

# **Florida Public Relations Association Gainesville Chapter Policy Handbook**

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# Business Meetings of the Chapter

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Date Written: July 2004

Latest Revision: July 2024

Date Last Reviewed: July 2024

## Rationale:

The Chapter board of directors will hold at least 11 scheduled meetings each year to conduct the business of the Chapter.

The Chapter will hold at least ten scheduled meetings each year to conduct the business and professional development of the Chapter.

## Procedure:

1. The board of directors will meet during the second week of every month, or at the President's discretion, provided the meeting occurs prior to the general Chapter meetings.
2. The president will set the agenda for these board meetings with consideration to issues and recommendations made by the board.
3. Unless otherwise posted, the board of directors meetings are open to Chapter members.
4. Decisions, issues and announcements of general concern arising from the monthly board of directors meetings should be delivered to the Chapter's membership at the general membership meetings, and via other appropriate communications channels.
5. Minutes of the board of directors meetings are recorded, distributed and filed by the Chapter secretary.
6. The Chapter shall meet in the third week of every month, after the board of directors' meetings each month.
7. According to the bylaws of the Chapter, certain items, such as election of officers and changes to bylaws, must be voted on by the general membership.
8. **Joint Board Meeting:** Each year, the Chapter will nominate a new board of directors through the process outlined in the chapter's bylaws. This new board will be formally installed at the August chapter luncheon and the current year's president will host a joint meeting between the incoming and outgoing boards in August.
9. **Board Retreat:** The incoming president will organize a leadership orientation for the new board. This may be just prior to or soon after the new board takes leadership. The purpose of the retreat is to develop goals and objectives for the chapter and for each member of the board as well as promote a team mentality.
10. **Professional Development Meeting Reminder:** The Programs Director sends a reminder email to members and prospective members two weeks prior to the monthly meeting RSVP deadline. It is important that the Programs Director communicate with the membership director and keep an updated list of all members and potential members for this purpose This reminder should include a link to the website for online RSVPs. The Programs Director must call in a guarantee within the timeframe allowed and make sure a contract is signed and the count is agreed upon.
11. **Professional Development Meeting Registration:** The Programs Director handles registration for all chapter meetings. Those who register at the meeting should be admitted pending availability of seating and food. Those who cancel their registration after the deadline are to be billed, in coordination with the Treasurer. In the event that meetings are done through video electronic conferencing, the Programs Director will send out a meeting link to registered members and guests.
12. **Day of Professional Development Meeting:** The Programs Director needs to be at the meeting site 30 minutes prior to the event. The Programs Director will ensure A/V is set up properly for the speaker. The Programs Director will check to make sure there is adequate seating. At the entrance to the meeting room, a table for registration should be set up.

## Responsibility:

It is the responsibility of the president to preside over all meetings.

## Resources:

The board of directors of the Chapter assists in planning, implementation and follow-up of all meetings.

# Finance Policies

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Date written: August 2003

Latest Revision: July 2024

Last Approved: July 2024

## **Rationale:**

Development of and maintenance of an annual budget is necessary to provide a business and financial framework for the effective and successful operation of the Chapter.

The budget supports the Chapter's operational needs, financial stability and encourages financial growth in addition to providing support to various professional development opportunities and services for Chapter members.

The budget is the Chapter's financial blueprint and should provide balance between the goals of financial health, professional development of members and support of the PR profession.

## **Procedure:**

The treasurer, president and president-elect are responsible for all financial management duties unless otherwise assigned.

1. **Fiscal Year:** The Chapter's fiscal year begins September 1 and ends August 31.
2. **Budget:** Budgets for each committee should include an itemized list of all foreseeable expenses and income.
  - a. Based on the requests of the committees, the treasurer prepares and distributes a Chapter budget for each Chapter year. The Chapter board of directors must approve and adopt a budget by October 1. Income and expense variances are monitored throughout the year and Chapter spending adjustments are recommended as needed.
  - b. Board liaisons for each committee are responsible for planning their committee budgets before the beginning of the fiscal year and submitting them to the board of directors for approval. The liaison is also responsible for monitoring the actual income and expenditure for his/her committee.
  - c. In the case of unexpected expenses of \$100 or more that were not included in the committee's budget and therefore not approved by the board, the board liaison should present the expense to the board for approval if time permits. Otherwise, the Chapter president and the treasurer can approve the expenditure.
  - d. Unbudgeted expenses under \$100 do not require board approval; however, the board liaison must explain why the expenses were incurred at the board meeting.
3. **Record Keeping:** The treasurer is responsible for documenting all financial activities and transactions in a manner that is understandable for others to follow. When using accounting software, regular backups should be performed. All financial records should be retained for seven years.
4. **Revenues:** The Chapter receives a "rebate" on all membership dues paid to the Florida Public Relations Association. The rebate checks are paid to the chapter quarterly, with the bulk of the funding received at the November and February quarterly state meetings. Checks are accompanied by a listing of new members to which the rebates apply. The check is forwarded to the Treasurer to be deposited and the listing is forwarded to the membership committee. To ensure completeness of revenues, the membership committee should review the listing of new members that accompanies the rebate and confirm approval to the treasurer. This can be done verbally at the board meeting. Agenda and minutes should reflect that the membership committee reviewed the listing and approved the payment received from the Florida Public Relations Association.
5. **Expenditures:** Direct billing is the preferred method for paying expenses. Where feasible, invoices should be signed to evidence budgetary approval, especially for non-recurring charges. Expenses may be charged

