



Update

Action Plan 2003 - 2004

Board of Directors – February 21, 2004



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

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

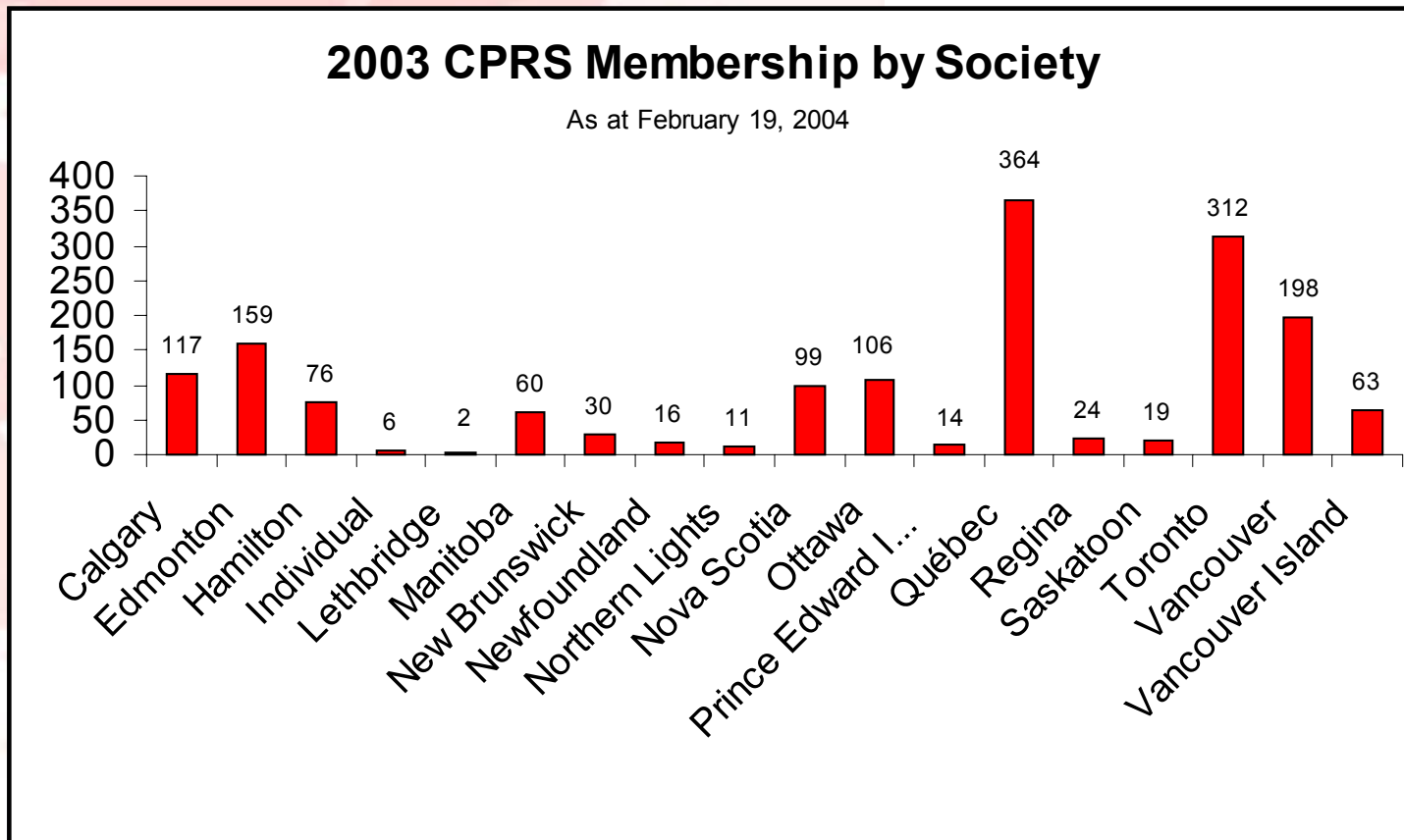
Topics

- 2003 - 2004 priorities
- Current status
- Next steps

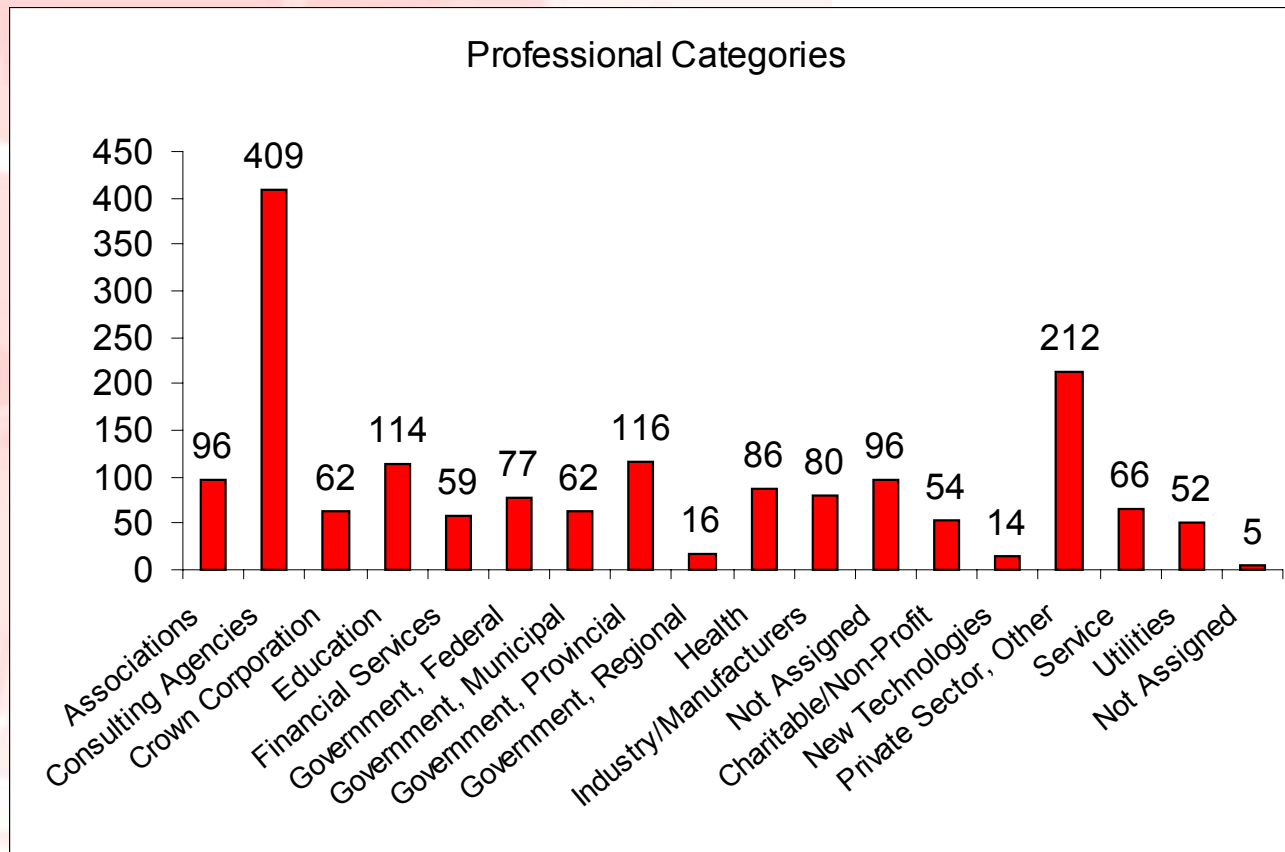
2003-2004 priorities

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

Membership by Society - Total 1,676



Membership by Professional Category



Membership Stats

- Total Members as of February 19, 2004 is 1,676, compared to 1,668 in February 2003 or a net gain of 8 members. We received 107 new member applications in four and half months between October 1st and February 19th, compared to 220 new member applications in the previous nine months, so we're steadily attracting new members at an average rate of 24 new members per month.
- Largest percentage increase in membership is Quebec with 20.6% since the last Board meeting. Followed by Toronto with 16.8% increase in the same period. Edmonton's membership increased by 14% and Ottawa by 12.1%. Three Societies had no increase in membership – Lethbridge, Northern Lights and PEI.

Improvements in membership

- Streamlining membership processes
 - on-line renewal (with credit card) coming in March
 - on-line directory with ability to update on-line -- can sort by society, individual name, company and professional category)

Improvements

- Accreditation
 - On-line examination potential -- researched -- resolution to be covered
 - Changes to structure -- resolution, chief examiner change
 - 83 % success rate in 2003, 24 of 29 candidates from 10 different Societies achieved their APR
 - 37 APR candidates for 2004

Improvements

- Awards
 - new student award sponsored by Frontline Communications
- Communications and Public Relations Foundation
 - renewed relationship, role for College of Fellows
- Web site
 - Web trends report to all member societies
 - Added what 's new to home page

Improvements

- Executive Committee & Board minutes on the website
- RFP posted on a trial basis -- looking at value
