



Policies & Procedures

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PRSA Public
Relations
Society of
America
Georgia Chapter

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Introduction

Being a good PRSA Georgia (Chapter) leader requires knowledge and dedication. The fact that so many public relations professionals volunteer their time and effort illustrates the value our members place on the Chapter. In return, the leadership of the Chapter is charged with maintaining and increasing that value. This document is designed to present a clear view of Chapter operations and expectations.

What is a P&P document?

This policies and procedures document (P&P) serves as a reference to help existing and future Chapter leaders facilitate and enhance the operation of the Georgia Chapter of the Public Relations Society of America (PRSA). All policies and procedures noted are created to advance the mission of the Chapter as stated in the strategic plan and provide practical guidance for conducting business and routine operations of the Chapter.

How is a P&P document different from Bylaws?

While the Bylaws of the Chapter provide governance, the P&P provides guidance for the day-to-day operations of the Chapter. It defines Chapter leadership roles and responsibilities, committee roles and responsibilities and contracted partner roles and responsibilities.

Why do we need a P&P document?

The P&P exists as our operating manual for running the PRSA Georgia Chapter in the event that current leadership is unable to perform duties and support leadership transition. This P&P reflects a combination of tradition and current policies/best practices and is designed to be a living document that evolves with the Chapter and its operations. It should be updated annually by Chapter leadership. The Chapter policies and procedures should also be used as an orientation reference for new Board members and committee co-chairs, as well as a blueprint for annual Chapter operation. Each Chapter leader should have a copy of the P&P and the By-Laws.

What is our mission?

The mission of PRSA Georgia is to advance the profession by preparing communicators to:

- Share and promote best practices
- Foster lifelong learning
- Address critical issues
- Elevate ethical standards
- Fortify communications challenges (via professional development/competencies)
- Drive diversity (of voice, reach and perspective)

About the Chapter

Founded in 1952, the Georgia Chapter of PRSA has a rich history of being an active group of public relations practitioners that are entrenched in all genres of communications across the Southeastern United States. With approximately 900 members, the Georgia Chapter is currently the second largest PRSA chapter in the nation. Our membership represents many of today's leading corporations, nonprofits, government and academic institutions, and technology innovators. ADD independent counselors?

How is the Chapter structured?

In addition to its general chapter membership, the PRSA Georgia Chapter is comprised of an Executive Committee, Chapter Officers, Directors-at-Large, and Assembly Delegates and an alternate. Details about each leadership position and specific responsibilities can be found in the Chapter Leadership section of this document.

In addition to these volunteer positions, the Chapter contracts with outside partners to fulfill the roles of Chief Operating Officer, Webmaster and Bookkeeper annually as well as expert contracts (such as CPAs for taxes) on an as-needed basis.

What is the core function of the Chapter within PRSA National?

The Georgia Chapter enjoys a close and dynamic relationship with PRSA National, the corporate membership association entity for PRSA. Our members are considered some of the most forward-thinking and innovative professionals in today's PR environment and our Chapter sets many of the best practices called upon by PRSA National. We are frequently asked to host national events, contribute to publications, provide national leadership and support/guide smaller chapters across the country.

What are the key activities the Chapter conducts/advances?

The chart below represents the core business activities conducted by the Chapter during each calendar year. A detailed account of month-by-month activities can be found in the Appendix.

Q1: Getting the House in Order	Q2: In Full Swing
<p><i>January</i></p> <ul style="list-style-type: none"> • Host first official Board meeting of the year, with a presentation of the committee leadership's goals and objectives. • Kickoff committee and task force meetings for the year under new leadership* • Treasurer meets Wells Fargo leadership; signs all responsible correspondence papers <p><i>February</i></p> <ul style="list-style-type: none"> • Jumpstart Accreditation sessions <p><i>March</i></p> <ul style="list-style-type: none"> • Order of the Phoenix appointments • Nominating committee • Annual conference finalizes details 	<p><i>April</i></p> <p><i>May</i></p> <ul style="list-style-type: none"> • College of Fellows applications due <p><i>June</i></p> <ul style="list-style-type: none"> • Mid-year review with all committee and SIG chairs and leadership • Call for Chapter leadership nominations

Q3: Preparing for Transition	Q4: Setting a Foundation for the Future
<p><i>July</i></p> <ul style="list-style-type: none"> • President-elect begins identifying next year's committee chairs • Nominating Committee meets/prepares slate of officers <p><i>August</i></p> <ul style="list-style-type: none"> • Present slate of officers to Board • Order of Phoenix inductee(s) selected <p><i>September</i></p> <ul style="list-style-type: none"> • Slate of officers presented at monthly meeting and announced via Chapter communication channels to members 	<p><i>October</i></p> <ul style="list-style-type: none"> • PRSA National Leadership Rally • Officer elections • International PRSA Conference and Leadership Assembly • Prepare budget for following year <p><i>November</i></p> <ul style="list-style-type: none"> • Appoint committee chairs and Board liaisons for following year • Awards Celebration • Kickoff/orientation for new year • Transitions begin with committee chairs • Onboarding of new Chapter leadership <p><i>December</i></p> <ul style="list-style-type: none"> • Final Treasurer's report • Transition to next chapter President

**Committee meetings ongoing throughout the year*

Key Operational Highlights:

- Fiscal year runs from January 1 to December 31.
- Board meetings are typically held the third Wednesday of each month.
- The following meetings are held each year:
 - Monthly Chapter meetings
 - Annual conference (March)
 - Annual PRSA Georgia professional development conference (April)
 - Annual PRSA Georgia Awards Celebration (October/November)
- No Chapter member, including Board members and committee co-chairs, is allowed to sign contracts or commit Chapter funds. This is the sole responsibility of the COO in conjunction with the Treasurer, and/or President, as appropriate.
- The Chapter President serves as spokesperson for the Chapter. If the President is not available, the spokesperson role defaults to the President-elect.

Chapter Leadership

The Road to Leadership

PRSA Georgia members who remain in good standing and become active in the Chapter, i.e., regularly attend monthly luncheons and seminars, serve on Chapter committees, etc., may choose (or be asked) to serve in a leadership position as a committee chair or co-chair. These members may then choose to continue to elevate their service even further at the Board level, including consideration as an executive team member and a year as Chapter president. The following path is recommended for members interested in this pursuit:

1. Active participation in the Chapter's everyday activities including monthly luncheons, seminars, neighborhood and networking events, SIG events, etc.
2. Service to a committee with successful, results-oriented participation, i.e., demonstrate return on investment for the committee's activities and achievement of measurable objectives.
3. Service as a committee co-chair, moving from participation in a committee to leading a committee, setting metrics and motivating committee members to exceed goals.
4. Applying lessons learned from one chair/co-chair experience to another, for example, serving on the Membership Committee, then co-chairing that committee, then moving to co-chair the Professional Development Committee.
5. Members who desire Board and Executive Committee levels preferably serve as the co-chair or chair of a revenue-generating committee: Phoenix Awards, Chapter Awards, Awards Celebration, Membership, Professional Development, Annual Conference, College Relations, etc.
6. After successfully co-chairing at least two committees, a member is eligible to become a Board liaison, with accountability for one or more committees.
7. The current track for officer-level service requires a five-year commitment:
 - a. Secretary
 - b. Treasurer
 - c. Vice President/President-elect
 - d. President
 - e. Past President
8. Members interested in positions of increasing responsibility should notify Board members or the COO, so they can be considered by the Nominating Committee for a potential rotation through Board service.
9. The Nominating Committee has the final say in the slate of Officers, Directors-at-Large and Assembly Delegates presented to the Chapter membership for vote/election.
10. NOTE: While Accreditation is not required, it is preferred...

What Are the Different Chapter Roles and Core Responsibilities?

Following is an overview of the roles and responsibilities of Chapter leaders.

Every Chapter member serving in a leadership capacity has a responsibility to understand their role in demonstrating and promoting fiscal responsibility of the Chapter.

Titles and terms for these roles are defined in the section on nominations and elections.

Chapter Officers and Executive Committee

About Chapter Officers:

Officers of PRSA Georgia shall be the president, president-elect, treasurer and secretary. All officers shall be elected by the general Chapter membership at the Chapter's annual meeting for a term of one calendar year and until their successors are elected and installed. No officer having held office for two consecutive terms shall be eligible to succeed again to the same office.

As a general practice, officers are first elected to the secretary role and subsequently recommended to serve through the treasurer and vice president/president-elect roles before becoming president. This succession plan has proven to best prepare and inform the president of day-to-day Chapter operations. The succession plan also ensures that the strategic plan (which usually runs over a three-year period) is led by a former president. The current strategic plan is in place until December 2020, and was led by Stephen Brown, APR, and president of the Chapter in 2015.

About the Executive Committee:

The Executive Committee is comprised of all officers, the immediate past president and the chief operating officer, serving as ex-officio. The Executive Committee meets throughout the year at the president's discretion.

Core Officer Responsibilities:

Note: The Executive Committee consists of the president, president-elect, secretary and treasurer.

President

- Presides at all regular, special and annual meetings of the Chapter membership and at all Board meetings
- Directs all Chapter affairs at all times
- Appoints chairs/co-chairs and members of all standing committees, special committees and task forces
- Serves as the Chapter spokesperson
- Performs all other duties incumbent upon the office as prescribed by the Board
- Appoints a member(s) to update the Chapter Bylaws every three (3) years (Note: the next update will be in 2020...)
- Holds the Executive Committee and Board accountable to fulfill their individual roles

President-elect

- Presides in the absence of the president at all Board and membership meetings
- Assists the president in the discharge of the duties of the office and performs other duties as prescribed by the Board
- Responsible for managing updates to PRSA Georgia's strategic plan every three years (Note: the next update will be in 2020...)
- Serves as back-up spokesperson for the Chapter if the president is not available.
- Serves on the Order of the Phoenix Election Committee
- Performs other duties as assigned by the Chapter president

Treasurer

- Responsible for the accurate recordkeeping and reconciling of all monies received, invested and expended by PRSA Georgia
- Works closely with the Chapter accountant/bookkeeper, currently a contracted position, who is responsible for ensuring all funds received are deposited and/or invested in the financial institution account(s) designated by the treasurer and approved by the Board
- Ensures all funds are disbursed or invested as ordered by the Board
- Leads the relationship with Wells Fargo and is the chief signer of all checks on behalf of the Chapter. This process should be set up with the Wells Fargo relationship manager every January.
- Prepares the annual Chapter budget, makes monthly financial reports to the Board and performs all other duties incident to the office or prescribed by the Board
- Responsible for oversight of any contracted bookkeeper
- Ensures each appropriate officer is a designated signatory on Chapter accounts. (All checks written against Chapter accounts require one signature of the president, treasurer or president-elect. Any check of \$7,500 or more, shall require the signatures of two officers (president, treasurer or president-elect)
- Available to assist the COO, Board liaisons and committee chairs with all financial questions, as needed (See Article 3, Section 7, in the Chapter By-Laws for more detailed information.)
- Performs other duties as assigned by the Chapter president

Secretary

- Responsible, in coordination with the COO, for recording and keeping all formal PRSA Georgia records, except financial records. This includes minutes of the monthly Board meetings
- Responsible for making accessible to the Board, upon request, the current Chapter By-Laws, policies and procedures, and any amendments, resolutions or minutes pertinent to the current affairs of the Chapter
- Serves as the Chapter parliamentarian and is responsible for all Board communication
- Responsible for maintaining Chapter Leadership list with current contact information.
- Performs other duties as assigned by the Chapter president

Immediate Past President

- Serves in an advisory role to the Executive Committee and at Board meetings
- Serve as chair of the Nominating Committee
- After serving the term as president, the immediate past president (IPP) is responsible for reviewing and updating these policies and procedures, which are to be presented to the Board to be updated annually
- Performs other duties as assigned by the Chapter president

Directors-at-Large (Board members other than officers, Assembly delegates and alternate delegate)

- Participate in Chapter activities and play an active role in carrying out the business and decision-making tasks of the Board. May be asked to accept special assignments as deemed necessary by the Chapter president
- Participation in Board meetings is required as defined in Chapter By-Laws Article IV, Section 13 (a).
- Required to sign a commitment document in January detailing their gift of time and talent
- Required to sign a conflict of interest document

Liaison provides leadership and is accountable for one or more committees, as assigned by the Chapter president:

- Expected to routinely engage with and report on the status of those committees, including bringing forward any proposal requiring Board input or approval
- Expected to attend committee meetings, ensure monthly and other committee reports are submitted in a timely manner, oversee budget requirements and alert the treasurer if there are budget discrepancies
- Responsible for ensuring the committee provides any appropriate documentation or proposals to the COO and Board

For more information about PRSA's Leadership Assembly, see www.prsa.org.

Assembly Delegates and Alternates (Delegates and alternates to the annual PRSA Leadership Assembly serve as the official representatives of PRSA Georgia.)

- Present such matters and commit their votes as directed by the Chapter's Board of Directors. When not directed, delegates and alternates must, in a responsible manner, vote for or against issues which, in their judgment, are consistent with Chapter objectives and serve the best interest of PRSA Georgia members.
- As defined by the PRSA By-Laws (Article IV, Section 2), Assembly Delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. (PRSA Georgia also prefers that these individuals be, or have been, PRSA Georgia officers or Board members. The only other scenario would be that the individual is a past national PRSA chair and chief executive officer, as well as a member of the Georgia Chapter, and could be elected as a delegate. Each shall be elected by the general Chapter membership for a two-year term.)
- The president will appoint one Delegate to be in charge of the Chapter's Assembly Delegates. That person must attend the scheduled Chapter board meeting or call preceding the National Conference to provide an overview of and insight on the issues and amendments that will be presented and voted on at the National Assembly.

What if there is a Vacancy in Chapter Leadership?

In the event of a vacancy in the office of the president, the president-elect shall succeed to the office for the remainder of the presidential term. The president-elect shall appoint a vice president, not to be designated president-elect, unless elected by the general membership at the next Annual Meeting (see the nomination process including the 10-signature requirements, etc.). Since, in such a case, the new president shall not have served a full term in office, he or she shall be eligible to be elected to the Chapter presidency for the next calendar year. Should the Chapter lose a member of the Executive Committee, the president shall convene the other members of the Executive Committee, present the challenge and determine next steps. Usually, the succession plan is moved up a year, to ensure best practices and scope of responsibilities are learned.

