

Action Plan 2003 - 2004

Board of Directors – October 4/5, 2003



**The Canadian Public
Relations Society, Inc.**

**La Société canadienne
des Relations publiques, Inc.**

Topics

- 2003 - 2004 priorities
- Current status
- Next steps

2003-2004 priorities

- Continuous improvement in membership services
- Increased financial focus
- Governance Review Task Force initiative
- Increased P.R. for P.R.

Continuous improvement in membership

- Streamlining membership processes
 - on-line renewals
 - anniversary dates
- More focus on keeping members
 - increasing membership professional development opportunities
 - researching non-renewals
 - all the other efforts combined

Continuous improvement in membership

- Ongoing improvement to membership benefits
 - discounts
 - accreditation improvements
 - additional services at conferences (i.e. webcasting, on-line photo albums)
 - significantly improved membership records/data base

Increased financial focus

- Reducing the debt of \$66,000
- Creating new revenue streams
- Reduction, offsetting activities already begun:
 - Reduction in Board meeting expenses
 - Reduction in directory cost (50%--about \$10,000)
 - GST collection
 - Reduction in costs for awards program

Governance Review Task Force

- Complete the governance review task force initiative

P.R. for P.R.

- Set the foundation for a national speakers ' bureau
- Global Alliance efforts
- Dissertation on the state of public relations
- Marketing Magazine
- Sponsorship agreements
- Presidential tour



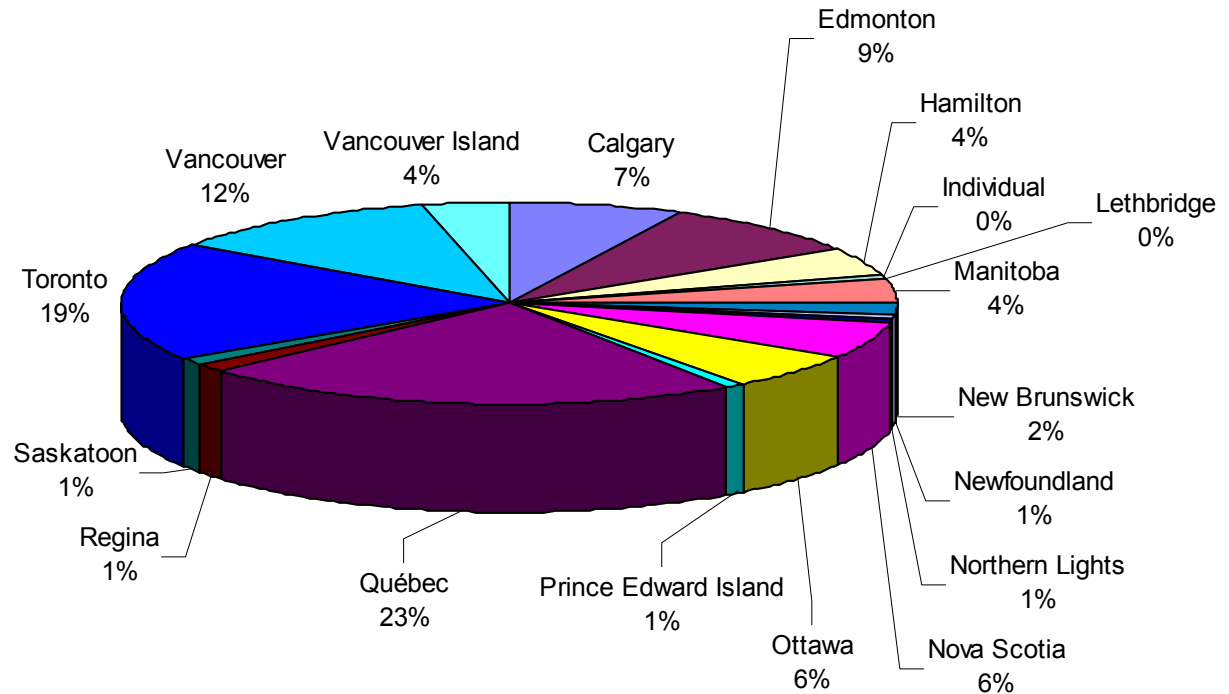
Results so far

*Considering we are only at the beginning of
October*

Membership

2003 CPRS Membership by Society

As at September 30, 2003



Membership

- Agencies 25%
- Public Sector 19%
- Private Sector 29%
- Associations+NGO 9%
- Education 7%
- Health 5%
- Unidentified 6%

Membership

- Current membership status (September 30th 2003)
 - 1554 vs. 1434 last Sept. - 8% increase
 - 29% accredited (22% accredited in PRSA)
- Added a research portion to the renewal email
- Followed up with 187 expired members, 82 acknowledged email - 38 % positive response
- Improved PD opportunities through accreditation training day, sponsorship agreements (CI)
- Additional services in PEI
- Accreditation recommendations

Increased financial focus

- PEI surplus -- opportunity to pay down the debt
- Bringing in \$\$\$\$ through sponsorship agreements with:
 - CNW -- gold sponsorship
 - CCN Matthews -- gold sponsorship
 - CP Images
 - Canadian Institute

Governance task force

- Detailed package distributed to Executive and all Board members
 - Letter to Member Society Presidents
 - Q & A
 - Consultation document/backgrounder
 - Key messages
 - Detailed recommendations

P.R. for P.R.

- National volunteer speakers bureau
 - Steps identified
 - Meeting with Daniel Granger /Luc Beauregard to discuss involvement by the College of Fellows

P.R. for P.R.

- Global Alliance efforts
 - working towards a universal code of ethics
 - expanded website www.globalpr.org
 - providing the Canadian view/perspective on reporting beyond the bottom line (reputation, social responsibility)

P.R. for P.R.

- Dissertation on the state of P.R.
- Sponsorship agreements which include profiling CPRS
- Presidential tour

Next steps

- Membership
 - on-line renewals
 - investigating discounts for members
 - looking at further research activities to determine why members don 't renew
 - getting more out of sponsorship agreements where possible

Next steps

- Financial focus
 - continued effort on reducing the debt
 - finalizing sponsorship agreements and looking at new opportunities
 - continued focus on cost reduction

Next steps

- Governance task force
 - Consulting with members -- October 6 - December 4

Next steps

- Governance task force
 - Final report with AGM materials to members -
- April/May 2004
 - Elect new board -- June 2005

Next steps

- P.R. for P.R.
 - Creation of a national speaking opportunities calendar
 - Creation of a boxed presentation & Q & A
 - Formalizing College of Fellows role
 - Considering some speaking opportunities for 2004
 - Furthering Global Alliance efforts
 - Implementing presidential tour to June 2004



Board of Directors – October 3/4, 2003



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