

MINUTES
CPRS-NS Board Meeting
September 12, 2022; 5 p.m.
Via Zoom

Present: JoAnn Alberstat, Mary Barker, Tiffany Chase, Kate Comeau, Allison Currie, Dawn Delaney, Charmaine Gaudet, Chris Hansen, Coleen Logan, Carolyn McCormack, Shelley Murphy, Melissa Noonan, and Sarah Robertson.

Regrets: None

1. Welcome

Kate Comeau requested adding a financial update to the meeting agenda, which was done.

2. Approval of August 2022 Minutes

Sarah Robertson noted she sent a communication update for the last meeting, but it was not reflected in the minutes. Melissa Noonan noted that she chaired the meeting last time but did not recall receiving the update. She noted that normally, updates forwarded by a board member who are not able to make a meeting are shared by the person chairing the meeting. Joann Alberstat noted that she may have received the update but missed it while travelling.

Shelly Murphy moved to approve the minutes; seconded by Charmaine Gaudet – motion carried.

3. President's Update

Joann Alberstat shared that the CPRS National AGM will be on September 21, 2022 and that findings from the latest member survey will be shared at that time.

Remittance notes from National were received by Joann. Kate requested Joann forward those notices to her as well. Chris Hansen noted she also received a few emails

regarding remittances, which she said she would forward to Kate. Kate flagged that she was also hoping to receive a remittance report.

4. Professional Development

Coleen Logan noted the PD sub-committee met on Thursday, September 8, 2022. The sub-committee includes: Katelyn McCormack, Angela Murray, Shelley Murphy, Carolyn McCormack, and Tiffany Chase. Joann Alberstat was also present for the meeting, where the group discussed dates, timing, and format for future PD sessions. October 19th is the next scheduled PD session at lunchtime. It will be a virtual session, presented by Giles Crouch, and focus on communications and cyber security. Sarah will be creating a save the date promo for the chapter's social media channels.

The November PD session will be on the 23rd and focus on employee communications, and how things have changed since the pandemic.

Coleen also asked about charging a fee to attend the session and about the registration process. The board discussed and determined a small fee for virtual events for nonmembers would be appropriate. The virtual session will be free for CPRS-NS members. Coleen will reach out to National regarding event registration and possibly managing collecting fees.

5. Accreditation Update

Carolyn mentioned she'll be reaching out to a few folks on accreditation for CPRS-NS. Chris mentioned she forwarded some information along to Carolyn. Chris also noted Sarah Refuse is someone Carolyn could reach out to regarding accreditation.

Chris asked about a possible news release on the most recent NS accreditation. JoAnn noted CPRS National normally issues a release. Chris clarified it would be beneficial for CPRS-NS to put out a release as well, to garner local coverage.

Carolyn asked if anyone received any questions or inquiries from any potential candidates – there were none. A discussion also occurred around supporting current candidates, however those that have reached out to National about this but received a reply that sharing names of accreditation applicants would be considered a breach in privacy.

Board members agreed that it would be beneficial to know more about potential/existing candidates to provide more support. A suggestion was made to send out an email to notify all CPRS-NS members and share a little bit about the accreditation chair. JoAnn also noted that she will bring this issue up (i.e., sharing who the NS candidates are) at the next Presidents' meeting.

6. Membership Update

Allison Currie provided the following update regarding membership:

- CPRS-NS currently has 30 regular members
- Six members were recently lost due to memberships lapsing. Allison will send out cards to those whose memberships have expired, however she requires more cards. Chris will be sending Allison more cards

A presentation with NSCC students is scheduled for September 29th and Allison plans to reach out to Amy Thurlow to determine a contact at Mount Saint Vincent University. Allison will also be coordinating with Amy on the MSVU student list. JoAnn mentioned she was asked to speak at a MSVU Foundations of PR class in October, and Allison will be connecting with her on that.

The membership communication plan has been finalized and is similar to last year.

7. Communication Update

Sarah Robertson provided a communication update and noted she worked with Allison closely for social posts as well as promoting National posts.

The CPRS-NS board bios were successfully posted to the website. Sarah requested board members also send along a headshot to post with their bio online.

Sarah asked about graphic design support. Melissa clarified that student representatives have done this in the past, however, she could assist with the first PD session, as the reps won't be appointed until later this fall.

Sarah also asked about social media posts regarding world events (e.g., the recent Queen's passing). Allison and Sarah will work together on a tone document and matrix to solidify CPRS-NS's position.

8. Financial Report

Kate Comeau provided the financial report noting that CPRS-NS has recently received one remittance payment from National for \$1,400. This brings the monies owed by National down; however, the chapter has not received all expected funds.

There was one expense for banking fees: \$24

The website domain company (Hover) also charged a credit card that was not the CPRSNS credit card, which Melissa will look into.

It was also noted that JoAnn still needs to be added as a signing authority with the bank.

9. Meeting Format and Next Meeting Date

The next meeting will be a hybrid format (in-person at the PPS offices at the Nova Centre, with the option to appear via Zoom). The next meeting is scheduled for Oct. 17th

Melissa noted she is not available to host a hybrid format meeting in March, and other arrangements will need to be made for the meeting that month.

10. Other Business - None

11. Adjournment

A motion to adjourn was made by Chris at 5:57 p.m., and the meeting was subsequently adjourned.