

CANADIAN PUBLIC RELATIONS SOCIETY
ANNUAL REPORT 2001

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Annual Meeting Agenda

June 24, 2001, 3-6 p.m.

1. Call to order
2. President's remarks
3. Approval of the agenda
4. Recognition of procedures
5. Minutes of previous meeting, June 3, 2000, held in Ottawa, Ontario
6. Bylaws and Regulations changes
7. Auditors' report
8. Appointment of 2001-2002 auditors
9. Introduction of Committee and Task Force chairs
10. Annual Committees/Council reports
11. Confirmation of acts
12. Nominating Committee report
13. Message from the incoming National President
14. Introduction of Directors
15. Any other business
16. Adjournment

NOTICE OF THE CPRS ANNUAL GENERAL MEETING

The Annual General Meeting of the Canadian Public Relations Society Inc. will be held on June 24, 2001 at the Whistler Conference Centre, in Whistler, British Columbia for the following purposes:

- A. To approve audited financial statements for the year ending March 31, 2001.
- B. To appoint auditors for 2001-2002.
- C. To approve the acts of the Directors and Officers of the Society.
- D. To receive reports of the Committees and Council.
- E. To elect Officers for the 2001-2002 term.
- F. To transact any other business which may legitimately come before the meeting

EXECUTIVE SUMMARY

This has been a year of change for CPRS as is reflected in the Annual General Meeting reports:

- This year the National office moved from Ottawa to Toronto with new staff and services.
- The Accreditation Council has developed new rules and streamlined processes for the accreditation process. There was an increase in the number of successful candidates. The Council continues to provide support for the Task Force on Accreditation and its processes as well as the Global Alliance's efforts for universal accreditation. The Council is addressing the need for an accreditation maintenance program which it will discuss with the National Board.
- There was an overwhelming response to the Awards program. The committee will make recommendations for efficiencies for next year.
- One change to the bylaws regarding the location of the National Office has been proposed.
- The College of Fellows recommended to the board potential Fellows as well as Honourary Members to the College.
- The Global Alliance was very active, signing up seven PR organizations at last year's conference and looking to add two new groups, all of which offer reciprocity agreements. Also, they are benchmarking global codes of ethics.
- The Judicial & Ethics Committee are reviewing codes of ethics internationally. They have also received one major complaint to be reviewed by the Board in June.
- The Nominations Committee put forth candidates as 2001-2002 National officers.
- After careful review, the Accreditation Task Force has put together a detailed report on processes which it will present at the AGM.
- Work is currently underway to develop an improved Website with both public and member only information and opportunities.
- It has been a challenging year financially for many reasons. A proposed balanced budget for 2001-2002 is provided.

MESSAGE FROM THE PRESIDENT

BY SARAH K. JONES APR, NATIONAL PRESIDENT

TO FOLLOW

NATIONAL OFFICE REPORT

BY RUTH ABRAHAMSON, INTERIM EXECUTIVE DIRECTOR

During the last week of November 2000, the Board of Directors awarded the mandate to manage CPRS nationally to Base Consulting and Management Inc., an association management firm, for the period extending from January 1, 2001 until December 31, 2001.

The management team, which had been in place during the four month interim management period prior to that, had also been a transition team; especially while the primary administration functions had remained in Ottawa. Moving forward, into a full service situation the breadth of involvement by staff members at the new National Office has stepped up to provide support to the members, Member Societies and the various committees, council and task forces including accreditation, awards, and conference. National Office staff includes:

Ruth Abrahamson, Interim Executive Director, proficient in French and English, provides overall leadership and strategic planning for the administrative management of the Society. Ruth works in close liaison with the Society leadership, and oversees external and internal commitments.

Cindy James Gareau has produced analyses of systems and methods for almost every activity of the Society. Back from maternity leave, she will continue in her role as consultant, focusing on overall strategy.

Gordana Goudie is beginning her maternity leave! Her role has been to oversee our administrative staff in processing memberships and conference registrations. Also, she provides daily support to CPRS committees, council and task forces and liaison with the Whistler Conference.

