



PRominent Chapter Award

PRSA ECD launched a new chapter recognition program in 2021 to recognize chapters of the district. Chapters must complete at least 11 of the 14 criteria to qualify for the PRominent Chapter Award. To be recognized, please detail your Chapter's work to achieve at **least 11 of the 14 requirements**. All requirements must have been met between **July 1, 2021 and June 30, 2022**.

Criteria Checklist

- Explain how your chapter has conducted a high school or college (PRSSA) outreach session.
- Cite one example of how you strengthened your relationship with your sponsored PRSSA Chapter.
- Cite one example of how you gave attention to ethics in at least one Chapter program/luncheon.
- Cite one example of how you gave attention to DE&I in at least one Chapter program/luncheon.***
- Confirm application of Chapter for at least one (1) district or national PRSA chapter award. Please provide the award name and when the chapter applied.
- Confirm application of at least one (1) Chapter member for an individual PRSA or another PR/Communication award. Please provide the award name and when the individual applied.
- Describe a community service project your Chapter initiated and completed.
- Confirm attendance of at least one (1) Chapter member at the PRSA 2021 International Conference, 2021 Leadership Assembly or one of the 2021 QuickStart Conferences. Please provide members name and event.
- Cite an example of your chapter issuing a membership newsletter or program with a focus on APR, DE&I, ethics or leadership.
- Confirm at least two (2) members have received their Accreditation in Public Relations (APR) designation. Provide the names of members and dates they received their APR.



- Detail the invitation your Chapter extended to professionals outside of PR to attend at least one (1) Chapter program/luncheon. Provide names, dates and events.
- Demonstrated leadership excellence by reviewing bylaws, maintaining policy and procedures, conducting an annual board retreat or succession planning.
- Has submitted information to the ECD for a Chapter spotlight, ECD newsletter, ECD social media or ECD Board meeting's Chapter Leadership Roundtable.
- Participated in an ECD leadership forum, ECD Board meeting or QuickStart as a presenter.

For any questions about the criteria qualifications, please email Jared Meade, APR, ECD chair-elect, at jared@raynestrategygroup.com

***Mandatory requirement that must be completed to be awarded**