to the Chapter if a board member submits the bill to the treasurer for payment with a completed FPRA Gainesville Chapter Reimbursement Form, indicating the budget line item to which the expense should be charged.

Other acceptable forms of payment are:

- a. Paying the bill personally and then submitting a completed FPRA Gainesville Chapter Reimbursement Form (contact Treasurer to obtain reimbursement form) with receipts to the treasurer for reimbursement.
  - b. Requesting a check for the expense in advance by completing an FPRA Gainesville Chapter Reimbursement Form.
6. **Reimbursements:** The treasurer reimburses Chapter members for expenses incurred in conjunction with their FPRA duties in a timely manner. A completed reimbursement request form and receipt are required for reimbursement.
- a. Frequently, the person requesting the reimbursement is the one with budgetary approval. In these instances, no additional signatures are required. In instances where the treasurer seeks reimbursement, the reimbursement form should be signed by the person with budgetary authority for that expenditure.
  - b. Where possible, original receipts should be provided for reimbursement. Receipts should provide sufficient detail to describe the nature of the purchase (i.e. meal receipts should show the food purchased, not just the credit card payment receipt).
7. **Bank Account/Registration/Payment Account Access:** Access to bank accounts, payment accounts, and registration systems should be updated periodically but no less than annually. Where feasible, one registration system should be used to ensure consistent reconciliations across events. Exceptions to the standard registration and/or payment systems should be approved in advance by the board.
8. **Checking Account:** The Chapter's checking account is reconciled monthly and the expenses and balances are summarized by the treasurer in writing for each monthly board meeting.
9. **Deposits:** Deposits and payables should be handled in a timely manner. Deposits should be made as soon as possible but at least within one week after the receipt of the funds. Any deposit containing cash or over \$300 should be made within two business days. Funds are placed in a CD or CDs as often as cash flow allows.
10. **Debit card:** The person responsible for reconciling the bank account (i.e. the treasurer) should not have access to a debit card. Debit cards should be issued to all Chapter members that have a legitimate business need. Debit cards SHALL NOT be shared. Card holders are responsible for inappropriate or unsubstantiated charges made with their card.
- a. All members using a debit card must provide original receipts to the treasurer within 15 days of the transaction date. The receipt should be accompanied by a reimbursement request form to evidence budgetary approval. The treasurer should report unsubstantiated expenditures to the board by cardholder name so the board can seek restitution from the member if necessary and appropriate.
  - b. Card holders should be reviewed to ensure their access is still necessary on a regular basis, but no less than annually. Members who no longer require debit cards should be removed from the account in a timely fashion.
11. **Reporting:** The treasurer prepares an income/expense report for the board after each major event or activity concludes. The resulting profitability level assists the board with on-going spending considerations. The board should discuss the income/expense report at the next board meeting following the event or activity.

