

# STRATEGIC PLAN 2021-2023

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# 2021 - 2023 STRATEGIC PLANNING TEAM

## CHAIR

**Allyson Johnson, APR, Account Supervisor, Edelman**

## COMMITTEE MEMBERS

Amber Stinson, Communications Specialist, Vigo County Public Library

Bob Schultz, APR, Fellow PRSA, Sr. VP of Marketing/Events, Downtown Indy

Brytnie Jones, Account Coordinator, Hirons

Deeksha Kapoor, Director of Communications, Indiana Health Care Association

Denise Herd, President, Herd Strategies

Emily Kibling, APR, Manager, Community Development, Indiana Donor Network

Hyacinth Rucker, Digital Communications Manager, Eiteljorg Museum

Jennifer Dzwonar, APR, Fellow PRSA, Partner, Borshoff

Kendall Horvatich, Resource, Hamilton Southeastern Schools

Kristen Fuhs Wells, Vice President, Indiana Humanities

Megan Bulla, APR, Owner, Bulla Communications

Natalie Moya, Marketing Communications Strategist

Rose Campbell, Ph.D., Professor of Strategic Communication, Butler University

Sammi Coppedge, Sales Engagement, Senior Analyst, Salesforce

# PRSA HOOSIER CHAPTER 2021-2023 STRATEGIC PLAN

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## HISTORY

The Public Relations Society of America Hoosier Chapter represents public relations and communications professionals from throughout Indiana, including employees of associations, agencies, corporations, universities, nonprofits, government, as well as independent practitioners. With more than 300 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, 10 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.

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## GOAL #1

Increase the value of membership to PRSA's Hoosier Chapter members.

Engage and connect members with cutting-edge resources to enable greater career discovery and exploration. Increase the quantity and quality of professional development events, provide members with resources to increase their experience, and improve communication throughout our membership base.

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## OBJECTIVE 1

Increase the quantity and quality of our professional development programming/luncheons.

## STRATEGIES & TACTICS

- Increase the number of luncheons per year.
  - 2021: Host six luncheons.
  - 2022: Increase the number of luncheons from six to seven.
  - 2023: Increase the number of luncheons from seven to eight.
- Diversify event formats to supplement traditional luncheons.  
*Examples include a “bring your own breakfast” morning event, a bring your own lunch event, or an after-hours cocktail event.*
  - 2021: Make at least one event a different format.
  - 2022: Make at least two events a different format.
  - 2023: Make at least three events a different format.
- Incorporate more scheduled networking into every luncheon.
  - 2021: Incorporate at least 10 minutes.
  - 2022: Incorporate at least 15 minutes.
  - 2023: Incorporate at least 20 minutes.
- For all luncheons that have speakers, have at least 10 minutes after their presentation for Q&A.
- Limit the number of panelists/moderators as the speaker during luncheons.
  - 2021: Maximum of two panelists with a moderator.
  - 2022 and 2023: Maximum of one panelist with moderators.

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- Encourage attendees to meet and network with new people.
  - 2021 and 2022: Post signs during luncheons that discourage colleagues/friends from sitting at the same table and encourage professional networking and meeting new people. The President will also mention this when the meeting gets started.
  - 2023: Have “assigned seating” for all attendees that discourages colleagues/friends from sitting together or always sitting with the same people. At each table, there will be a question that will help the table get to know each other better.
  - At each luncheon, every table goes around and introduces any guests and says one “highlight” from the table (example: Maria, a longtime member, just got a new job at Borshoff, or “the Colts are going to the Super Bowl!”)
- Host at least one case study-type workshop per year. Instead of having a traditional speaker, we’ll present a problem, break into groups to solve the problem, and present results to the group.
  - Prior to the event, poll registrants and ask them to submit a problem or type of problem to discuss during the workshop, to enhance value to the participants.
- Increase the amount of continued education focused on nonprofit professionals.
  - 2021: Have at least one luncheon focused on nonprofit professionals.
  - 2022: Have at least one luncheon and one other event focused on nonprofit professionals.
  - 2023: Have at least one luncheon, one other event, and one half-day workshop focused on nonprofit professionals.
- Vary event locations for convenience, to increase attendance.
- Depending on survey results, host at least:
  - 2021: One luncheon somewhere other than the downtown Indianapolis area.
  - 2022: Two luncheons somewhere other than the downtown Indianapolis area.
  - 2023: Three luncheons somewhere other than the downtown Indianapolis area.

