

Minutes
CPRS-NS Board Meeting
November 20, 2023; 12:30 p.m.
VIRTUAL via Zoom

Attendees: Tiffany Chase, Katie Feltmate, JoAnn Alberstat, Charmaine Gaudet, Shelley Murphy, Coleen Logan, Tien Pham, Olivia Ward, and Sarah Robertson

Regrets: Alison Gillan, Dawn Delaney, and Chris Hansen

1. Welcome

- JoAnn Alberstat welcomed everyone and made introductions, calling the meeting to order at 12:36.

2. Approval of Minutes – October 16, 2023

- JoAnn Alberstat requested changes to the minutes from the October 16 Board meeting (agenda items #5 and #8) and called for a motion to accept the minutes as amended. The motion was moved by Tiffany Chase. Seconded by Kaitie Feltmate.

3. Financial Update and Budgets

- Chris Hansen sent regrets but circulated an update that was introduced by the Chair. Board members were asked to send any questions regarding the update to Chris before the December 11 Board meeting.
- The Board received the remittance payments from National for Q1. The Q2 report is still outstanding.
- The current GIC is locked in until June 24, 2024 with further discussion on this matter deferred to the December 11 meeting.
- MSVU was invoiced and payment was made for 80 MSVU PR student memberships.
- Chris Hansen and JoAnn Alberstat will meet on November 21 to explore options for contracting-out of some bookkeeping responsibilities.
- Changes were proposed to projected Communications expenditures to achieve a balanced budget.
- There was discussion pertaining to improved malware, and associated costs, for the website.
- Some signing authority changes remain unresolved but will be addressed.

4. Professional Development Update

- PD Committee Co-chair Tiffany Chase stated the proposed budget for the 2023/2024 session is \$1000.00 for both in-person and virtual events and requested financial reporting for PD from the previous year.
- Plans for the promotion and preparation of the November 24 PD session, Adopting AI into PR & Business Practices, are ongoing.
- A social/PD session is planned for December. Affordable venues and various themes are being considered. Shelley Murphy proposed the NSCC Leeds Campus as possible venue; she will follow up.
- Sarah Roberston suggested that the PD Committee consider approaching practitioners/speakers from outside HRM to broaden the scope and appeal of the sessions.

5. Membership Update

- JoAnn stated MSVU students have been added to the database and reported on the current number of chapter members.
- Shelley will provide Sarah with messaging for members on “self-updating” to ensure they are recorded in both NS chapter and National membership lists.
- A retirement card was sent to Dan Bedell, a longstanding chapter and Board member, congratulating him on his long and illustrious career.

6. Accreditation Update

- Committee Chair, Charmaine Gaudet will provide a written report on accreditation at a later date. Charmaine met with a local candidate who has plans to apply for accreditation at some point and is currently working on their portfolio.
- The Board discussed ways to better support candidates, promote and enhance the accreditation process.

7. Communication Update

- Sarah Robertson encouraged the Board to share, like and comment on social posts.
- She outlined the social content that’s been shared to date; accreditation deadline, a national event, membership email, November 24 PD event.

- Sarah hopes to better engage students in chapter activities.
- She hopes to utilize Tien's and Olivia's CMS skills to help support web content management.

8. Awards Update

- Dawn Delaney sent regrets.
- Shelley and JoAnn met with Dawn about the Student and the Communicator of the Year awards. An update on this topic will be requested for the December 11 Board meeting.
- The Board continued discussion on sponsorship options for the BPR/NSCC student award, including Iris Communications, which included budgetary considerations.
- It was suggested that a free CPRS-NS membership be awarded to the Communicator of the Year. Shelley clarified that past practice was to present a framed certificate to the recipient at the AGM.
- Sarah suggested a line item in the budget for awards and associated costs. JoAnn will take that suggestion forward to Chris Hansen.

9. President's Update

- Nothing to report.

10. Other New Business

- Katie Feltmate indicated she has a contact who could audit the website for its stability and security, to prevent a data breach. This was deferred to another, undetermined meeting for follow up.

11. Next Scheduled Meeting

- The next board meeting will take place December 11 at 12:30 p.m. It will be held on Zoom.

12. Adjournment

- The meeting adjourned at 1:42 p.m. There was no motion to adjourn.