

Minutes
CPRS-NS Board Meeting
February 12, 2024; 12:35 p.m.
VIRTUAL via Zoom

Attendees: JoAnn Alberstat, Tiffany Chase, Charmaine Gaudet, Alison Gillan, Chris Hansen, Tien Pham, Sarah Robertson and Olivia Ward

Regrets: Katie Feltmate, Coleen Logan, Shelley Murphy

1. Welcome

Society President JoAnn Alberstat called the meeting to order at 12:35 p.m. JoAnn volunteered to take the notes while Coleen Logan is away. Agenda was updated with the Board's approval to move up the Communications Update.

2. Approval of Minutes – January 15, 2024

A motion to approve the January 15th minutes was tabled by Alison Gillan. Seconded by Charmaine Gaudet. Motion carried.

3. Communications Update

Committee Chair Sarah Robertson said engagement has slipped a bit, based on this month's social report. Reminder to share and comment on posts. Thanks to Tien Pham for posting awards materials on the web. February PD event promotion is a focus. Sarah met with Membership Committee to discuss National Membership Month (March). Member email planned for later this week - send content to Sarah. Katie Feltmate working to resolve Instagram login issue.

4. Financial Update

Treasurer Chris Hansen shared the latest investment statement shows the GIC has a slight increase in value since September. Amounts owing from the December PD have been paid except for one grocery amount – it's in progress. Financial information is being shared with accountant Kelly Gaudet. Eventbrite payment issue has been resolved. Login issue was due to a new credit card issued in December. Financial info on the platform has been updated.

5. Professional Development Update

Co-Chair Alison Gillan said the Feb. 22 PD session at NATIONAL Public Relations, 4:30-6:30 p.m. is coming along. Topic is PR: Building Your Own Adventure Career, with panellists Marla MacInnis, CNS; Shaune MacKinlay, Office of HRM Mayor; and Sophie Blondin, NATIONAL. Speed networking and refreshments to follow the panel discussion. Thanks to Olivia Ward for supporting event planning. Next session will be virtual in April.

6. Membership Update

Co-Chair JoAnn said membership is steady, based on January national report. Membership Month planning underway, as mentioned under Communications. National will likely to do a special promotion again this year. Thank you to Members for agreeing to fill out the member profiles for web and social content.

7. Accreditation Update

Committee Chair Charmaine Gaudet said APR recruitment for the Student Award judging panel was a success. Five volunteers were needed and six came forward so there's a backup. APRs said they appreciated the connection and being asked. Amy Thurlow at the Mount has shared APR information with Masters students. Charmaine and Sarah plan to meet about accreditation promotion.

8. Awards Update

Chair Dawn Delaney thanked Sarah for her support launching the Student Awards program. Application package is online and being promoted via web and social. Tien and Olivia have reached out to their cohort to share information. Judging rubric being finalized - panel of APRs and Iris rep will meet later this week. Application deadline is early April, with award being presented at May AGM. First-year Mount BPR students, and NSCC PR students, are eligible.

9. President's Update

CPRS National: National held special membership meeting on January 24 to approve the audited financial statement year ending March 31, 2023. Financial picture expected to be better in current fiscal year after the Covid-19 pandemic.

Board recruitment: Work underway on the slate. Some executive positions and committee chair roles will be open. Ad hoc committee formed on recruitment. JoAnn, Chris, Tiffany and Shelley Murphy have joined – other Members are welcome to join. Please reach out to potential candidates in your networks.

AGM: Plan is May 27-31 week – date TBD. JoAnn met with PD Co-Chair Tiffany Chase to brainstorm possible PD topics. Idea being explored is upcoming elections and what they mean for the practitioner and their audiences and clients.

10. Other New Business

Faculty strike at the Mount began today and has an impact on communications with the school. Labour negotiations are underway at NSCC.

11. Next Scheduled Meetings

- March 18, 12:30 p.m. – virtual
- April 8, 12:30 p.m. – in-person at Halifax Partnership, with virtual option

12. Adjournment

Chris Hansen moved a motion to adjourn. The meeting adjourned at 1:12 p.m.