

CPRS NS Report to Members Consultation on Chapter Structure

At a special meeting of CPRS Nova Scotia January 24, 2020, an interim board was elected with a mandate to consult with CPRS-NS membership about whether or not the Nova Scotia provincial chapter of CPRS should be dissolved and incorporated into an Atlantic Advisory Council which would include all four Atlantic provinces.

Survey:

To conduct this consultation the Board distributed an electronic survey to all members of CPRS NS during the month of March, asking for input from members on this issue. The survey was distributed to all 39 current members of CPRS NS. A member of the interim board was designated to follow up with each of the members surveyed to encourage participation in the survey and gather the survey responses.

Members were asked to respond yes or no to the following:

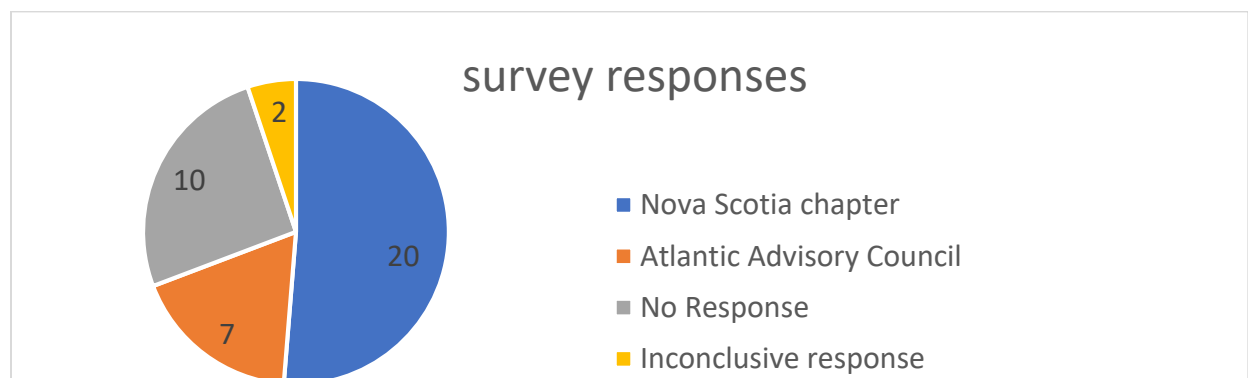
Do you, as a current CPRS-NS member, want to remain as a local CPRS-NS Chapter Society or dissolve the chapter and become part of the CPRS Atlantic Advisory Council? Please state yes or no to the following:

Remain a local CPRS-NS Chapter _____

Become part of the Atlantic Advisory Council _____

Results:

20 members responded that they wished to remain as the CPRS-NS provincial chapter. 7 members responded that they wished to become part of the Atlantic Council. 10 members did not respond, and there were 2 inconclusive responses (no answer indicated). Members of the interim board followed up with each member who did not provide a response to the survey to ensure all members had the opportunity to vote should they wish.



Narrative comments:

Results of the survey indicate that the majority of those who cast ballots wish to retain the CPRS-NS provincial society structure. That being said, there was some support for the Atlantic advisory council approach as well, and the interim board has certainly heard that feedback.

Representative sample of narrative comments from those wishing to remain a Nova Scotia chapter:

“The Nova Scotia Chapter is still a viable one. It’s the only chapter in the Atlantic Provinces that continues to have a board, hold AGMs and provide professional learning opportunities for members. The genesis of the first degree granting public relations undergraduate program in Canada at Mount Saint Vincent University comes from members of the Nova Scotia Chapter of CPRS...”

“CPRS-NS, building on a solid legacy of past achievement and with effective governance, is positioned to deliver timely programs and services to NS members and support for PR students as well as assisting the new Atlantic Society as deemed appropriate.”

“The local provincial chapter has served its members well for decades and I can see no advantage for moving to a regional council.”

"Having been a member of the NS Chapter board, I recognize how difficult it is to rally local members, organize events for a small geographical region, and obtain consensus on various issues --- I can't imagine trying to achieve those goals on a larger scale. The challenges would be many."

"As a long-time member of CPRS-NS, I don't believe CPRS's Nova Scotia members will be adequately served or represented as part of an Atlantic chapter. I believe that important components for keeping CPRS members engaged at a local level requires good representation through a solid provincial board..."

Representative sample of narrative comments from those wishing to move to an Atlantic structure:

“I appreciate you reaching out about this. I do think a change is needed from a provincial group to an Atlantic Council. Just to try something different and try to garner some community for the PR peeps.

“The Atlantic Council will help bring communicators together from across the Atlantic provinces.”

“...My CPRS NS membership dues are paid by my employer and while this hopefully will continue, the fact is my area of responsibility is all four Atlantic provinces, not just NS, so it would be more amenable to my employer to continue covering the cost if it was for an Atlantic-wide chapter.”

Next steps:

Our Chapter by-laws do not provide specific guidelines regarding how to proceed in terms of a member consultation. However, they do indicate that any decision to change the structure of the Chapter would require the support of a 2/3 majority of respondents. This process was not a vote or a formal motion, but nevertheless we see that a 2/3 majority of the responses we received support remaining as a provincial chapter. Given that there is not support from the CPRS-NS membership to change our current chapter structure at this time, the interim board will not put forward a motion regarding chapter structure at the AGM. The results of this consultation, and the feedback received, will be presented and discussed at the upcoming CPRS NS Annual General Meeting.

Annual General Meeting (Virtual Meeting) Wednesday, May 27th, 2020. 1:30-2:30p.m. Please stay tuned for meeting invite details and agenda.