How are Nominations and Elections Handled?

Nominating Committee: Appointment and Duties

The president shall appoint a Nominating Committee of seven members at least 90 days before the Chapter's annual meeting. The Nominating Committee includes the immediate past president as chair, the president-elect and five Chapter members, each having been a Chapter member for at least two years. The COO shall serve in an advisory capacity as an ex-officio member of the Committee. The Nominating Committee should consider diversity as a criterion for potential nominees. Nominees should be a "Known entity" in the Chapter, and represent a cross-section of the Chapter's membership and include a wide range of experience, areas of practice, ethnicity, demographics, consistent Chapter service as a leader, years of successful experience as a PR leader, etc. Accreditation is a plus.

Names of the Nominating Committee members will be announced by the Chapter in conjunction with an invitation to the membership to recommend candidates for the slate. Here's the process:

1. The slate is prepared by the Nominating Committee to contain at least one qualified candidate for each available elected position. No member shall be nominated without that member's permission and acceptance, to be verified by the Nominating Committee Chair, or the president-elect.
2. The Nominating Committee chair reports the Committee's slate of candidates to the Board of Directors at least one month in advance of the Annual Meeting, with two months being the preference (August).
3. The slate selected by the Nominating Committee is presented at the Chapter meeting immediately preceding the Chapter's annual meeting (Usually in August/September depending on when the Board meeting/annual meeting fall on the schedule, with a parallel communication in the weekly email newsletter).
4. The president will issue a call for additional nominations from the floor for all positions, except president.

The president's remarks should note that nominations may be offered only by members in good standing and must be accompanied by a petition signed by at least 10 members in good standing and received by the Nominating Committee chair at least 10 days in advance of the annual meeting to allow for verification with the nominated individual.

Elections at Annual Meeting

The full slate of nominations will be presented for vote unless additional nominations are submitted. Elections are conducted by voice vote.

If there are two or more candidates nominated for a single office, the Chapter secretary shall provide each member in good standing with a ballot at the annual meeting. The ballot will include the names of all candidates and the positions for which they are candidates. The candidate receiving a simple majority of votes shall be elected. In the event of a tie, the Board of directors will direct that a run-off election be held at the next regularly scheduled Chapter meeting.

A simple majority of members in good standing in attendance at the annual meeting elect the officers, Board of directors and assembly delegates. No proxy votes are allowed.

A full explanation of the nomination/election procedure (described above) is communicated to the membership through normal Chapter communications preceding the annual meeting elections.

Titles and Terms

At the annual meeting, the following shall be elected:

Officers

A president-elect, secretary and treasurer, each to begin a term of one year at the start of the next calendar year. Each will serve for 12 consecutive months or until their successors are elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year. The president-elect shall succeed the president.

Directors-at-Large

A full term for a Board member is 24 consecutive months. The PRSA Georgia Board of directors shall consist of up to 17 members: the Executive Committee and up to 12 directors. The size of the Board may increase or decrease at the Board's approval. Board positions will start at the next calendar year. When a vacancy occurs for any reason, successors shall be elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year. Members who are appointed to fill an unexpired term by the president may subsequently be elected to a full two-year term.

Assembly Delegates and Alternates

According to PRSA By-Laws (Article IV, Section 2), there shall be one assembly delegate for each 100 members or fraction thereof. To be eligible for election, delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. PRSA Georgia gives preference to individuals who are or have been PRSA Georgia officers or members of the Board of directors. Delegates serve two-year terms. Alternate Delegates serve a one-year term. When a vacancy occurs for any reason, successors are elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year.

Committee Roles and Responsibilities

How is a Committee/Subcommittee Created?

The president may appoint, with the approval of the Board of Directors, such committees and task forces and their co-chairs as deemed necessary or advisable for conducting the affairs of the Chapter. The duties of any such group and its tenure shall be determined by the Board.

These Committees include, but are not limited to:

- Accreditation
- Annual Conference
- Chapter Awards & Awards Celebration
- College Relations
- Membership
- Nominating
- Phoenix Awards
- Professional Development
- Public Relations
- Special Interest Groups
- Social Media
- Sponsorship
- Website

Additionally, special committees for relatively short duration may be established and appointed. All members of all committees must be PRSA Georgia and PRSA National members.

Committee co-chairs can create subcommittees deemed necessary to the efficient functioning of the committee with the Board’s approval. The subcommittee chair shall, if at all possible, be selected from the membership of the committee that created the subcommittee.

How Do Committees Track Progress/Successes?

Each committee, task force and special committee co-chair shall submit reports monthly to the Board of Directors to keep the Board informed and to gain guidance and approval.

Current Committee Descriptions

Below is a high-level overview of each current PRSA Georgia Committee, its overall mission/goal and key tasks expected by members.

*Detailed activity plans for each committee can be found in the Appendix.
(continued next page)*

Committee	Mission/Goal	Key Tasks
Accreditation	To promote accreditation to eligible Chapter members, to increase the number of accredited PRSA Georgia members and to ensure accredited members file their continuing education requirements to maintain their accredited status through elevated programming.	<ul style="list-style-type: none"> • Raise the profile of accreditation among PRSA Georgia members through weekly email, social media channels, Accreditation Month activities and at Chapter events, as appropriate • Facilitate the accreditation process for all interested and eligible members, including coordinating all accreditation sessions, readiness reviews, mentor matching and other activities • Collaborate with National PRSA and the Universal Accreditation Board • Acknowledge newly accredited members through pinning ceremony, and promotion within the Chapter and media
Annual Awards Celebration & Chapter Awards	Plan and execute the Chapter’s annual awards celebration & Recognize members who have made significant contributions to the Chapter, profession and community.	<p><i>Awards Celebration:</i></p> <ul style="list-style-type: none"> • Plan and implement the annual awards banquet, including: <ul style="list-style-type: none"> – Sponsorship – Printed program development including copy, ad sales and coordination with designer and printer – Logistics with venue and catering – Attendance – Secure emcees – Oversee development of speaker script, PPT, run of show • Determine pricing to ensure the event is profitable • Coordinate with the Phoenix Awards <p><i>Chapter Awards:</i></p>

		<ul style="list-style-type: none"> • Plan, coordinate and execute the nomination, selection and awarding of the Rising Star, Shining Star and Luminary Star awards. Also, work with the Board to determine Distinguished PR and George Goodwin award winners. • Coordinate awarding during the awards ceremony, including collecting materials for the printed program and reviewing recipient speeches to ensure conformity with run of show
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Annual Conference	To plan, promote and execute the Chapter's annual professional and student development conference	<ul style="list-style-type: none"> • Plan, coordinate, promote and execute all aspects of the conference, including: <ul style="list-style-type: none"> – Sponsorship – Programming – Logistics – Attendance – Exhibitors – Speakers • Manage all aspects of event budget to ensure profitability
Leader Board	To inspire, plan, create and execute thought leadership events for the senior-most members of PRSA Georgia and its Board of Directors	<ul style="list-style-type: none"> • Membership in leaderboards is exclusive and defined as the highest-ranking member of the Society for the nonprofit, for-profit, agency or firm that the member serves, and/or presently serving on the Board of PRSA Georgia. • New members are invited by the co-chairs of leader Board and must be presented and approved by the Executive Committee of the Board of Directors. • Co-chairs host a minimum of two, maximum of four events annually in top-shelf locations with top-shelf speakers, designed to provide insights and leadership growth that is unparalleled. These are special, behind-the-curtain events. • leaderboards members should expect to pay \$20-\$25 for attending.
Membership	To recruit and retain public relations practitioners into the Georgia Chapter of PRSA by showcasing the value of the local Chapter, increasing membership by an agreed upon percentage as	<ul style="list-style-type: none"> • Greeting at local Chapter events • Holding two annual events for new members • Managing customized communication to welcome new members, invite prospective new members, and contact about-to-drop and dropped members • Develop outreach programs to reach diverse audiences promoting the value of local Chapter membership

	outlined in each year's Strategic Plan	
Nominating	To recruit the next leaders of PRSA Georgia for positions of increasing responsibility.	<ul style="list-style-type: none"> • Chaired by past-president who sources team representing vast constituency and meets to make recommendations about up and coming leadership.
Sponsorship	This is a new committee with direct Board leadership.	<ul style="list-style-type: none"> • These details will be added throughout 2018 as the team storms, norms and forms. Stay tuned for more!
Phoenix Awards	Plan, promote and implement the Chapter's annual awards competition to recognize outstanding public relations work.	<ul style="list-style-type: none"> • Plan, coordinate, promote and execute all aspects of the annual awards competition, including: <ul style="list-style-type: none"> – Sourcing award judges in another PRSA chapter and coordinating all the details – Managing content and functionality for award submission website – Writing Phoenix award promotion content for Chapter website and emails – Executing the "Call for Entries" details of the program – Verification of scores – Ordering and distribution of awards (at Annual Awards Celebration) – Managing reciprocal judging for another PRSA chapter (sourcing judges, liaising with other chapter's contact, communicating to judges, etc.)
Professional Development	To develop high-quality public relations programming for all monthly Chapter meetings and seminars	<ul style="list-style-type: none"> • Identify and coordinate speakers and presenters for all monthly luncheons and seminars • Coordinate Chapter communication related to all programming (e.g., social media, website, etc.)
Public Relations	To obtain national trade and local media coverage of PRSA GA where possible	<ul style="list-style-type: none"> • Maintain relationship with PRSA National publication editor to secure 1-2 byline articles under the sitting Georgia Chapter president's name Write articles in conjunction with Georgia Chapter sitting president and COO • Draft press releases for Board officers and director announcement, APRs, and other key announcements • Report monthly activities to Board Liaison

Special Interest Groups (SIGs)	To provide networking, information sharing, and professional development opportunities for public relations professionals who work with in a specific or area of interest	<ul style="list-style-type: none"> • Identify, plan and coordinate at least three (3) paid events per calendar year (per SIG) • Promote events to Chapter membership via Chapter communications outlets and personal networks • Foster a community of professionals in a specific communications discipline or area of interest
Social Media	To coordinate and manage all social media platform activity on behalf of the Chapter	<ul style="list-style-type: none"> • In coordination with Chapter leadership, plan and distribute all messages via the Chapter's social media channels
Website	To coordinate all evergreen and weekly content on a single site that serves as the wellspring of information for the Chapter.	<ul style="list-style-type: none"> • Identify, plan and coordinate all activities and information that must be kept on the site. • Ensure that the site continues to serve our members through compelling, free-flow of information.

Contracted Positions

PRSA Georgia currently maintains contracts for three key positions: chief operating officer, bookkeeper and webmaster. Key responsibilities for these positions are outlined below. More detailed descriptions can be found in the Appendix.

Chief Operating Officer (This contracted position is currently filled by Denise Grant)
 By approval of the Board, the Chapter may contract management of the Chapter's operations and communication needs, including overseeing additional contract partners. This person serves as the Chapter's chief operating officer (COO), is a member of the PRSA Georgia Executive Committee as an ex-officio and is considered an abiding member of its leadership. Although not an elected officer or Board member, the person in this role may serve as a representative of the Chapter and advise on its behalf. The position collaborates with all officers, Board members and committee chairs, working most closely with the president, president-elect, secretary and treasurer.

What are the COO's Core Responsibilities?

The COO's primary responsibilities are to serve as the day-to-day operations manager for all Chapter needs, working hand-in-hand with the Board to execute all Chapter activities.

A detailed list of all COO activities and responsibilities can be found in the Appendix. A summary of key tasks is below:

- Liaise with PRSA National
- Manage daily Chapter operation and administration tasks (e.g., physical address, voicemail, postal mail, contact lists, files/records, Chapter directory, etc.)
- Maintain Chapter technology support and maintenance (e.g., website server, accounting software, upgrades, etc.)
- Administer daily financial management including making deposits, writing checks, managing Chapter credit cards, financial reporting, etc.
- Provide ongoing counsel and strategy on Chapter operations and other matters to all officers, particularly the president.
- Provide ongoing counsel, strategy and supervision for all committees and special interest groups
- Manage all vendor contracts for events, luncheons, etc.
- Serve as point person, helping coordinate all Chapter media inquiries and press activities as needed
- Coordinate all website and social media activities in conjunction with Webmaster/contractors
- Serve as editor-in-chief for weekly e-mails and all other Chapter communications
- Ensure coordination, execution and appropriate follow-up for all Chapter events, including the annual awards celebration, and the Chapter's annual conference
- Manage coordination and logistics related to Chapter professional development, including monthly luncheons and seminars
- Handle any direct inquiries related to ethics concerns and/or violations

Webmaster Function: Scope of Work

(This contracted position is currently filled by Stephanie Lamp'l)

Website

- Post events, including monthly meetings, seminars and SIG meetings
- Post job ads
- Post internship listings
- Post job seeker ads
- Post (and assist members with submitting) Independent Counselor directory listings
- Set up and update all shopping cart items
- Assist members and guests with website usage
- Update site as needed
- Create new pages/sections as needed and requested
- Post press releases as needed
- Scheduled updates
 - New year Board members
 - New year committee and SIG chairs
 - Real World Conference
 - Annual Conference
 - Order of the Phoenix entries/updates
 - Update Phoenix Awards categories/entry information
 - Post Phoenix Awards finalists
 - Post Phoenix Awards winners
 - Post Awards Celebration event
 - Update home page regularly
 - Post/update Chapter Awards information
 - Post/update monthly Chapter Champion

- Perform occasional exports of meeting registration, Chapter award nominees, Order of the Phoenix nominations, etc.
- Report problems to website provider
- Work with website committee volunteers
- Create and schedule weekly email based on provided information
- Create and schedule job e-blasts with one approval feedback from customer

Additional Tasks

- Write Awards Celebration script
- May create PowerPoint presentation for Awards Celebration
- Provide support the day of Awards Celebration (8-9 hours)
- Attend conference calls and meetings with website provider
- Provide support when COO is not available
- Purchase supplies for exhibit, mailings, etc.