Lara Bulloch is coordinator for accreditation and is working on sponsorship issues.

Janna Regina is the key contact for queries on membership applications and conference registrations. She works closely with Gordana on many CPRS activities .

Aileen Silang is the primary contact for the CPRS accounting-related issues.

Over the past few months the National Office has implemented an internal audit of administrative processes, services and general communication pieces in order for CPRS to be more efficient and effective and to improve overall customer service. We have begun to streamline a number of key processes and will continue to look for better ways of conducting CPRS business.

Thank you for your continued support.

ACCREDITATION COUNCIL REPORT

**BY DERRICK PIETERS APR, PRESIDING OFFICER,
ACCREDITATION COUNCIL**

ADMINISTRATION OF THE ACCREDITATION PROCESS: In response to concerns expressed by members, the Council reviewed the examination process and made changes to the Accreditation Manual, removing unnecessary administrative and procedural roadblocks without reducing the rigor and professionalism of the process. New rules now make it possible for candidates meeting specific criteria to be eligible to rewrite only those components of the examination in which they were unsuccessful. This has streamlined and added a greater degree of

fairness to the structure of the examination process. We are now working with the National Office to document and streamline the Council's administrative and procedural processes.

ACCREDITATION EXAMINATION RESULTS: Of the 29 candidates who completed the accreditation process during 2000, 20 were successful. This translates into a success rate of 69% compared to 61% for 1999. For 2001, 26 candidates have indicated their intention to proceed with accreditation. The Council has noted the increase in the percentage of candidates successful in obtaining their professional designation and hopes this is an indication that candidates are preparing themselves more thoroughly for the accreditation process.

APPEALS: During 2000, Appeals Panels under the guidance of the Deputy Presiding Officer, Appeals, reviewed the examinations of seven candidates who unsuccessfully completed the accreditation process in 1999. The panel members unanimously granted the appeals of two candidates and recommended they be given their professional designations. Five other candidates were unsuccessful in their appeals.

TASK FORCE ON ACCREDITATION: The Council was supportive of the work of the Task Force on Accreditation and appointed the Chief Examiner, English, Pierrette Leonard APR as its liaison with the committee. Since the Council did not feel it should influence the deliberations of the Task Force, Chief Examiner Leonard functioned solely as a resource person, supplying information on the work of the Council to the Task Force. Through Ms. Leonard, the Council has been kept aware of the committee's work and is ready to respond constructively to the recommendations. The Council sees the work of the Task Force as a welcome avenue for ongoing discussion, monitoring, and review that can lead to improvement of the process.

UNIVERSAL ACCREDITATION: Through the Council's presence on the NAPRC, the CPRS continues to explore a truly international code of ethics and accreditation process. In addition, the Council has been working in support of the Global Alliance's efforts to establish reciprocal agreements with professional public relations organizations in other countries similar to the one currently enjoyed by the CPRS and PRSA. In 2000, the Council recommended the CPRS enter into a bilateral reciprocal agreement with Australia's professional public relations society. Australia now joins the growing number of members in the Global Alliance, which currently includes New Zealand, Ghana, the United Kingdom and Ireland. The Council has also been working closely with Jean Valin to develop, as part of our due diligence process, a grid to standardize our approach in assessing minimum requirements for participating in the Global Alliance.

MAINTENANCE OF ACCREDITATION: Records available to June 2000 show a participation rate of 72%. There were 134 accredited members enrolled in the program with 117 maintaining accreditation so far. Before it can be fully put into place the Maintenance of Accreditation Program still needs further refinement and establishment of the administrative processes necessary for its satisfactory functioning. The Council is preparing a brief for the National Board of Directors to explore the most effective ways to administer and track the process in a meaningful and professional manner. The Council will also discuss with the Board the philosophical underpinnings in relation to the usefulness of Maintenance of Accreditation and the lack of a driver for the program resulting from the decision to abandon mandatory accreditation.