12. **Bank Statement Reconciliation and Review:** The income and expenditure log should be reconciled to the bank statement on a monthly basis. The reconciliation should indicate the bank balance as of the end of the month, plus outstanding deposits in transit, less outstanding checks that have not cleared the bank, equating to the running balance per the income and expense log. This reconciliation should be reviewed by another board member (president and/or vice president) on a monthly basis. The reviewer should agree the bank statement balance to the bank statement, the income/expense log balance to the income and expense log, and should ensure that outstanding checks and deposits are reasonable and resolved in a timely fashion.
13. **Meetings and Events:** The treasurer manages a change bank for use at monthly luncheon meetings. The treasurer receives lunch payments and issues receipts at the check-in desk. In the event that a monthly meeting RSVP is not paid at the time of the scheduled meeting, the treasurer will prepare and distribute invoices for the appropriate amount, due upon receipt.
- a. To facilitate the check-in process and due to the sensitivity of cash payments, which are common, payments should be collected by at least two people. The Treasurer should not be responsible for collecting cash payments. One person should check in new arrivals (ideally signing to evidence their attendance) and takes credit card payments, and a second person should handle cash and check payments. Form of payment should be evidenced on the sign in form (cash, check, Paypal, Square).
  - b. Event revenue should be reconciled to the bank deposit per the bank statement. Event reconciliations should show the number of attendees, the amount collected by payment type, and show the amounts reconciled to the payments received by the bank (Paypal deposit, Square deposit, and cash and check deposit). These event reconciliations should be part of the financial transactions and subject to audit/review on an annual basis.
  - c. Attendees that do not pay until after the event should be listed individually on the event reconciliation. The status of the balance due from the individual should be included in the monthly reporting to the board to ensure appropriate follow up procedures. Balances that are deemed to be uncollectible can be written off with board approval, to be reflected in the meeting minutes.
  - d. Ideally, the balance of a change fund should not fluctuate, and deposits should agree to the event revenues (and any other deposited revenues). The Treasurer should request the bank to make change when he/she deposits the cash and checks and should not commingle the event deposit with change fund money.
  - e. **Fundraisers:** The chapter Treasurer and appropriate Director facilitating the fundraiser should be assigned to collect fees, track additional amounts collected, and to reconcile the amounts collected to the number of attendees. Two people will provide additional security when handling cash and will help with times of high-volume transactions. A reconciliation of the entry fees and other funds collected to the amounts deposited into the bank account should be performed and evidence of the reconciliation should be maintained for audit purposes.
14. **Financial Review:** An auditing committee shall consist of two chapter members, appointed by the president elect, and the incoming treasurer, excluding officers. The audit shall be conducted within 45 days of the chapters fiscal year end and findings reported to the board.
15. **Annual Taxes:** The treasurer and president will be responsible for filing any necessary state or federal taxes. The state association will assist in determining if this is required.

16. **Sponsorships:** Any business requesting sponsorship of an FPRA Gainesville Chapter event should employ public relations professionals, be in a field related to public relations, or provide services or goods to public relations practitioners. Examples include FPRA member employers, printers, website hosts, promotional items retailer, etc. All proposed sponsors are subject to Board of Directors approval, if requested by an FPRA Gainesville Chapter member. The list of events/activities is subject to change. If changes are made, comparable sponsorship opportunities will be substituted.

Sponsorships are available on a calendar year basis from January 1 – December 31. All previous sponsors will have the right of first refusal before additional sponsorships are sought. Sponsorships should be paid in a lump sum payment by cash (preferable) or PayPal.

The vice president of the FPRA Gainesville Chapter will provide oversight to the Vendor Relations Subcommittee in addition to her/his board liaison responsibilities. Each committee seeking sponsorships will designate one committee member to be responsible for vendor relations/sponsorship packages and to serve on the Vendor Relations Subcommittee. This sponsorship designee will be selected between the time the board of directors takes office on September 1 and October 15.

By October 31, the vice president and the subcommittee members will meet initially to review the responsibilities of the vendor relations role, review FPRA sponsorship criteria and sponsorship opportunities, discuss the coordination of sponsorship contacts, and organize sponsorship follow-up (recognition before and during event, evaluation after the event) so sponsorship opportunities are consistent among the committees. Vendor Relations Subcommittee meetings will be held as needed and can be convened by the vice president, subcommittee member, or board member. The vice president will report the progress of the subcommittee to the board of directors.

17. **PR & Comms Summit (previously Annual Conference) Scholarship:** The membership development opportunities at the FPRA PR & Comms Summit (previously Annual Conference) are substantial, but the cost of attending may not be affordable for all members. To encourage active participants in FPRA to attend the PR & Comms Summit (previously Annual Conference), the chapter may allocate funding for a PR & Comms Summit (previously Annual Conference) scholarship. Priority of funding allocations to attend the state conference will be (1) chapter president; (2) president-elect and (3) open scholarship(s) for active chapter members. (and then add the part about a minimum of 50 percent and leave the donation part if budget permits.

**Responsibility:**

The treasurer is primarily responsible. The president is financially liable for the Chapter debts.

**Resources:**

State Association VP of finance, Chapter board of directors

# Nominating Procedure

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Date Written: July 2004

Latest Revision: July 2024

Date Last Reviewed: July 2024

## **Rationale:**

The Nominating Committee is charged with the responsibility of presenting a slate of nominees for the elective positions of the board of directors, with the goal of securing nominees who are willing and capable of providing the dynamic leadership necessary. Candidates should be persons who have the greatest competency and necessary attributes to direct the management of the affairs of the FPRA Gainesville Chapter. The committee must be aware of what is required of each elective position and the relationship of those positions to the Chapter.