PRSA Georgia Bookkeeper (This contracted position is currently filled by Mary Dodd)

Bookkeeper Scope of Work

- Maintain Chapter's financial records, using bookkeeping software and online spreadsheets
- Check financial reports and records for accuracy
- Prevent, rectify or report errors made while recording, posting in or balancing any account
- Prepare monthly and year-to-date financial statements
- Produce accounting reports and income and expenditure statements
- Assist in the development of the Chapter's annual budget
- Provide reports in Excel format

Appendix

The following items are included in the Appendix as additional resources to support the information in this document:

1. Board of Directors Commitment Agreement [p19](#)
2. Committee Chair Commitment Agreement [p21](#)
3. Code of Ethics [p23](#)
4. Conflict of Interest Policy [p23](#)
5. Incident Communications Plan [p25](#)
6. Detailed Calendar of Chapter Operations and Activities [p26](#)
7. Detailed Committee Plans [p29](#)
8. Detailed Descriptions of Contracted Partner Responsibilities [p46](#)
9. Key-man Executive and Financial Information [p50](#)
10. Strategic Plan: 2016-2020 [p51](#)
11. Chapter Branding Guidelines [p52](#)
12. Social Media Guidelines [p52](#)
13. Website Style Guidelines [p53](#)
14. Bylaws [p58](#)
15. Membership Engagement, Inclusion and SIG Resource Guide [p65](#)
16. Order of the Phoenix [p70](#)
17. National PRSA Non-Discrimination and Anti-Harassment Policy [p75](#)

Board of Directors Commitment Agreement

This statement of individual Board member responsibilities clarifies expectations and provides criteria by which each Board member knows what is expected during his/her tenure on the Board. It will be officially signed by each Board member following the commencement of service on the Board in January of each year.

As a member of the Board of Directors of the Public Relations Society of America, Georgia Chapter (PRSA Georgia), I recognize that our continued success depends on the personal commitment and active involvement of a select group of elected individuals who embrace the privilege to serve and the responsibility to lead the Chapter.

As a Board of Directors has basic collective responsibilities, PRSA Georgia Chapter Board members are also entrusted with individual responsibilities, as part of Board membership. The obligations of Board service are considerable—they extend beyond the basic expectations of attending meetings and procurement of additional revenue (e.g., new members, supporting events).

My Role:

Having an active and engaged Board is vital to the Chapter's success. By signing this agreement, I commit myself to:

- Know the organization's mission, purposes, goals, policies, programs, services, strengths and needs.
- Perform duties of Board membership responsibly and at a level of competence expected from Board members.
- Serve in leadership position and undertake special assignments willingly and in a timely manner.
- Serve as a liaison for any assigned committee(s) or a task force, reporting to the Board regularly through written and oral communication.
- Call to the attention of the Chapter's President and/or its chief operating officer issues of potential significance to the Chapter.
- Serve as a Chapter ambassador with members and potential members.
- Support Chapter events through active involvement and participation. I am expected to attend PRSA Georgia events, seminars, monthly luncheons, etc., and actively encourage support and attendance by colleagues as well.
- Maintain confidentiality of the Board's executive business, and speak for the Board or organization only when authorized to do so.
- I will initialize here that I have read the PRSA Georgia Process & Procedures book and that I understand the details of the role I play and its impact on the Society. **Initials:** _____

Fiduciary Responsibilities:

Together with my fellow Board members, I am responsible for the fiscal oversight of PRSA Georgia. If a member of the organization's executive committee, I will know what our budget is and take an active part in reviewing and approving the budget and monitoring our performance against that budget. I will understand all elements of the Chapter's fiscal health including:

- Exercise prudence with the Board in the control and transfer of funds.
- Faithfully read and understand the organization's financial statements and otherwise help the Board fulfill its fiduciary responsibility.
- Ensure that no volunteers commit the Chapter to any financial obligations; only the Chief Operating Officer is authorized to do so following approval from the Board of Directors.

Meetings:

I am expected to attend all Board and committee meetings. I will attend regularly scheduled Board meetings and applicable committee meetings (where serving as the Board liaison) and be available for consultation by phone and e-mail. I will come prepared to discuss the issues and business at hand, reading documents provided by the Chapter’s secretary in advance of meetings. I will ask timely and substantive questions at Board and committee meetings consistent with my conscience, convictions and the PRSA Code of Ethics, while supporting the majority decision on issues decided by the Board. I will suggest agenda items or forward-moving concepts for Board and committee meetings to ensure that significant, policy-related matters are addressed.

When business or personal responsibilities make participation impossible, I will notify the President and the secretary in a timely manner. *Unexcused absences of two consecutive meetings will necessitate discussion between the President and myself about my ability to continue to fulfill my commitments to the organization.*

The Role of Ambassador for PRSA Georgia:

As a Board member, I am an official ambassador for the organization, and will strive to represent PRSA Georgia in the best possible ways. I will not offer myself as an official spokesperson for the organization without proper authority from the president or chief operating officer.

In signing this document, I pledge to carry out the above expectations to the best of my abilities. If I cannot fulfill these commitments to the Chapter, I will discuss my current circumstance with the president.

_____ (Signature) _____
Board Member Name (Signature) Date

_____ (Signature) _____
Chapter President (Signature) Date

PRSA Georgia Committee Chair Commitment Agreement

This statement of individual committee chair responsibilities clarifies expectations and provides criteria by which each committee chair knows what is expected during his/her commitment to PRSA Georgia. It will be officially signed by each committee chair during Leadership Orientation in November of each preceding year.

As a committee chair of the Public Relations Society of America, Georgia Chapter (PRSA Georgia), I recognize that our continued success depends on the personal commitment and active involvement of a select group of leaders who embrace the privilege to serve and the responsibility to lead the Chapter.

Embracing my Leadership Role:

Having active and engaged leadership is vital to the Chapter's success. By signing this agreement, I commit myself to knowing the organization's mission, purposes, goals, policies, programs, services, strengths and needs.

I will serve as a Chapter ambassador with members and potential members, knowing the Board holds me and my fellow members in the highest esteem in the role of committee chair. That includes supporting Chapter events through active involvement and participation. I am expected to attend PRSA Georgia events, seminars, monthly luncheons, etc., and actively encourage support and attendance by colleagues as well. It is required that I attend the annual conference and awards celebration, demonstrating a belief in our Chapter mission and programming.

I will not offer myself as an official spokesperson for the organization without proper authorization from the president or chief operating officer.

I will initialize here that I have read the PRSA Georgia Process & Procedures book and that I understand the details of the role I play and its impact on the Society. **Initials:** _____

Building a Collaborative Committee:

It is not on me alone to be the entire committee or carry out all activities, and I'll leverage willing and capable committee members for activities that move us toward our goals. If a committee member is unable to reliably participate, I'll flag for the Board liaison and actively participate in selecting additional committee members.

Maximizing Meetings:

I will be judicious in calling meetings, making sure that those that are held are prepared for in advance and actively, productively led. When business or personal responsibilities make participation impossible, I will notify the co-chair, if applicable, and committee in a timely manner.

Reporting in a Timely, Truthful Manner:

I understand that the PRSA Georgia Board cannot make informed, impactful decisions for and about our chapter without timely and accurate input from its committees. I commit to on-time

PRSA Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that fails to comply with the Code may be barred from membership or expelled from the Society.

Signature

Date

Conflict of Interest Policy

The Public Relations Society of America, Georgia Chapter (PRSA Georgia) depends upon the continuing leadership of its Officers and Directors to fulfill the organization's responsibilities to its members and to the public relations industry at-large. Because one aspect of determining qualifications is avoiding conflicts of interest, the Board of Directors of PRSA Georgia adopted the following policy on December 11, 2014.

Officers and Directors of PRSA Georgia must be constantly aware of situations that may put their personal interests in conflict with those of the Chapter. The Chapter expects Officers and Directors to demonstrate the loyalty and ethical consciousness required to anticipate and recognize situations that might produce such conflicts.

Officers and Directors of PRSA Georgia must refrain from engaging in any transaction with the Chapter in which their duty to protect the Chapter's interest coincides with an opportunity to realize a personal gain or benefit. No leader shall engage in any activity that will conflict with the Chapter's interest or diminish their ability to render to the Chapter full, loyal and undivided service. Leaders shall at all times avoid not only actual conflicts of interest, but also the appearance of a conflict of interest. The appearance of a conflict can be as damaging as an actual conflict, resulting in reputation management issues for the Chapter. Leaders are encouraged to develop and maintain an attitude of awareness of those situations in which an appearance of conflict might arise.

If a conflict of interest should arise, each elected leader has the responsibility to inform the Board of Directors about the conflict, to not vote on the matter, to provide the Board with any and all relevant information, to retire from the room in which the Board is meeting and to not participate in the final deliberation or decision regarding the matter. Should there be a doubt as to if a conflict of interest exists the matter shall be resolved by a vote of the Board of Directors, excluding the person concerned.

The minutes of the meeting of the Board shall reflect that the conflict of interest was disclosed and that the interested person was not present during the final discussion or vote and did not vote.

A copy of this conflict of interest policy shall be furnished to each leader who is presently serving this organization, or who may hereafter become associated with it. This policy shall be reviewed in the same time sequence as the bylaws of the Chapter. All new leaders of PRSA Georgia shall be advised of this policy upon undertaking the duties of such office, and will be required to sign the policy at the beginning of each calendar year.

A master file of all signed documents will be maintained by the PRSA Georgia Chief Operating Officer.

(Signature)

Print Name

Date

Incident Communications Plan

The following describes the public relations activities that may be needed in the event of an adverse issue or natural event/crisis. The following provides an overview that will benefit an evolving cycle of leader volunteers, and the role of the Chief Operating Officer, should a crisis occur. Throughout this document, the Board of Directors will be referred to simply the “Board”.

The incoming Secretary of the PRSA Georgia Board, working in conjunction with the immediate past President, will update this document annually including reflections made from the President’s experience during his/her term in office. For the Secretary, it is his/her annual responsibility in January of the incoming year to include the update of this document, all contact information for members of the Board and its submission for review at the February meeting. With Board members rotating on and off the volunteer leadership team, the February meeting will include a review of these contents, and any changes/additions/modifications will be made. To that end, these contacts are the lifeblood of the Chapter in the event of a crisis, and should be updated regularly, with a submission of the updated roster quarterly at the Board meetings.

This document should be added to the PRSA Georgia policies and procedures provided to the Board annually for signature.

This plan will fall within the scope of PRSA Georgia in the event an issue or emergency is contained to *three (3) business days (or initiated by the president at the time of the incident)* or less and/or is an event that is sponsored or produced by PRSA Georgia. Issues or emergency situations lasting longer than that timeframe or continuing beyond the period of the sponsored/produced event will require the support of National PRSA.

Roles & Responsibilities:

Board members may be asked to serve in various roles throughout an incident or crisis, such as a spokesperson or other leadership role.

- 1) At every event, the most senior member of the Board should be identified, as that person may become the spokesperson or a lead facilitator during a situation.
- 2) If there is no Board member present, the co-chair(s) of the event would be responsible for onsite management until the President and the COO can be contacted.

Event forms submitted to the Chapter must contain the contact information for each event lead, the committee co-chairs and a contact at the event location. In the event of a crisis onsite, this event form will become very important.

Incident Communications Checklist

If you serve in an issues management or crisis scenario, consider the following things:

- Call 911 and report the event if the situation warrants.
- Call the President and the COO (phone numbers and contacts are available in the Secretary’s leadership roster)
- If the situation is evolving and media is on site, share that the situation is evolving. Only represent PRSA—not the event location or individuals.
- Confirm facts.
- If a PRSA group is cloistered due to a danger, serve as the conduit between the authorities and our group of PRSA event attendees.

Comments Via Social Media Channels

Should a scenario occur where a member or other public relations counselor chooses to threaten the Chapter, the person who first sees the interaction should notify the President, the COO and the Board liaison for the Social Media Committee. In turn, recommendations can be made after each specific occurrence regarding what should be done to mediate the situation. The most important step to take is to get the conversation offline and see if the instigator would talk with a member of the executive team.

Detailed Calendar of Chapter Operations and Activities

January

- Update Chapter leadership on website and leadership roster
- Board liaisons present goals and measurable objectives for each committee
- Board liaisons continue meeting with co-chairs to kick off plans for the year
- The first meeting of the Board of Directors is an orientation to this leadership designation, their decision to this commitment and signing of documents, specifically, the conflict of interest and Board commitment forms. These documents are to be signed by the individual Board member and the President of the Chapter, and kept by the COO for the year. Crisis plan and a budget overview should also be reviewed and taught at this meeting
- New President will preside over monthly luncheon and typically a seminar is held pre-luncheon
- Special Interest Groups begin their meetings
- COO works with the Chapter CPA to prepare 1099 and 1096 documentation
- President appoints Chapter Awards committee
- COO notifies President if it's the third year of By-Laws. If so, President reviews and/or nominates a Chapter leader to oversee.
- COO notifies President if it's the year to update the Strategic Plan. If so, President appoints a committee to update. The next update would be 2020.
- New Chapter Secretary and President receive Key-man proprietary documents with information and financials kept for executives' knowledge and back-up redundancy in the case of a crisis/emergency.
- New Treasurer to get added to bank account to sign checks and access accounts

February

- Board meeting
- Accreditation hosts Jumpstart planning sessions and accreditation process
- Board meeting discusses George Goodwin award and Distinguished PR Award

March

- President appoints three members to the Order of the Phoenix election committee *(Two Chapter members with at least 10 years' membership; President-elect, or if unable to serve, a member of Board can be appointed. The current President or current Past President cannot serve.)*
- President appoints seven members to serve on Nominating Committee
- Board meeting
- Monthly luncheon, pre-luncheon seminar, SIGs and PRSA Georgia in Your Neighborhood
- Order of Phoenix Chair appoints election committee

April

- Board meeting

May

- College of Fellows applications due
- SIGs and PRSA Georgia in Your Neighborhood
- Board meeting
- Phoenix Awards submissions open

June

- Board meeting is a mid-year review, ensuring alignment with strategic plan. Also host a mid-year review with all committee and SIG chairs.
- Monthly luncheon, pre-luncheon seminar, SIGs and PRSA Georgia in Your Neighborhood
- Nominating Committee members are announced and call for nominations is communicated to membership

July

- President-elect begins determining next year's co-chairs
- Board meeting
- Monthly luncheon, (seminar typically not held this month), SIGs and PRSA Georgia in Your Neighborhood
- Nominating Committee meets and prepares slate
- Planning begins for Conference for the following year
- Phoenix Awards final deadline

August

- Nominating Committee presents slate to Board
- Order of Phoenix election meeting
- Board meeting
- Monthly luncheon, pre-luncheon seminar, SIGs and PRSA Georgia in Your Neighborhood
- President-elect and COO to begin selecting co-chairs for the following year
- President-elect to have discussions and confirm roles with co-chairs
- President notifies Order of Phoenix inductee(s)
- College Relations Committee sets pricing structure for Real World, presents strategy to the Board
- Phoenix Awards judging is completed

September

- Announce new slate of officers at monthly luncheon and communicate to membership
- Board meeting
- Monthly luncheon, pre-luncheon seminar, SIGs and PRSA Georgia in Your Neighborhood

October

- National PRSA Leadership Rally and National PRSA Leadership Assembly is held
- Preferably this monthly luncheon is considered the Chapter's 'annual meeting'; officer elections conducted. If this month is not feasible, the annual meeting may be moved to September or December
- Monthly luncheon, pre-luncheon seminar, SIGs
- Compensation review of COO and any others as needed at Board meeting
- Treasurer begins planning for annual budget report to Board of Directors for approval
- International PRSA conference occurs
- Immediate Past-President reviews this document annually, receives input from the Board and presents updated version by the November Board meeting to ensure it is prepared

and ready for the following year's team of Board and Committee leaders orientation program.