Acknowledgements: As National Presiding Officer, I want to express the Council's appreciation to the many volunteers who have tirelessly contributed so much time to maintaining and furthering the professional standards of the CPRS through the accreditation process. The Accreditation Chairs of the regional societies, our examination development committee, our graders, the members of the Council, all have given far more than should have been expected of them. I would like to personally thank our Chief Examiners, Pierrette Leonard APR and Raymond Chouinard ARP for their outstanding contributions. We are pleased to welcome Beatrice Pepper

ARP to replace Raymond who has completed his term as Chief Examiner, French after many dedicated years. We owe Raymond a debt of gratitude for his outstanding work. My sincere thanks to Council member and past National President, T.A.G. Watson APR for agreeing to serve as this year's Deputy Presiding Officer, Appeals. I would also express our gratitude to the former staff of the National Office, and particularly to Diane Lefebvre, for the support they gave to the Council. We acknowledge, too, the efforts of Base Consulting, who during and subsequent to a difficult transition period did, and are still doing, their best to bridge the gap and provide the administrative support so vital to the Council's activities. I also wish to express appreciation to the membership of the CPRS for their interest in and concern they have shown for the continued well-being of the Accreditation Program – a Program we consider to be the backbone of professionalism of the CPRS.

2001 NATIONAL AWARDS COMMITTEE REPORT

BY GRACE DIFFEY APR, PRESIDING OFFICER, NATIONAL AWARDS COMMITTEE

I am pleased to report there were an outstanding number of quality sub-missions for the Awards Program. In total, we received 90 entries, including several for the special awards categories of CPRS/CNW Student Award; Stanley Houston Award, CPRS Societal Award; and three for the CPRS Lectern Award. Our team of judges, from P.E.I. to B.C., worked hard to evaluate the many submissions received. We developed a system where at least three judges reviewed each entry, resulting in a high level of consistency among the scores. We look forward to the National Awards Gala in Whistler, B.C. where we will present seven Awards of Excellence and seven Awards of Merit to deserving practitioners.

We are also pleased to announce that this year's Award of Excellence winners will receive a new, handmade award designed by internationally-renowned glass artist, Shirley Elford. Shirley is best known in Canada for redesigning the Juno Awards in 1998. The stunning piece designed for CPRS is truly memorable symbol of excellence in public relations.

While there were limited details concerning the National Award's Program budget, policies or procedures, we were fortunate to utilize an established judging criteria for the bulk of the awards that was initially developed by Jane Allison APR for the Hamilton Member Society's Pinnacle Awards program. Solange Tremblay APR also assisted in developing awards criteria. It is our goal to bring forward those items that worked well for the team and recommend improvements in other areas including program materials, the judging process and awards categories. The special awards in particular require more attention to generate greater awareness and interest among the membership and increase the number of deserving nominations.

As Presiding Officer of the 2001 National Awards Committee, I would like to thank the members of this year's judging panel—especially the four coordinators—Gordon Neufeld APR, Hamilton; Pierre Pontbriand APR, Ottawa; Colleen Killingsworth APR, Calgary; and Anita Wasiuta APR, Vancouver – and the 26 judging team members, all senior practitioners who rearranged their personal and business schedules to accommodate the number of entries received.

BYLAWS & REGULATIONS COMMITTEE REPORT

By Sharleen Smith APR, Presiding Officer, bylaws & regulations committee

At its meeting in September 2000, the National Board of Directors approved a resolution that affects the Society's bylaws.

“That the Executive be directed to negotiate with Base Consulting and Management a management contract from 1 January to 31 December 2001.

That the pending legal advice (such advice to be shared with the Board of Directors), the Executive be directed to terminate and wind-up the operations of the current Ottawa office, including terminating the employment of current staff with fair and appropriate severance, with the administration and management functions being transferred to Base Consulting and Management.

That the necessary amendments to the bylaws be prepared and processed for discussion and decision at the AGM in June.

