

# Canadian Public Relations Society

Research & Development Task Force

Action plan 2005-2006

Co-chairs : Kevin Boothroyd  
Lucie-Anne Fabien, APR

## Purpose

The new CPRS Research & Development (R&D) Task Force will undertake research projects to :

- increase the knowledge of the Public Relations industry in Canada.
- create standards for job descriptions and recruitment attributes for Public Relations
- Enhance the position of the PR industry in Canada (business and public perception)
- Help position CPRS as the lead PR association in Canada

## Goals

The R&D Task Force aims to:

- Get original quantitative and qualitative data (education, experience, salary, specializations, job descriptions, etc.) that will profile the professionals within the PR Industry
- Get information about the economic impact of the PR Industry in Canada
- Promote research driven by local chapters as well as National by providing templates and resources
- Give local chapters' access to the national data for benchmarking purposes
- Help attract new members to the Society and assist in member retention efforts

## Proposed Task force

- Kevin Boothroyd (**Co-Chair**)
- Lucie-Anne Fabien, APR (**Co-Chair**)
- Fraser Likely, APR (Ottawa)
- Christina Winsor (New Brunswick)
- Dennis Murphy (Lead researcher, Concordia University)

## Audiences

CPRS National, Local societies, CPRS members, business, governments (municipal, provincial and federal), HRMA, Recruitment agencies, media.

## **Task force's links to CPRS Strategic plan 2005-2006 :**

**GOAL 2 : Increase Visibility in the Business Community**  
*Maximize the awareness of CPRS*

**OBJECTIVE :**      **Raise the awareness of the profession**

*Strategy A :*            *Define and Expand awareness of the profession's  
knowledge, skills and attributes*

*Tactics :*

- *Conduct research including current job descriptions, salary ranges*
- *Develop strategy and tactics for promoting the profession to government employers and human resources professionals*
- *Based on research, develop and promote to employers CPRS recommendations for job descriptions, expected education levels, salary ranges (throughout regions)*

**Action Plan 2005-2006 –  
Research project on the Public Relations Industry in Canada and  
Development and promotion of minimum national standards for PR  
positions in Canada**

<b>Activity</b>	<b>Resource</b>	<b>Time</b>	<b>Budget</b>
Meet with Public Relations Chair of UQAM to discuss proposal and do a preliminary assessment of budget needs Will propose a collaboration agreement between PR Chair and CPRS – 40% savings! (see att'd memo) Recruit members representing all parts of Canada	LAF  PR Chair  LAF	July 2005	\$
Approval of final proposal and budget scenario to Board of Directors which could include : <ul style="list-style-type: none"> <li>▪ Economic datas about the PR Industry in Canada (budget worth, direct and indirect jobs, etc)</li> <li>▪ Datas about job titles, salary ranges, job description requirements, etc.</li> <li>▪ Interview guides for qualitative research (focus groups) to be conducted by the Chapters upon request</li> </ul> Start solicitation for outside funding after Board approval	BOD        LAF & National	August 2005	\$
Approval of final proposal and budget for the development and promotion of minimum qualification standards for PR professionals in Canada	KB/Board members	August 05	
Approve questionnaire by task force members Pre-testing of questionnaire	LAF & KB PR Chair	September 2005	
Preliminary meeting with the Human Resources Management Association of Canada (HRMA) to gain feedback on the concept of developing minimum qualification standards for PR professionals in Canada.	KB	September 2005	
Create a working group develop minimum qualification standards for PR professionals in Canada. Working group will include : (Unconfirmed task force members) Christina Winsor (Maritimes), Fraser Likely, APR (Ontario), Alberta and Central Canada; representative from HRMA; representative from federal government HR Department	KB	September 2005	
Conduct research, create document library, conduct review and analysis of current PR job postings from PR Association websites, newspaper career sections, web-based job search sites.	KB, task force members	September 2005	

Communication to members about the research Internet Survey – 10 working days to answer with 2 repeats	LAF/Karen	October 2005	
Prepare and present report on state of current PR job postings' to Board	KB, task force members	November 2005	
Review results of PR research; incorporate relevant information in development of PR qualification standards	KB, task force members	December 2005	
Analysis of data	PR Chair	December 2005	
Create draft of minimum qualification standards for all levels of PR practitioners	KB, task force members	February 2006	
Presentation of preliminary report	LAF	February 2006	
Prepare and present report on suggested minimum qualification standards to CPRS national board	KB	March 2006	
Communication to CPRS members regarding proposed minimum qualification standards	CPRS President, KB	April 2006	
Creation and publication of a summarized report and Ppoint presentation on the Analysis of the Public Relations Industry in Canada	PR Chair and LAF	May 2005	
Presentation of final report at 2006 National conference	PR Chair and President CPRS	June 2006	
Presentation of final report to Board Presentation of final report to participants at the 2006 Conference	PR Chair & President of CPRS	June 2006	