

2018 Board of Directors Planning Mini-Retreat

January 19, 2018, 12 p.m. to 3 p.m.

- I. Welcome and Introductions
 - a. The meeting was called to order at 12:10 p.m.
 - b. The meeting began with introductions.
- II. Overview for 2018: Philip Poole
 - a. Philip Poole gave a brief overview for 2018.
- III. District Update: Kevin Storr
 - a. District conference update:
 - i. The district conference will be held April 18-20, 2018, in Raleigh, North Carolina. The cost is \$195 for members
 - ii. Several leaders with ties to our chapter will present at the regional conference, including: Maree Jones, Clinton Colmenares, and Melanie Davis.
 - iii. The conference will also feature prominent keynote speakers, such as the CMO of HubSpot and an executive from Fleishman Hillard.
 - b. The district is working on a strategic plan for the next few years. Chapter liaisons will be part of this strategic plan; they also hope to get more involved in supporting local chapters and to better show practitioners the value of what PRSA offers.
 - c. The district is also working on some options for livestreaming to make it easier/provide discounts for local chapters.
 - d. Philip Poole shared updates from national liaison Mindy Hughes. All board members received the monthly communique from Mindy outlining national resources and tips.
- IV. Communications plan: Peritus Team
 - a. Louise Oliver gave an overview of the new communications plan for the chapter, with Peritus taking on the communications role as an agency through a team-based approach. This is the first time we have engaged an agency to serve in this role on a volunteer basis.
 - b. Erin Vogt gave an overview of the scope the Peritus team will provide, which includes: posting at least three times per week on social media; focusing on e-newsletters; media relations to position members/member organizations as thought leaders; maintaining website; updating creative; and exploring text alerts.
 - i. The team wants to think through more e-newsletter content beyond information about upcoming meetings and invited the board to help with this. They proposed sending an “all-call” email to the board monthly to make sure they have all the information they need to share in an upcoming newsletter and solicit content ideas. The board supported this recommendation.
 - ii. They hope to evaluate social media platforms and seek out opportunities to improve.
 - c. Peritus updated our logos in keeping with national’s standards.
 - d. Peritus will create a shared file (potentially in Dropbox or Star Chapter) to share logos, PowerPoint templates, etc.

- e. Peritus brought up the possibility of exploring a different website platform. The board agreed that this was a need. Peritus presented some potential options, including: Weebly, Squarespace, Wordpress, and Wix.com.
 - i. The group discussed pros and cons of changing website platforms: There would be a learning curve associated with changing to another platform. It would impact the way members register for events, the way membership chairs gather information, etc. However, the group agreed that the current website layout and back-end functionality need improvement.
 - ii. Peritus will continue researching and will keep the board apprised.
- V. Budget: Carl Carter
 - a. Carl presented an update of the budget.
 - b. Annually, we spend about \$20,000.
 - c. Philip asked the board to let Carl know about any expenses they anticipate.
 - d. Carl reminded board members to encourage guests to register for meetings in advance. Alicia seconded this recommendation, sharing experiences programs chairs have had with needing to order extra food based on our history of walk-in guests.
 - e. Philip highlighted reminders from Mindy Hughes about bank accounts and phishing scams. Part of the catalyst for phishing attacks may be that board contact information is public; the board may want to revisit this.
 - f. John Matson gave an update on sponsorships. Per feedback at the last board meeting, John conducted additional research, vetting the recommended sponsorship levels by local leaders, including Bill Todd.
 - i. John's goal is approximately \$10,000 for annual sponsorships. That would provide approximately \$1,000 per month to bring in speakers or invest in programs as needed.
 - ii. Stacy Smith moved that the board adopt the sponsorship plan. Carl Carter seconded. The vote passed.
 - iii. Dave Rickey proposed that each board member share one lead for potential sponsors to John Matson.
- VI. Committee Updates
 - a. Accreditation: Joy Carter, Sara Franklin, David Majors
 - i. The accreditation committee will launch a study course for interested members in March. They will be emphasizing commitment to the process and will try to walk candidates through the steps; they will be asking interested individuals to complete the application and first part of the questionnaire before attending the study session. They will also be encouraging participants to follow through and complete the accreditation process by July. They will be strongly encouraging in-person attendance for individuals who are in Birmingham; out-of-town attendees may call in.
 - ii. The board discussed ideas for spreading the word about the course via social media and also discussed restarting the program for young professionals who are interested in pursuing their APR in the future.
 - b. Programs: Morgan Black, Audrey Atkins, Bryan Council
 - i. Gail Lantz will speak on managing stress at our February meeting.
 - ii. The program chairs are working to confirm Mitch Marovich for our April meeting on the topic of APR.

- iii. We will host a social in June. Morgan proposed the new Kiwanis Centennial Park at Vulcan as the venue.
 - iv. We will again host a joint meeting with PRCA this summer; it is that organization's turn to host and lead planning efforts.
 - v. The board discussed various other ideas for upcoming meetings, including:
 - 1. Randall Woodfin and his director of communication
 - 2. PRSA national's Tony D'Angelo
 - 3. A media panel
 - 4. Birmingham food leaders, such as Chris Hastings, who have had significant national publicity
 - 5. Crisis communications, potentially with a case study from local practitioners who handled the pipeline crisis in Shelby County
 - 6. Livestreaming with local media personalities who use it well, such as Eunice Elliott
 - vi. Programs is working on a brief pre-meeting survey form for speakers to help streamline processes.
 - c. Professional Development: Betsy Emmons, Bailey Fuqua, Dave Rickey
 - i. The group proposed an Apple photo walk to teach tips and tricks for better use of iPhone cameras.
 - ii. The committee is also working on a mentoring program.
 - d. Ethics: Stacy Smith
 - i. Joseph Bryant, John Matson, Polly Manuel, Bill Singleton, and Patti Conwell are serving on an Ethics committee under Stacy's leadership.
 - ii. The group developed an ethics slogan for 2018: PR ethics: take it personally
 - iii. Committee has written a plan and shared it with Philip and others. It does include some budget items. The team recommends a PR ethics kit and has gotten some estimates to make different handouts, posters, etc. The committee is aiming to launch a statewide campaign for ethics by March.
 - e. Membership and Diversity chairs, PRSSA liaisons, and regional coordinators will report via email and in February board meeting
 - i. Teri Henley asked for support for the PRSSA Teahan awards; she asked for help in judging and providing feedback on student books so students could improve them before submitting for national awards. The board agreed to support.
- VII. 2018 Board Meetings
- a. Philip shared dates for upcoming 2018 board meetings to be held at the Alabama Power Service Center from 10:30-11:30 a.m. on the following dates:
 - i. February 13
 - ii. May 8
 - iii. August 14
 - iv. November 13
 - v. December 11 (*this meeting will begin at 11 a.m.)
- VIII. Adjourned
- a. The meeting was adjourned at 2:32 p.m.



Attendees:

- Stacy Smith, APR
- Teri Henley, APR
- Joy Carter, APR
- David Majors, APR
- Abby Basinger
- Kevin Storr, APR
- Betsy Emmons, APR
- Julie Senter, APR
- Sally Emmel
- Erin Vogt
- Sara Franklin, APR
- Louise Oliver
- Joseph Bryant
- Bryan Council
- Alicia Rohan
- Carl Carter, APR
- Meg Burton, APR
- John Matson, APR
- Philip Poole, APR
- Missy Burchart, APR
- Dave Rickey, APR
- Morgan Black
- Bailey Fuqua
- Roy Williams