November

- Awards Celebration
 - Order of Phoenix induction
 - Presentation of Chapter Awards and Phoenix Awards
- Treasurer presents pre-annual budget report to Board of Directors for approval
- President-elect holds Board and Committee Chair orientation; break-out sessions for planning year ahead, presents updated P&P at orientation.
- Board liaisons transition their roles and responsibilities to new Board members
- Board liaisons meet with co-chairs to plan for the following year
- Co-chairs transition their roles and responsibilities to new co-chairs
- New co-chairs to sign commitment forms

December

- Pre-luncheon seminar and Monthly Chapter Meeting
 - President-elect presents out-going President with gift
 - Passing of gavel to incoming President
 - Past Presidents of the Chapter invited for the passing of the gavel ceremony
- Public Relations Chair sends press releases about new officers
- Treasurer presents final annual budget report to Board of Directors for approval

Detailed Committee Plans

Accreditation Committee

Mission	Promote Accreditation to eligible members and increase the number of Accredited PRSA Georgia members
Function	<ul style="list-style-type: none">• Coordinate information and orientation sessions for eligible members• Coordinate classroom sessions and online educational opportunities• Facilitate interaction with National PRSA and the Universal Accreditation Board (UAB)• Coordinate Panel Presentations (PP)• Recruit Accredited Chapter members to serve on Panel Presentations• Coordinate and announce new APR “pinning” events and promote Chapter acknowledgement of members who become Accredited
Governance	By-Laws Fiscal Policies Strategic Plan

Responsibilities of Committee Co-Chairs

Two or more co-chairs are responsible for organizing classroom sessions, assigning mentors and scheduling Panel Presentations while coordinating efforts with national PRSA.

Key Contacts and Committee Interfacing

Committee/Reason for Contact/Interface

- National PRSA Coordinate delivery of examination
- Internal Communication
- Publicize study sessions, promote value of Accreditation

Key Strategies/Program Areas and Tasks

- APR Promotion and Engagement
 - APR Promotion – market the APR to Chapter members, announce key events, announce new APRs, etc. (via Chapter website, weekly email, social media channels, etc.).
 - Prospect & Candidate Engagement – serve as the first point of contact for prospects and new candidates, answer questions, direct them to resources, help assess their readiness.
 - Follow-up with candidates on a regular basis.
 - Send reminder email prior to information session and Jumpstart Program sessions with details about location, parking, etc.
 - Send email after the sessions with presentation slides and other follow-up information.
 - Maintain a Google doc with candidate status.
Google Drive with candidate tracker and other documents located here: <https://drive.google.com/drive/folders/0Bygtvalg6KqNmZ0d256aElfQIk>
 - APR Information Session deck
 - Spring Jumpstart Class Slides

- Fall Classroom Session Slides
 - Committee Roles
 - Candidate Tracker
 - Steps to APR
 - 10-step Plan Components
- Mentor Matching
 - Maintain updated list of APRs (coordinate with Chapter COO to compile updates).
 - Promote mentoring and PP opportunities to current APRs.
 - Identify and coordinate candidate and mentor matches.
 - Provide guidance and instructions for mentors.
 - Panel Presentation (PP) Scheduling
 - Prepare/provide guidance and instructions for PP panelists.
 - Work with candidates to schedule their PP.
 - Typically conducted Saturday mornings from 10 a.m.–noon.
 - Candidate must secure the location and arrange logistics.
 - Candidate must submit questionnaire two or more weeks in advance.
 - PP panelists for active candidates.
 - Ensure that panelists and candidate don't know each other to avoid conflicts of interest.
 - Input panelist/PP information into Google doc.
 - Follow-up with candidates who do not advance, seek feedback and offer help.
 - Encourage them to contact Kathy Mulvihill at PRSA National office for specific comments.
 - Seek feedback from mentor/mentees on progress and next steps.
 - Candidate Education
 - Plan APR information session and Jumpstart Program classes: book dates, location(s) and APR facilitators.
 - Free information session is typically held one evening in March; two spring classes are typically held on Saturday mornings (one in April and one in May); fall classes are typically held once a week for four consecutive weeks in September/October.
 - Consider remote access options for those outside metro Atlanta.
 - Board Liaison
 - Brings ideas, items for discussion and finalizes monthly Board report.
 - Helps address challenges or issues that the Committee may experience.
 - Oversees Committee, provides counsel and keeps events and schedule on track. responsibilities shared by the Committee chairs:
 - Draft monthly Board reports.
 - Coordinate with PRSA National regarding updates to materials and procedures, and other initiatives such as the APR promotion campaign.
 - Print materials for sessions.
 - Draft social media posts, messages and other communications related to APR.
 - Maintain library of resources (textbooks that have been donated or loaned to the Committee) for use by candidates.

Issues/Opportunities

- Expand pool of APRs who facilitate education classes.
- Provide document outlining expectations of mentor/mentee to facilitate positive experience for both.
- Improve tracking of candidates, mentor/mentees and PP panelists.
- Consider revamping current APR education structure with more RPIE training in spring.

Need to know

- There is a level of confidentiality to the process. Do not share information about candidates with others.
- The Jumpstart Program is \$75, which covers mentor matching and spring and fall sessions.
- Mentors are assigned after the candidate's APR application has been approved (we encourage this to be submitted sometime in the spring) and after the candidate has paid the \$75 Jumpstart fee.
- There is an online course, which is \$195, and offered through PRSA National.
- Resources: <http://www.praccreditation.org/teach/apr-chairs/>

Sample Timeline:

March 1	APR mixer
March 15	Information session
April 16	Spring Jumpstart (1 of 2)
May 14	Spring Jumpstart (2 of 2)
Sept./Oct.	Four fall Jumpstart classes – 1/week for 4 weeks
Ongoing	Pinning ceremonies at monthly luncheons as candidates pass the computer-based exam
Ongoing	Development and submission of social media content (to the Social Media Committee) to promote accreditation activities
Monthly	Development and submission of Board report to the Board Liaison

Annual Conference

The Annual Conference Programming Worksheet has been created in Excel with various tabs for the detailed tracks of activities necessary to create a conference of this scale. Please obtain from Annual Conference Co-Chairs upon transition.

Awards Committees

Note: The Chapter has two Committees that handle Awards duties: The Phoenix Awards Committee oversees solicitation of Award nominations from within the Chapter and judges the awards program for an outside chapter (they judge ours in return). The Awards Celebration and Chapter Awards Committee oversees the execution of our annual Awards Celebration event and oversees nominations and awarding of the “people awards,” including Chapter Awards, Distinguished PR Award and the George Goodwin Award.

Phoenix Awards

Responsibilities:

- Develop call for entries (Review previous year, determine revisions needed)

- Update Open Water (back-end awards system) website, then share current year's external weblink to Webmaster. Webmaster links the Phoenix Awards page on PRSAGEorgia.org to Open Water.
- Draft and submit content for weekly email and newsletter, social media and any adhoc communications.
- Provide Call for Entries PDF to webmaster along with any other updates needed to the website from the previous year
- Submit info for weekly email and newsletter
- Promote to other organizations (AMA, IABC)
- Timeline:
 - Call for entries posted first week in May
 - Awards entries due mid-July (3 deadlines)
 - Judging Chapter has three weeks to judge and return
- Find Chapter to judge awards
- Work with COO to coordinate communications with entry website vendor.
- Receive and review final scores, ensure scores and awards make sense
- Provide list of finalists to webmaster, script writer and program designer
- Send email notification to winners
- Order awards
- Check for corrections; distribute awards at event

Chapter Awards

Responsibilities:

- Meet in early spring to plan promotion to get nominations for 'people' awards, three Chapter Awards given to Chapter members at various stages of their careers, the Distinguished PR Award given to a winner from outside the Chapter and the George Goodwin Award given to a Chapter member for community service excellence beyond the scope of their job.
- Note that the Distinguished PR Award and George Goodwin Award are subject to Board approval and are given only if someone merits the Award in a given year. Furthermore, if there is not a qualified winner for any or all of the Chapter Award categories, it is at the discretion of the Committee to recommend any or all not be awarded.
- Proactively seek award nominations and judges. (Note: former Chapter Award winners are a good source for judges.)
- Play vital role in identifying Distinguished PR Award and George Goodwin Award recommendations to the Board. (must be done early to get on winner's calendar) Designation of these nominees is typically closed out in the spring.
- Begin promotion plan in May, typically after the Annual Conference
- Nominations are due in June; the committee reviews nominations and selects winners by July
- President to notify the winners. The committee co-chairs will contact the winning nominators and the nominators of those who were not selected
- Submit information to PR Committee for external promotion and to webmaster for online and e-newsletter recognition
- Order awards through Phoenix Committee
- Coordinate with Distinguished PR award recipient to get him/her to event
- Coordinate winner recognition for the Awards Celebration including collecting materials for the printed program and reviewing presenter/recipient comments to ensure conformity with the run of show.

Awards Celebration

Note: Held annually in November to present Phoenix Awards, Chapter Awards, Distinguished PR Award and to induct the new member(s) of the Order of the Phoenix. Planning usually begins in January..

Responsibilities:

- Coordinate and plan annual awards event (all logistics)
- Secure location, AV equipment, assist Denise as she negotiates all contracts. Determine pricing to ensure profitability.
- Secure sponsors
- Oversee printed program development including copy, ad sales and coordination with designer and printer
- Create PPT presentation for night of event (work with Phoenix Award Committee to assist as needed)
- Design online and email promotional materials
- Assist webmaster in writing script for presenters
- Arrange for presenters of awards
- Promote through weekly email and online to boost registration
- Coordinate promotion with PR and Social Media committees

Awards Celebration and Chapter Awards –Sample Timeline

April

Create flyer for Annual Conference and distribute on site
Make recommendations to Board for Distinguished PR Award and George Goodwin Award; determine go, no-go for each

May

- 1 Hold May committee meeting to:
- Discuss what needs to happen to get awards live on website
 - Identify and secure panel of judges
 - Discuss 2017 brand refresh and theme
 - Continue to ideate engagement moments and opportunities
- 8 Nominations open
22 Nominations close

June

Compile all nominations, distribute to judges, meet or hold call to choose winners
Draft emails for notifying winners, nominators

July

Secure event photographer
Finalize theme (if applicable) and creative look
Finalize ideas/secure vendors for any add-ons, such as a photo booth

August

Create table toppers for monthly luncheons
Open registration (August 21 in 2017)
Reach out to Chapter Award recipients re: introduction, bio/headshot, walk-up music and remarks

September

Start securing sponsors and program ads
Continue social promotion

Begin program development. Work with Phoenix Awards committee to secure the list of finalists, carefully edited for consistency and accuracy
Finalize run of show for script development

October

- 3 Ad content due for programs
 - Cobb Energy Centre
 - Printer
 - Stephen Brown, Mary Olsen and Mikey Mooney ads (3)
 - Home Advisor”
- 5 Early bird registration deadline
- 6 Chapter Award acceptance remarks and program Q&A due
- 20 Edit program copy, PPT for event and script
- 23 Finalize program copy and send to printer
 - Create master ROS with day-of timeline with roles and responsibilities
 - Create PPT with sponsors, Chapter Award winners, Order of the Phoenix winners to repeat in reception area
 - Coordinate parking passes
 - Coordinate wine selections for tables
- 17 Copy due for e-blast
- 19 Send dedicated regular registration e-blast
- 23 Regular registration deadline
- 24 Copy due for e-blast
- 26 Send dedicated final registration e-blast
 - Finalize the script
 - Create and share shot list with photographer
- 30 Late and final registration deadline
 - Send script to hosts
 - Programs in hand
 - Create table topper signage for Reserved for XXX and open tables
 - Finalize PowerPoint for the event

November

THE BIG DAY!
Debrief!

December

Discuss 2018 pricing when venue presents its 2018 pricing, make recommendation to the Board (NOTE: in 2018 the pricing discussion happened later than this just prior to registration going live)

PRSA Georgia Phoenix Awards – Sample Timeline

Below is a sample timeline from the 2018 Phoenix Award Committee. Dates will adjust year by year. The chapter we partner with may change over time. For the sake of this document, we'll call them the Partner Chapter, or PC for short.

