohesive brand proposition is distributed throughout all communication touchpoints
  - Introduce additional social channels to better reach our targeted audiences (suggestions include Instagram, and official LinkedIn page) and inspire them to engage with PRSA Pittsburgh
  - Introduce new types of programming that re-engage current members and connect with new members
- **Tactics:**
  - Introduce digital and online learning options, including webinars and podcasts, to engage members during their workday
  - Introduce workshops to educate members on emerging PR topics and trends
  - Reinvigorate public service to select an organization that will inspire the membership to get involved

# 2018 Strategy



## Measurements of Success

- Increase the total number of chapter sponsors
- Increase overall PRSA Pittsburgh membership by 10 percent from 2017
- Increase total revenue for both Renaissance Awards and PR Summit by 10 percent from 2017
- Maintain PRSA Pittsburgh's membership retention rate of at least 90% from 2017
- Increase attendance at PRSA Pittsburgh's major annual events by 10 percent from 2017

# Chapter Operations

## Member Outreach

### *One-on-One Meetings*

- Each board member tasked with personal outreach to members at least 2x/year, to give them an opportunity to give us feedback (positive or negative) and get them more engaged

### *PRSSA Engagement*

- Personalized outreach to PRSSA chapters, to increase the percentage of PRSSA to PRSA membership conversion rate.



# A Personalized Touch



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**PRSA**

Rhiannon,

I hope your 2018 fall semester is off to a good start! I wanted to reach out to you because California University is one of [13 PRSSA chapters](#) that PRSA Pittsburgh sponsors. And as your sponsor chapter, we want to make sure that we kick off the school year by creating and maintaining a strong relationship with all of everyone associated with the California University Chapter, including you, your professional adviser, and all of your PRSSA members.

As Cal's faculty adviser, you play a critical role in helping prepare these students for their careers in public relations as well as the success of your PRSSA chapter. And history tells us that the best PRSSA chapters are those with strong ties to their local PRSA chapter.

As the 2018-2019 school year kicks off, I wanted to reach out and introduce you to myself and the PRSA Pittsburgh Young Professionals Chairs - [Kariann Mano](#) (Point Park PRSSA alum) and [Brian Ackermann](#) (Duquesne PRSSA alum). I've cc'ed both of them here so that you can stay in touch with them throughout this semester. In this role, Kariann and Brian are responsible for our Young Communicator tours at agencies and brands across the region, fostering networking connections between PRSA and PRSSA, and helping all of our young professionals kickstart their careers. You'll be hearing a lot from them this year. And as the Membership Chair, it's my job to do everything I can to make sure that the Cal U. Chapter gets everything you need to be successful and that we help transition PRSSA members from students to practitioners.

To help facilitate this relationship, I have attached our 2018-2019 PRSSA Chapter requirements document. This is something that we require of all our PRSSA chapters. It's a way to give us more insight into your chapter and helps forge a stronger relationship between students and professionals. I've also attached a contact form for you to complete. Please return this to me with your chapter's contact information so that we have the correct information on file for this school year. Together, we can identify and prepare the next generation of PR and communications leaders. Here are a few of the ways that PRSA Pittsburgh can help the Cal U. Chapter do that:

- If you haven't already identified a Professional Adviser, we can help you find one.
- One-on-one mentorship for PRSSA chapter leaders from PRSA Pittsburgh chapter leaders
- Ideas for growing your Chapter membership
- Ideas for building out your chapter programming calendar
- Professional speakers at PRSSA events
- Promotional support for your chapter's events and accomplishments
- A space for your members to publish content (<https://prsa-pgh.org/home/blog/>)

I'm also available any time you would like to talk about anything regarding PRSSA, PRSA, or any of your members. You can always reach me at this email or on LinkedIn (<https://www.linkedin.com/in/sradick/>). Looking forward to working with you this year and making the California Chapter the best it can possibly be.

**SUBJECT:** Are You Getting the Full Value from Your PRSA Pittsburgh Chapter Membership?

**BODY:**

Hello [NAME],

My name is [YOUR NAME] and I'm the 2018 [YOUR BOARD POSITION]. I wanted to send you a quick note and let you know that as a Board, we want to make sure you are getting the greatest value out of your investment in this chapter as possible. When you joined the PRSA Pittsburgh Chapter you made a decision to invest in yourself and your career. But we've learned it can take a year - or even two - before new members realize all the benefits that come with membership. I want to help jump-start that process for you whatever I can. While you can always contact any member of [our Board](#), I want you to think of me as your Chapter liaison. If you have any questions, let me know. If there's anything we can be doing more of to enhance your membership, let me know. If you have any feedback about things we could be doing better, let me know.

If you haven't already, make sure you take advantage of the following opportunities to get more engaged with the rest of the chapter.

- Bookmark the PRSA PGH website at <http://prsa-pgh.org>. There, you'll be able to see our [upcoming events](#), browse [available Pittsburgh-area job opportunities](#), and read [our blog](#) (we're always looking for new contributors too!).
- If you're interested in being featured in the New Member Spotlight section of our monthly newsletters, please [email our 2018 membership chair](#) and let him know. It's a simple way for us to introduce our new members to existing members and ignite future networking and conversations.
- Follow us on Facebook - <https://www.facebook.com/PRSApittsburgh>
- Follow us on Twitter - <https://twitter.com/prsapgh>
- Join our LinkedIn Group - <https://www.linkedin.com/groups/741877/profile>
- Subscribe to our YouTube Channel - <https://www.youtube.com/channel/UCdPxqxfAlegd4jmoth3yg>

If you would prefer to get together IRL, I'd love to buy you a coffee and we can talk more about how you can get more value out of your membership. I'm glad to have you as part of the PR community here in Pittsburgh and hope to see you [at our next event!](#)

# Events

**MEET THE  
MEDIA**  
Pittsburgh  
*Magazine*

**8.21.18**  
9-10:30 A.M.

**PRSA** Public  
Relations  
Society of  
America  
Pittsburgh



Pittsburgh  
**PRSA**

**CRISIS MANAGEMENT PANEL**  
**SEPTEMBER 12TH 5:30-7:00PM**  
**POINT PARK UNIVERSITY**  
**CENTER FOR MEDIA INNOVATION**

*Cooper Munroe, CEO  
The Motherhood Inc.*

*Paul Furiga, President & CEO  
WordWrite Communications LLC*

*Nick Paradise, Director of PR & Social Media  
Kennywood*

*Point Park University  
305 Wood St, Pittsburgh, PA 15222*



# Public Service



# Instagram Launch



prsapgh

Following

37 posts 188 followers 242 following

PRSA Pittsburgh

The official profile representing more than 200 of #Pittsburgh's best and brightest #PublicRelations professionals.

✉ prsapghsocial@gmail.com

🌐 bit.ly/2wpLuYz

Followed by darcey07, namikeystonepa, brestephens + 29 more



Events



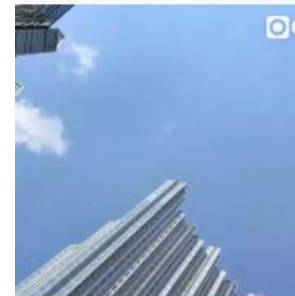
Young Com...



Guest Take...

POSTS

TAGGED





Thank you