

MINUTES
CPRS-NS Board of Directors Meeting
September 13, 2021 (5-6 p.m.) via Zoom

Present: Chris Hansen, JoAnn Alberstat, Allison Currie, Melissa Foshay, Amy Thurlow, Sean Lewis, Kate Comeau, Mary Barker, Tiffany Chase, Charmaine Gaudet, Shelley Murphy

Regrets: Coleen Logan

Recording Secretary: Shelley Murphy

1. Welcome

President Chris Hansen called the meeting to order at 5:02 p.m.

2. Approval of Minutes June 14, 2021

Moved by Shelley Murphy and seconded by Mary Barker to accept the minutes of the June 14/21 board meeting as circulated. CARRIED

3. Professional Development Update

Amy Thurlow announced two new members to the PD subcommittee: Ellen Schaffner and Melissa Foshay. Ellen is teaching at MSVU this year.

Amy shared a six-question survey developed by the PD subcommittee to seek membership feedback about this year's PD sessions. The survey will be distributed to members tomorrow, Sept. 14/21. The 1.5-minute survey will help the subcommittee members determine the time of day, topics and delivery mode that members would prefer for PD sessions. Amy thanked Melissa and Ellen for their work on the survey.

Allison Currie, membership, and Amy will meet to discuss a more in-depth survey in the future regarding membership issues.

Amy and the subcommittee members are forging ahead for an Indigenous themed communications topic for October and have asked Danielle Hartley of Danielle Hartley PR Inc. to present. This session will likely be held on a Wednesday at 4:30 p.m.

Sean Lewis shared he had approached Tara Wickwire to ask if she may be able to present on personal brand for a future PD session. Amy will follow up on this and felt it may be a good topic for the November session.

4. Update on National CPRS

Chris Hansen and JoAnn Alberstat attended the President's Council on August 11/21. Chris said the group talked a great deal about membership. Members are not receiving email reminders to renew memberships and as of July, CPRS had 1,423 members. This

represents a 1% decline in membership over last year. It is unclear why membership has dropped. National is working hard to improve membership numbers.

Chris is looking for volunteers from the board to serve as an online host for our chapter's digital booth, part of the virtual National Conference setup, Sept. 20 - 23. People are needed for 15-minute slots, twice daily. Volunteers will be offered training on the Remo platform on Tuesday, Sept. 14. The following board members offered to volunteer: Tuesday – JoAnn Alberstat; Wednesday – Amy Thurlow; Thursday – Charmaine Gaudet. The volunteers' main job is to answer questions about CPRS-NS chapter.

Chris will email board members about the volunteer time slots available. Four chapters will have digital tables, including the Atlantic chapter.

5. Membership Update

Allison Currie announced there are three new chapter members this month. New MSVU faculty Ellen Schaffner is one.

Allison has completed and shared a communications plan for membership with Melissa Foshay and Chris Hansen. She will soon share it with board members and reach out to Kate Comeau about projected membership numbers for 21/22.

Allison has connected with Amy Thurlow to set up a membership presentation to first year MSVU students on Sept. 20. She will present to NSCC students on Sept. 21.

A quick discussion ensued about student representation on the board as Allison wondered if she should promote this to the students. Typically, NSCC and MSVU have had student reps serve on the CPRS board; however, the selection process has varied depending on the year, and the quality and number of applicants.

Allison offered to promote the student representative positions when she speaks to the students and to ask those interested to email a cover letter/resume to her for review. She will bring board members in, if needed, to help make a final decision. Because Allison is only presenting to first-year MSVU students, she will email the student board information to Amy who can forward it to other MSVU PR student classes.

Melissa Foshay noted that student sign-up is slightly different this year. Students can apply for membership on the CPRS national website versus the local chapter website.

Allison has been reaching out to her communication colleagues at Dalhousie to promote group memberships.

6. Communication Update

Melissa Foshay has been working with Amy Thurlow on the member PD survey and coming up will be promoting the October PD session as well as the National CPRS conference to members. Chris Hansen mentioned that CPRS national was encouraging local chapters to promote the national conference.

7. Next Meeting Date: Monday, October 18, 2021, at 5 p.m. via Zoom.

8. Other Business

Kate Comeau shared that after providing feedback from CPRS-NS board members to National about revising wording in National's Guide for Local Chapters, National has changed the language to make it more inclusive for our non-binary/gender non-conforming colleagues. Wording has changed from "The Canadian Public Relations Society (CPRS) is an organization of **men and women...**" to "The Canadian Public Relations society is an organization of **professionals...**"

Kate reminded board members to use her personal email when contacting her as she is moving to another organization.

9. Adjournment at 5:41 p.m. was moved by Amy Thurlow. CARRIED

NEXT SCHEDULED MEETING DATE: October 18, 2021, 5 p.m. via Zoom