January

- 28 Chairs to review online process on OpenWater
- 29 Review Silver and Bronze Anvil Call for Entries categories to determine if changes need to be made to Program and Project Categories. Also review entry and judging instructions from Silver and Bronze Anvils.
- 29 Conference call – Georgia and PC

February

12 Chapters exchange judging categories and criteria for review

March

21 Update copy on OpenWater pages

22 Update categories as needed on OpenWater pages

April

15 Complete email announcement template

28 Open Call for Entries (soft launch) on website

29 Announce Call for Entries are open at Annual Conference

May

2 Official Call for Entries opens – article in weekly newsletter, including explanation of online entry process, and social media

- Co-chair sends email to those who submitted entries last year

- Categories shared with PC

24 Conference call (or email) with PC, ask them to begin pairing judges for our specific categories and provide us with names/emails of judges. Ask them to identify Best of Phoenix senior judges as well

27 Blast email reminder – Early Bird deadline two weeks away

June

10 Early Bird deadline

13 Regular deadline newsletter item

22 Regular deadline reminder email blast

24 Regular deadline

27 Final deadline newsletter item

29 Final deadline reminder email blast

July

1 Final deadline, 5 p.m.

8 Get email of all PC judges and their category preferences

15 Extended deadline; 5 p.m.

15 Move entries into judging round in Open Water, update email letter on Open Water that automatically goes out to judges when you input them into the system

18 Judging to begin: Entries are shared with PC
(date depends on extended deadline)

August

1 Recruit 40+ PRSA Georgia judges to judge PRism awards

8 PC completes electronic judging of all Programs and Project entries
(or August 10, depends when judging begins)

9 Denise and Board liaison review scores and designate whether ties need to be broken (we will ask original two judges to discuss and determine who should be winner) and also whether we can also identify Best of Phoenix contenders.
If ties and Best of Phoenix contenders are clearly not the same, both ties and Best of Phoenix can be judged at the same time. Otherwise, we'll do ties first, then Best of Phoenix judging.

- 15-19 Ties to be re-judged
- 15-19 Denise and Board liaison review scores and designate finalists and whether they win a Phoenix, Award of Excellence or neither. Board liaison to compile list for website
Finalists are announced on website. Notify category finalists and advise to register for Awards Celebration (done via OpenWater system)
Awards Celebration registration opens
- 17 Complete all entry title changes (to under 50 characters, with spaces) in the OpenWater system
- 22 Finalists are notified
- 22-26 PC given Best of Phoenix finalists to judge
- 29 Denise and Board liaison confirm Best of Phoenix winner
- 29 Prepare the order for award vendor
- 29 Begin discussions with OpenWater on how duplicate award orders will work

September

- 8 Complete information for the Awards Celebration program
- 9 Reservations for ads due
- 19 All copy is entered into Word doc; all ad assets are compiled. ALL copy sent to proofreader
- 22 Plates and tiles shipped to PRSA
- 26 Proofreader returns final proofed Word document(s)

October

- 3 All program edits are reviewed/confirmed. Document is cleaned up. ALL files sent to designer
- 7 Complete proof of Program
- 10 Program designer returns first layout
- 17 Final signoff on program layout. (Oct. 9-14, back and forth with designer. Final signoff can slip as late as Oct. 16.)
- 19 Prepare email and set up 'next round' process with Open Water for duplicate award ordering to begin on Oct. 30
- 25 Printed programs delivered to Denise

November

- 3 Awards Celebration! Arrive by 3 p.m. for set up
- 7 Email about ordering duplicate awards
- 15 Deadline to order duplicate awards
- 18 Order duplicate awards from award vendor

Membership Committee

MissionTo recruit and retain public relations practitioners into the Georgia Chapter of PRSA by showcasing the value of the local Chapter, increasing membership by an agreed upon percentage as outlined in each year's Strategic Plan.

Function The Membership Committee Chair(s) are appointed annually by the President and Chief Operating Officer and approved by the Board to develop strategies for retaining existing members and recruiting new members to the Chapter.

The membership committee activities include: greeting at local Chapter events; customized communication to welcome new members; invite prospective members and contact about-to-drop and dropped members; and developing

programs to reach diverse audiences about the value of local Chapter membership.

Budget Committee Chair must submit specific needs for pre-approval.

Governance Chapter Bylaws
Chapter Fiscal Policies
Chapter Strategic Plan

Responsibilities of Committee Co-Chairs

Lead, oversee and organize all activities to recruit and retain members in the local Chapter

- Identify target audiences for outreach
 - Current national members who are not local members
 - Current members in 30-day renewal period
 - Dropped members in 30-day grace period
 - Visitors who have attended meetings/luncheons
 - Visitors who have attended seminars, SIG meetings, and/or other professional development events
 - Visitors who have attended SIG meetings
 - College graduating seniors working with the College Relations Committee
 - Current members coming up for renewal within six months, one month and 15 days, respectively
 - Corporate and PR departments with previous representation in PRSA Georgia
 - Corporate and PR departments with no representation in PRSA Georgia
 - Current members who have recently joined
 - Current members
- Customize communications, highlighting benefits of membership including:
 - Continuing education/professional development
 - Networking
 - Professional accreditation (APR)
 - Membership directory
 - Professional recognition through awards
 - Chapter involvement to maximize membership
 - Special Interest Groups (SIGs) for vertical interest areas
- Publicize national membership promotions
- Plan special recruitment activities for the monthly luncheons
- Manage the prospect database
- Oversee and manage all committee activities, messaging, tasks and drive toward membership goal

Responsibilities of Committee Members

Committee members generally take on specific responsibilities

- 6-month all member (new and returning) outreach
- About-to-drop member outreach
- Content development
- Dropped member outreach
- Greeter committee (for monthly luncheons)
- New member receptions (2 per year)
- Non-member event follow-up

- Social media
- Welcoming new members

Recruitment (Professional and Collegiate)

Responsibilities:

- Examine lists from national to see who is not a member of local Chapter and reach out via email and follow up phone calls
- Procure list of non-members who attend Georgia Chapter events and seminars and reach out via email and follow up phone calls
- Chair of the Membership Committee and the Board Liaison make the decision about the strategy to contact agency heads and corporate department heads to recruit staff members, work with them on the potential of purchasing a corporate membership for large teams
- Build database of potential new members and reach out via email and follow up phone calls

Retention

Responsibilities:

- Provide existing members with networking opportunities; volunteer opportunities and information about current local events
- Contact those who have dropped membership
- Report results of these conversations to COO (using monthly Membership Committee Spreadsheet).

Hospitality/Orientation

Responsibilities:

- Greet new members and guests at monthly meetings
- Publicize upcoming activities through weekly email and newsletter via outreach to potential members as a showcase of benefits and opportunities
- Send new members welcome communication; promote their membership through social media with the Social Media Committee
- Plan and host two New Member Receptions (spring and fall) per year
- Develop and execute appropriate events to recruit new members

Networking Mixer – held by Membership Committee leadership to facilitate networking

Mission: To plan informal networking opportunities throughout metro Atlanta for members and nonmembers.

Functions Allow members and non-members to network.

Governance Chapter Strategic Plan

Budget N/A. Find venues that will host with no costs or contracts. Events are free for members and \$10 for nonmembers.

Responsibilities of Committee Co-Chairs

- Plan calendar of networking events throughout metro Atlanta.
- Promote events.
- Coordinate with other programming areas (SIGs, PD, etc) to ensure there are no conflicts with calendar of events.

- Send event information to COO for website and e-newsletter.
- Check attendees in at each event, and ensure nonmember walk-ins pay for events through the website.
- Send list of nonmembers who attend networking events, including their email addresses, to membership committee to support their outreach efforts.
- Keep Board liaison and COO apprised of activity, and send them summary of how the event went (how many of those registered came, how many walk-ins, etc.).

Key Contacts and Committee/Interface

<i>Committee</i>	<i>Reason for Contact/Interface</i>
Board Liaison	Location ideas
Other PD/SIG Chairs	Program coordination
Chapter COO	Posting meeting announcements; registration

Professional Development Committee

Programs/Seminars

Mission The professional development committee is responsible for strategic planning and implementation of programs designed to educate and inform PRSA GA's members and other public relations professionals.

Functions The committee is responsible for determining appropriate programs, as well as keeping a watchful eye on the income/expenses through the treasurer of PRSA Georgia. There is not a “budget” per se, but the pro development work is a major source of income for the Chapter and should be approached with a keen eye for driving revenue through robust attendance. The committee invites and schedules speakers, organizes location logistics, prepares website and e-mail copy and works with the external communications committee to promote the programs.

Budget *(Boardworking with professional development team would determine if budget is available and warranted to bring in speaker(s))*

Governance Chapter By-Laws
Chapter Fiscal Policies
Chapter Strategic Plan

Responsibilities of Committee Co-Chairs

- Oversee the scheduling of all professional development programming (monthly luncheons and quarterly seminars)
- Monitor progress
- Coordinate with COO on meeting topics and logistics/contracts
- Maintain a monthly record of income and expenses.

**Determine meeting fee with COO; COO will negotiate contract with meeting location and COO must sign*

Responsibilities of Committee Members

The professional development committee is responsible for planning the 10 monthly luncheon programs and the five-eight morning seminars that dovetail the luncheon topic.

Committee members handling the monthly luncheons are each responsible for:

- Planning all aspects of the monthly programs, including speaker selection/confirmation, logistics, AV equipment needs and any other details.
- Provide information to e-newsletter, newsletter, social media committee in a timely fashion.
- Handle evaluations of program and facility (see *Appendix A*).

The committee members coordinating the morning seminars are each responsible for:

Planning five-eight morning seminars including speaker selection/confirmation and logistics

- Provide information to e-newsletter, newsletter, PR committee in a timely fashion
- Handle evaluations of program and facility (see *Appendix B*)

Key Contacts and Committee Interfacing

Committee Reason for Contact/Interface

PRSA Board Feedback and/or input on proposed monthly lunch programs and quarterly seminars

SIGs Coordinate programming so as not to overlap events/topics and/or bombard members with excessive programming

**Other groups as necessary*

Preparation and Logistics for PRSA Seminars and Luncheons

Prior to events:

- Get name and title from presenters as requested to appear online, headshot, bio, logo
 - Most of bio is not used, but still good to have. Also, logo may or may not be used depending on company.
- Coordinate descriptions of seminar/presentation (ask if they have existing description)
- Submit event forms AT LEAST four weeks prior
- Arrange conference call prior to events to go through logistics, and to offer guidance

- Give overview of audience, room set up, etc.
- Encourage them to share with their social media followers (encourage them to follow PRSA and share)
- Tips on question/discussion development, and how to guide the presenters
- Ensure you know A/V requirements (Powerpoint? Videos? Need audio?)
 - PRSA or speaker is responsible for bringing computer to hook up to projector, but advise PRSA POC also bring back-up. There is NO computer provided by Maggiano's.
 - Maggiano's better accommodates PC vs. MAC, but can accommodate both (Speaker should bring appropriate connections if MAC).
- Ask if presentation can be shared with attendees following event.
- Presenters may bring items to share (brochures, etc.), but may not bring items to sell.
- Comped lunch is for presenter/panelist only, but any guests of presenters/panelists must register.
- Assign a POC to each event. POC should follow up with presenters day prior with reminders, exchange cell phone numbers, keep presenters on time during meeting, etc.
- Coordinate with social media committee on who will be tweeting/taking pics, etc
- Golden rule - each session should have people leave with something they can use immediately and something that will help long-term
- Usually we draft questions for the moderator
- Since presenters will be on stage so soon after event starts, food will be packaged for them to take with them after event
 - When event consists of several panelists, they can start on stage (versus sitting at President's table to be called up), so that it's not awkward to have so many empty seats at President's table
- We should reach out pretty far in advance for speakers at the end of the year to remind them + leave 5 weeks to reach out to speakers immediately prior to their event

Seminar:

- Speaker/presenter should arrive by 9 a.m.
- Ask for Clark (or event POC) at Maggiano's for A/V set up (and to turn off music in room)
- Be mindful of window and lighting (and how that impacts the powerpoint presentation)
- Any handouts should be brought by presenter
- PD POC will introduce speaker (very brief), and give any brief housekeeping and/or PRSA announcements (parking info, registration for lunch info, promote upcoming events, promote survey)

Luncheon:

- Speaker(s) should arrive by 11 a.m. for mic check
 - Mic check tips: speak directly into mic
- Ensure you let Maggiano's day-of contact know how many meals should be boxed up and if any dietary restrictions
- Give run of show: announcements first, then introduced (Speaker will be called up around 12:10/12:15 depending on how many announcements)
- Speaker should go until 12:50 with 10 minutes for Q&A (PD POC should give cues/serve as time check)
- PD POC should bring laptop for back-up, and also slide advancer ("clicker")
- PD committee/board liaison will usually sit at President's table if room. Panelists/speaker may sit at President's table or start on stage depending on number of panelists.

Post event:

- PD POC should send thank you email to seminar speaker, and President should send thank you emails to luncheon moderator/panelists/speaker (PD co-chair may draft)
- Send surveys and review them for future planning (see below)
-
- Update tracker (COO will send final numbers)

Survey Process

Send surveys to attendees through Survey Monkey following events. Contact COO for Survey Monkey login info, as well as event attendee email addresses.

SurveyMonkey will generate unique links for each event. You'll rename each survey with seminar/luncheon/event name + month and date.

After logging in to SurveyMonkey:

- Click on the "create survey" button in the corner
- Then click the "copy existing survey" and select a previous event similar to what you need. Edit it and tailor the survey, including the event date, questions, etc.
- Follow prompts to create a link for the survey.
- Copy the link and insert it into email copy in your own email.

SURVEY E-MAIL EXAMPLE:

Subject line: PRSA Georgia wants your feedback: September 2018 Monthly Meeting: Strategic Priorities for a Changing Communications Profession

E-MAIL COPY (TAILOR YOURS APPROPRIATELY):

Thank you for attending the PRSA Georgia Monthly Luncheon, Strategic Priorities for a Changing Communications Profession. We'd love to have your feedback on the luncheon. Here is a survey link to a few questions (it'll only take a minute): *INSERT LINK*

IF APPLICABLE, ADD: Also, attached is a copy of the presentation from the luncheon.

We hope to see you again soon at our upcoming events. Check out the schedule for the rest of the year posted on the PRSA Georgia website here: *INSERT LINK TO CALENDAR ON WEBSITE*

Thanks for being a part of PRSA Georgia.

INSERT SIGNATURE BLOCK

Public Relations Committee

Mission Obtain national trade and local media coverage of PRSA GA where possible

- Functions***
- Maintain relationship with PRSA National publication editor to secure 1-2 byline articles under the sitting Georgia Chapter president's name
 - Write articles in conjunction with Georgia Chapter sitting president and COO
 - Write and coordinate Atlanta Daybook entries to promote Chapter events; work with COO on schedule/timing
 - Draft press releases for Board officers and directors announcement, APRs, and other key announcements
 - Report monthly activities to Board Liaison

Budget N/A

Governance By-Laws
Fiscal policies
Strategic Plan

SIGs Special Interest Groups

Mission: To provide networking, information sharing, and professional development opportunities for public relations professionals who work with in a specific or area of interest such as nonprofit, travel and tourism, independent consultant and young professionals.

