

gainesville chapter 2014-15 management report

fpra

modernpr

the changing role of public relations

2015 CHAPTER OF THE YEAR!

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President



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The Gainesville Chapter was recognized as the **2015 Chapter of the Year** at the 2015 Annual Conference.

a modern YEAR

The Gainesville chapter had a phenomenal year – meeting or exceeding all of our goals and making strategic decisions to ensure the chapter’s future is strong. The board made thoughtful decisions about this chapter’s direction based on formal research obtained through our annual membership survey and also by consulting with past presidents and senior members. ***Plus, more than 65% of our members were actively involved in chapter activities throughout the year.***

communication

internal

- eNews was updated into a clean template and distributed to chapter members on a weekly basis
- “Menu of Programs” distributed and FPRA-branded presentation displayed at each program
- Created event specific evites so members can forward to prospective members

external

- Website redesign was completed in December 2014 making the site mobile friendly and improving navigation
- Partnership with the Business Report of North Central Florida to provide industry related articles monthly
- Increased social media presence to include 399 fans on Facebook and 910 followers on Twitter
- Ran an ad in the Business Report recognizing businesses that support FPRA membership
- Ran an ad in the Business Report congratulating Image Award and Annual Award winners



membership

overall

- The Gainesville chapter received the 2015 President’s Award for Membership Development
- Membership reached 95 members
- We recruited 18 new professional members — more than twice as many new members as our goal!
- A total of 83 percent of members renewed their membership before the Dec. 31 deadline
- High response rate on membership feedback and surveys throughout the year
- Honored members with annual awards, pinning ceremonies and recognition
- Celebrated Boss Appreciation Day and Past-Presidents’ Recognition
- Awarded membership scholarships to Kimberly Buccholz (Kim Faenza Non-Profit Membership Scholarship) and Patty Carrol (James Terhune Membership Scholarship)

senior members

- “Behind the Scenes” for senior members (more than 10 years of PR experience) held quarterly for the first time in several years
- Senior members introduced luncheon speakers throughout the year
- Senior members served as counselors to many board members throughout the year

student members

- Recruited seven student members
- Held a Dessert and Dialogue December social with PRSSA
- Chapter members served as panelists on the “Many Hats of a PR Professional” panel at PRSSA’s end of year conference

professional development

monthly programming

- Featured a strong line-up of monthly programs
- Increased monthly luncheon attendance by 19%
- Created a formal back-up plan in case of last-minute luncheon speaker cancellation.
- Provided free professional headshots at a luncheon - giving members an added benefit!

professional development symposium

- Full day conference titled “making Progress” at the University of Florida on May 8



monthly membership luncheon schedule

AUG	Past President's Recognition APR 50th Anniversary and Board Installation	Roger Pynn, APR, CPRC <i>FPRA State President-Elect</i>
SEP	Building a Magnetic Internship Program	Dan Jesse
OCT	Annual Boss Appreciation Day Public Affairs: A Case Study from America's Space Program	Lisa Malone, APR, CPRC <i>Director of Public Affairs, NASA's Kennedy Space Center</i>
NOV	Joint Meeting with Gainesville Ad Federation The Agency: Millennials on the Rise	Andy Hopson <i>Executive Director, UF College of Journalism and Communication's Strategic Communication Agency</i>
JAN	Lightning strikes twice: Harnessing the power of a global communication opportunity	Alyson Lundell <i>Director of Corporate Communications, Universal Orlando Resort</i>
FEB	Top Video Rules for PR Professionals	MaryBeth and DJ Head <i>TwoHead Video</i>
MAR	Internal Communications: Engagement and Innovation	Rebecca Paul <i>Internal Communications Supervisor, JcCrew</i>
APR	Crisis Communications Workshop – Building a Crisis Communications Toolkit	Susan Vernon-Devlin <i>VP of Public Relations, Massey Communications</i>
MAY	Joint Meeting with Gainesville Ad Federation Carboys, Kegs and Communications: Launch of First Magnitude Brewery	Tracy Bachmann <i>President, PRO iNK Communications</i> Meg The Losen <i>President of First Magnitude Brewing Company</i>
JUN	The Art of Strategic Planning	Jennifer Moss, APR, CPRC
JUL	Professional Advancement	Debbie Mason, APR, CPRC

