

# PRSA Colorado Chapter Committee Descriptions

## **COMMUNICATIONS**

### **Media Relations, Advocacy, Marketing:**

- Develops and implements a chapter public relations program that reflects favorably on PRSA and the profession.
- Publicizes chapter activities and member accomplishments such as honors or awards and through media interviews and speaking engagements.
- Adhere to annual budget allowance/goal.

### **Social Media:**

- With input from chapter online editor, develop and manage social media and online strategies for the chapter.
- Provide strategies and suggest tactics for the online editor to execute.
- Coordinate the flow of information about the chapter to our members and the community, in general.
- Delegate work to the paid online editor and to receive work progress reports that can be share with the board liaison and the board.
- Serves as the chapter's social media point person for all members and committee chairs and disseminates information to online editor and other committee chairs.
- Manage a committee of volunteers who contribute to the chapter's social media and online community.
- Seek the board's support in learning and teaching best practices for social media, as much as time allows. This may include utilizing the paid online editor to provide seminars for chapter members and community at-large to learn how to establish a social network.
- Adhere to annual budget allowance/goal.

### **Chapter Editor:**

- Review copy to ensure AP Style standards and unified voice in all chapter communications (email blasts, website, letters to membership, etc.)

## **COMMUNITY OUTREACH**

### **PR Boost:**

- Plan and execute annual event that provides PR/communication assistance to area nonprofits.
- Adhere to annual budget allowance/goal.

### **PRSSA/Student Outreach:**

- Serve as liaison with local PRSSA chapters.
- Responsible for coordinating at least one student program per year.
- Build relationships with chapters.
- Provide speakers for PRSSA meetings and other non-PRSSA groups.
- Help match up mentors.
- Strongly encourage PRSA associate membership after college graduation.
- Adhere to annual budget allowance/goal.

### **Ethics Officer:**

- Promote and inspire the highest levels of ethical behavior and performance among chapter members.
- Provided education and consultation to the board and chapter members throughout the year.
- Assist accreditation chair with ethics curriculum for exam.

## **AWARDS**

### **Gold Pick:**

- Handle chapter citation programs for outstanding service to the chapter and profession.
- Responsible for all aspects of annual awards event including call for entries, reciprocal judging, event coordination, and management.
- Adhere to annual budget allowance/goal.

## **MEMBER SERVICES**

### **Accreditation:**

- Promotes Universal Accreditation within the chapter and encourages eligible members to take the exam.
- Works with other chapter committees in planning and conducting courses or seminars to prepare candidates to take the exam.
- Schedules written and oral portions of the exam and arranges for oral examining teams of three accredited members.
- Adhere to annual budget allowance/goal.

### **Membership Recruitment/Retention:**

- Identify eligible and qualified candidates within the chapter area, to assist them in becoming members and develop a retention program.
- Be familiar with the membership and eligibility information in the national bylaws.
- Pay particular attention to graduating PRSSA members and new practitioners.
- Submit annual membership recruitment/retention plan for board approval.
- Promote friendly relations among members, welcome new members into the chapter and make certain that guests who attend chapter functions meet members.
- Ensure each new member is accompanied and properly introduced when attending the first chapter meeting.
- Adhere to annual budget allowance/goal.

## **PROFESSIONAL DEVELOPMENT**

### **Programs:**

- Plans, promotes and stages programs for regular chapter meetings.
- In addition to scheduling speakers, panelists or other programs, including making all advance arrangements with speakers, obtaining biographical information for introductions and promoting and publicizing the meeting.
- Adhere to annual budget allowance/goal.

### **Chapter Retreat:**

- Plans, promotes and stages annual Chapter Retreat.
- In addition to scheduling speakers, panelists or other programs, including making all advance arrangements with speakers, obtaining biographical information for introductions and promoting and publicizing the meeting.
- Adhere to annual budget allowance/goal.

### **Teleseminars:**

- Coordinates a minimum of four member-only seminars with focus on topics relevant to broad segment of membership.
- Teleseminar locale should rotate across our member service area in order to reach more members.
- Identify host site/sponsor for seminars.
- Adhere to annual budget allowance/goal.

### **Social:**

- Create social and networking opportunities for chapter members throughout the year.
- Adhere to annual budget allowance/goal.

### **Golf Tournament:**

- Plans and promotes all aspects of annual golf tournament and dinner.
- Coordinates with Denver Press Club to secure volunteers and participants.
- Adhere to annual budget allowance/goal.

## **TASK FORCES & OTHER**

### **Business Outreach:**

- Create a better understanding and awareness of the profession among key publics, such as business leaders.
- Adhere to annual budget allowance/goal.

### **Finance:**

- Reviews chapter finances on a quarterly basis.
- Makes investment recommendations to board.
- Reviews and makes recommendations on ancillary expenses at the board's request.

### **Sponsorship:**

- Lead by the immediate past president
- Creates sponsorship opportunities to generate chapter revenue
- Maintains relationships with sponsors
- Collaborates with board and committee chairs to develop opportunities to generate chapter revenue.
- Adhere to annual budget allowance/goal.

### **Young Professionals:**

- Create social and networking opportunities for chapter members throughout the year with particular focus on junior members.
- Adhere to annual budget allowance/goal.

### **Western District Liaison:**

- Represent chapter at district events and board meetings when appropriate.
- Participate in district board meetings and report to the chapter board.