

Canadian Public Relations Society
Executive Committee Meeting
Friday, December 19, 2003 11:30 a.m. EST
Teleconference call

Present: Lisa Homer, Robyn Quinn, Colleen Killingsworth, Rod Stanley, Blair Peberdy, Daniel Granger

Recording Secretary: K. Dalton, National Office
Phil Boyd, National Office

1. Approval of Minutes

No motion was put forward to accept the minutes of November 21, 2003. Deferred to next meeting.

2. Review of Current Action items

L. Homer has suggested that Jean Valin be given a special award for his work on Global Alliance. R. Quinn suggested that the existing Societal Award (Outstanding Achievement Award) would be suitable. K. Dalton noted that J. Valin received the Societal Award in 2001.

Action Item: K. Dalton to review previous minutes to determine if the award was already given to him for his work on GA.

Action Item: K. Dalton to shade the Action Items when completed.

Action Item: L. Homer will comment on the Global Alliance survey and send to EC members.

Action Item: K. Dalton will send a note to Board members asking for suggestions for a Presiding Officer for Professional Development.

Action Item: L. Homer will follow up with Terry Flynn regarding his Ph. D. dissertation submission.

Action Item: L. Homer will provide the National Office with PRSA materials at the February Board meeting.

3. Review of Financial Statements

Treasurer R. Stanley reviewed the Financial Statements as of November 30, 2003. He noted that membership revenues were up 10% over last year. He also reviewed the Two-Year Debt Reduction Plan prepared in consultation with P. Boyd. The reduction formula includes savings by delaying the printing of the Membership Directory to the next fiscal year, savings from National Office operational efficiencies and a contribution of 50% from expected revenues from 2004 increased membership dues. R. Stanley also reviewed the investment strategy for the CPRS trust funds. P. Boyd noted it was a three-year laddering strategy invested in safe and secure GICs recommended by the bank.

Motion by R. Quinn, seconded by C. Killingsworth that the investment strategy for the trust funds be approved as presented. Carried.

Action Item: Investment strategy be reported at the February Board meeting.

4. National Conference 2004 update

P. Boyd reported that three registrations have been received by the National Office to date. The financial statement will be presented at the January Executive Committee meeting. D. Granger noted that discussions had taken place with the Awards Committee Co-Chairs to determine the best exposure for the Award winners and sponsors. It has been decided that the Award presentations will take place at breakfast, lunch and dinner on the final day of the conference.

Both major sponsors, CNW and CCNMatthews, will have the opportunity to speak during their presentations.

5. National Office Operations

L. Homer expressed her desire to delay distributing the December Communiqué to all members until January. The other Executive Committee members agreed. Discussion centred on the level of detail provided in the draft version regarding the CPRS financial position. R. Stanley suggested providing broader statements.

Action Item: R. Stanley will rewrite the section on the financial position of the Society and supply to the National Office for inclusion in the January Communiqué.

6. Governance Task Force update

C. Killingsworth reported that the Governance Review process was on track. The National Office had prepared a summary of all feedback received from members and Member Societies. A revised two-page governance model proposal will be developed by the National Office and presented to legal counsel for review prior to being distributed to all members on January 15th for final input. A resolution to accept the new governance model will be presented in February for Board approval. A powerpoint presentation of the feedback received will also be presented at the Board meeting.

7. EC Reports

a. Ethics

R. Stanley discussed a proposal for the creation of a CPRS Ethics Network and request for approval for a budget by Deanna Drendel. (Proposal attached). L. Homer supported the idea and recommended that a National Board member be appointed to the Network, which would be similar to the structure in place for the National Council on Accreditation.

Motion by C. Killingsworth, seconded by R. Quinn that the Executive Committee approve the creation of the CPRS Ethics Network and provide a budget of up to \$1,000 for the first six months of operation. Carried.

b. Website

R. Stanley also reviewed the Website RFP/Job Posting Pilot Proposal prepared with the assistance of the National Office. There was general agreement that the CPRS National Office should provide this service to members. The National Office will investigate replacing the David Bell Career File with a CPRS-hosted service. L. Homer suggested discussing the pricing, invoicing and promotional activities at the February Board meeting.

c. Presidential Tour

L. Homer reviewed dates and locations for Presidential Tour: Ottawa, February 2; Toronto, February 9th; Victoria, February 20th; Prince George February 23rd. Plans include PEI in April.

Action Item : K. Dalton will develop a spreadsheet of Presidential visits for the past two years for review with incoming President.

d. Global Alliance, Awards, Sponsorship

R. Quinn reported that J. Valin was preparing an update on Global Alliance plans for the Quebec City conference. K. Dalton is setting up a teleconference call with Co-Chairs Guy Litalien and Pierre Pontbriand. R. Quinn complimented P. Boyd for his work on the sponsorship program.

e. Accreditation

C. Killingsworth reviewed the proposed change in the Chief Examiner role submitted by the National Council on Accreditation. She will draft a recommendation for approval at the February

Board meeting. Also, the Council approved a recommendation to change the reporting structure for Accreditation Chairs. The Council will be responsible for communicating the new structure to local Member Society Presidents and Accreditation Chairs.

f. Education

C. Killingsworth reported that the Education Committee is working on the Body of Knowledge, working with Colleges and Universities for accreditation exam sites, working with libraries for more space for public relations related materials, working to tie education to accreditation and working with the Communications and Public Relations Foundation.

Action Item: K. Dalton to prepare background information on the Communications and Public Relations Foundation for the January meeting.

g. Bylaws & Regulations

B. Peberdy reported that P. Boyd was setting up a meeting with legal counsel to review the governance model and discuss the resolution for the membership vote. Malcolm French will be joining the meeting via teleconference call.

h. College of Fellows

D. Granger noted that the College of Fellows were willing to assist Terry Flynn with his Ph. D dissertation. K. Dalton advised that letters from the selection committee were sent on December 9th to potential College of Fellows members encouraging them to apply. The deadline is February 1st, 2004.

i. Other Business

K. Dalton noted that 24 of 29 accreditation candidates successfully completed the Accreditation program in 2003. Candidates were being notified by the Chief Examiner English over the holidays.

Next teleconference meeting Friday, January 16, 2004.