
2024-2026 Strategic Plan

Adopted Jan. 11, 2024 by the PRSA Hoosier Chapter Board of Directors

Introduction

The Public Relations Society of America's Hoosier Chapter represents public relations professionals from throughout Indiana, including employees of associations, agencies, corporations, universities, nonprofits, government, and independent practitioners. With 270+ members, it is one of the largest chapters in the United States. The Hoosier Chapter provides its members with various programs and events, along with accreditation training, news and information.

The Hoosier Chapter was founded in 1957, ten years after the American Public Relations Association merged with the National Association of Public Relations Counselors to form PRSA. Much like our home state, the chapter has grown and changed dramatically in its 60+ years.

Vision

To create an exceptional member experience that **educates, inspires, guides, and galvanizes a diverse community** of ethical, strategic public relations and communications professionals.

Mission

PRSA Hoosier Chapter makes public relations and communications professionals **smarter, better prepared, and more connected** through all stages of their careers.

The Strategic Planning Process

- **Research – Q2 and Q3 2023**
 - Support of outside resource – InAct
 - 1:1 in-depth interviews via Zoom
 - Online survey of 42 current members
- **Plan – Q3 and Q4 2023**
 - Robust and broad input
 - Input from outgoing and incoming board
- **Implement – Q1 2024**
 - PRSA Hoosier Chapter Board of Directors adopts plan in January 2024
- **Evaluate – Q3 2024 through Q3 2026**
 - Member research
 - Compare to 2020 and 2023 research studies

Strategic Planning Committee Members

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Strategic Goals:

VALUE

- Increase the value of membership to PRSA Hoosier Chapter members.

GROWTH

- Grow membership by creating a long-term, sustainable pipeline of new members in the PRSA Hoosier Chapter.

IMPACT

- Give our members the tools and resources they need to increase their positive impact in our community.

VALUE	Increase the value of membership to PRSA Hoosier Chapter members.
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Strategy 1	Keep members up to date with new developments, news, and trends in the PR world and especially in Indiana.
Key Activities	1. Add a new section to the bi-weekly e-newsletter entitled “Indiana PR News” (or similar) and include at least one story in this section. 2. Add the above content to the news section of the chapter website. 3. Utilize the substance included in PRSA Strategies and Tactics to interview local PR pros and capture their perspectives on these issues. Share with membership monthly, and on the blog/social media. 4. Include a new “PR Pros on the Move” section in the e-newsletter where members’ career changes can be highlighted at their request. (Note: This offering is for PRSA Hoosier Chapter members only.)

VALUE	Increase the value of membership to PRSA Hoosier Chapter members.
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Strategy 2	Make in-person programming more visible and accessible for members.
Key Activities	1. Set a yearlong calendar of programing in January and disseminate to members. 2. Publicize events a minimum of six weeks ahead of the event, even if all the information is not yet available. 3. Record and offer programming to members free and non-members for charge at a later date. 4. Utilize automatic calendar invitations to members for upcoming events so members have events on their calendars. 5. Survey (or informally poll) members yearly to determine which days of the week and times of day work best for their schedules, then set events at those times and days. 6. Survey (or informally poll) members yearly to determine which locations are most convenient for them and utilize those locations.

VALUE		Increase the value of membership to PRSA Hoosier Chapter members.	
Strategy 3		Ensure programming content is relevant and aligned to members' current interests.	
Key Activities		1. Invite top Indiana companies to present strategies and tactics relevant to PR professionals. 2. Balance program development content between information and topics that are relevant to early career professionals and content that is relevant to seasoned professionals – those with 15-20 years' experience. 3. Invite a presenter on the following subjects, which were important to our 2023 survey audience: <i>Artificial intelligence, Storytelling with data, Measuring PR impact, Crisis communications, and PR ethics.</i> 4. Record and offer luncheon/breakfast seminars for purchase online and free to chapter members. 5. Continue current Meet the Media strategies and tactics, as these events are highly valued among members. 6. Include a “then and now” topic for an event where seasoned PR pros in Indiana can get together to share their perspectives on issues.	

VALUE	Increase the value of membership to PRSA Hoosier Chapter members.
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Strategy 4	Increase the quality of content and frequency of chapter communications to membership.
Key Activities	1. Continue to email members with a bi-weekly newsletter, but ensure each newsletter contains content unique to the Hoosier Chapter, whether created by our team or sourced externally. 2. Kick off event marketing with dedicated emails to members a minimum of six weeks ahead of the event, including a calendar invitation. 3. Share the PRSA Hoosier Chapter podcast episodes via social channels and the e-newsletter. 4. Implement a streamlined communications project management system. 5. Ensure all events are listed on the chapter website in an easy-to-find location, at least six weeks ahead of the event, even if all the information is not yet available. 6. Produce monthly original blog material for inclusion in the e-newsletter.