## **Procedure:**

1. Since the president-elect automatically assumes the role of president, and the president automatically assumes the role of immediate past president, the Nominating Committee is required to fill the offices of all the remaining positions on the board of directors.
2. The Chapter president will appoint a five-member Nominating Committee at least four months prior to the next fiscal year of the Chapter (typically in May). At least one member from the previous year's Nominating Committee shall be appointed. The immediate past president will chair the Nominating Committee.
3. Prior to the May Chapter meeting, the immediate past president will distribute a Board Interest Form to the members of the Chapter to seek nominations and interest in serving on the Chapter board of directors. The immediate past president will collect the forms and convene the Nominating Committee.
4. Members of the Nominating Committee are required to participate actively in all meetings of the committee sharing fully in its discussions and decision making.
5. This committee's discussions must be confidential to protect the reputation and goodwill of those being considered for office.
6. The Nominating Committee should notify the membership of its proposed slate at the June Chapter meeting. The election of the board of directors should be by a vote of the members in attendance at the July Chapter meeting.
7. The Immediate past president will arrange for a member of the Association Executive Committee to install the newly elected board of directors at the August Chapter meeting.

## **Responsibility:**

The president will appoint a five-member Nominating Committee, to include the immediate past president who will serve as chair and one member of last year's committee. It is suggested that the president-elect be asked to serve in an ex-officio capacity to give input. The committee will be announced to the membership not less than four months prior to the end of the fiscal year.

No member of the Nominating Committee should have served on the Nominating Committee more than three years consecutively. Also, no member of the Nominating Committee may appear on the slate of officers.

## **Resources:**

None required.

# Problem Resolution

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Date Written: July 2004

Latest Revision: July 2024

Date Last Reviewed: July 2024

## **Rationale:**

This procedure is designed to offer a mechanism for problem solving when committees or individual members do not understand or question actions of the Chapter or the State Organization as a whole. It is intended to offer an orderly process for problem resolution.

## **Procedure:**

1. The member/Chapter officer should first look for resolution to their question or problem in the local Chapter bylaws.
2. A question or problem not resolved at the Chapter by-law level should be communicated to the Chapter board of directors.
3. A question or problem not resolved by the Chapter board of directors should be communicated to the State liaison officer responsible.
4. A question or problem not resolved by the State liaison officer should next be directed to the president of the Association.
5. A question or problem not resolved by the Association's president should next be directed to the Executive Committee of the Association to be taken under consideration at its next regularly scheduled meeting. This may be done by contacting the executive director(s) of the Association who will place the matter on the agenda.
6. Failing resolution of the question or problem at the Executive Committee level, it must be presented to the full State board. The decision of the State board is final.

## **Responsibility:**

Follows the chain of command as outlined in the procedure.

## **Resources:**

None required

# Kim Faenza Membership Scholarship

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Date Written: July 2004

Latest Revision: July 2024

Date Last Reviewed: July 2024

## Rationale:

Offering membership and professional development is an important goal for the Chapter. Extending these services in the form of a membership scholarship to public relations professionals who could not otherwise afford membership is a community benefit, increases membership and networking opportunities and can introduce the value of membership to organizations or individuals who can potentially later pay for their own membership. The scholarship is named in the honor of Kim Faenza, a committed FPRA member who passed away in November 2013. At the time of her passing, Kim was serving on the board as Community Relations Chair. Because of her ongoing commitment to non-profit work and her dedication as a public relations professional, the Chapter believed it was fitting to name the scholarship in her honor.

## Procedure:

1. The Vice President of Member Services will promote and solicit applications from the membership and community for the FPRA Gainesville Chapter Kim Faenza Membership Scholarship in September.
2. To apply for the scholarship, the professional must:
  - a. Meet state FPRA guidelines for professional membership (visit [www.fpra.org](http://www.fpra.org) for more information)
  - b. Be employed by a non-profit organizationRequire financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization
3. The membership year for this scholarship runs from November 1 to October 31. The Kim Faenza Membership Scholarship covers:
  - a. New member processing fee (if applicable)
  - b. Membership dues for one year
4. Any expenses involved in attending luncheons and events are the responsibility of the member.
5. To apply, a candidate must complete the scholarship application.
6. After the application deadline, the Vice President of Member Services will forward all applications to the Community Relations Committee for evaluation. The Community Relations Director must notify the Vice President of Member Services of the recipient.
7. The Vice President of Member Services must notify the recipient and ensure the recipient's membership application or renewal is turned in to the Association with a check from the Chapter covering the appropriate fees. If the recipient is not a current member, his/her membership application will need to be approved by the Board before he/she can receive the scholarship. If his/her application is not approved, the Community Relations Committee will select a recipient from the remaining applicants.

## Responsibility:

It is the responsibility of the Vice President/Member Services Director to coordinate the scholarship. It is the responsibility of the Community Relations Director and committee to choose a recipient of the scholarship.

## Resources:

None

**FPRA Gainesville Kim Faenza Membership Scholarship Available**  
**Application due {due date}**

The Gainesville Chapter of the Florida Public Relations Association (FPRA) is pleased to announce that it is once again offering the Kim Faenza Membership Scholarship to a qualified professional from a local non-profit organization. FPRA has more than 1,000 members in 14 chapters across Florida. With more than 100 members, the Gainesville Chapter of FPRA is one of the largest in the state. Our members represent major corporations, government agencies, public relations and advertising firms, not-for-profit organizations, and educational institutions. Professional members must spend more than 50 percent of their time in public relations activities and agree to abide by the organization's code of ethics.