That Base Consulting and Management, under the direction of the National President be directed to develop a communications plan and change management plan and necessary communications materials for communicating these decisions to members.

That the contract with Base Consulting and Management will include on-going evaluation component.

That the President be charged as the representative of the Executive to obtain necessary legal advice related to the previous question, and for communicating the said legal advice to the Board of Directors.”

To adopt this resolution, the following amendment to our bylaws is proposed for your consideration and approval.

BYLAWS

Article I

NAME, INCORPORATION, HEAD OFFICE

Section 5.

Head Office

Currently Reads:

“The head office of the National Society shall be situated in the City of Ottawa, Province of Ontario, Canada, at the place therein where the business of the National office shall be carried out.”

Proposed Amendment:

“The head office of the National Society shall be situated within Canada *at a place the Board may fix from time to time.*”

COLLEGE OF FELLOWS REPORT

BY LUC BEAUREGARD APR, FELLOW CPRS, PRESIDING OFFICER,
COLLEGE OF FELLOWS REVIEW COMMITTEE

I am proud to be the Presiding Officer of the College of Fellows Review Committee with the help of my distinguished colleagues Donald J. LaBelle APR, Fellow CPRS and Bart J. Mindszenty APR, Fellow CPRS.

We took over these new responsibilities at a recent date and focussed our attention on updating the documentation and seeking applications from potential College candidates for this year. We have made our recommendations to CPRS Board of Directors for the appointment of new Fellows of the College. We also recommended to the Board of Directors the appointment of Honorary Members to the College.

After the annual meeting, we will consider additional activities which the College of Fellows could be developing.

GLOBAL ALLIANCE REPORT

By Jean Valin APR, Presiding Officer, global Alliance Committee
Canadians have developed a reputation for brokering agreements on a world scale. It is fitting, then, for Canada to take a leading facilitation and relationship-building role in the nascent *Global Alliance for Public Relations and Communication Management*. The Global Alliance is a core group of 22 other associations committed to forming a framework for mutual co-operation on a more formal basis. Some have called it the United Nations of PR.

The purpose of the Global Alliance is to: unify the profession; assist in building associations, explore universal standards in ethics, accreditation and education, and better prepare those individuals who practice public relations. Our modus operandi is collaboration and reciprocity. By pooling the best of what each association has to offer we can create a powerful voice for the profession. This vision will not be realized overnight. Indeed, the Alliance will need to maintain momentum by demonstrating early progress and showing to its respective memberships the value of such an undertaking in tangible ways.

This year meetings were held in Chicago and London. CPRS lead a project on deliverables on behalf of the Alliance and we have since taken on the task of benchmarking codes of ethics around the globe.

One of these milestones was the signing in Ottawa last June of seven new bi-lateral reciprocity agreements. CPRS has enjoyed a similar arrangement with the United States – the Public Relations Society of America – since the early 1970's. These reciprocity agreements were designed primarily to recognize PR credentials from one association to the other. Agreements are now in place between Canada (CPRS) and the United Kingdom (IPR), and with Ireland, Ghana, South Africa, New Zealand, Australia, the U.S.A. and IABC. As a result, members of one association who move to another country can have their existing professional credentials recognized in their new home. Currently we are examining reciprocity requests from Slovenia and Puerto Rico.

JUDICIAL & ETHICS COMMITTEE REPORT

BY Donald J. LaBelle APR, Fellow CPRS, Presiding Officer, CPRS
Judicial & Ethics Committee

During the past year the Judicial and Ethics Committee has been kept busy reviewing Codes of Professional Conduct for international public relations societies to determine where similarities exist between the CPRS Code of Ethics and those of other nations.

Over eight submissions were received and a report is being finalized for presentation at the CPRS annual meeting in Whistler, B.C. in June.

One major complaint was received from a member requesting that action be taken against the President of CPRS for breaching the CPRS Bylaws and Regulations. The Judicial and Ethics Committee reviewed the issue and will submit a confidential report to the Board prior to the annual meeting in June.