Strategy 1	Educate and inspire area employers on the benefits of PRSA membership, so that they will be more likely to pay for their employees' memberships to PRSA.
Key Activities	1. Offer employers sponsorship benefits for paying for employee memberships. Increase the level of benefit according to how many of their employees are PRSA Hoosier Chapter members. 2. Conduct outreach via letters and emails to area companies' PR or communications leadership. 3. Put together a "why PRSA is beneficial for your employees" kit to send out to area employers that includes a case study or ROI on membership benefits. 4. Ask current members who are employed at companies not currently paying for membership to bring this idea to their leaders.

Strategy 2	Educate PRSSA students of the importance of joining PRSA after graduation to create a pipeline of new members.
Key Activities	1. Have a speaker from the PRSA Hoosier Chapter Board talk to students at as many Indiana PRSSA chapters as possible each year to explain the benefits of joining PRSA, how to do it, etc. 2. Continue offering scholarships to PRSSA students. 3. Acquire contact information for PRSSA students and reach out to them near and/or soon after their graduation to invite them to join the chapter. 4. Create a "why PRSA is beneficial to you" kit for PRSSA students and other early career prospective members. 5. Make it a point to discuss the benefits of joining PRSA after graduation at all PRSSA events the Hoosier Chapter hosts, such as Half Day with a Pro, resume workshops, etc.

IMPACT	Give our members the tools and resources they need to increase their positive impact in our community.
Strategy 1	Continue to focus on diversity/equity/inclusion to create a more representative and welcoming environment for all our members, potential members, partners, and sponsors.
Key Activities	- Continue to recruit diverse speakers to PRSA luncheons and programming utilizing colleges/universities, businesses, diverse organizations, social media channels, and personal networking/resources. - At least one panelist, and/or moderator, etc. should be BIPOC for each chapter event. - Whenever possible, use BIPOC-owned food vendors and locations for events. - Ensure diverse representation within the Hoosier Chapter’s communication channels, including website, social media, e-newsletter. - Continue awarding a DEI APR scholarship and a DEI membership scholarship yearly. - Advocacy and ethics team and chapter president: Meet with each director periodically to review plans and help ensure DEI is appropriately prioritized in their plans.

IMPACT	Give our members the tools and resources they need to increase their positive impact in our community.
Strategy 2	Continue connecting members in meaningful ways through mentorship and networking.
Key Activities	1. Continue mentorship program and ensure regular communications around the program. 2. Hold one board meeting each quarter in person. 3. Implement at least two “fun” events per year where professional development is not the objective and where PRSA Hoosier Chapter members can attend with a +1 for a social gathering. 4. Add structured networking activities for at least two networking events each year for members – especially early career professionals – who may be less comfortable with traditional networking activities after years of remote work.

Strategy 3

Curate highly relevant and engaging content for member newsletter and other communications.

Key Activities

1. Include content that is relevant and engaging to seasoned PR practitioners – those with 15-20 years' experience to help reengage them in the chapter.
2. Create a comprehensive content strategy for social media platforms to increase engagement with members and prospective members.
3. Identify issues and trends in PR practice locally and nationally and share this content with members.
4. Implement a member-driven opinion content section on the chapter website and e-newsletter.
5. Include content outside PR professional development such as work-life balance, budgeting, etc.

<i>VALUE</i>	<i>Increase the value of membership to PRSA Hoosier Chapter members.</i>	<i>Keep members up to date with new developments, news, and trends in the PR world and especially in Indiana.</i>
		<i>Make in-person programming more visible and accessible for members.</i>
		<i>Ensure programming content is relevant and aligned to members' current interests.</i>
		<i>Increase the quality of content and frequency of chapter communications to membership.</i>
<i>GROWTH</i>	<i>Grow membership by creating a long-term, sustainable pipeline of new members in the PRSA Hoosier Chapter.</i>	<i>Educate and inspire area employers on the benefits of PRSA membership, so that they will be more likely to pay for their employees' memberships to PRSA.</i>
		<i>Educate PRSSA students of the importance of joining PRSA after graduation to create a pipeline of new members.</i>
<i>IMPACT</i>	<i>Give our members the tools and resources they need to increase their positive impact in our community.</i>	<i>Continue to focus on diversity/equity/inclusion to create a more representative and welcoming environment for all our members, potential members, partners, and sponsors.</i>
		<i>Continue connecting members in meaningful ways through mentorship and networking.</i>
		<i>Curate highly relevant and engaging content for member newsletter and other communications.</i>

KPIs

Value	Growth	Impact
Achieve a 65% program and events overall satisfaction rate among PRSA Hoosier Chapter members by Dec. 31, 2026.	Grow PRSA Hoosier Chapter member roster to 350 members by Dec. 31, 2026.	Increase the percentage of members who report chapter professional development is useful to 70% by Dec. 31, 2026.
Achieve a 70% professional development and continuing education satisfaction rate among PRSA Hoosier Chapter members by Aug. 31, 2026.	Increase the percentage of members who report suggesting a PRSA membership to another PR professional to 60% by Dec. 31, 2026.	Increase the number of chapter-produced on-demand professional development offerings to 5 per year.

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