

**Canadian Public Relations Society**  
**Executive Committee Meeting**  
**Friday, November 21, 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**

*Moved by R. Quinn, seconded by C. Killingsworth that the minutes of October 4, 2003 Executive Committee meeting be approved. Carried.*

**2. Action Item Review**

- K. Dalton to research Professional Development Committee responsibilities and send to Executive Committee. K. Dalton to send email to Board members asking for recommendations for Professional Development Presiding Officer.
- K. Dalton to prepare background information on the Communications and Public Relations Foundation and distribute to Executive Committee.

**3. Financial Statements & Debt Reduction Plan -**

R. Stanley reviewed the Statement of Financial Position. He noted that due to prudent cost management at the Hamilton Board meeting, there would be sufficient funds to hold the next Board meeting in Vancouver. The Governance budget will exceed plan by approximately \$5,000 due to unbudgeted translation costs. R. Stanley noted that he has a high level of confidence that the National Office is considering costs and maintaining tight fiscal management of the Society's funds. R. Stanley reviewed the Debt Reduction Plan. He emphasized that the Plan was fiscally responsible and yet shows value for members. C. Killingsworth and L. Homer commented that the Plan was easy to understand, clear and straightforward. L. Homer inquired about the \$5,000 owing to the Vancouver Society. It was agreed that a cheque would be issued prior to the February Board meeting providing that the Vancouver Society provided the requested documentation to support their claim. L. Homer requested that the Debt Reduction Plan be communicated to Board members before distribution to members in the next Communique to members.

*Motion by D. Granger, seconded by C. Killingsworth that Statement of Financial Position and Debt Reduction Plan be accepted as presented. Carried.*

**4. National Conference 2004 update:** P. Boyd reported that the first official Financial Statement for the 2004 National Conference had been prepared. Sponsorship revenues were going well and the registration form is available on line. D. Granger, Lucie-Ann Fabien and Guy Litalien were addressing a request for a special rate for Young Practitioners within SRQ. R. Quinn expressed concern about registration and noted that at this time last year the National Conference had significant pre-registration numbers.

**5. National Office update**

K. Dalton reported that email communications sent in the month of October included: News from the President on October 10<sup>th</sup>; the October Communiqué, distributed October 17<sup>th</sup>; the Governance Consultation information sent October 21; and an Accreditation application

deadline notice sent October 29<sup>th</sup>. Letters were mailed October 28<sup>th</sup> to all local Society Presidents, Treasurers and Membership Chairs announcing new National 'anniversary date' policy (copy attached). The approved minutes of the Executive Committee and Board meetings since June 2004 have been posted on the web site as requested. The National Office administered accreditation examinations for 29 accreditation candidates who participated in the written and oral examinations, which took place October 24-25, 2003 in eight locations across the country. All five regional examiners were involved with the process, which included more than 20 graders and invigilators.

6. **Governance Task Force Update:** C. Killingsworth noted that the deadline for submissions is December 4<sup>th</sup>. Town hall meetings are planned in Victoria, Calgary, Regina, Ottawa and PEI. The feedback will be sent in collectively from these Member Societies. The GRTF plans to review the feedback and hold a teleconference call on January 9<sup>th</sup> to discuss the results.

Action Item: National Office to email a reminder to all members.

## **EC Committee Reports**

### **7. PRSA, Presidential Tour**

L. Homer referred to her report on the PRSA Conference held in New Orleans, October 25-28, 2003. She noted locations for her upcoming Presidential tour included December 9 in Regina, Toronto and Ottawa in February and plans were underway to include visits to the Vancouver Island and Northern Lights Societies as part of the Vancouver Board meeting trip from February 19-23<sup>th</sup>.

### **8. Global Alliance, Awards, Sponsorship**

R. Quinn noted that she was very pleased that the Society had finally established a National Sponsorship program that was bringing in revenue. Discussions with Jean Valin regarding Global Alliance raised the issue of reciprocity for College of Fellow members with PRSA. Fellows are being asked to be involved with the mentorship program. She noted that the Awards Committee was not getting the volunteers they needed from the local Member Societies to assist with promotion and recruit judges, etc.

Action Item: Executive Committee members were asked to send names of possible volunteers to Awards Co-Chairs Guy Litalien and Pierre Pontbriand.

### **9. Accreditation, Education, Membership Recruitment and Retention, Resource Library**

C. Killingsworth reported that research on the on line examination was ongoing and a report would be presented at the February Board meeting. She reported that the pilot oral examination procedure approved by the Board was implemented in time for the October oral examinations this year. The feedback was very positive from both candidates and examiners. The National Council on Accreditation is looking at strengthening the program by combining the Chief Examiner English and Chief Examiner French into one position. SRQ is very supportive of a national accreditation program with one Chief Examiner.

Action Item: C. Killingsworth will present a recommendation for approval by the Executive Committee at the next meeting on planned changes to the role of Chief Examiner. There will be no bylaw or regulation implications. If approved this will be presented for Board approval in February.

There was no report on Education or Membership. The Resource Library has moved as planned.

### **10. Web site, Judicial/Ethics**

R. Stanley responded to requests from L. Homer that the National Office prepare 'pop up window' surveys for the National web site. It was agreed that further research was needed and this would be reviewed with the National Office and a report would be prepared for the January Executive Committee meeting. C. Killingsworth asked if the National Office could track the number of members visiting the site through clickthroughs from links.

No report on Judicial/Ethics Committee.

### **11. Bylaws & Regulations**

B. Peberdy and P. Boyd meet to review bylaw and regulation changes arising from the new governance model. P. Boyd met with Paul Anderson, legal counsel who requested a copy of the CPRS minute book. As one did not exist, the National Office went into the archives and retrieved the Annual General Meeting minutes dating from 1948 to the present. There were two years missing - 1952 and 1966. The lawyer has reviewed the governance proposal and is prepared to start drafting the necessary documents. Based on the consultation feedback, C. Killingsworth noted that the GRTF will prepare a bylaw change recommendation for approval at the February Board meeting. B. Peberdy noted that feedback from CPRS Toronto included comments that the governance documentation was impenetrable and recommended that a simple version be circulated for the vote. P. Boyd explained that the bylaw change vote would need to be a yes or no vote.

Affiliate membership categories will be reviewed as part of the subsequent bylaw changes.

Action Item: K. Dalton to forward report on affiliate membership categories to B. Peberdy.

### **12. College of Fellows**

No report.

### **13. Other Business**

The Executive Committee reviewed the document prepared by the 2005 National Conference planning committee and approved the Energize theme.

L. Homer requested that the National Office create an RFP area on the web site.

Action Item: R. Stanley to review job/ RFP posting and prepare a report for the next meeting.

**Next teleconference meeting** Friday, December 19, 2003.