To apply for the scholarship, the professional must:

- Meet state FPRA guidelines for professional membership (visit [www.fpra.org](http://www.fpra.org) for more information)
- Be employed by a non-profit organization
- Require financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization

The Kim Faenza Membership Scholarship covers:

- new member processing fee (if applicable)
- membership dues for one year

Any expenses involved in attending luncheons and events are the responsibility of the member. The membership year for this scholarship runs from November 1, {year}, to October 31, {year}. To apply, complete the membership application (or renewal form if you are already a member) and attached scholarship application. Submit both to {name}, director of member services, by {due date}.

Completed applications should be e-mailed to:

{contact information}

If you have any questions, please contact {name}, vice president of member services, at {phone} or {e-mail}.

**Sample FPRA Gainesville Membership Scholarship Application**

Name:

Current Employer (must be non-profit organization):

Please answer the following questions:

1. What do you expect to gain from membership in FPRA?
2. Why should you be selected for this scholarship?
3. How do you plan to get involved in FPRA?
4. How did you hear about the scholarship?

# James Terhune FPRA Membership Scholarship

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Date Written: July 2004

Latest Revision: July 2024

Date Last Reviewed: July 2024

## **Rationale:**

Offering membership and professional development is an important goal for the Chapter. In honor of James Terhune's dedication to the Florida Public Relations Association (FPRA) throughout his tenure as a UF professor and FPRA chapter president in 1985, the FPRA Board of Directors, Gainesville Chapter, established the James Terhune FPRA Membership Scholarship.

## **Procedure:**

1. The Vice President of Member Services will promote and solicit applications from the membership and community for the scholarship in September.
2. To apply for the scholarship, the professional must:
  - a. Meet state FPRA guidelines for professional membership (visit [www.fpra.org](http://www.fpra.org) for more information)
  - b. Have graduated from the University of Florida within the last 5 years  
Require financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization
3. The membership year for this scholarship runs from November 1 to October 31. The FPRA Membership Scholarship covers:
  - a. New member processing fee (if applicable)
  - b. Membership dues for one year
4. Any expenses involved in attending luncheons and events are the responsibility of the member.
5. To apply, a candidate must complete the scholarship application.
6. The Vice President of Member Services will convene a committee of at least four members to evaluate the applications. After the application deadline, the Vice President of Member Services will forward all applications to this committee for evaluation.
7. The Vice President of Member Services must notify the recipient and ensure the recipient's application or renewal is turned in to the Association with a check from the Chapter covering the appropriate fees. If the recipient is not a current member, his/her membership application will need to be approved by the Board before he/she can receive the scholarship. If his/her application is not approved, the selection committee will select a recipient from the remaining applicants.

## **Responsibility:**

It is the responsibility of the Vice President of Member Services to coordinate the scholarship. It is the responsibility of the appointed judging committee to choose a recipient of the scholarship.

## **Resources:**

None

## James Terhune FPRA Membership Scholarship

In honor of James Terhune's dedication to the Florida Public Relations Association (FPRA) throughout his tenure as a UF professor and FPRA chapter president in 1985, the FPRA Board of Directors, Gainesville Chapter, established the James Terhune FPRA Membership Scholarship. This is a one-time scholarship offered to a public relations professional who graduated from the University of Florida within the last 5 years. This scholarship covers the cost of FPRA membership dues for one year and the new member processing fee, if required. If there are no other applicants for the scholarship, it can be awarded to the same person more than once.

### Instructions

To apply for the scholarship, the recent graduate must:

- Meet state FPRA guidelines for professional membership (visit [www.fpra.org](http://www.fpra.org) for more information)
- Have graduated from the University of Florida within the last 5 years
- Require financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization

The membership scholarship covers:

- new member processing fee (if applicable)
- membership dues for one year

Any expenses involved in attending luncheons and events are the responsibility of the member. The membership year for this scholarship runs from November 1, {year}, to October 31, {year}. To apply, complete the scholarship application, located at: [{survey link}](#).

If you are selected as the recipient, you will need to complete a membership application and your application will need to be approved by the FPRA Gainesville Board of Directors in order to receive the scholarship. If you are already a member, you will need to submit your renewal form.

If you have any questions, please contact:

{name}

Vice President of Member Services

{phone}

{e-mail}

### Sample James Terhune FPRA Membership Scholarship Application Questions

Name:

Year Graduated from UF:

Graduate Student?  Yes  No

Current Employer:

Briefly describe your current responsibilities:

Do you spend more than 50% of your work time in public relations activities?  Yes  No

What do you expect to gain from membership in FPRA?

