

2021 | Committee Members – Roles and Responsibilities

Finance Committee

Sponsorship Chair

- Prepare monthly reports to the Director of Finance
- Set committee strategy based on the sponsorship budget projection
- Maintain a list of potential sponsors and progress to securing funding
- Assist committee members in securing sponsors
- Ensure sponsorship benefits are fulfilled
- Attend board and/or committee meeting and calls

Sponsorship Committee Member(s)

- Create customized sponsorship interest letters, packages, and thank you letters
- Meet with potential sponsors to present chapter packages
- Follow up with potential sponsors to secure sponsorship, answer questions and provide customer service
- Coordinate with other committees, such as events, luncheons, communications, to ensure sponsor benefits are fulfilled
- Provide sponsors with proof of performance

Scholarship Chair

- Prepare monthly reports to the Director of Finance
- Set committee strategy based on scholarship budget projection (i.e. Host silent auction at the Pinnacle Awards)
- Lead the committee to brainstorm and implement other scholarships fundraising methods
- Attend board and/or committee meeting and calls

Scholarship Committee Member(s)

- Coordinate the tactical elements of the committee's strategy (i.e. securing silent auction items, promoting the silent auction, on-site staffing of the silent auction, thank you letters to donors, securing payment from bidders, etc.)
- Brainstorm and implement other methods of fundraising for scholarships such as past president outreach, past scholarship recipient outreach, etc.
- Coordinate with other committees, such as events, Pinnacle Awards and communications

Research and Operations Committee

Research Chair

- Conducts all research needs on behalf of the Chapter. This includes working with the Chapter Administrator to conduct follow-up surveys after all Chapter events (e.g., luncheons, networking, etc.)
- Serves as a research liaison for any board and Chapter needs and advises Chapter committee members on research needs to help aid their roles
- Coordinates all-chapter survey, as needed, to prepare for the Strategic Planning process

Strategic Planning Chair

- Responsible for working with all board members on a monthly basis to determine if their goals/objectives set forth in the 2021 strategic plan are being met.
- Provides an end-of-year report to the board that shows how we are tracking against the strategic plan.
- Sends out a survey once per year (late Q3 or early Q4) to all members about professional development. This survey will ask members what type of professional development events/programming they want to see in the coming year. Will report findings to the board and the Professional Development chair.

Communications Committee

Blog Chair

- Responsible for managing all blog content including, but not limited to creating a blog calendar, identifying monthly themes and recruiting writers, writing and editing content, and posting the blog posts using WordPress

Blog Committee Member(s)

- Responsible for finding writers, creating content, and posting blogs to WordPress

Social Media Chair

- Responsible for establishing, maintaining, and distributing continuous information through the Chapter's social media channels including Facebook, Instagram, LinkedIn, and Twitter
- Coordinates the purchasing of boosted social media posts, especially around Chapter events such as luncheons and Pinnacle Awards. Funds for these posts are part of the committee's budget.

Facebook/Instagram Committee Member(s)

- Required to manage content and engagement on the PRSA Hoosier Chapter's Facebook and Instagram.
- Create Facebook Events for each Chapter event and promote
- This individual is available to attend most, if not all Chapter events

Twitter/LinkedIn Committee Member(s)

- Required to manage content and engagement on the PRSA Hoosier Chapter's LinkedIn and Twitter
- This individual is available to attend most, if not all Chapter events

Newsletter Chair

- Responsible for collecting all the information that goes into the bi-monthly newsletter, as well as the bi-monthly event blasts
- Edits all newsletter content, identifying and coordinating content, and creating and deploying the newsletter

Newsletter Committee Member(s)

- Responsible for helping coordinate all the content for the bi-monthly newsletter, as well as the bi-monthly event blasts
- Responsible for creating and deploying the newsletter

Website Chair

- Responsible for updating the Chapter's website with chapter news and event information provided by other members
- Works with the chapter administrator to get links for events

Website Committee Member(s)

- Assists the website chair with routine website updates
- Updates the website with Chapter news and event information, while also working with the Chapter administrator to get links for events
- Manages the Chapter's Job Bank by posting new jobs to the online portal, emailing the person posting the ad to confirm the ad is live/ask for corrections, and emailing the social media/newsletter teams and tell them of the new posting

Member Services Committees

Pinnacle Awards Chair

- Leads/approves committee efforts
- Edits/coordinates award categories and timing
- Manages budget
- Organizes reciprocal chapter judging
- Oversees event planning

Pinnacle Awards Committee Member(s) – Awards and Judging

- Sets up the online judging process
- Manages entry submissions
- Coordinates award ordering
- Manages reciprocal judging in the online system

Pinnacle Awards Committee Member(s) – Communications

- Develops communications and marketing plan
- Executes marketing plan with the communications committee
- Develops/sends survey
- Writes/sends post-event press release
- Develops event program

Pinnacle Awards Committee Member(s) – Event Planning

- Coordinates all day-of aspects of awards night
- Manages print needs
- Writes event script

