

PRSA Alabama

Board of Directors Meeting Minutes

Friday, September 26, 2014

UAB School of Health Professionals, Birmingham, AL

Present Board Members: Louise Crow; Kevin Storr, APR; Tommy Palladino; Michael Sznajderman, APR; David Majors; Leighton Lindstrom; Julie Senter, APR; Meghan Davis; Teri Henley, APR; Issac (Ike) Pigot; Elaine Witt, APR; Cristina Almanza; JaQuisha Hudson; Brandon Wilson, APR; Lori Quiller, APR; **Present by Phone:** Dave Rickey.

Absent Board Members: Jamie Bessette, APR; Krista Lutz; Margaret Bishop; Carol Mann, APR; Deana Nunley, APR; John Matson, APR; Missy Burchart, APR; Rachel Olis; Malissa Valdes-Hubert, APR; Sara Franklin; Angela Miller; Helen Todd, APR; Brittany Norman; Adam Moseley.

CALL TO ORDER

Louise called the meeting to order at 7:43 a.m. The board reviewed the minutes from the July 11 board meeting. Lori motioned to approve the minutes, Michael seconded and the minutes passed unanimously by board members present. A sign-in sheet, as transcribed above, was distributed in lieu of roll call.

NATIONAL BYLAWS

Dave briefed the board about the proposed National Bylaws amendment, which will provision two at-large board members that do not require an APR certification. Lori sighted difference in value between graduate degree holders versus APR certified professionals among Montgomery practitioners. Kevin views the amendment as PRSA drawing a line regarding the value and the future of the APR certification. Ike viewed the amendment as an opportunity to allow leaders without a certification an opportunity to serve, but did not guarantee that the two seats would not be APRs. According to Teri, the misinformed perception exists that the amendment will eliminate APR. Feedback from membership varied from undecided about to against the amendment. Dave noted that there was no requirement for a membership vote, but recommended holding a vote. The consensus of the board was in favor of the amendment.

FINANCIAL

Jaime has resigned the board due to a career and geographic move. Louise and Kevin are in process of identifying a successor and transition plan. Louise reviewed the financial state of the chapter, which is still in good shape. The chapter remains within budget for the year.

Totals as of September 25, 2014:

Checking Balance (Cash on Hand): \$23,443.38

Business Savings: \$9,531.78

CHAPTER TOTAL: \$32,975.16

SPONSORSHIPS

David presented the proposed APR social event to occur by the end of the year. Michael suggested keeping the event open, but catering to APR professionals. David, Michael and Brandon will coordinate the event.

PROGRAMMING

According to Ike, Missy is in the process of identifying a December speaker. Scott Buttram, publisher of the Trussville Tribune, will speak in October on hyper-local media. Ike is looking for an alternative evening program for Nov. 11, since the Alabama Power location will be closed in observance of Veteran's Day. PRCA is hosting a meeting in Montgomery the same day, and they have asked that we provide a speaker.

PROFESSIONAL DEVELOPMENT/STUDENT SUMMIT

Kevin and Sarah visited Iron City as a possible venue for the event. Ike suggested Innovation Depot as an option as well. Louise is in touch with the Kevin Seghy, communications manager for the Chicago Cubs as a speaker. Julie suggested reaching out to Talladega Superspeedway's PR representative. Michael recommended looking for someone from the SEC Network; Elaine has a connection to Paul Finebaum as an option. Teri offered access to University of Alabama students for volunteers.

MENTORSHIP

Today is the last day for applications to the Ron Council award. Cristina will send a reminder email to the membership.

ACCREDITATION

David Majors will be pinned in October. Teri has a started a new class for APR. Michael has penned an opinion piece on APR.

PRSSA LIAISONS

Leighton presented a proposal for a student video competition to win a scholarship for attendance to PRSA National Conference. Each chapter will submit a video promoting itself with the goal of recruiting new members. **University of Alabama:** Meg Burton with Brasfield & Gorrie will take over as liaison. The chapter is sending nine students to the PRSA National Convention. **Alabama State University:** The chapter is sending a student to the PRSA National Convention. **Mississippi State University:** The chapter is now affiliated with PRSA. They are looking for guest speakers, and they will need a liaison to assist them. Louise is exploring a joint meeting with UA. **Jacksonville State University:** The candidate chapter has submitted their application.

DIVERSITY

Brandon and Angela have a strategy in place to establish a diversity roundtable. While response to member communications has been low, they have drafted current and past board members to comprise the roundtable. The committee will meet before the end of the year.

MEMBERSHIP

The chapter has added 47 new members and lost 44 members. The new chapter membership total is 139. Louise is working with Kevin to recruit group memberships.

COMMUNICATION

On social media, the chapter has increased to 186 likes on Facebook, 2510 followers on Twitter and 66 followers on Instagram. Email newsletters has averaged 23 percent open rate on newsletter. Cristina is looking to increase quality of content.

WEBSITE

Jaquisha presented her strategy for the website, with a goal of providing the site as a resource to members and a tool to recruit new members. Her objective is to increase traffic by 50 percent by July 2015. Her strategies include establishing the site as a job board and increasing news content. Michael motioned to approve cost for purchasing template and to form committee for redesign, Kevin seconded, and the board approved unanimously.

Meeting adjourned at 9:12 a.m.