



Nova Scotia Board Meeting Minutes

Via Google Meets

Nov 13, 2025 12:00 PM

Attendees: Morgan Atwater, Lauren Fraser, Dawn Delaney, Lauren Sinclair, Alison Gillan, Kate Comeau, Mina Atia, Molly Simon, Rebecca Hatton, Colleen Cosgrove, Madesen Allen, Olivia Ward, Ceilidh McMeekin, Logan Oderkirk

Regrets: Sarah Robertson, Kiana Crummy, Tien Pham, and Rudee Gaudet

Call to order - 12:03pm

Approval of Minutes

Moved by Logan Oderkirk and seconded by Alison Gillan

President's Update

CPRS Week (October 27-31) Recap

- Lauren Sinclair provided a quick update, noting that CPRS Week was a success and marked the first time the event was done at the national level, including the rollout of the State of PR report. The report offers a great opportunity to share and create content for our members.

MSVU Student Memberships

- MSVU student membership endowment fund. Lauren Sinclair noted Alison Gillan's suggestion to document the discussions more clearly and put a one-pager on together for future boards understanding. This report is included as an appendix in the minutes and was tabled by Lauren Sinclair.

Holiday event

- Lauren informed the board that planning for the Holiday social is well underway and the date was confirmed as Tuesday, December 16th, at Seaport Social in the Westin Nova Scotian.
- Lauren Sinclair mentioned that she is coordinating with Hannah Langille from IABC Maritime to once again offer this as a joint event for the IABC and CPRS Nova Scotia chapter.
- Further details and planning continues with the PD team, those who helped on it last year, and anyone else who is interested in helping.

Future events and PD options

- Lauren Sinclair shared a note from Michelle James with the CPRS Foundation about a free "Season of Giving Kickoff" webinar on Tuesday, November 18th, with the theme "Rethinking the Table, Women in PR". She suggested this event could serve as the November Professional Development if another event could not be organized quickly.

Budget Discussion

- Kate Comeau presented the budget for approval, noting that changes had been made since the last meeting, particularly to the PD and member events section.
- Alison Gillan questioned a figure for revenue over expenses in the current year budget, which led Kate Comeau to discover an error in the sheet which she amended.
- Kate Comeau moved the approval of the budget as amended, seconded by Logan Oderkirk. The motion passed as amended.

PD Events - Rebecca H & Colleen C

Speed networking event brief recap

- Rebecca Hatton provided a brief overview of the speed mentoring and networking event at the NSCC Ivany Campus. She noted a smaller turnout but a good mix of professionals and students
- Colleen Cosgrove highlighted the team's successful pivot from planning a large event to a smaller format.

PD Event Plan

- Rebecca Hatton presented a proposed PD plan through May. For November, they agreed that promoting the CPRS Foundation's virtual event on the 18th would be beneficial.
- Lauren Sinclair stated that she would provide the information to the board's communications team for social media and newsletter promotion.

- The board discussed the remainder of the PD Plan, suggested minor amendments and agreed to work together to deliver the strategy for the remainder of the year.
- Kate Comeau clarified that the proposed and passed budget reflects the cadence of events outlined in this plan and has no concerns regarding the cost and the ability of the board to deliver on this schedule.

NSCC student representative Discussion - Morgan A. Lauren S

- Morgan Atwater and Lauren Sinclair discussed the need to select a student representative for the board from NSCC, noting that they received two strong applicants, Sofia and Samantha.
- Logan Oderkirk moved a motion to create a co-representation model for the NSCC student representative position using the criteria outlined here the NSCC student representative criteria document and that we invite two student representatives to the board for NSCC for the remainder of the 2025 to 26 board. Seconded by Morgan Atwater. The motion passed.

Decision to Create and Present Awards for our membership

- This discussion will be tabled for a future meeting and once a verdict is reached, a decision document will be drafted and shared.

Student Engagement Discussion - Sarah R. and Morgan

- Morgan Atwater provided an update on the introductory fall student engagement sessions with MSVU and NSCC, noting a strong turnout and high engagement levels from students. She suggested that we ought to expect more students at PD events and emphasized the need to maintain momentum into the winter.

Adjournment - 12:58pm

Moved by Lauren Sinclair seconded by Logan Oderkirk

Appendix

MSVU – CPRS Student Fund & Endowment

Report to the Board re: Discussions and Decisions – October 2025

Background

Mount Saint Vincent University (MSVU) has historically used an endowment to subsidize CPRS student memberships. Depending on enrollment, the number of

students eligible for a full student membership has varied. In some years, CPRS-NS also offered a \$20 “local only” membership.

To align with CPRS National’s preference for all student memberships to be administered nationally and to maintain consistency with other local societies, CPRS-NS advised MSVU that it would discontinue the \$20 local membership option.

Given increased enrollment and the addition of the MPR program in recent years, MSVU was unable to fund full memberships for all students through the endowment. As a result, discussions were held among MSVU, CPRS National, and CPRS-NS to determine a sustainable structure moving forward.

Membership Structure 2025

1. Full National Memberships

- MSVU purchased full CPRS National memberships (\$81.95) for all 4th year Bachelor of Public Relations and Master of Public Relations students (94 students).

2. Student Development Fund:

- CPRS-NS invoiced MSVU \$20 per student (1st–3rd year; 81 students) to establish a Student Development Fund, in lieu of local memberships.
- Funds will be used to support student-specific professional development programming (likely a signature student event in March, TBC).
- Participating students will be added to the CPRS-NS mailing list and eligible for student rates at local events.

3. National Remittance:

- CPRS National will remit \$35 per MSVU student member to CPRS-NS, an increase from the typical \$20 remittance rate, in recognition of the value of the MSVU partnership and the local society’s contributions to student engagement.
- This arrangement has been in place informally for several years but has not been formally documented.

Outcome and Next Steps:

This new structure ensures compliance with national policy while maintaining strong student engagement and local programming. It provides MSVU students with both

national and local benefits and reinforces collaboration between MSVU, CPRS National, and CPRS-NS.

To ensure continued clarity and consistency, it would be helpful to:

- Formalize the National–Local Remittance Agreement for the long-term. The \$35 remittance has been informal in the past, and while agreed to again for this year (email to CPRS NS President Lauren Sinclair from National Executive Director Sara Rafuse) it would be helpful to confirm this arrangement for future years in writing with CPRS National to ensure continuity and clarity for future boards.
- Ensure Student Development Fund is embedded as a responsibility of the PD and Memberships Chairs.
- Review MSVU membership agreement and endowment plans in September of every year with MSVU to ensure alignment.

Next Meeting: Dec 1, 2025 5:30 PM