Accreditation Chair (Must be APR certified)

- Communicate with APR candidates
- Schedule panel presentations when members are ready
- Respond to emails from potential candidates interested in learning more about the APR
- Send a call out to APRs to volunteer to sit on panels when needed
- Reserve rooms for panel reviews
- Review candidate's questionnaires when completed
- Pin new APRs at luncheons

Accreditation Committee Member(s)

- Schedule dates and secure locations for Spring and Fall courses
- Attend each class
- Recruit instructors (APRs) for Spring and Fall courses
- Create syllabus for course
- Update materials and PowerPoint presentation when needed
- Update Facebook with current session's information, including the schedule and location
- Use Facebook Live to stream the sessions
- Promote the APR review course in the PRSA Hoosier Chapter e-news, blast emails and on the website

Statewide Outreach Chair

- Serving as liaison to the state Chapter leadership
- Identifying and contacting other regional PR practitioners to become involved with our chapter

Statewide Outreach Committee Member(s)

- o Leading and organizing planning committees to identify topics of interest and importance to regional PR practitioners
- o Managing the program scheduling, implementation and promotion to best serve the interests and professional development of regional PR practitioners

Membership Committee

New Member Outreach Chair

- Participate in strategic planning with chapter leadership to provide recommendations on ways to boost new member engagement and attract nonmembers to become members
- Keep track of the new/reinstated member database by pulling reports from PRSA national's membership dashboard on a bimonthly basis
- Work closely with the director of membership to strategize the new member onboarding process and develop a welcome packet for new members
- Coordinate timely distribution of welcome emails to new/reinstated members reinforcing the value of PRSA membership and inviting them to upcoming chapter hosted professional development opportunities
- Periodically highlight new members in all Chapter-related digital and social media communications.
- Host "Coffee Chat with PRSA" events quarterly
 - o These informal networking events are hosted for new/reinstated/prospects and highlight the value and benefits of PRSA membership, upcoming chapter-hosted events and volunteer opportunities.

New Member Outreach Committee Member(s)

- o Participate in strategic planning with Chapter leadership to provide recommendations on ways to boost new member engagement and attract nonmembers to become members
- o Work closely with the new member committee chair to develop and regularly update the new member welcome packet
- o Send welcome emails to all new/reinstated members on a bimonthly basis
- o Work closely with member retention committee to plan and host "Coffee Chat with PRSA" events quarterly
 - Work closely with the communications team to effectively promote these events on Chapter-owned digital and social media communications channels

Member Retention Chair

- Participate in strategic planning with Chapter leadership to provide recommendations on strengthening chapter membership base and enhancing member engagement.
- Keep track of membership expirations database by pulling reports from PRSA's membership dashboard on a bimonthly basis. PRSA provides messaging
- Coordinate outreach with those members whose membership is up for renewal and encourage them to renew to reduce any chances of membership lapse
- Coordinate gathering feedback from current/dropped members on the perceived value of Chapter membership and provide recommendations on ways to enhance it
- Work closely with the communications committee to promote PRSA resources on chapter owned digital and social media platforms
- Spotlight current members and highlight their expertise by featuring them on Chapter blog
- Coordinate hosting "Coffee Chat with PRSA" networking events quarterly

Member Retention Committee Member(s)

- o Participate in strategic planning with Chapter leadership to provide recommendations on strengthening chapter membership base and enhancing member engagement

- o Send email reminders to those members whose membership is up for renewal and encourage them to renew to reduce any chances of membership lapse
 - First email communication: 60 days before expiration
 - Second email or phone communication: 30 days before expiration
- o Email outreach with dropped members to gather feedback and encourage them to renew membership
- o Participate in strategic planning with Chapter leadership to provide recommendations on strengthening chapter membership base
- o Secure guest bloggers for PRSA member spotlight series
- o Work closely with communications committee to promote PRSA educational resources on Chapter-owned digital and social media platforms

PRSSA Chair

- The PRSSA Committee serves as a liaison with PRSA Hoosier chapter's affiliate PRSSA student chapters.
- Participate in strategic planning with chapter leadership to strengthen relationships with all Indiana PRSSA chapters.
- Maintaining official list of all affiliate PRSSA chapters and current contact information of chapters.
- Work closely with the communications committee to lead the development of PRSSA newsletter on a quarterly basis to all Indiana PRSSA students with the overall goal of highlighting the various benefits of PRSA associate membership.
- Executing and planning networking and professional development events for PRSSA students:
 - o Speed Networking event (early spring)
 - o Half-Day with a Pro - the annual student half-day shadow experience (late fall)
- Work closely with the scholarship committee to lead the annual scholarship competition. Scholarships are awarded to at least one undergraduate student and one graduate student.
- Awarding \$100 in aid to each student chapter at their request, per fiscal year.

