

PRSA Colorado Chapter 2009 Committee Descriptions

PROFESSIONAL DEVELOPMENT

Audio Conferences: Organizes audio conference series featuring respected industry experts and national media offering insights/tips on a variety of PR and communication topics.

General Programs: Plan programs for monthly meetings focusing on trends in PR, business & politics that are of interest to the membership.

Social Events: Creates opportunities for members to get to know each other through special events including the annual golf tournament, the holiday party and social hours.

Workshops: Develops and promotes workshops to offer practical information for Colorado Chapter members and help enhance job skills and development.

MEMBER SERVICES

Accreditation: Promotes knowledge and competence in the practice of public relations by encouraging qualified members to seek accreditation (APR). Coordinates program of study and testing.

Member Recruitment & Retention: Promotes Colorado Chapter growth and benefits through programs designed to attract new members. Welcomes prospective members and guests to the Chapter. Conducts member research and manages a program to retain current members.

Placement: Coordinates the Colorado Chapter's online Job Bank as an efficient and cost-effective resource for area employers and job seekers.

Student Outreach/PRSSA: Provides guidance to Colorado PRSSA chapters. Cultivates relationships between PRSA Colorado Chapter and student PR programs.

COMMUNICATIONS

Media Relations/Marketing/Advocacy: Builds awareness and understanding of the Colorado Chapter and PR profession through proactive media relations. Promotes Chapter events in the media. Plans response to current events related to communications.

Newsletter: Produces online monthly Colorado Chapter newsletter, Newslines, detailing information regarding the Colorado Chapter and the PR industry.

AWARDS

Gold Pick Awards & Event: Plans and stages the Colorado Chapter's annual awards event to recognize outstanding public relations programs by local practitioners. Prepares award call for entries and coordinates judging of another PRSA Colorado Chapter's entries.

Special Awards: Solicits nominations for special Colorado Chapter awards to be presented at the Gold Pick Awards event.

OTHER

Community Outreach: Provides opportunities for PRSA Colorado Chapter members to coordinate and be involved in community relations activities.

Business Outreach: Partner with communications and business organizations to advance common goals

Finance/Sponsorship: Reviews investments to make recommendations to board, maintains financial policies and procedures manual, manages sponsorship obligations

PRSA Colorado Chapter 2009 Committee Opportunities

PROFESSIONAL DEVELOPMENT

- Audio Conferences
- General Programs
- Social Events
- Workshops

MEMBER SERVICES

- Accreditation (APR)
- Member Recruitment & Retention
- Placement
- Student Outreach/PRSSA

COMMUNICATIONS

- Media Relations/Marketing/Advocacy
- Newsletter (Newslite)

AWARDS

- Gold Pick Awards & Event
- Special Awards

OTHER

- Community Outreach/Service
- Business Outreach
- Finance/Sponsorship
- Golden Anniversary Celebration

Name: _____ Company: _____

Address: _____

City/State/Zip: _____ Email: _____

Phone: _____ Fax: _____

PLEASE FAX THIS FORM TO: 303-458-0002

MAIL TO: PRSA Colorado Chapter, 3030 West 81st Ave., Westminster, Colorado 80031