

FPRA Gainesville Chapter 2015-16 Board of Directors Position Summary

General

The Gainesville Chapter board of directors serves from September 1 through August 31, the fiscal year of the chapter. All board members are required to attend the monthly chapter board meetings. All board members are expected to attend the chapter membership meeting held on the third Thursday of each month from 11:30 a.m. to 1 p.m.

President

The President oversees the FPRA Gainesville Chapter board of directors and conducts monthly board of directors and general membership meetings. The President is the local community representative for FPRA and participates in all of the major functions of the chapter. The President represents the chapter at the state level as a member of the state board of directors and is expected to attend all quarterly state board meetings.

President-Elect/Membership Retention

The President-Elect is the automatic successor to the President. The President-Elect spends his/her term assisting with the membership retention efforts and learning all aspects of the presidency. This officer will fill in for the President when he/she cannot perform his/her duties. He/she will conduct an annual membership survey, perform an annual review of chapter bylaws, perform an audit of the chapter's finances at the end of each fiscal year and maintain the chapter policy manual. The President-Elect also is a member of the state board of directors and is expected to attend all quarterly state board meetings.

Vice President/Membership Recruitment

The Vice President/Member Services Director is responsible for member services, including updating the chapter membership directory and managing new member orientation. All member recruitment initiatives are the responsibility of this director. This director serves as an ambassador of the chapter following up with potential and new members. The Vice President typically serves as the President-Elect, and then the President. Prior to this position, member must have served on the Board of Directors for at least one year.

Secretary

The Secretary records and distributes the minutes from each chapter board meeting and also can hold a director position. Prior to serving in this position, this member must have served on Board of Directors for at least one year.

Treasurer

The Treasurer manages the chapter finances & provides an accurate report of the chapter's financial status at each board meeting. The Treasurer is responsible for collecting & depositing money for all chapter events. The Treasurer is also responsible for all Vendor Relations responsibilities including updating and maintaining all chapter sponsorship levels and the vendor relations policy, actively participating in chapter committees to help bring in revenue for the chapter and fostering and maintaining benefits with all vendors and sponsors. The Treasurer arrives at each general membership meeting at least 15 minutes before the meeting begins to collect money and provide receipts.

Immediate Past President

The Immediate Past President serves as the chapter historian and facilitates quarterly events for chapter members with at least 10 years of public relations experience. The Past President also facilitates the Member of the Year/Professional of the Year/Rising Star of the Year selection process, plans the past presidents recognition event, serves as the nominating chair for the President-Elect's board, and convenes the Past Presidents Council to prepare a formal report to the board of directors on the state of the chapter.

Directors

Each function/event of the FPRA Gainesville Chapter has a director who serves as the board liaison and is a member of the chapter board of directors. As the board liaison, the director reports on the status of the function/event at each board meeting. The director is very involved in the planning and execution of the function/event and typically serves as chair of the function/event committee. The functions/events of the FPRA Gainesville Chapter are briefly described here.

Accreditation & Certification

The Accreditation & Certification Director must be Accredited in Public Relations (APR) and should ensure the chapter properly promotes the benefits of Accreditation and Certification. The director will facilitate Readiness Review training, coordinate Readiness Reviews and organize study sessions for APR candidates or recruit an APR Chair to do this. The director should organize (or recruit someone with the CPRC credential to organize) a series of discussions for CPRC candidates and facilitate the CPRC exam for candidates.

Committee: APRs, as needed, to conduct the Readiness Reviews and facilitate study sessions. CPRCs, as needed, to conduct the CPRC oral exam, proctor the CPRC written exam, serve as mentors and organize discussion sessions

Average time commitment: APR study sessions: typically 1.5 hours for each study session, one day per week over a two-month period, and preparation time such as copying handouts and securing guest speakers or teachers - approximately 24 hours total; 2-4 hours to conduct Readiness Reviews (planning, preparing, and facilitating); 6 to 8 hours spent with CPRC candidates

Communications

The Communications Director writes news articles for the weekly newsletter, sends press releases for FPRA chapter events to appropriate media outlets, and supports the Electronic Media Director as needed. This position works closely with the Electronic Media Director to facilitate an integrated communications plan for the Chapter.

Average time commitment per month: Approx. 4 hours

Community Relations

The Community Relations committee offers professional public relations services to a not-for-profit organization, or members of non-profit organizations collectively. This committee also provides a community learning opportunity/seminar each year which is encouraged to be a fundraising event for the chapter. Additionally, this committee solicits donations from chapter members for community drives of various types.

Committee: Chair and 3 to 5 members

Average time commitment per month: 2 to 4 hours; time commitment is greater during the application and selection process and around the time of the event; time commitment for project varies depending on the public relations services provided

Educational Services

The Educational Services committee targets the University of Florida and Santa Fe College student population. Two to three student/professional mixers and several educational events are held per year to foster interaction between the public relations students and public relations professionals. The events may include a Career Prep Seminar, internship fairs or field trips.

Committee: Chair and 6 to 8 members

Average time commitment per month: 2 to 3 hours, including a monthly meeting; time commitment increases around events

Electronic Media

The FPRA Gainesville Chapter e-newsletter, website, e-mail event reminders, online luncheon RSVP, social media accounts and chapter surveys comprise the electronic media for the chapter. The FPRA Gainesville Chapter electronic newsletter is e-mailed to all FPRA members weekly and the website is updated as needed.

Average time commitment per month: 6 to 8 hours

Image Awards

Oversee the Local Image Awards program including coordinating and promoting the call for entries, judging and awards while following State guidelines. Plan and coordinate awards banquet (may be a luncheon or an evening event), including decorations, program and presentation of awards. Promote the Golden Image Awards program.

Committee: Chair and 8 to 10 members

Average time commitment per month: 2 to 4 hours; time commitment increases as event gets closer; board liaison and committee members facilitate the event

Professional Development Symposium (PDS)

PDS is a one-day symposium attended by PR professionals from Gainesville and around the state of Florida. PDS features nationally known and local speakers with topics centered on a common theme. This event is typically held in the spring. Planning for the event begins in the fall. Attendance at the PDS typically ranges from 60-100 public relations/communications professionals.

Committee: Chair and 6 to 8 members

Average time commitment per month: 2 to 4 hours; time commitment increases as event gets closer; board liaison and committee members facilitate the event

Programs

The Gainesville Chapter holds 11 general membership meetings per year and a holiday mixer in December. The programs for the 11 meetings are the responsibility of the Programs Director. A programs committee is formed in July/August to plan the year. The Programs Director introduces the guest speaker at each meeting, or asks another FPRA member to do so, and makes sure the speaker's needs are met, including AV, screen or other materials. If no speaker is scheduled, Programs Director plans activity or event to take place during meeting.

Committee: Chair and 2 to 3 members

Average time commitment per month: 6 hours in July/August to plan program calendar; 1 hour/month for speaker follow up phone calls and attendance at all monthly chapter meetings