

Canadian Public Relations Society

National Public Relations & Communications Committee

2007/2008 Work Plan

PURPOSE:

To support redesign of the CPRS online presence and sustain positive messaging in reaction to pejorative references to “public relations.”

GOALS:

1. Support website redesign
2. Develop and sustain campaign to react to pejorative uses of “public relations”

ACTION PLAN:

Strategies & Actions	Responsible	Completion	Budget
February and March <ul style="list-style-type: none">- Work with coordinated effort to redesign CPRS online presence- Create communications materials on website redesign progress for distribution to CPRS members	- Christina Winsor	March Develop assessment of website	N/A
<ul style="list-style-type: none">- Develop campaign for systematic correction of pejorative references to “PR”- Incorporate campaign into website	- John Wildgust	May	N/A

OUTCOMES:

Improve the level of satisfaction of members.