

Minutes
CPRS-NS Board Meeting
January 9, 2023; 5 p.m.
VIRTUAL ONLY via Zoom

Attendees: JoAnn Alberstat, Mary Barker, Tiffany Chase, Kate Comeau, Dawn Delaney, Najah Dhuny, Charmaine Gaudet, Peter Gillis, Chris Hansen, Carolyn McCormack, Shelley Murphy, Melissa Noonan, and Sarah Robertson.

Regrets: Allison Currie and Coleen Logan.

1. Welcome
 - JoAnn Alberstat called the meeting to order and began by congratulating Charmaine Gaudet, who was recently inducted into the CPRS College of Fellows.
 - JoAnn also acknowledged the recent passing of Ed Murray, a pioneer in our society, who made many contributions the PR profession in Nova Scotia.
2. Approval of Minutes December 12, 2022
 - JoAnn noted that the most recent version of meeting minutes required two updates in the membership section (changing two instances of “data” to database).
 - With those amendments, Chris Hansen made the motion to accept the minutes; Tiffany Chase seconded; with no one opposed, the motion was carried.
3. Budget Review & Approval
 - Kate Comeau advised she wasn’t aware of anything further that required discussion on the budget previously shared with the board. The budget is a living document and updated as necessary; also, quarterly updates do not require formal approval by the board. The next quarterly update will be provided in February.
4. Professional Development Update
 - Sarah Robertson provided the PD update on behalf of the PD committee:
 - Wednesday, January 11 is the first PD session of 2023, with speaker: Matt Kucharski. The event has been promoted by

email and social media, however there are currently only 22 people registered. Sarah encouraged board members to register and to promote the event on their social media channels.

- Carolyn McCormack asked if Sarah has received any feedback on the timing for January's session (4:30 p.m.), as a number of her co-workers attended a noon-hour session, and that timing seemed to work best for them. Sarah noted the speaker is based in the Mid-West, and this timing worked better for their schedule. Sarah also noted that 4:30 was the preferred time for most members, based on the survey the PD committee conducted last year. Sarah added they'd keep an eye on registration and the PD committee would re-consider timing for the next PD event if numbers remain low.
- Wednesday, February 15 is the next PD event, which will be a panel discussion on accessibility; JoAnn is helping organize this event with Communications Nova Scotia.
- The March PD event is also lined up, with Callie Gallant with Brigadoon Village, as the speaker. She will be discussing re-branding from a not-for-profit lens. Sarah asked the board if it would be considered a conflict of interest for Callie's charitable donation (made to an organization of the speaker's choosing) to be directed to Brigadoon Village. Board members discussed and agreed it would not be a conflict of interest.
- Details for April's PD session are still being finalized, with employee communications as the potential topic.
- Sarah also inquired about CPRS-NS covering travel costs for another potential speaker, Daniel Tisch, CEO of Argyle Communications, based in Ontario. Daniel is interested in either doing a virtual PD session, or (re: travel costs) be the keynote speaker for CPRS-NS's AGM. Sarah noted that Daniel has not asked for a speaker fee and would do either option pro bono.
 - Mary Barker advised that in the past, speakers from away who presented at CPRS-NS events, happened to be in town for business anyway, and that doing presentations like these were considered a way to give back to their professional association.
 - Further discussion on past events and examples of out-of-town speakers led the board to the general

consensus that travel expenses should not be covered by the CPRS-NS budget for out-of-town speakers.

- Sarah noted that Daniel might be able to figure out travel costs, and she plans to follow up with him regarding the board's decision on the matter.

5. Joint Holiday Social – Informal Evaluation

- Board members noted they appreciated the opportunity to meet and gather again for an in-person social. Also of note:
 - The venue was excellent, and from a cost perspective (as costs were shared with IABC) the event came in well under budget.

6. Membership Update

- No update this month

7. Accreditation Update

- Carolyn expressed that she's felt a lack of support from CPRS National for accreditation, as she's yet to be added as the Accreditation contact for CPRS-NS on the National website, and, after multiple attempts, she's not had success connecting with someone from National.
- Mary noted that the National Accreditation Chair – Alex Sévigny - is also the Chief Examiner (he has taken on two roles), and that he may be the someone Carolyn might try next.
- Mary also suggested that Carolyn work with Sarah to send a note out to all CPRS-NS members, noting that Carolyn is the Accreditation Chair and if anyone is interested in pursuing their APR this year, to contact her.
- JoAnn will also be raising this issue with Sarah Rafuse on the next President's call.

8. Communication Update

- Sarah provided the communication update and noted:
 - Board members should send in their member profiles to her for the website as soon as they can.
 - Social media report – LinkedIn metrics are doing well, however, there hasn't been as much engagement on Facebook. Najah and Peter will be working with Sarah to target posts to our student audiences.

9. Review Current Issues with Twitter

- Sarah reviewed a briefing note (provided to the board in advance) on the current situation regarding Twitter. She provided her recommendation: to deactivate the CPRS-NS Twitter account. She noted the risks and flagged that pausing the account would still require resources to monitor activity on the platform, including the possibility of someone hacking into the account.
- After a lengthy discussion, the board opted to “Pause” the account so that:
 - 1) Someone else doesn’t take over the CPRS-NS handle, which could negatively impact the society’s reputation, and
 - 2) CPRS-NS might decide to return to Twitter once there’s more certainty around the future of the platform
 - There was also discussion around pinning a tweet to advise CPRS-NS followers that we’ll be “pressing pause on Twitter for now” and encourage audiences to follow CPRS-NS’s other social channels in the meantime.

10. Awards Update

- An update will be provided at the next meeting.

11. Board Roundtable – Priorities and Focus for 2023

- JoAnn plans to turn her focus to the AGM; she and Chris will connect on timelines, Board nominations, and other planning details.
- Kate noted that she and Allison will be working on simplifying finances and creating process documentation.
- Charmaine noted that the chapter has come a long way over the last couple of years. She noted that CPRS-NS is doing well in terms of promoting benefits, APR, etc., at present, but we should begin thinking about how we could build on that work.
- Sarah noted that her and Allison discussed paid social ads and potentially going to trade shows to promote CPRS-NS.
- Carolyn echoed the comments of others and added that we need to work on building membership, as well as getting back some of the members who may have dropped out over the last few years. She also raised that, as board members, we need to do our part to get more people involved and take on a more active role as ambassadors for the chapter.
- Mary noted that part of our visibility and self-promotion also came through our Awards programs, and she looks forward to seeing that component return to the chapter.

12. Other New Business?

- Melissa is unavailable for the next meeting, and we'll need a volunteer to take the minutes.

13. Next Scheduled Meeting: February 13, 2023

14. Adjournment

- Mary made the motion to adjourn at 6:04 p.m. and the meeting was adjourned.