- Looking at other website changes -- on-line quick surveys, pop-up 's
- Other
 - Insurance - Errors & Omissions, General
 - New privacy policy in compliance with Federal regulations
 - Key program developments for the CPRS conference

Increased financial focus

- Reducing the debt of \$66,000
 - Debt reduction plan (eliminating debt over two years) -- already provided
 - Savings by posting on-line directory with hard copy not printed until after AGM
- Creating new revenue streams
 - three-year national sponsorship contracts developed for signatures by CNW and CCN Matthews

Governance Review Task Force

- Complete the governance review task force initiative
 - Results from member feedback shared today
 - Notice of special meeting (March 31) will be sent today
 - April 7 -- announcing result of vote
 - June 11-- Bylaw changes (as required) at AGM
- On track with this initiative -- members strongly influencing direction

P.R. for P.R.

- Global Alliance work
 - adopting universal code of ethics (ethics protocol)
 - regulatory study on the hard/soft regulations impacting our profession -- Edelman sponsored -- results on the GA website
- Presidential tour -- Calgary, Montreal, Regina, Ottawa, Toronto, Victoria, Vancouver -- to date
 - focus on CPRS -- state of affairs and CSR
- *Marketing Magazine* -
- News releases -- on Global Alliance, accreditation results, awards, CPRS executive announcement
- Speakers Bureau -- will continue as a future focus
- New Ethics Network -- to be announced in Québec City

Next steps

- Cover key resolution items in this meeting
- Continued work on sponsorship and discounts for members, as well as insurance/health package
- Governance initiative to follow timeline
- Continued preparation for the CPRS conference in Québec City
- Presidential tour to cover Prince George, PEI (and other eastern coast locations TBD), and Québec City (Edmonton/Lethbridge -- TBD)
- College of Fellows -- continued efforts in determining their roles (mentorship at conferences being considered)
- Key message document and member Communiqué