Why should you be selected for this scholarship?

How do you plan to get involved in FPRA?

What was your level of involvement as a student member in FPRA and/or PRSSA, or other PR activities at school or within the community?

# Membership

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Date Written: April 2024

Latest Revision: July 2024

Last Reviewed: July 2024

## **Membership**

**Membership list:** The membership director is responsible for keeping the local member database up-to-date.

The membership email and mailing lists are the property of FPRA and may be used only for FPRA-sanctioned uses determined by the president. Trading lists with similar organizations on a one-use-only basis, for promotion of programs of professional interest to FPRA chapter members is an authorized use. Requests for a one-time-use of the membership list by chapter members will be taken into consideration on an individual basis and voted on by the board of directors with the majority ruling and authorized by the president. Requests of this nature require one week's notice and shall be directed to the president.

**New member recognition:** The membership director is responsible for forwarding new member information to all board and committee chairpersons and for recognizing new members at each professional development meeting with a membership pin. Information about new members should be provided to the communication director for inclusion in the chapter newsletter and on social media to welcome them to the chapter.

## **Responsibility:**

It is the responsibility of the Vice President/Member Services Director to ensure new members are welcomed and provided with the resources they need to be successful in the FPRA Gainesville Chapter.

## **Resources:**

None

# Social Media Policy

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Date Written: March 2011

Latest Revision: July 2024

Date Last Reviewed: July 2024

## **Rationale:**

'Social media' is the term commonly given to websites, online tools, blogs, podcasts, wikis, message boards, social bookmarking sites, social networking sites, content sharing sites, and other Interactive Communication Technologies (ICT), which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

Through this policy, the Gainesville Chapter will provide guidance to its representative members about their interactions and representations on such sites.

## **Procedure:**

### Responsibility

The President will serve as the official Gainesville Chapter “voice” and communication representative on all Chapter-related social media sites and accounts. Working in conjunction with the Communications Director, these members will be responsible for all social media postings.

These individuals must take responsibility for what is written and exercise good judgment and common sense. In addition, these members should always be authentic in acknowledging who they are and their relationship to the Association when posting on behalf of FPRA Gainesville.

Always distinguish between fact and opinion in posts and acknowledge whether the information is FPRA sponsored or simply a private post. The Gainesville Chapter’s sites and accounts should make proper use of the trademarked FPRA logo and clearly define it as an official FPRA site or account. The trademarked FPRA logo should only be used in conjunction with FPRA sponsored material and/or on FPRA sponsored sites/accounts.

### Judgment

Refrain from comments that could be interpreted as defamatory, demeaning, inflammatory, threatening, harassing or intimidating. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.

Personal information unrelated to FPRA business should not be posted on FPRA sponsored sites/accounts. Any photos posted on FPRA sponsored sites/accounts should be in good taste and professional in nature.

**Confidential FPRA business information should never be posted on any social media or web sites.**

### Respect

Respect the work of others related to copyrights and fair use. Always give proper credit and ensure the right to use something with attribution before publishing.

### Value

Posts should add value and insight to members and other readers and should include a variety of postings of Association, Chapter and relevant industry news. Ensure that useful information is being provided, the site/account is not cluttered with chatter and that there is a proper response time on postings.

FPRA recognizes the importance of social media, however, use of social media should not be the primary communication tool of the Association or any of its chapters. Execution of all of the elements related to communication, professional development and networking should still be the primary focus of the Association, chapters and members. In order for social media communications to be successful, the right balance must be struck between social media and other endeavors.

**Monitoring**

FPRA can and will monitor use of social media and social networking sites/accounts that represent the Association. An edit or take down notice will be issued to any chapter or member representing FPRA on a site that is in violation of these guidelines. To ensure branding, consistency and adherence to policy, Chapters should contact the VP of Technology or the VP of Communications/PR prior to creating any new social media sites, accounts or tools on behalf of FPRA or any of its Chapters. The VP will coordinate with the Chapter Board and/or the FPRA Executive Committee, as appropriate, to predetermine how the site/account will be incorporated into leadership job descriptions to ensure ongoing maintenance.

**Responsibility:**

The Communications Director and Electronic Media Director, in conjunction with the Executive Directors and the Chapter President, will monitor social media sites and accounts representing FPRA Gainesville.

# Annual Awards

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Date Written: April 2014

Latest Revision: July 2024

Date Last Reviewed: July 2024

FPRA Gainesville Chapter presents three special annual awards at our April Monthly Professional Development program so that we have ample time to submit the chapter nominee for the Joe Curley, APR, CPRC Rising Leader Award: Member of the Year, the John S. Detweiler, Ed.D., APR, CPRC Professional of the Year and the Rising Star award. The Immediate Past President is responsible for coordinating nominations and selecting recipients.