Functions Allow like-minded professionals to gather together for idea sharing, learning and network in their specific areas of expertise or interest.

Governance Chapter Fiscal Policies
Chapter Strategic Plan

The SIGS evolve with the needs of the Chapter but they must be held compliant with the Chapter Fiscal Policies and Chapter Strategic Plan.

Budget

Responsibilities of Committee Co-Chairs

- Plan calendar of programs (place, agenda, speakers)
- Maintain email list and issue invitations to each event
- Coordinate with other SIGs in planning joint socials and/or programs
- Send SIG information to COO for website and newsletters
- Collect late fees at meetings and send to COO
- Keep SIG Board liaison apprised of activity

Key Contacts and Committee/Interface

<i>Committee</i>	<i>Reason for Contact/Interface</i>
SIG Board Liaison	Program ideas; Board interface
Other SIG Chairs	Program coordination
Chapter COO	Posting meeting announcements; registration

Social Media Committee

The Basics

1. **Google Drive:** Social media logins, the weekly content calendar and a Dropbox link to images can be found on the Google Drive which committee co-chairs share. The drive includes the committee's plan for the year, along with previous years' plans.
2. **Hootsuite:** Content is scheduled through Hootsuite, when possible.
3. **Weekly Content Calendar:** This is where the content for the week is created and planned. Each week, the co-chairs create a list of priorities based on upcoming events and objectives and pass it along for approval by PRSA leaders. Upon approval, the designated committee member for the week will draft content.
 - a. Though some content should be included in the week's social posts – i.e. promotion for an upcoming luncheon – we encourage committee members to have FUN with the content.
 - b. Find thought leadership articles and information to share; ask questions to engage the audience; create infographics and images using Canva and other resources to attract new fans or increase engagement.
4. **Monthly Board Report:** Each month, we will share the Board report with the committee to open a dialogue on how we can improve our content to further engage our audience.
5. **Meetings:** To foster committee collaboration, we'll aim to have in-person committee meetings at least once every other month. It's important for us to get this face-to-face time, and we'll add in additional conference calls as needed.

Best Practices

1. **Timing:** We ask that when it's your turn to create content that you do so in a timely manner.
 - a. We get it. This is a volunteer position, and we are so thankful to have you on Board! If your week rolls around, and you're slammed – that's ok. Let the co-chair know ASAP, and we'll cover for you. We want everyone to have a turn

creating content, so we will be sure to add you back into rotation.

- b. Typically, you have between Thursday a.m. and the following Monday a.m. to complete your content for the next week.
2. **Interests:** We all have different levels of expertise and experiences, so if there's something with which you're particularly interested in helping us, please let us know! (For example, if you're not a fan of creating content, but you love creating graphics or analyzing metrics – that's ok!)
3. **Live Tweeting:** Sometimes, when social media committee members aren't available to live tweet during an event, we invite others to cover the task for us. Here are some guidelines we give:
 - a. Do not share the logins with anyone, including your fellow committee members, without informing the Social Media Committee.
 - b. ONLY login and publish real-time content on Twitter. Send any photos that you would like to be considered for Facebook to the Social Media co-chairs.
4. **General Guidelines:** Other things to keep in mind when creating or scheduling content:
 - a. It's PRSA Georgia or #PRSAGeorgia, not PRSA | GA or any other variation.
 - b. Maintain a professional tone.
 - i. Avoid colloquial abbreviations (thx, lol, etc.).
 - ii. Use AP style whenever possible, although we know Twitter has limitations to consider.
 - c. Give parity, when possible.
 - i. Do not give excessive credit, mentions or RT to any one company, agency, speaker, etc.
 - ii. Of note: sometimes it's easier to remove branding instead of trying to make sure everyone gets included/mentioned.
 - d. Engage selectively.
 - i. Engagement is a high priority, but please do so selectively.
 - ii. Don't feel pressured to reply, retweet or like each tweet that mentions the PRSA Georgia handle.
 - iii. Engage when you think the time is right, or a tweet is particularly compelling.
 - e. Focus on content, not audience.
 - i. While live tweeting, don't worry about following new presences or thanking users for following PRSA Georgia.
 - ii. Stick to your real-time content, and the Social Media Committee will deal with the audience expansion later.
 - iii. If possible, try to capture a few images or a video.

Detailed Descriptions of Contracted Partner Responsibilities

Chief Operating Officer

CHAPTER OPERATIONS

- Provide permanent address, phone, fax and email address for Chapter
- Respond to general phone and email inquiries redirecting them, as appropriate, to Board members, committee chairs or National PRSA
- Receive and process all mail
- Maintain record of outgoing mail costs
- Review list of dues payments received by National to verify that correct amount was paid; deposit local dues payments
- Ensure that Chapter By-Laws are reviewed every three years
- Oversee master calendar of Chapter activities
- Maintain Chapter supplies
- Order nametags for new Board members
- Maintain Chapter files, records and reports
- Back-up Chapter data, financial records and member database
- Ensure strategic plan is reviewed to assess any needed updates

COMPUTER SUPPORT

- Maintain Chapter membership database, updating information as necessary
- Provide list (electronic or labels) for approved requests for purchase of Chapter mailing list
- Provide technical support for system programs (can we give an example)
- Make revisions to system programs to accommodate additional or changing data requirements

FINANCIAL

- Make deposits of checks and cash
- Post deposits and payments to appropriate line items in bank accounts
- Reconcile bank statement
- Reconcile AMEX, VISA and MasterCard statements
- Prepare checks for all invoices for Chapter treasurer's signature and mail them, keeping supporting documentation on file
- Provide monthly bank account registers for treasurer
- Send financial reports to CPA
- Ensure that CPA prepares Forms 1099 and 1096 and promptly files annual tax return
- Process credit card charges that were not made online

COORDINATION WITH CHAPTER OFFICERS

President

- Provide general assistance in operation of Chapter, including oversight of Board and committee activities
- Assist president with inquiries/contacts
- Provide assistance in preparation of orientation materials for new Board and committee members

President-Elect

- Provide assistance with mid-year review and identifying next year's leadership

Secretary

- Proof Board meeting minutes, committee reports and agenda

Treasurer

- Provide assistance in financial management of Chapter, specifically ensuring adherence to Chapter financial procedures, and consult about possible revisions, as necessary
- Work with treasurer to prepare monthly financial report and annual budget

MONTHLY BOARD MEETINGS

- Attend Board Meetings
- Give COO Report – an update on general Chapter activities

COMMITTEE & SIG SUPPORT (The COO is copied on all committee correspondence (including email) and participates in committee meetings/calls, as feasible.)

Accreditation

- Update database to reflect newly accredited members
- Provide accreditation statistics as needed
- Produce list of accredited members as requested

Annual Conference

- Provide assistance to committee in preparing for Annual Conference, including securing location, session leaders and sponsors, ensuring the website is updated and coordinating catering
- Assist in securing pro bono printing (or negotiating terms for payment) and design of conference program; retain file copies

Awards Celebration

- Logistics: Oversee site selection, menu selection, room arrangement, setting ticket price, giving guarantee to facility, designing seating chart
- Coordinate selection of AV company
- Proof program
- Proof script
- Proof PowerPoint presentation
- Attend Awards Celebration, serving as onsite resource on day of event to ensure correct room arrangement, placement of awards, seating arrangement, placement of signs identifying reserved tables and handling check-in
- Attempt to secure pro bono printing (or negotiate terms for payment) and design of program and retain file copies
- Oversee payments as invoices are received, ensuring that expenses were part of approved budget

Chapter Awards

- Serve as ex-officio member of the committee to ensure selection of committee members which should reflect Chapter membership demographics, i.e., age, practice areas (corporate, agency, etc.), etc.
- Ensure nomination forms are posted on website
- Serve as ex-officio member of the committee during the selection process to provide pertinent information about nominees

College Relations

- Provide assistance to committee in preparing for Real World Conference, including site selection, securing session leaders and sponsors and coordinating luncheon
- Assist in attempting to secure pro bono printing and design for conference program (or negotiate terms for payment) and retain file copies
- Maintain contact with Georgia PRSSA faculty and professional advisors

Directory

- Update online searchable directory as lists of new and reinstated members are received

Membership

- Provide support to committee to greet prospective members at monthly meetings
- Answer general membership questions
- Contact National concerning transfer members to verify National membership status
- Ensure that welcome emails are sent to new and reinstated members and that follow-up emails are sent to members who are about to be dropped as well as those who were dropped
- Assist with member retention and involvement

Jobs

- Post job and internship ads as submitted on website
- Ensure job e-blasts are sent to members
- Answer inquiries from employers and job seekers

Nominating Committee

- Serve as ex-officio member of committee
- Attend Nominating Committee meeting
- Assist in identifying potential candidates for leadership positions

Order of the Phoenix

- Ensure that a supply of medallions is maintained
- Attend election meeting
- Assist Order of the Phoenix chair, as needed

Phoenix Awards

- Ensure that a Chapter similar in size to Georgia is secured for judging
- Assist with selection of company to implement online submission of Phoenix Awards entries and judging of entries
- Oversee implementation of online awards entry submission and judging system
- Ensure that committee reviews Call for Entries from previous year – look specifically at categories (determine any to be added, deleted or changed based on current Silver and Bronze Anvil categories), entry fees, entry deadline, late entry deadline
- Proof Call for Entries form
- Ensure that information about Call for Entries is included in weekly email and that it is promoted at luncheon, on website and via social media
- Review entry fees paid to ensure appropriate amounts were paid for members and non-members
- Assist with verifying scores
- Serve as liaison with Chapter judging Phoenix Awards
- Ensure that Chapter awards (Rising Star, Shining Star, etc.) are ordered when Phoenix awards are ordered
- Provide assistance to committee at Awards Celebration to unpack and display awards
- Ensure that finalists are notified before banquet

- Ensure that information on ordering additional awards is included in Awards Celebration program

Professional Development

- Meet with committee to plan seminars and lunch programs for the year
- Ensure that speaker bio and topic are provided to webmaster, Public Relations and Social Media committee chairs as well as Atlanta Daybook and industry outlets
- Provide support in securing site locations
- Review information about all locations, including meal costs, menu selections, parking costs, deposit requirements, payment requirements, guarantee requirements, room size and set-up
- Review all contracts before they are signed
- Pay deposits as required
- Set price for seminars and meetings, factoring in percentage above hard cost for members and percentage non-members pay over members
- Ensure that arrangements are made for speaker audio-visual needs
- Ensure that registration table is staffed for meetings and seminars
- Give guarantee to meeting facility
- Attend meetings
- Ensure correct set-up for registration area and meeting room
- Provide registration lists for check-in
- Ensure attendee name tags are brought to meeting
- Bring Board member name tags to meetings
- Provide agenda for monthly luncheons to president
- Maintain record of meeting attendance to determine averages

Public Relations

- Ensure press releases about Chapter activities are distributed

Social Media

- Ensure that information about meetings and activities is sent to co-chairs and that Chapter social media channels are utilized

Ethics

- Direct inquiries related to concerns about ethics violations to Chapter ethics officers

Special Interest Groups

- Ensure meeting information is posted on website and included in weekly email
- Provide registration lists for meetings
- Provide assistance with topic and speaker suggestions
- Sign contracts for facilities as needed
- Set pricing for meetings
- Assist with use of Chapter's Survey Monkey tool for SIG surveys

Sponsorships/Partnerships

- Review and sign all contracts for Friends of PRSA Georgia and sponsors
- Ensure that all elements of contracts are fulfilled
- Ensure that all payments and in-kind donations are received
- Recruit and follow up with potential partners as opportunities arise

Voice Mail

- Update information as necessary

Website

- Coordinate information to be posted on Chapter website
- Ensure new listings are posted in Independent Counselors Directory

Weekly Email

- Send items to be included to webmaster who will prepare proof
- Proof html copy prior to distribution

Key-man Executive and Financial Information

The following information is provided to the Secretary and the President of the Chapter every year for their safekeeping in a private place. All the actual financial information, passwords and data has been removed from this list, but Key-man includes:

- American Express
- BluePay (processes Visa and MasterCard for our website)
- BluePay Gateway (used to view transactions, charges and credits)
- BluePay Portal (used to download statement, view batch history, etc.)
- Wells Fargo
- Survey Monkey
- YourMembership.com – hosts PRSA Georgia website
- Register.com – PRSA Georgia domain – (Registered through partner account)
- OpenWater – Phoenix Awards judging platform
- Control Scan – PCI Compliance: Organizations that accept card payment and store, process and transmit cardholder data need to host their data securely with a PCI compliant hosting provider.
- Carbonite - backup for computer
- Norton
- SugarSync - backs up, gives access, syncs and shares all documents across all our computers and mobile devices which are not all Apple products. (This is the reason we use it instead of iCloud.)
- Microsoft Exchange Server
- Chief Operating Officer Desktop Computer
- iPhone
- iPad
- Laptop
- Gmail

Additional contact information includes:

CPA

Shawn Fowler, CPA CFE | Partner
Frazier & Deeter
600 Peachtree Street, Suite 1900 | Atlanta, GA 30308
Direct: 404.253.7560 | Main: 404.253.7500 | Direct Fax: 404.253.7561
shawn.fowler@frazierdeeter.com

Employer Identification Number (EIN):

Name of exempt organization: Public Relations Society of America, Georgia Chapter
Tax-exempt status: 501 (c) (6)

Directors and Officers Liability Insurance

AON Association Services, a division of Affinity Insurance Services, Inc.
1120 20th St. NW, Suite 600, Washington, DA 20036
Sandy Bartley, Senior Account Manager, 202.429.8545, sandy.bartley@aon.com
Insured Name: Public Relations Society of America, Georgia Chapter

General Liability Insurance (includes assets listed below in bullets)

ASAE-endorsed Association Office Package program with Great American Insurance Group
Name Insured: Public Relations Society of America Georgia Chapter

- Commercial Property
- Commercial General Liability
- Commercial Crime and Fidelity
- Commercial Inland Marine
- Commercial Equipment Breakdown
- Commercial Auto
- Commercial Umbrella
- SafePak
- Cyber Liability

Strategic Plan: 2016 - 2020

The Strategic Plan is housed in a PowerPoint presentation that can be obtained from the Chapter's Chief Operating Officer or President. The current Strategic Plan is in effect through December 31, 2020. There should be a team, appointed by the 2020 president of PRSA Georgia, in the spring of 2020 to research, plan and drive approval of the 2021-2025 plan with the current board of directors. The appointed team should include approximately 50% past presidents as a rule of thumb.

