

MINUTES
CPRS-NS Board of Directors Meeting
October 18, 2021 (5-6 p.m.) via Zoom

Present: Chris Hansen, JoAnn Alberstat, Melissa Foshay, Amy Thurlow, Kate Comeau, Mary Barker, Tiffany Chase, Charmaine Gaudet, Shelley Murphy, Coleen Logan

Regrets: Allison Currie, Sean Lewis

Recording Secretary: Shelley Murphy

1. Welcome

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

2. Approval of Minutes September 13, 2021

Moved by Shelley Murphy and seconded by JoAnn to accept the minutes of the September 13/21 board meeting as circulated, with one change noted: to remove Kate's personal email. CARRIED

3. Financial Update

Kate Comeau circulated the October finance report for this quarter via email before the board meeting.

Of note are updates to numbers around PD/gifts and membership and Kate is projecting about \$3,000 in revenue over expenses for the year, primarily due to PD sessions being online. She recommends we should be spending this in service of our members and some ideas, such as printing CPRS cards, were discussed.

Overall, Kate reports that expenses and revenues are in check and that the chapter is showing healthy revenue over expenses for this quarter.

4. Professional Development Update

Amy Thurlow reported on the results of the membership survey from last September, which she said has provided useful information for the year's PD planning.

There were 29 responses which confirmed that the preferred time for a PD session is late afternoon (4 to 6 p.m.). The second most popular time was 6 to 8 p.m. The preferred date for PD sessions is Wednesday, with Tuesday coming in second.

The survey also indicated that 74% of respondents were willing to attend in-person events (masked and distanced). Only 7% were a firm no on attending in-person events.

In terms of program delivery, 59% of members preferred a multi-access option (virtual and in-person combo event); 26% preferred virtual event; and 30% preferred in person.

Members also suggested other topics for PD sessions. PR education issues and trends (What are We Missing?) was the top choice, so the PD subcommittee will make sure that is one of this year's topics.

The October PD Session: is on Wednesday, October 20 from 4:30 – 5:30 p.m. via Zoom. It features Danielle Hartley from DHPR speaking on Indigenous public relations and engagement with Indigenous communities and organizations.

The November PD Session: will be on Wednesday, November 17 from 5:30-6:30 p.m. and features Tara Wickwire speaking on the topic of Personal Branding.

December PD Session: Amy and the PD subcommittee are still trying to determine if this should be an in-person event or not. There was previous discussion that this PD session may be in-person. Several board members thought this could be an opportunity to capitalize on people wanting to connect in person after such a long period of time of not doing so. Amy will investigate this, and Kate Comeau suggested that Amy may want to collaborate with Allison to do something that connects into membership recruitment.

Update on National CPRS

Chris Hansen and JoAnn Alberstat attended the Presidents' Council last week. New National CPRS president Cam McAlpine provided an update on recent events.

Managing Matters, the company that had been managing business operations for CPRS National, has quit. A task force has been struck to find an alternative arrangement for leading and managing CPRS National operations. One alternative may be to hire a contracted executive director and contract out other member services to a separate company. Cam hopes to have something in place by December 1/21.

Priorities identified for moving forward will be membership, member relations, PD, and finances, with an overall view to improving member services.

This fall, CPRS National has been working on the Manitoba national CPRS conference.

APR exams will take place over the next week.

There are still issues with expiring members receiving notification that their membership is expiring.

Chapter representatives also want access to the membership database, and there could be training offered on this in the future.

Following the update, a brief discussion ensued. Kate Comeau questioned how remittance for new members will work going forward. Chris is uncertain but will keep an eye on things.

There was also discussion about the pros and cons of having all membership renewals occur simultaneously each year or continue with the current system of having renewal occur on individual members' anniversary dates. Kate said that when there was annual membership renewal previously, many members were lost. Chris will bring this up at the next meeting.

Chris said Cam is open to feedback from chapter representatives.

5. Membership Update

As Allison Currie was on vacation, Shelley Murphy provided Allison's membership report as follows.

Amy Thurlow shared MSVU student member numbers and there are 20 new, first-year student members for CPRS-NS only, and 63 senior BPR students for CPRS National Student memberships (including the Nova Scotia chapter membership).

Members as of October 8 are as follows:

- 10 life members
- 2 retired members
- 26 standard professional members
- 90 students between MSVU numbers (83) above and NSCC

Five members are expiring between now and end of year and Allison has been calling each personally.

Allison and Melissa Foshay will be sending personal emails to new members to welcome them.

Allison connected with Kate Comeau to update member budget numbers for 2021/22.

Kate and Allison also discussed purchasing some cards (welcome, we miss you, thanks, congrats, happy holidays, etc.) to start reaching out to members. Allison will be doing that shortly.

Several board members felt that using some funds to print CPRS-NS stationary would be great idea, and that it would provide a personal touch. Since Colleen Logan had done something similar in the past, Colleen will investigate this.

Allison met with Fernanda at CPRS National to discuss ways to better capture membership (new members, expiring members, students) as the system is a bit clunky, and there have been more changes since Allison met with Fernanda. Allison will touch base again with Fernanda once they are both back from vacation.

Allison presented to both NSCC and MSVU students. Student board representatives are currently being recruited from both institutions.

Tiffany Chase asked if CPRS-NS has ever considered social media advertising to promote membership. Board members felt this may add some value in promoting membership and in possibly promoting PD sessions. Melissa said she could look into this, and Kate suggested she check in with Allison about this too.

Shelley suggested the student reps could possibly help manage some social plans/posting.

6. Communication Update

Melissa Foshay has been working with Amy Thurlow on the PD committee and with Allison Currie regarding membership. Melissa has been promoting the October event via email, socials, and CPRS-NS website. She's also been following up when non-members register for the event to help promote membership.

7. Next Meeting Date: November 8, 2021, at 5 p.m. via Zoom.

8. Other Business

No other business.

9. Adjournment at 5:46 p.m. was moved by Mary Barker. CARRIED

NEXT SCHEDULED MEETING DATES: November 8, 2021, 5 p.m. via Zoom

December 13, 2021, 5 p.m. via Zoom