## Member of the Year Award

The Member of the Year Award is given to an active FPRA member whose commitment of time, energy, enthusiasm and skill contributed significantly to the success of the Gainesville Chapter above and beyond typical expectations. This award is intended to recognize the individual who consistently provides support and assistance to the chapter. Criteria for the award include:

- Member of the Gainesville Chapter of FPRA
- Participating in most of the chapter functions during the year
- Giving extraordinary time and energy to one or more projects, tasks or programs during the year
- Display a professional attitude, showing support for the chapter and its members, and generally setting an example for others to follow.

## Survey Questions

1. I would like to nominate:
2. Title
3. Company
4. This nominee deserves this award for the following reasons (please include specific examples) :
5. Nominated by

## John S. Detweiler, Ed.D., APR, CPRC, Professional of the Year Award

The John S. Detweiler, Ed.D., APR, CPRC Professional of the Year Award is given to an individual who demonstrates the highest standards of ethics, performance and service to the public relations profession. This award is also designed to recognize outstanding contributions to the Gainesville Chapter.

This award honors the spirit and dedication of DESCRIBE DETWEILER

You may nominate yourself or others. FPRA membership is not required for the Professional of the Year award, but preference will be given to FPRA members

## Survey Questions

1. I would like to nominate:
2. Title
3. Company
4. This nominee deserves this award for the following reasons (please include specific examples):
5. Nominated by

## The Rising Star Award

The Rising Star award is given to an up-and-coming FPRA member who has demonstrated emerging leadership traits along with dedicated, active involvement in chapter activities throughout the year. Criteria for the award include:

- 2-5 years of FPRA professional membership
- actively participating in a majority of chapter functions during the year
- giving extraordinary time and energy to leading projects, tasks or programs, displaying a professional attitude showing support for the chapter and its members
- generally setting an example for others to follow

## Survey Questions

1. I would like to nominate:
2. Title:
3. Company:
4. How many years have you or the nominee been a member?
5. In 50 words or less, please describe the role(s) you (or the nominee) has played in the chapter by serving on committees, developing programs, handling activities, serving as a chapter board member, etc.
6. In 100 words or less, please share with us why you believe you (or the nominee) should be selected as this year's Rising Star.
7. Nominated by:

## **PR Masters (formerly Seasoned Professionals) Group**

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Date Written: December 2012

Latest Revision: July 2024

Date Last Reviewed: July 2024

The PR Masters (formerly Seasoned Professionals) group is for members with 10 or more years of public relations experience. FPRA Gainesville offers periodic workshops, discussion groups, “behind-the-scenes” activities and seminars for senior level practitioners interested in sharpening their skills and staying informed about industry trends. The activities are coordinated by the Immediate Past President.

The chapter may, as funding permits, annually allocate dollars towards the programing. While there is no additional annual fee for eligible members, members understand they are financially responsible for their participation in the series.

# Annual Board Transition Policy

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Date Written: June 2014

Latest Revision: July 2024

Last Reviewed: July 2024

## **Rationale:**

Each year, as the outgoing board members prepare to transition out of their current role on the board and incoming board members prepare to begin serving on the board, several activities need to take place in order to ensure a smooth transition.

## **Procedure:**

1. Each outgoing board member will meet with the incoming board members slated to assume responsibility for his/her area. While the meetings may take place anytime in July or August, they must take place by August 31 each year.
2. During these transition meetings, board members should pass along files and materials pertinent to that position.
3. All board members will provide copies of files for their respective areas to the outgoing President by August 15.
4. The outgoing President will provide all copies provided to him/her by the outgoing board to the incoming President by August 31.
5. The outgoing Electronic Media Director will update the administrators of the Chapter's social media pages by August 31 to include the incoming President, President-elect and Electronic Media Director.
6. By September 15, the incoming Electronic Media Director will remove any previous board or committee members who no longer need to serve as an administrator of the chapter's social media pages.
7. The outgoing Electronic Media Director will provide the login and passwords for all electronic media managed by the chapter, including but not limited to: Twitter, Gmail, MailChimp, Wufoo and the chapter website.
8. By September 15, the incoming Electronic Media Director will change the passwords to all electronic media accounts managed by the chapter, and then will ensure the President and anyone else who uses the accounts has the new passwords.
9. The outgoing Programs Director will ensure the incoming Programs Director has a copy of the current membership luncheon contract.
10. By August 31, the outgoing Treasurer will provide to the incoming Treasurer the chapter's mailbox key and passwords for all the Treasurers accounts, including but not limited to: Gravity forms, Gmail, PayPal and Square.
11. The incoming President will ensure the officers on the chapter's bank account and debit cards are updated by August 31. This includes removing those rotating out of a board position that needs access to the bank account. The following board positions should be on the chapter's bank account: President, President-elect and Treasurer.
12. The outgoing Vice President of Member Services will turn over all membership pins and chapter nametags to the incoming Vice President of Member Services.
13. The outgoing Accreditation Director will turn over all APR and CPRC pins to the incoming Accreditation Director.
14. It is the responsibility of current board members to make sure emails and passwords are updated and passed along to succeeding board members for their role on the board. The chapter president needs to be aware of all usernames and passwords or needs to be added as a user, it is the chapter president's role to remove any members from access if they no longer are applicable.