Chapter Branding Guidelines from PRSA National

While one of PRSA's greatest strengths lies in the depth and diversity of its various micro communities, the whole of PRSA is greater than the sum of its parts. Those parts should create a consistent experience.

The [PRSA National Branding Identity Guidelines](#) focus on the implementation of PRSA's visual identity by standardizing the use of logos, font faces, colors and design styles. Chapter-specific guidelines can be found on pages 18 to 24.

Social Media Guidelines from PRSA National

The whole of the PRSA brand will benefit only to the extent that the participation of its communities in social media is governed by, and carried out in accordance with, a consistent set of guidelines.

We know, of course, that some of our communities already have their own social media policies in place. And while having a single policy that each of our communities follows would be ideal from a branding standpoint, we realize there may be reasons why this cannot always be the case. PRSA's Social Media Policy, therefore, was developed to accommodate the integration of key elements from our communities' individual social media policies.

To help our communities adopt PRSA's Social Media Policy and use social media to engage audiences and achieve other communications goals, we developed [social media toolkits](#) offer best practices, resources and examples.

The specific guidance that follows applies to PRSA Chapters, Districts, Sections and other communities

1. PRSA Social Media Policy

- a. All PRSA communities should adopt and follow the PRSA Social Media Policy.
- b. Key elements of existing social media policies may be retained and integrated into the PRSA Social Media Policy. Any existing policy provisions that contradict or supersede the PRSA Social Media Policy, however, may not be included as part of a combined policy.
- c. PRSA community leaders are responsible for sharing the policy with their members, making it available for download and enforcing its provisions.
- d. Potential legal issues should be shared with the PRSA President and COO, as soon as they become known.
- e. PRSA Communities should not establish social media accounts, log-in names, handles, hashtags or other means of branded identification that could be misinterpreted as representing PRSA national. Care should also be taken to ensure that branded identification is consistent with PRSA's Branding Guidelines, and that it does not duplicate or conflict with PRSA's social media presence.

- f. PRSA will, from time to time, audit the social media properties of its communities to ensure their compliance with the PRSA Social Media Policy. Examples of non compliance will be brought to the attention of Community leaders and a timetable established for remedying unresolved issues.

PRSA Branding Guidelines and Style

g. Twitter, Facebook and LinkedIn Accounts

- i. The following naming protocol should be followed:
 - 1. Twitter: @PRSA[Chapter] (example: @PRSADetroit).
 - 2. Facebook/LinkedIn: PRSA[Chapter] (example: PRSA Detroit).
- ii. Personal Facebook accounts established on behalf of PRSA or PRSA communities should be deleted and recreated as a community fan page or group, following the appropriate naming protocol and other guidelines.
- iii. Each social media account should have multiple managers/administrators who are currently engaged members of the community.
- iv. Sections leaders must notify their PRSA staff liaison prior to establishing or changing a social media account.

h. Use of PRSA Logo in Social Media Avatars

- i. Adhere to the [PRSA Branding Guidelines](#) when using the PRSA logo in any medium.
 - 1. Do not alter or distort the PRSA logo.
 - 2. Use only approved PRSA colors.
 - 3. Do not add images or other graphics to the logo.
 - 4. Note the proper placement of the community name in relation to the PRSA logo.
- ii. Avatars for Section use have already been established.

Website Style Guidelines

The purpose of this Guide is to provide PRSA Georgia staff and members, as well as other content contributors, with the tools needed to ensure consistent brand style, usage and tone for content throughout the PRSA Georgia Chapter's website and eNewsletter, using current effective practices. The function of the Chapter's website is both to serve our membership and to attract new members, while advancing our profession to outside audiences. As the second-largest Chapter in the U.S., we are expected to be ahead of the curve and lead the way. Our forward-leaning position and national reputation need to be reflected in the visual presentation, content and interactive appeal and usability of the Chapter website.

PRSA Georgia uses *The Associated Press (AP) Stylebook* in our communications. Please refer to AP style for questions of punctuation, capitalization, spelling, use of italics, etc.

Copy Guidelines for the Web

Because nearly everyone now consumes online content on mobile devices, it is considered acceptable to have longer pages because most find it easier to scroll than to click through and wait for another page to load. This makes it more important than ever to ensure that content is presented in easy-to-skim sections.

Like all good public relations writing, website content needs to:

- Start with the audience in mind.
- Include complete, accurate facts (who, what, when, where, why, how).
- Focus on benefits to the reader (heart and mind).
- Be concise.
- Cite your sources.
- Include a call to action.

But writing for a website requires some specific practices:

- Use headlines, but keep them short (one to six words, no more than 70 characters).
- Use short subheads where needed.
- Make it easy to skim by using short chunks of copy (one to three sentences).
- Be concise (sentences up to 30 words, and few of those).
- Use short words.
- Use numbers and/or bullets to break up copy.
- Put the most important information at the top.
- Use the word “you” often.
- Use a conversational, informal tone.
- Include hyperlinks to more information but make them “organic.” (Ex: *Find out more*, not *Click here to find out more*.)
- Provide images (photo, video, infographic, slide) to use with your content whenever possible. Include a short caption with key information for every image.

Format tips:

- Use cardinal numbers for dates, not numbers with rd, th, nd, st (*February 14* vs. *February 14th*).
- Preferably include a day when using a date that is in the future (see next bullet).
- Set off the year with commas when using a date in a sentence (ex: *Register by Monday, August 15, 2016, to get the early bird rate.*).
- Time – use a.m. or p.m. – lowercase letters with periods and a space after the number. Use a colon and minutes only for times other than on the hour (ex: *9 a.m., 5:30 p.m.*).
- When writing dollar amounts, use the decimal point and the two numbers following only if they are something other than 00 (ex: *\$25, \$99.88*).
- Spell out full names of days of the week and months whenever possible; when space precludes, use correct abbreviations.
- Spell out most commonly used acronyms on first use.
- Use the word “and” in copy, not an ampersand (&).
- When referring to the PRSA Georgia Chapter or Board, capitalize “Chapter” and “Board.”

Note: Visit [AP Stylebook](#) for a comprehensive online resource.

Usage tips:

- Use active voice (*Members enjoy these benefits*, not *These benefits are enjoyed by members*).
- Eliminate most adjectives unless they contribute clarity or interest.
- Avoid “ing” words (*The Chapter will offer monthly seminars*, not *The Chapter will be offering monthly seminars*).
- Avoid jargon.
- Use positive instead of negative language wherever possible (*Stay at the forefront of the profession*, not *Don’t get left behind*).

Content and Style Guidelines by Section

The PRSA Georgia website contains different content types including a homepage rotating banner (or slideshow), homepage Chapter news and a standard page/Chapter news page. Details on creating content for each section follows.

Homepage Rotating Banner (Slideshow):

- **Image:** 1,000 width x 320 height in pixels. Headline contained in the graphic can be up to six words, should be visible across the image and use active voice. Examples:
 - “Win a Phoenix Award This Year”
 - “Join us for our Chapter meeting at Maggiano's”

Homepage Chapter News:

- **Headline:** Provide a headline with up to six words (70 characters max) that describes the story.
Body Copy: Provide one to two sentences (50-75 words) about the event or news so that the reader gets the “gist” of the story. Include a call to action (CTA) to urge to reader to do something, such as, “Register now,” “Learn more” or “Read more.”
- **Image:** Provide an image, in a JPG format, sized 222 x 222 pixels. The image should support and/or represent the content topic.

Standard Page/Chapter News Page:

These page types allow for longer copy, such as media releases, articles and blog posts. These pages are often linked to from the home page as a place to register for an event or as a source for additional information.

- **Headline/Title:** Provide a headline with up to six words (70 characters max) that describes the article, or a one- or two-word title for a standard information page.
- **Copy:** Review the guidelines on the next page for formatting and space requirements, and to ensure easy readability online. Also, follow the best practices mentioned above for writing web copy for these longer-formatted pages.
- **Image:** Provide an image, in a JPG format, sized 222 x 222 pixels. The image should support and/or represent the content topic.

Headlines	One to six words, up to 70 characters
Event descriptions on homepage	50-75 words
Event descriptions on event page	150 words
New APR bios	100 words
Chapter Champion profiles	200 words
Paragraphs	1-3 sentences
Sentences	No more than 30 words, and few of those
Words	One-syllable, five-character words are best for readability

Social Media Copy Guidelines:

Social media is a critical part of PRSA’s communications and marketing. And with the different social platforms come standards and best practices that help us reach our audience and expand our social presence.

Social Platform	Copy Guidelines
Facebook	20-75 words, conversational tone, include hashtags, include a bitly shortened link (preferably customized), tag people mentioned in post

Instagram (2019)	0-100 words (shorter is better – the story is in the photo(s) or graphic), lots of hashtags (up to about 10, but check them first in the channel to get an idea of the usage numbers), tag everyone in the post or in the first comment
LinkedIn	25-100 words, professional tone, include a bitly shortened link (preferably customized), be aware that the first 200 characters or so is all that shows in the feed
Twitter	280 characters max per post (shorter is better), OK to use abbreviations and informal tone

Image Specifications for all Digital Content

All images should be in a JPG format. Dimensions are in pixels, unless otherwise noted.

Website homepage:

- Rotating banner at the top: 1000 x 320
- Chapter News: 222 x 222
- Featured News boxes (on the PRSA GA logo background): 150 width (height can vary)
- Member News: 336 x 150

HTML email newsletter:

- 600 x 200 for main event promo (600 width required; height can vary)
- 200 x 200 for top events and last section

Social media:

- In general, higher resolution looks better and the platforms will automatically adjust the resolution for various devices. The resolution should never be less than 72 dpi or more than 300 dpi.
- Cover and profile photos should always be sized exactly for the channel and previewed to ensure they look as expected.
- Note that the sizes listed are for company pages, not personal pages.
- The pages look different on computer and mobile platforms, so check profile and cover images on both platforms before finalizing.
- **Standard multi-channel size:**
 - For ease, it's possible to use one standard size for Facebook, Twitter and LinkedIn posts. This size can range from 1024 x 512, up to 1200 x 630. Each platform sizes them a bit differently, but these sizes work pretty well for all. Images sized specifically for each channel are better, especially on Instagram, where the image is everything.
 - **Facebook:**
 - Cover image: 828 x 315 (can be still or video)
 - Profile image: ≥180 x 180
 - Sharing images: 1,200 x 628
 - Sharing links with an image: 1,200 x 628
 - Sharing stories: 1,080 x 1,920
 - Event photos: 1920 x 1080
 - Can use multiple images in a shared post
 - **Instagram:**
 - Profile image: 180 x 180
 - Image thumbnail: 161 x 161

- Sharing square images: 1,080 x 1,080
- Sharing horizontal images: 1,080 x 566
- Sharing vertical images: 1,080 x 1,350
- Sharing Stories: 1,080 x 1,920
- IGTV cover: 420 x 654
- Can use up to 10 images in a shared post
- **LinkedIn:**
 - Profile banner image: 1584 x 396
 - Profile image: 400 x 400
 - Company cover image: 1536 x 768
 - Shared update image: 1200 x 628 (same as FB)
 - Company logo image: 300 x 300
- **Twitter:**
 - Header image: 1500 x 500
 - Profile image: 400 x 400
 - Sharing a single image: 1,200 x 675 pixels
 - Sharing multiple images: 1,200 x 675 pixels
 - Sharing links with an image: 800 x 418 pixels
 - Can use up to 4 images in one tweet

PRSA Georgia Chapter Bylaws¹

The Georgia Chapter of the Public Relations Society of America is a diverse community of professionals, empowered to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve. The Chapter's mission is to advance the profession by preparing communicators to:

- Share and promote best practices;
- Foster lifelong learning;
- Address critical issues;
- Elevate ethical standards;
- Fortify communications challenges (via professional development/competencies); and
- Drive diversity (of voice, reach and perspective).

ARTICLE I – GENERAL

Section 1. Name. The name of this organization is Public Relations Society of America, Georgia Chapter (PRSA Georgia).

Section 2. Territory and Location. The Chapter will operate and serve members within the territory approved by the Public Relations Society of America, Inc. (PRSA National), and its principal office will be in a place determined by the Chapter's Board of Directors, currently the metropolitan Atlanta area. The territorial limit approved by PRSA National for this Chapter is the state of Georgia.

Section 3. Purpose. PRSA Georgia focuses its operations around three primary initiatives: advancing PRSA Georgia, advancing the PRSA Georgia professional and advocating for the profession. These initiatives are accomplished by:

Advancing PRSA Georgia

- Growing the organization's membership and revenue bases

Advancing the PRSA Georgia Professional

- Providing members with professional development opportunities and continuing education programs
- Establishing an ongoing forum for the exchange of ideas and experiences
- Collecting and disseminating information that may enhance the knowledge, standards, ethics and professional standing of members
- Maintaining a sense of community within the profession

Advocating for the Profession

- Achievement, through the public relations practices of its members, of mutual understanding, communication and cooperation among the diverse individuals, groups, elements and institutions that make up modern society
- Conducting qualitative and quantitative research projects on both national and local levels
- Establishing, maintaining and defending the highest standards of service and ethical conduct among all PRSA Georgia members and the public relations profession

¹ As stated in the Public Relations Society of America, Inc., bylaws (Article VIII, Section 1(c)), these Chapter bylaws must be approved by the PRSA National Board to become effective. These bylaws, which are updated by the Chapter every three years, were approved by PRSA National in July 2017. While these bylaws outline Chapter governance, Chapter leaders and members should also refer to the Chapter *Policies & Procedures* for guidance on day-to-day Chapter operations. These bylaws should be updated in the summer of 2020.

- Encouraging study and discussion of the problems and techniques of public relations at every level, from college through senior practice

Further, the Chapter, its Board, officers and all members shall support and adhere to the bylaws, purposes, code of ethics and all applicable policies and procedures established by PRSA National.

