

Minutes
CPRS-NS Board Meeting
October 16, 2023; 12:30 p.m.
VIRTUAL via Zoom

Attendees: Tiffany Chase, Dawn Delaney, Katie Feltmate, JoAnn Alberstat, Charmaine Gaudet, Chris Hansen, Shelley Murphy, and Sarah Robertson

Regrets: Coleen Logan, Alison Gillan, and Carolyn McCormack

1. Welcome

- JoAnn Alberstat welcomed everyone and called the meeting to order at 12:39.

2. Approval of Minutes – September 11, 2023

- Shelley Murphy tabled a motion to accept the minutes as presented. Chris Hansen seconded the motion.

3. Financial Update and Budgets

- Chris Hansen circulated the quarterly report to board members before the October 16 meeting.
- As per the report, Chris reports the chapter has \$8,355.67 in cash; investments totalling \$3,597.52; and accrued account receivables sitting at \$2942.29. Currently, the chapter owes \$1,883.65. Chris has recently taken over the finance portfolio from Carolyn McCormack and Chris is seeking clarification from Carolyn on a couple of these numbers.
- The Board has not received transfer payments for membership from National for Q1 and Q2. The accounts receivable amount noted could be related to membership fees.
- The current GIC is only yielding a 2.5% return. Chris is going to investigate other investment options to improve the rate of return.
- Sarah Robertson identified a couple of cheques/expenses Chris was tracking as being related to web hosting and domain name.
- Chris will follow up with the board re the above that require action.
- Chris has invoiced Amy Thurlow at MSVU for MSVU PR student membership to CPRS-NS.

- For the purposes of creating continuity in accounting, board members felt that the chapter could consider hiring someone to do light bookkeeping. JoAnn Alberstat asked board members to send any leads to Chris.

4. Professional Development Update

- PD Committee Co-chair Tiffany Chase confirmed plans are progressing for a joint virtual session on Bill C-18 between IABC Maritime and CPRS-NS before turning things over to Dawn Delaney for more detailed information. Tiffany said an updated PD calendar will soon be distributed to the board.
- Dawn said the date for the Bill C-18 PD panel, to be hosted by Iris Communications, is set for Nov. 16, 12 – 1 p.m. Sean Lewis (panelist) and Alyse Hand (moderator), both of Iris, will participate. Dawn is continuing to seek two other panel members to participate. Once panelists are confirmed this week, promotion can begin.
- Cost to IABC and CPRS non-members is \$10; cost for members and students is free. IABC will manage registration.
- JoAnn thanked Dawn and Alison for their work on this first session.

5. Membership Update

- As per the membership update circulated before the meeting, five members have lapsed. The Membership Committee will follow up with those members.
- JoAnn met with National and confirmed that our local chapter can continue to offer local student memberships for \$20, as do some other provinces.
- Sarah Robertson noted that our chapter's website lists student membership fees as \$21.50. Sarah will change the wording on the website.
- JoAnn noted our student fees are the lowest in the country with other chapters charging between \$30 to \$50.
- Students can also join National for \$79, which also means they are automatically a member of a local chapter too.
- JoAnn has presented to two MSVU classes about CPRS membership, with another presentation coming up next week. She has also presented to the NSCC public relations class. At both institutions JoAnn promoted the student board rep role. The plan is to select student reps in time for them to attend the November 20 board meeting.

- MSVU plans to have the public relations students join the local chapter this year. Chris Hansen is working with Amy Thurlow, MSVU, to make this happen.

6. Accreditation Update

- In Carolyn McCormack's absence, JoAnn Alberstat shared that CPRS Atlantic and National have upcoming sessions on accreditation. Sarah Robertson has been promoting these on our chapter's social media platforms.

7. Communication Update

- Sarah Robertson has been sharing relevant job postings on our chapter's website. JoAnn Alberstat noted that National has a process to do this nationally and a fee is charged based on membership. However, board members had no concern about Sarah sharing local jobs, and felt it was a positive service to members and to promoting our chapter.
- Sarah has still not received member profile forms from all new board members. She encouraged people to send them to her and will provide Shelley with the form to attach to the minutes.
- Sarah has received some historical "Did You Know" facts from CPRS member Mary Barker. Sarah plans to use these facts for social posts.
- Katie Feltmate has agreed to do social posting for PD sessions and to start up an Instagram account to determine member engagement on that platform. Sarah will oversee non-PD postings.
- Sarah and Katie are looking to change the metrics and scope of the chapter's social platforms to engage more students and members in general.
- Sarah asked board members to share our chapter's postings each week to help maximize engagement.
- Sarah has updated the chapter website to show Alison Gillan and Tiffany Chase as the PD co-chairs. Other than this change and the addition of minutes each month, the website has been static. Sarah hopes that once student reps are in place, they may be able to perform web updates.
- JoAnn thanked Sarah and Katie for their update and work.

8. Awards Update

- Dawn Delaney circulated an update before the board meeting.

- Dawn explained the goal this year is to revamp and reignite the stagnant awards program.
- Focus this year will be on the student award. Dawn is looking to Iris Communications to shepherd the award this year. The Award Committee suggested that another agency could be approached to fund the award another year.
- The student award could consist of a proposed monetary prize and 10 hours of mentoring from a local sponsor. Criteria and more detailed timeline will need to be established next.
- The Iris team will host a virtual session to launch this effort. Dawn is awaiting student ambassadors to be assigned to the board to help promote the Student Award in general.
- The award will be presented at the AGM. This is also where the Communicator of the Year Award will be reintroduced, drawing on lessons learned from launching the Student Award. Both awards would be in place for the 2024-2025 year.
- Iris Communications and Prospect Strategies have both generously offered to sponsor the student award this year.
- JoAnn thanked Dawn and her committee for their work, and thanked Dawn and Sarah for their generous sponsorship ideas.
- JoAnn wants to ensure that award funding is sustainable going forward and will take this discussion offline for further consideration.

9. President's Update

- JoAnn let members know that dues increases were announced at the AGM in September. National student fees will increase to \$89; other full member fees will increase by \$39.

10. Other New Business

- JoAnn asked board members their thoughts on the chapter's land acknowledgement on the website. This follows correspondence from a CPRS member who questioned the use of one sentence currently used.
- Board members agreed that revisiting land acknowledgement statements was important to do from time to time.
- It was felt the following shorter statement best expressed our allyship:
"CPRS NS acknowledges that our members live and work in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik

(Maliseet) People first signed with the British Crown in the 1700s. We are all Treaty People.”

- JoAnn will circulate the proposed revision to board members and will email the member who had questioned the initial wording.

11. Next Scheduled Meeting

- The next board meeting will take place November 20 at 12:30 p.m. due to the Remembrance Day holiday the previous week. It will be held on a virtual platform.

12. Adjournment

- Sarah Robertson made a motion to adjourn the meeting. The meeting adjourned at 1:43 p.m.