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awards and recognition

annual holiday party

- The annual holiday party was attended by more than 50 members
- The holiday party was free for members for the first time
- 2013-14 Board of Directors was recognized and rewarded for their chapter service
- Certificates provided to members celebrating key annual FPRA membership milestones

past presidents' recognition

- Nine past FPRA chapter presidents were recognized at the August membership meeting

image awards gala

- "PRemiere Night," Local Image Awards, attracted 50 members and guests, exceeding expectations
- The competition received 15 entries and we presented 13 awards.
- For the first time, awarded annual awards at the Image Awards ceremony. Scott Schroeder named Member of the Year, Denise Feiber, APR named the John S. Detweiler, EdD, APR, CPRC, Professional of the Year and Alisha Kinman named the Rising Star of the Year

accreditation/certification

- Leah Craig, APR and Allison Downey, APR earned their Accredited in Public Relations (APR) designation
- Amelia Bell, APR, CPRC earned her Certified Public Relations Counselor (CPRC) designation.
- APR and CPRC recipients were recognized at a special pinning ceremony during monthly programs
- Hosted successful APR Lecture Series
- The Gainesville Chapter celebrated the 50th Anniversary of the APR
- Budgeted to provide a \$50 rebate for chapter members who earn their APR

community relations

- Successful Summer Media Splash was held in June
- First ever ER for PR event held in conjunction with the Summer Media Splash
- Offered PR practitioners and non-profits the opportunity to interact with area media outlets representing television, magazine, radio and newspaper



chapter administration

leadership

- Mid-year retreat and goal assessment conducted to ensure our chapter was on track with chapter goals
- Nominating committee appointed and chaired by the immediate past president to slate incoming board
- Past Presidents' Council convened to provide feedback on 2014-15 chapter year and offer suggestions for the 2015-16 year

state/association

- The chapter won second place in the Chapter Challenge, funding a half scholarship. The annual conference registration scholarships were awarded to Allison Downey, APR and Alisha Kinman.
- Chapter president and president-elect served on the FPRA state association board of directors
- Julie Frey, APR, CPRC, served on the FPRA Executive Committee as vice president of professional development; Ryan Gerds, APR, CPRC, served on the Executive Committee as vice president of finance; and Devon Chestnut, APR, served on FPRA Executive Committee as vice president of technology

special projects

- “modernPR” theme
- Held 5th Annual Quiz for a Cause Scholarship Fundraiser

general administration

- Board of directors meetings held second Wednesday of each month
- Monthly membership meetings held third Thursday of each month at Sweetwater Branch Inn
- Chapter bank account balance as of Apr. 30, 2015: \$13,392.99 (\$3,674.93 of this balance was in a CD)
- Secured more than \$4,000 in sponsorship dollars — \$500 more than our goal — for the first time since the sponsorship program was created in 2011.
- Established an emergency fund to ensure the Chapter's financial future



special thanks to our 2014-15 fpra gainesville sponsors

- Cox Communications
- Liquid Creative Studios
- Marketing Mud
- The Business Report of North Central Florida
- Indigo Design
- Edible Arrangements
- Gainesville Regional Airport
- Hippodrome Theater
- Alta Systems Inc.
Representative Scott Gamble

2014-2015 board of directors

President: Amelia Bell, APR, CPRC
Immediate Past President: Julie Frey, APR, CPRC
President-Elect: Kevin Coulson, APR
VP/Member Services: Erin Morton APR, CPRC
Secretary: Lindsey Robertson, APR
Treasurer: Allison M. Downey, APR
Director, Accreditation: Kathy Richardson, APR
Director, Communications: Alisha Kinman
Director, Community Relations: Jenn Petion
Director, Educational Services: Skylar Ramsey
Director, Electronic Media: Scott Schroeder
Director, Image Awards: Rachel Boehner
Director, Prof. Development: Laura Aguiar, APR, MBA
Director, Programs: Leah Craig, APR