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## OBJECTIVE 2

Increase the quantity and quality of our professional development networking events.

## STRATEGIES & TACTICS

- Host more networking events.
  - 2021: Host at least four networking events per year, with at least one of these events being “coffee chats,” and one event being a “speed networking” type event.
  - 2022: Host at least five networking events per year, with at least two of these events being “coffee chats,” and one event being a “speed networking” type event.
  - 2023: Host at least six networking events per year, with at least three of these events being “coffee chats,” and two events being “speed networking” type events.
- Make all events available to participate in virtually, when possible.
- Host networking events in different locations.
  - 2021: Depending on survey results, host at least one networking event somewhere other than the downtown Indianapolis area.
  - 2022: Depending on survey results, host at least two networking events somewhere other than the downtown Indianapolis area.
  - 2023: Depending on survey results, host at least three networking events somewhere other than the downtown Indianapolis area.

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## OBJECTIVE 3

Increase the quantity and quality of our professional development  
Meet the Media events.

## STRATEGIES & TACTICS

- Host more Meet the Media events.
  - 2021: Host at least 4 Meet the Media events.
    - At least 1 of the 4 events should be in a different format than normal (breakfast/AM), such as a bring-your-own-lunch event or an after-hours event.
  - 2022: Host at least 5 Meet the Media events.
    - At least 2 of the 5 events should be in a different format than normal (breakfast/AM), such as a bring-your-own-lunch event or an after-hours event.
  - 2023: Host at least 6 Meet the Media events.
    - At least 2 of the 6 events should be in a different format than normal (breakfast/AM), such as a bring-your-own-lunch event or an after-hours event.
- One event should be outside of the Indianapolis metro area (such as Fort Wayne).
- Make these events available to participate in virtually when possible.
- All Meet the Media participants (panel members) will be asked to share their contact info (email address) with attendees.
  - This isn't a requirement of panelists, but should be asked for every panelist.

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## OBJECTIVE 4

Have open communication with our members to discover and deliver the type of professional development programming they want from the PRSA Hoosier Chapter.

## STRATEGIES & TACTICS

- Poll all members once per year to see what types of professional development programming they want to see, incorporate their ideas/suggestions into planning for the upcoming year; also ask them where they would like events to occur (downtown, southside, northside, etc.).
- Complete post-event surveys.
- To encourage more people to complete surveys post-event, we could offer that one person who fills out the survey will win a gift card (could be something small, like a \$10 Amazon gift card). This will encourage more people to participate.
- We will report feedback back to the chapter in our weekly newsletters.
- Once we receive survey results, we need to make sure they get to the right committee and the board, and we need to actively discuss how to improve based on any negative feedback.

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## OBJECTIVE 5

Make all professional development opportunities accessible and available for everyone, regardless of location.

## STRATEGIES

- Make all professional development and networking events available to participate in virtually (via Zoom, etc.) when possible.

## OBJECTIVE 6

Make all members of the Hoosier Chapter feel included and comfortable during all events.

## STRATEGIES

- Ahead of each event, board members will be given a list of all registered attendees. They will then identify attendees who are guests, new members, and members who haven't been engaged or to an event in at least six months. A board member will then be assigned to talk to each of those people at the event to make them feel welcome and comfortable and answer any questions they may have.
- Implement a mentor program for any interested PRSA Hoosier Chapter members to take part in. Members can be a mentor to someone else, seek mentorship from someone, or both. The Hoosier Chapter will assist in gathering information from members if they're interested in serving as a mentor, having a mentor, or both. Then, we will work to match mentors with mentees. It will then be the responsibility of the mentor and mentee to connect and engage with each other. PRSA will only serve as a support for matching.

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## OBJECTIVE 7

Promote events as early and often as possible so that members are able to take full advantage of all opportunities the chapter offers.

## STRATEGIES & TACTICS

- Identify and promote a schedule of “save the dates” for all events for the year as early as possible, ideally by February. We should have dates locked in, the type of event (luncheon/networking, etc.), and as many themes/topics as possible, even if we don’t have a speaker locked in.
- Promote all events heavily through weekly newsletters.
- Weekly newsletters should have an “upcoming events” section that lists out all events for the remainder of the year.
- The website should be updated with all events for the year, grouped into categories (luncheons, Meet the Media, etc.).
- The website should also have a section that shows “past events,” so they don’t just disappear. This section could also house photos, slide decks, or collateral from the event.
- The President-Elect should send out a calendar invite/save-the-date to all Hoosier Chapter members for ALL events (networking, luncheons, etc.) so it will serve as a placeholder on their calendar. Once we have more details on the event (speaker info, registration link), we can go in and update the calendar invite and alert everyone of the new details.