## **Responsibility:**

It is the responsibility of all board members to provide both electronic and printed files to the incoming board members in their respective areas.

## **Resources:**

None required.

# Committee Descriptions

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Date Written: December 2012

Latest Revision: July 2024

Last Reviewed: July 2024

## **Accreditation Committee**

The Accreditation Committee is responsible for generating publicity and distributing information to members eligible to take the APR or CPRC accreditation exams. Prior to the exam dates, the Accreditation Committee organizes study sessions for those eligible.

## **Communications Committee**

The Communications Committee is responsible for performing public relations functions for the chapter. In addition to writing membership profiles, taking event photos and video, and writing articles for the monthly newsletter, the committee writes or approves all press releases and coordinates dissemination of releases to the media. The committee also organizes the authoring of in-depth articles and case studies for posting to the chapter website and for possible publication. Collecting information for and designing, updating and coordinating the chapter website. This committee also supports the operation of chapter social media channels. Committee members are charged with constantly seeking new ways to make the chapter's digital tools more effective and efficient.

## **Community Relations Committee**

The Community Relations Committee is the chapter's service entity. This committee provides programs and other communication services to the Gainesville community to help promote FPRA. Each year the committee selects at least one project to assist the local non-profit community. In the past, the committee has also coordinated seminars and events aimed at non-public relations professionals that are both affordable and educational.

## **Educational Services Committee**

The Educational Services Committee serves as a liaison between the Gainesville Chapter of FPRA and public relations students in north central Florida. The committee plans networking events for students and professionals, including the opportunity to job shadow local professionals. It supports career preparation programs and promotes internships to help students gain experience in real public relations situations and to help public relations professionals meet the demands of real situations using qualified, skilled pre-professional student assistants. The committee works with graduate and undergraduate students enrolled in the University of Florida's (UF's) College of Journalism and Communications, particularly those who are members of Public Relations Student Society of America (PRSSA) and the FPRA Chomp Chapter. All students attending Gainesville-based educational institutions, including but not limited to UF and Santa Fe College, are welcome to participate.

## **Member Services committee**

The member services committee is responsible for the recruitment of new members and the retention and general service to the chapter membership. This committee's responsibilities include keeping a current member database with contact information and continuously updating it throughout the year, developing nametags and coordinating chapter luncheons.

### **Professional Development Committee**

The Professional development committee is responsible for planning and organizing an educational seminar for the membership each year. The event is typically a full or half-day program and includes a series of speakers on public relations topics.

### **Programs Committee**

The Programs Committee organizes the speakers for the chapter's monthly luncheons. The programs should keep members interested, educated and updated in public relations issues and trends. Also, the monthly programs should keep members informed of timely local, state and national issues and in touch with community leaders.

### **Nominating Committee**

The President shall appoint, with the approval of the Chapter Board of Directors, a nominating committee of no fewer than five members, to include the most recent Gainesville Chapter Past President, who is still a member of the chapter. This same Gainesville Chapter Past President should serve as chair of the nominating committee.

## **Monthly Program Responsibilities**

### **Programs Director**

- Coordinate speaker/panel
- Create an introduction for the speaker and arrange for a member to introduce the speaker
- Arrange for a speaker gift
- Provide luncheon content to Electronic Media Director and Communications Director (speaker name, topic, bio, headshot, talk description)
- Arrange for microphone/podium, projector, speakers and laptop
- Create or arrange for a PowerPoint to show at the beginning of each luncheon that includes chapter sponsors (based on level) and upcoming events
- Provide final headcount to venue
- Provide registration list to Electronic Media Director, Treasurer and VP of Member Services.
- Provide agenda for Chapter President on day of event.
- Coordinate with Treasurer to reimburse speaker for travel costs, if there are any.

### **Treasurer**

- Create a payment link and provide to the Electronic Media Director for the RSVP
- Download Registration List to bring to luncheon
- Provide registration list to VP of Member Services the day prior to the luncheon
- Check in attendees and accept payments

### **Vice President, Member Services**

- Provide attendees with their nametags at the registration table

### **President**

- Create script for luncheon
- Help coordinate program fliers/table toppers/PPT for luncheon

### **Electronic Media Director**

- Create RSVP with content from the Programs Director
- Create and distribute the luncheon evaluation with content from the Programs Director
- Post and distribute the luncheon announcement in the eNews and on the chapter website and social media with content from the Programs Director