As Chairperson of the Judicial and Ethics Committee I would like to thank Bart Mindszenty APR, Fellow CPRS, (Toronto), Jean Valin APR (Ottawa) and Ms. Ruth Edgett APR (Hamilton) for their support on issues facing this Committee.

NOMINATING REPORT

BY SARAH K. JONES APR, NATIONAL PRESIDENT

The Nominating Committee consists of Sarah Jones APR, Rod Stanley (PEI) and Carolyn Rickey APR (Manitoba). The Committee presents the following slate to the membership:

President:

Tony Iavarone APR (Hamilton)

President Elect:

Daniel Granger ARP (SRQ)

Vice President:

Lisa Homer APR (Calgary)

Treasurer:

Germaine LeMoine APR (Cape Breton Island)

Secretary:

Robyn Quinn APR (Vancouver Island)

Past President:

Sarah Jones APR (Toronto)

TASK FORCE ON ACCREDITATION REPORT

BY COLLEEN KILLINGSWORTH APR; JEFF VALLENTIN; BART MINDSZENTHY APR, FELLOW CPRS; PATRICK BROWNLOW; DON LABELLE APR, FELLOW CPRS; DEANNA DRENDEL APR; DAVID MAGIL APR; NADINE WALZ; MARY BARKER APR; WITH INPUT FROM: PIERRETTE LEONARD APR, CHIEF EXAMINER—ENGLISH

At the last Annual General Meeting (AGM) of CPRS in Ottawa, Elizabeth Hirst APR and Jack Yocom, Fellow CPRS moved:

“That a Task Force made up of experienced accredited and non-accredited members of CPRS be struck. This Task Force is to address the issues that were brought up at the AGM, particularly around mandatory accreditation, eligibility for accreditation and the financial elements related to these activities. The Task Force is to report back to the National Board of Directors at their February 2001 meeting.”

The motion carried with strong support and the Task Force was formed under the leadership of Colleen Killingsworth APR, Calgary.

Over the course of the past year, the Task Force carried out a comprehensive analysis of these and other issues associated with accreditation. Issues were carefully considered and discussed, and a report that includes a number of recommendations for improvements was compiled and forwarded to the national president.

The full report of the Task Force, including recommendations, has now been reviewed by the National Executive and will be shared with the general membership at the AGM in June 2001 for information and dissemination. From there, the goal is to have the report and proposed recommendations widely shared across the country within all local Member Societies, where it can be reviewed, discussed, and debated. The Board, the Task Force and the National Office will actively search out and receive feedback.

Overall, straightforward improvements to the accreditation process identified by the Task Force are expected to be pursued immediately, gradually improving the accreditation process for members. Recommendations or new directions detailed in the report requiring the support of the general membership, and which could require bylaw changes, are designed to come back to the AGM in 2002.

TASK FORCE ON ELECTRONIC COMMUNICATIONS

By Gord Eckert, Chair, Electronic Communications Task Force

Identified as a key priority among members, the National Board of Directors and Executive Committee, action has been taken to upgrade and enhance the National Society's Web site.

Significant progress was made at the close of the 2000 fiscal period to create a dynamic, new Internet presence for CPRS. The new National Web site will provide the foundation for improved communications between the National society, its members, prospective members, and Member Society leaders.

Consideration was given to create a new “look” and “feel” for CPRS in the 21st century that translated well into both official languages and was also uniquely Canadian. The new site’s structure incorporates the use of Internet technologies to enhance communication, information sharing and networking among members and Society leaders. The design is based on four core objectives:

1. Enhance membership value.
2. Facilitate resource sharing among Member Societies and local boards.
3. Encourage interest and membership in the CPRS.

Electronic Communications Task Force Report Continued

4. Maximize revenue generation through banner advertising and sponsorship.

The design of the new site will feature “public” and “members-only” sections. In the public pages, visitors are able to intuitively navigate through a vast array of information on the professional society, its programs and services.