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- Facebook
  - Make a Facebook “event” for every event, and make it a point to invite our entire Hoosier Chapter (that have Facebook accounts) - the membership committee should alert the social committee whenever a new member joins.
  - Ask chapter sponsors to share the events on their Facebook pages.
  - Create a PRSA Hoosier Chapter Facebook Group, and consistently add all current/new members that are on the platform. Use this group to consistently promote events.
- Twitter
  - Promote all events on Twitter.
  - Have a cadence of sharing with board members and having board members re-tweet event promotions.
- LinkedIn
  - Create a PRSA Hoosier Chapter LinkedIn Page (versus a group that we currently have).
  - Does LinkedIn have any type of event promotion tool? If so, we should make events there, similar to Facebook.
  - Make sure all current and new members are added to our LinkedIn group (the membership committee should alert the social committee whenever a new member joins).
  - Post regularly on LinkedIn, tag speakers, event participants, and sponsors, and include relevant hashtags for greater reach.
- Improve communications across the chapter.
- Check-in with each member on a one-on-one basis to make sure they’re receiving our weekly newsletter.
- Responsibility: newsletter committee members.
- Get reports from the communications committee on any bounce-backs we receive from weekly newsletters, then proactively try to find new contact info for those people.
- The website should have a yearly audit to make sure all information is correct and up-to-date.

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## GOAL #2

To expand membership in a community of trusted confidants and mentors.

Membership is the lifeblood of the society, and as such, our ability to attract, retain, and grow our members is in direct correlation with our real and perceived value as well as received benefits.

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## OBJECTIVES

**2021:** To grow membership to 330 members by December 31, 2021.

*NOTE: The PRSA Hoosier Chapter had 323 members on 9/4/20, the date this plan was drafted.*

**2022:** To grow membership to 375 members by December 31, 2022.

**2023:** To grow membership to 400 members by December 31, 2023.

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## STRATEGY

Educate area employers on the benefits of PRSA membership, with hopes of them starting to pay for their employees' membership to PRSA.

## TACTICS

- Put together a “why PRSA is beneficial for your employees” kit to send out to area employers that includes some type of “case study” or ROI on membership benefits.
- Host a “meet PRSA” event, and invite area employers. We can use this to educate them on all the benefits that PRSA has to offer members. Can have speakers, cocktails/food, giveaways, etc.
- Ask employers what type of continuing education they would find most valuable for their employees.
- Offer employers the opportunity to receive sponsorship opportunities for paying for employee memberships.
- Could promote this through media relations, social campaigns that include video testimonials, and paid social promotion.

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## STRATEGY

Offer discounted, or free, memberships to new professionals.

## TACTICS

- Sponsor at least one new professional each year by offering a free Hoosier Chapter membership for one year.
- Sponsor at least one professional each year who can't join because of lack of employer support by offering a free Hoosier Chapter membership for one year.
- Offer potential new members the opportunity to attend one PRSA Hoosier event per year for free (less the hard cost of food at luncheons, etc.).

## STRATEGY

Educate PRSSA students of the importance of joining PRSA after graduation.

## TACTICS

- Sponsor three students per year from colleges and universities in Indiana who have a Hoosier PRSA-sponsored PRSSA chapter, to have their first year of PRSA Hoosier Chapter membership waived.
- Have a speaker from the PRSA Hoosier Chapter board talk to students at each Indiana PRSSA chapter each year to explain the benefits of joining PRSA, how to do it, etc.
- Have someone from the PRSA Hoosier Chapter speak at the annual meeting in November to explain the benefits and importance of PRSSA students joining the chapter after graduation.

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- 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.

## STRATEGY

Increase board involvement with new members of the Hoosier Chapter.

## TACTICS

- Create a more robust onboarding process so that new members are aware of what the chapter offers and how they can contribute.
- During this onboarding period, new members will be matched with a mentor in the chapter (if they are interested).
- Make new members aware of volunteer opportunities, how to get engaged, etc.
- Implement more New Pro events that also have a good mix of current/long-time chapter members in attendance to answer any questions new members may have; could make the event some type of speed-networking type event.

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## STRATEGY

Get current members to recommend membership to non-members.