PRSSA Committee Member(s)

- o Participate in strategic planning with Chapter leadership to identify ways to strengthen relationships with all Indiana PRSSA chapters
- o Content development and timely distribution of quarterly PRSSA newsletter
- o Coordinate planning and implementation of two signature events:
 - Speed Networking event (early Spring)
 - Half-Day with a Pro - the annual student half-day shadow experience (late Fall)
- o Help source speakers for PRSSA events
- o Coordinate the planning and promotion of the annual scholarship competition

Mentor Matching Chair

- The Mentor Matching Chair helps identify PRSA Hoosier Chapter members who are interested in serving as a mentor or mentee.
- Responsible for building surveys to send out to determine interest from mentors/mentees.
- Works to set up matches for both mentors and mentees, emailing/introducing both parties. Not responsible for checking-in on their match, etc. Solely responsible for facilitating and making the match.

Professional Development Committee

Luncheons Chair

- Responsible for the planning and execution of six luncheons
- Work with venue and caterer to determine menu, room set-up, AV needs and coordinate payment
- Manage/oversee committee tasked with developing event topics, speaker outreach and coordination, event communication and run of show
- Collect and submit communication briefs to the director/communications team

Luncheons Committee Member(s) – Communications

- o Request registration link from Chapter administrator (Sara)
- o Use topic abstract/description and speaker bios to construct event communication strategy
- o Complete event communication brief including sample social media posts, relevant images, speaker bios and headshots

Luncheons Committee Member(s) – Speakers/Logistics

- o Prepare topic abstract/description used to solicit event speakers and as the foundation for shaping event communication
- o Outreach to potential speakers and act as their point of contact for the event, communicate event details, determine dietary restrictions, determine if they are bringing guests
- o Work with the speaker/panel/moderator to shape the presentation or panel discussion
- o Collect speaker bios and headshots
- o Develop run-of-show agenda, determine overall flow of the event, head table assignments, abbreviated speaker bios for introductions, thank you messaging for sponsors
- o Purchase thank you card(s) for speaker/panel/moderator

Meet the Media Chair

- Responsible for the planning and execution of quarterly Meet the Media events
- Manage/oversee committee tasked with determining event dates, developing event topics, speaker outreach and coordination, event communication and run of show
- Collect and submit communication briefs to the director/communications team
- Act as point of contact for venue

Meet the Media Committee Member(s) – Communications

- o Request registration link from Chapter Administrator (Sara)
- o Use topic abstract/description and speaker bios to construct event communication strategy
- o Complete event communication brief including sample social media posts, relevant images, speaker bios and headshots

Meet the Media Committee Member(s) – Speakers/Logistics

- o Prepare topic overview to solicit event speakers and as the foundation for shaping event communication
- o Outreach to potential members of the media and act as their point of contact for the event, communicate event details, determine if they are bringing guests
- o Work with the speaker/panel/moderator to shape the panel discussion
- o Order and coordinate delivery of light continental breakfast (pastries, bagels, coffee etc.)
- o Collect speaker bios and headshots
- o Purchase thank you card(s) for speaker/panel/moderator

Networking/Special Events Chair

- Responsible for the planning and execution of five to six networking/special events (alternating months to luncheons)
- Manage/oversee committee tasked with determining event dates, developing event topics, speaker outreach and coordination, event communication and run of show
- Collect and submit communication briefs to the director/communications team

Networking/Special Events Committee Member(s) – Communications

- o Develop a schedule of networking and other special events for the year

- o Prepare topic overview to solicit event speakers and as the foundation for shaping event communication
- o Outreach to potential members of the media and act as their point of contact for the event, communicate event details, determine if they are bringing guests
- o Work with the speaker/panel/moderator to shape the panel discussion
- o Collect speaker bios and headshots
- o Purchase thank you card(s) for speaker/panel/moderator

Networking/Special Events Committee Member(s) – Logistics

- o Request registration link from Chapter Administrator (Sara)
- o Use topic overview and speaker bios to construct event communication strategy
- o Complete event communication brief including sample social media posts, relevant images, speaker bios and headshots

Advocacy and Ethics Committee

Diversity/Multicultural Affairs Chairs (2+ people)

- Builds consciousness by increasing visibility of diversity and inclusions standards, resources and best practices for racial, ethnic, religious, sexual orientation and gender differences, as well as diverse skill sets, mindsets and cultures
- In collaboration with PRSA, develop a plan to make Diversity a priority throughout the year (may be event based, may be content creation, etc.)
- Collect and submit relevant content to the director/communications team for inclusion in Chapter communications

Ethics Chair (must be APR certified)

- Builds consciousness by increasing visibility PRSA's Code of Ethics throughout Hoosier Chapter members
- Provide confidential counsel to Chapter members who are struggling with ethical actions in their chapters or their professional careers
- In collaboration with PRSA, develop plan to observe Ethics Month each September (may be event based, may be content creation, etc.)
- Collect and submit relevant content to director/communications team about ethical practice for inclusion in Chapter communications