The “members-only” section, however, provides additional information on Society news and events, links to various resources, and opportunities to interact as a community. A fully interactive online membership directory is also anticipated in the 2001-2002 year, as is a “boutique” where members can shop, order and purchase CPRS merchandise online.

Within the “members-only” section, a sub-section focusing on the needs of chapter leaders and Member Societies across Canada will also be developed in 2001. This section will provide additional opportunities for Member Society leaders to interact, share best practices, and access resources and tools to help in the administration and operations of their local Member Society. Ensuring the strength and vitality of Member Societies is an important priority of the National Society, and this section will help accomplish this objective.

All combined, work to upgrade and enhance the National Society’ Web site this year establishes a strong foundation for CPRS to enhance its communications and responsiveness to its members, and establish stronger links within the public relations community in Canada.

TREASURER’S REPORT

By Lisa Homer APR, National Treasurer

I am pleased to submit a balanced budget for the year 2001-2002, as approved by our National Board of Directors.

Since the close of the financial year is March 31, the auditor’s final report is not available at the time of writing this report. The audit will be completed and extensive details of the Society’s financials will be available in advance of the Annual General Meeting.

As for the 2000 – 2001 budget, we are in a deficit position due to major changes and challenges in our fiscal year including:

- Less than anticipated revenue from sales of mailing labels, pins and our portion of Tactics and Strategists
- Less than anticipated revenues from our National Conference in Ottawa
- Unbudgeted expenses required for the move of the National Office, Arbo’s retirement and severance packages for CPRS National employees
- Additional expenses required to add users to the customized Minasu system
- Additional expenses in the hiring of a management consulting firm

- Unexpected expenses in the awards program

We know that this is an area of concern for the membership and we are addressing ways to ensure we produce realistic financial forecasts, reduce expenditures wherever possible while still meeting member needs, and seek out additional revenues through better use of sales and sponsorships.

In the meantime, we are still challenged to balance our member needs with a limited budget.

As a number of initiatives and challenges were addressed this year which had significant budget implications, we will provide more detailed financial information than usual to members. We expect to distribute a detailed financial package to members prior to the Annual General Meeting in Whistler.

TREASURER'S REPORT CONTINUED

PROPOSED BUDGET – APRIL 1, 2001-MARCH 31, 2002

Revenue

| | |
|-------------------------------|----------|
| Accreditation | \$10,000 |
| Advertising | 4,500 |
| Awards | 9,000 |
| College of Fellows | 0 |
| Initiation fees | 10,000 |
| Interest | 2,500 |
| Membership dues | 290,000 |
| National conference '01 (net) | 20,000 |
| Sales | 20,000 |
| Sponsorship | 25,000 |
| Other revenue | 0 |

TOTAL REVENUES **\$391,000**

Expenses

| | |
|-------------------------------|----------|
| Accreditation | \$15,000 |
| Auditing Fees | 6,000 |
| Awards | 18,000 |
| Bank Charges, Visa & AMEX | 2,200 |
| Board of Directors & NEC | 30,000 |
| Electronic Communications | 2,265 |
| Equipment & Programming | 5,000 |
| Equipment Lease & Maintenance | 0 |
| College of Fellows | 1,000 |
| Governance | 5,000 |
| Insurance Policies | 3,800 |
| Infifax | 5,000 |
| Legal Fees | 500 |
| Postage & Shipping | 15,000 |
| Printing | 20,000 |
| Public Relations | 5,000 |
| Register of Members | 30,000 |
| Rent | 0 |
| Redesign of Website | 5,000 |

| | |
|-------------------------------------|-------------------------|
| Management | 180,000 |
| Salaries | 0 |
| Staff Benefits & Payroll Deductions | 1,235 |
| Sponsorship Distribution | 20,000 |
| Supplies | 3,000 |
| Task Forces | 2,000 |
| Telephone & Fax | 5,000 |
| Translation | 8,000 |
| <u>TOTAL EXPENSES</u> | <u>\$388,000</u> |
| SURPLUS | \$ 3,000 |