## TACTICS

- Host a contest that allows every current member who brings a guest to an event to get one entry to win a gift card. At the end of the event, someone will draw a name and the winner will win a gift card.
- For members who bring at least five guests to events per year, they will receive a \$50 gift card.
- For members who bring at least 10 guests to events per year, they will receive a \$100 gift card.
- For members who bring at least 20 guests to events per year, they will receive a \$250 gift card.

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## STRATEGY

Gain more volunteers for the Hoosier Chapter board and committee roles, in order to increase involvement with the chapter and increase the likelihood of continuing membership.

## TACTICS

- Make sure all new members are aware of volunteer opportunities. This should be done in a one-on-one capacity, not just a mass newsletter email.
- Actively reach out to all members on a yearly basis and ask if they're interested in volunteering, focusing on new members and those who have never volunteered before. By reaching out with a personalized invitation, members will be more likely to respond, ask questions, etc., about how to get involved.
- Clearly identify time commitments around all board and committee roles.
- This should be done throughout the year, not just in Q4 during the "recruitment" process.

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## **GOAL #3**

Focus on diversity/equity/inclusion to create a more representative and welcoming environment for all of our members, potential members, partners, and sponsors.

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## BOARD/STRATEGIC PLANNING COMMITTEE

### STRATEGY

Prioritize diversity, equity, and inclusion as one of the elements in our chapter's strategic planning process.

### TACTICS

- As we recruit future committee and board members, focus on a pipeline of BIPOC, whether they are current PRSA members or not, to join the chapter and get involved.
- As we track implementation of the strategic plan, track the inclusion of BIPOC in all facets of the process, from speakers to prospective members.

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## PROFESSIONAL DEVELOPMENT COMMITTEE

### STRATEGY

Recruit diverse speakers to PRSA luncheons and programming.

### TACTICS

- Use colleges/universities, businesses, diverse organizations, social media channels, and personal networking/resources to recruit BIPOC speakers.
  - Metric: 33% of speakers in a year will be BIPOC.

### STRATEGY

Create diverse programming to help address issues of diversity and inclusion within the communications/public relations industry.

### TACTICS

- When prepping speakers, ask them to address how their issue affects BIPOC.
- Host at least one session per year focused on how to improve diversity within the profession.

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## COMMUNICATIONS COMMITTEE

### STRATEGY

Highlight diverse PR professionals.

### TACTIC

- Increase diverse representation within the Hoosier Chapter's communication channels, including website, social media, and e-newsletter.

## BOARD OF DIRECTORS

### STRATEGY

Strive to increase the number of BIPOC members in leadership roles through intentional recruitment for committee members.

### TACTICS

- Contact current BIPOC members to gauge their interest in taking a leadership role in a committee or the board.
- Contact BIPOC PR professionals who aren't currently members to invite them to chapter events, to gauge their interest in joining the chapter.
  - Metric: 25% of board members will be BIPOC by the end of 2022.
  - Metric: 25% of committee members will be BIPOC by the end of 2022.

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## MEMBER SERVICES COMMITTEE

### STRATEGY

Provide members with resources for self-exploration and professional development to glean an understanding of diversity and inclusion.

### TACTIC

- Host at least one opportunity/event/discussion for members to become better versed in diversity/equity/inclusion issues in their organizations and the industry.

## MEMBERSHIP COMMITTEE

### STRATEGY

Commit to engaging high school and undergraduate students to the PRSA Hoosier chapter in an effort to diversify the chapter and industry.

### TACTICS

- Conduct 2 presentations per year to area high schools with large BIPOC populations.
- Conduct 2 presentations per year to Indiana colleges' BIPOC student groups.
- Curate a list of diversity fellowships/internships for communications students (example: Alfred Fleishman Diversity Fellowships), and send to area educators and PRSSA liaisons.

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## RESEARCH & OPERATIONS COMMITTEE

### STRATEGY

Research how the chapter is doing to improve itself related to diversity/equity/inclusion.

### TACTICS

- Track progress against tactics/metrics in the strategic plan.
- Repeat the annual survey of BIPOC members of the profession to see if we're moving the needle.
  - Metric: Improve scores related to programming, outreach, getting involved, etc. year-over-year.

## ADVOCACY & ETHICS COMMITTEE

### STRATEGY

Own the focus on diversity/equity/inclusion and serve as a resource to all facets of the chapter to help the PRSA Hoosier Chapter achieve identified goals.

### TACTICS

- Review annual DEI goals with each committee.
- Throughout the year, offer resources to help committees reach their D&I goals.
  - Metric: Committees understand and embrace their D&I goals and have the resources to make progress against their goals.

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