

MINUTES
CPRS-NS Board Meeting
October 17, 2022; 5 p.m.
Nova Centre, 7th Floor, PPS Boardroom with Zoom Option

Present (In-Person): JoAnn Alberstat, Mary Barker, Chris Hansen, Shelley Murphy, and Melissa Noonan.

Present (Virtual): Tiffany Chase, Kate Comeau, Allison Currie, Dawn Delaney, Charmaine Gaudet, Coleen Logan, Carolyn McCormack, and Sarah Roberson

1. Welcome

Meeting called to order at 5:03 p.m.

2. Approval of September 2022 Minutes

Moved by Chris Hansen; seconded by Shelley Murphy. Motion carried.

3. Financial Update and Budget Process

Kate Comeau presented the quarterly financial statements to the board. She noted there's currently some reserve, however, it's best to focus funds on services and not have too much reserve. She also noted she requires budget estimates from board members, and remittance statements.

It was also noted that JoAnn Alberstat now has signing authority with the bank on the CPRS-NS account.

Board members discussed ways to spend the reserved funds:

- Mary Barker mentioned past initiatives such as CPRS-NS awards and student scholarships, which were managed by a specific chair. JoAnn suggested that this might be something the Membership Chair manages moving forward.
- Kate mentioned the majority of CPRS-NS members are students and perhaps that's an area where some funds could be focused.
- Chris noted CPRS-NS priorities such as membership relations, PD, and accreditation.
- Allison Currie and Coleen Logan plan to connect on potential revenue from PD sessions.

4. Professional Development

Coleen provided the PD update and noted the upcoming session on Wednesday, October 19, 2022.

- Seventeen people have registered so far, with 2 non-members attending (and paying the subsequent registration fee).
- Processes are being finalized to have the sub-committee take on more roles and responsibilities to plan and host virtual PD sessions moving forward.

November 23 is the next event and focusing on employee communications.

Coleen noted that the IABC Maritime Chapter is interested in co-hosting a holiday event as well as a session on *Communicators and Mindfulness* in the New Year; Coleen plans to follow up with their Director of Events on these two items.

JoAnn is also connecting with Communications NS on the February PD session, based on their current campaign called *Access Includes Everyone*. Carolyn McCormack also reached out to her contacts regarding an accessibility PD session in February; the board discussed the option of a mixed panel for the February event.

5. Accreditation Update

Carolyn provided an update on APR accreditation and noted that she isn't aware of any CPRS-NS members interested in applying this year. Joann will bring this up at the Presidents' Council meeting this Wednesday.

Melissa noted CPRS National is hosting an info session, which Chris noted would be a great opportunity for Carolyn to attend and introduce herself to any CPRS-NS attendees. Sarah Robertson said she would promote the National info session via social media and Melissa will forward the National email to CPRS-NS board members.

6. Membership Update

Allison provided a membership update to the board. She noted cards continue to be sent to individuals with recently expired CPRS-NS memberships.

Presentations were offered to students at NSCC and MSVU. Students at each school were encouraged to apply for a student rep. position on the CPRS-NS board. No applications were received by the deadline, so the deadline will be extended, and Shelley will promote the student rep position at NSCC.

Allison met with Shavari Katekar, Membership Coordinator with CPRS National and Sarah Rafuse, Executive Director with CPRS National. Updates from the meeting include:

- Allison noted the lack of benefits of group memberships to organizations, which could potentially increase membership with CPRS-NS, considering organizations, such as Dalhousie University, with larger communication teams. Sarah Rafuse said she would bring this issue forward to the new membership committee.
- National is also working on a new membership database, which will provide real-time updates. In addition to having more accurate information available on current membership, these updates will also be helpful in terms of financials.
- National is also looking at a new way to share info on accreditation applicants.

7. Communication Update

Sarah Robertson provided the communication update and highlighted promotion of the upcoming PD event via membership email and on CPRS-NS's social channels. Mary mentioned that CPRS-NS's PD session was not included in the recent newsletter issued by National (the Communique). Sarah said she would look into this to ensure future PD sessions will be included in the Communique.

On the website, Sarah is also looking into a more cost-effective way to obtain the security certificate. She also plans to reach out to National to see if it's possible to obtain a website template.

At the next Presidents' Council meeting, Joann will request a copy of National's Membership Survey results, so that they can be shared with members of the CPRS-NS board.

8. Next Meeting

Hybrid meeting format confirmed for November 14, 2022

9. Other Business

None noted.

10. Adjournment

Mary made the motion to adjourn at 5:55 p.m.