Section 4. Restrictions. All policies and activities of the Chapter shall be consistent with:

- Applicable federal, state and local antitrust, trade regulation or other requirements.
- Tax exempt requirements imposed on PRSA National under Internal Revenue Code Section 501(c)(6), including the requirements that the Chapter shall not be organized for profit and that no part of its earnings shall benefit any private individual.

ARTICLE II – MEMBERSHIP

Section 1. Membership Eligibility. To be eligible for membership in PRSA Georgia, a person must be a member in good standing of PRSA National, and in compliance with PRSA National bylaws, member code of ethics, and applicable policies and procedures.

Section 2. Admission to Membership. Admission to membership in PRSA National shall be governed by pertinent provisions of the PRSA National bylaws and subject to eligibility requirements set forth above in Section 1.

Section 3. Rights and Privileges of Membership. The right of holding office, serving as a member of the PRSA Georgia Board of Directors, and serving on committees shall be reserved for members of PRSA Georgia. Members considered for Chapter leadership posts shall possess a willingness to volunteer and have demonstrated abilities for the office(s) being sought. When considering a member as a candidate for an office, the member's history shall demonstrate progression that indicates leadership attributes, experience and Chapter service, including being accredited by PRSA (APR) as part of the set of desirable, but not mandatory, criteria.

Membership carries with it a definitive obligation to pay all applicable dues, fees and other charges (collectively referred to as "financial obligations"), as provided in these bylaws and as determined by the PRSA Georgia Board of Directors from time to time. Any payment to PRSA National by a member does not mitigate such member's financial obligations to the Chapter.

Section 4. Resignation or Termination of Membership. Any member may resign from membership in PRSA Georgia by sending written notice to PRSA Georgia's chief operating officer and the current president. While resigning from PRSA Georgia does not necessarily mean resignation from PRSA National, any member who ceases for any reason to be a member of PRSA National, shall also cease to be a member of PRSA Georgia.

Membership is automatically terminated for failure to pay applicable dues, failure to meet the eligibility requirements for membership, or when membership in PRSA National has been terminated for any reason.

The PRSA Georgia Board may, by an affirmative vote of the majority of the Board, expel any member who has violated the ethics of the organization.

Termination or resignation of membership does not relieve a member from liability for any financial obligation accrued and unpaid as of the date of the termination or resignation.

Section 5. Dues. The amount of annual dues for PRSA Georgia membership shall be determined annually by the Chapter Board of Directors. Any member whose financial obligations are in arrears as set forth in PRSA National's or the Chapter's policies are not considered to be in good standing and shall not be entitled to vote, hold office or enjoy other privileges of Chapter membership, provided such member has been duly notified.

Section 6. Chapter Meetings.

(a) There shall be an annual meeting each year, held no later than October 31 at such date, time and place as may be designated by the Board. The purpose of the annual meeting shall be to elect officers, directors, assembly delegates and alternates for the coming year and to conduct other business pertinent to the annual administration of the Chapter. Notice of the annual meeting shall be given to all Chapter members through normal notification of Chapter activities. An announcement shall also be made at the September membership meeting.

(b) In addition to the annual meeting there shall be regular membership meetings at least five (5) times a year at such times and places as may be designated by the Board.

(c) Special Chapter meetings may be called by the president, the Board or on the written request of 20 percent of the Chapter membership in good standing.

(d) Notice of the annual meeting shall be provided to members through normal Chapter communications at least thirty (30) days in advance of the meeting. Notice of a regular or special meeting shall be communicated through normal Chapter communications at least ten (10) days in advance.

(e) A quorum for membership voting is a simple majority of members in good standing in attendance. No proxy votes shall be allowed.

ARTICLE III – OFFICERS AND BOARD OF DIRECTORS

Section 1. Scope. The Board of Directors shall have supervision, control and direction of all committees and other Chapter affairs, shall determine all policies or changes thereto as provided by PRSA Georgia bylaws, shall actively pursue the Chapter's mission and objectives, and shall have discretion in the disbursement of all PRSA Georgia funds. The Board may adopt such rules and procedures as shall be deemed necessary and may, in the execution of the powers granted, appoint such agents or contractors as it may deem advisable. The Board is subject to the restrictions and obligations set forth in these bylaws, the PRSA National bylaws, the policies and procedures of PRSA National and the Chapter, and the *PRSA Code of Ethics*.

Section 2. Board Composition. The PRSA Georgia Board of Directors shall consist of up to seventeen (17) members: the Executive Committee and up to twelve (12) directors-at-large. The Executive Committee comprises the president, immediate past president, president-elect, treasurer and secretary. All members of the Chapter Board, including assembly delegates, shall be members in good standing and shall have been elected or appointed in accordance with Chapter bylaws. Assembly delegates and alternates shall serve as members ex-officio of the PRSA Georgia Board. All other Board members shall have the right to vote on all matters before the Board of Directors. The president or, in the absence of the president, the president-elect, shall vote only to break a tie among the members.

Section 3. Chapter Officers. Officers of PRSA Georgia shall be the president, president-elect, treasurer and secretary. All officers shall be elected by the general Chapter membership at the Chapter's annual meeting for a term of one (1) calendar year and until their successors are elected and installed. An officer may serve no more than two consecutive terms in the same office.

Section 4. President. The PRSA Georgia president shall preside at all regular, special and annual meetings of the Chapter membership, at all meetings of the Board of Directors, and shall at all times have direction of Chapter affairs. The president shall have the power to appoint chairs and members of all standing committees, special committees and task forces. The president shall perform all other duties incumbent upon the office as may be prescribed by the Board of Directors.

Section 5. President-elect. The president-elect is next in line to the presidency of the Chapter. After being elected president-elect and completing the term of office, he or she shall succeed the president into office. The president-elect shall preside in the absence of the president at all meetings of the membership and the Board of Directors. He or she shall assist the president in the discharge of the duties of the office and shall perform other duties as prescribed by the Board of Directors. The president-elect is also responsible for managing updates to PRSA Georgia's strategic plan. (The PRSA Georgia strategic plan is updated every three to five (3-5) years.)

Section 6. Treasurer. The treasurer shall be responsible for the accurate record keeping and reconciling of all monies received, invested and expended by PRSA Georgia. The treasurer works closely with the Chapter's chief operating officer, who is responsible for ensuring all funds received are deposited and/or invested in the financial institution account(s) designated by the treasurer and approved by the Board of Directors. The treasurer ensures all funds are disbursed or invested as ordered by the Board. The treasurer shall prepare the annual Chapter budget, make monthly financial reports to the Board of Directors, and perform all other duties incident to the office or prescribed by the Board of Directors. Along with the Chapter's chief operating officer, the treasurer is responsible for maintaining oversight of any contracted bookkeeper. The treasurer should ensure that the appropriate officers are each a designated signatory on Chapter accounts. All checks from Chapter accounts require one signature of the president, treasurer or president-elect. Any check of seven-thousand, five-hundred dollars (\$7,500) or more, shall require the signatures of two officers (president, treasurer or president-elect).

Section 7. Secretary. The secretary shall be responsible for recording and keeping all formal PRSA Georgia records, except financial records, and shall make accessible to the Board of Directors, upon request, the current Chapter bylaws, policies & procedures, and any amendments, resolutions or minutes pertinent to the current Chapter affairs. The secretary shall serve as the Chapter parliamentarian and is responsible for all Board communication.

Section 8. Directors-at-Large. Each director-at-large (Board members other than officers, assembly delegates and alternates) is expected to participate in Chapter activities and play an active role in carrying out the business and decision-making tasks of the Board. Each will have a liaison responsibility with one or more committees, as assigned by the president, and will be expected to routinely engage with and report the status of those committees' undertakings, including bringing forward any decision needing input or approval from the Board. Participation in Board meetings is required as defined in Article IV, Section 13(a).

Section 9. Assembly Delegates. Delegates and alternates to the annual PRSA Leadership Assembly shall serve as the official representatives of PRSA Georgia. As such, they shall present such matters and commit their votes as directed by the Chapter Board of Directors. When not directed, delegates and alternates must, in a responsible manner, vote for or against issues which, in their judgment, are consistent with Chapter objectives and serve the best interest of PRSA Georgia members. As defined by the PRSA National bylaws (Article IV, Section 2), assembly delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. PRSA Georgia also prefers that these individuals be, or have been, PRSA Georgia officers or Board members. Each shall be elected by the general Chapter membership for a two-year (2-year) term.

Section 10. Immediate Past President. The immediate past president serves as a member of the Executive Committee, as an advisor to the president at Board meetings and as chair of the Nominating Committee.

Section 11. Chapter Management. By approval of the Board, the Chapter may contract management of the Chapter's operations and communication needs, including overseeing contractors. Although not an elected officer or Board member, the chief operating officer may serve as a representative of the Chapter on administrative matters. The chief operating officer will serve annually in an advisory capacity as an ex-officio member of the Nominating Committee. The position assists all officers, Board members and committee chairs, working most closely with the president, secretary and treasurer. He or she is responsible for managing Chapter events, including reservations, maintaining the Chapter's current membership list and overseeing management of the Chapter website. The chief operating officer is expected to attend Board meetings (in a non-voting capacity) as well as general and special membership meetings. He or she may be a member of PRSA National, but it is not mandatory. (Refer to PRSA Georgia Policies & Procedures - Chief Operating Officer Job Description.)

Section 12. Vacancies. In the event of a vacancy in an officer (other than president) or director position, the president shall nominate a qualified successor to be confirmed by a vote of the Board. The confirmed officer will serve the balance of the unexpired term.

In the event of a vacancy in the office of the president, the president-elect shall succeed to the office for the remainder of the presidential term. The president-elect shall then appoint a vice president, not to be designated president-elect unless elected by the general membership at the next annual meeting. If the new president does not serve a full term in office, he or she shall be eligible to be elected as Chapter president for the next calendar year.

Section 13. Removal or Resignation. Any member of the PRSA Georgia Board who fails to uphold their duties and obligations as defined in Article III of these bylaws and the Board of Directors Commitment Agreement will be called upon by the president.

(a) Any member of the PRSA Georgia Board who fails to attend, in person, two (2) or more consecutive Board meetings will be called upon by the president to explain such absences. If the president and Board member determine that the Board member cannot fulfill his or her obligations, the president will bring the matter to the Board for consideration and resolution, including possible removal from the Board. As stated in the Board of Directors Commitment Agreement, members must notify the president and secretary in advance if they are unable to attend a Board meeting in person.

(b) Any officer may be removed by majority vote of the full Board, excluding the officer proposed to be removed. Any officer proposed to be removed shall be provided with advance written notice, including the reason for the proposed removal, and must have an opportunity to respond to the proposed removal in writing or in person.

(c) Any director-at-large or officer may resign at any time by providing written notice to the Board.

(d) Any removal or resignation of a person as an officer automatically results in that person's removal or resignation from the Board.

Section 14. Meetings. There shall be at least ten (10) meetings of the PRSA Georgia Board of Directors during the calendar year. Meetings, which shall be held at times scheduled by the president, may include in-person meetings or conference calls. The Board also may meet upon the call of any three (3) directors-at-large. Notice of all Board meetings shall be given to each Board member at the beginning of each year by the Chapter secretary. The Executive Committee may be convened, at the discretion of the president, when business requires a decision prior to the next regularly scheduled Board meeting or Board members may be polled for email vote. In such events, the Executive Committee is tasked with the full fiduciary responsibility to the Chapter's membership. The Executive Committee will report actions to the Board of Directors.

Section 15. Quorum. A simple majority of members of the Board of Directors shall constitute a quorum for any business item requiring a vote.

Section 16. Compensation and Reimbursement. No elected officer, Board member, assembly delegate or alternate of PRSA Georgia shall be entitled to any salary or other compensation. However, the Board of Directors may reimburse Chapter members, including those elected to leadership posts, for pre-approved expenses incurred in the performance of official Chapter duties or for work performed as part of a contracted agreement to provide a service to the Chapter.

Section 17. Board Approval of Obligations. Any request for endorsement, support or other commitment, whether or not it creates a financial obligation for PRSA Georgia, must be submitted to the Board in writing, in advance, and approved by the Board. Any expenses incurred after the Board approves the annual budget are subject to approval. The president shall have the authority to allocate expenditures that require expedition, not to exceed \$1,000, without the approval of the Board. The Board, however, must be informed of such action at its next meeting.

ARTICLE IV – COMMITTEES

Section 1. Appointment and Dissolution of Committees. The president may appoint or dissolve, with the approval of the Board of Directors, such committees and task forces, as deemed necessary or advisable for conducting Chapter affairs. The duties of any such group and its tenure shall be determined by the Board. All members of all committees must be PRSA Georgia members in good standing.

Section 2. Reports. Each committee, task force and special committee chair shall submit reports regularly to the Board of Directors through their designated Board liaison to keep the Board informed and to gain guidance and approval.

Section 3. Subcommittees. With their respective Board liaison's approval, committee chairs can create subcommittees deemed necessary to the efficient functioning of the committee. The subcommittee chair shall, if possible, be selected from the membership of the committee that created the subcommittee.

ARTICLE V – AMENDMENTS

These bylaws may be amended by a majority vote of the members present at any Chapter meeting, provided such proposed amendment(s) has been approved by the Chapter Board and at least thirty (30) days' notice of any proposed amendment(s) has been given to all members. Amendments adopted in accordance with this provision become effective only after approval by the PRSA National Board.

ARTICLE VI – MISCELLANEOUS

Section 1. Charter. PRSA Georgia, its officers, directors and agents must conform with and maintain its charter and all Chapter affiliation requirements imposed by PRSA National.

Section 2. Books and Records. PRSA Georgia must keep correct and complete books and records of its financial accounts, meeting minutes, and membership list with names and addresses. The Chapter will make its books and records available to PRSA National at any time.

Section 3. Conflict-of-Interest Policy. The Board will adopt a conflict-of-interest policy and annual disclosure process that applies to all officers and directors of PRSA Georgia.

Section 4. Assets of Chapter and Dissolution. No member of PRSA Georgia has any interest in, or right or title to the Chapter's assets. Should PRSA Georgia liquidate, dissolve or terminate in any way, all assets remaining after paying the Chapter's debts and obligations shall be transferred to PRSA National or, in the event that PRSA National ceases to exist, to such organizations organized and operated exclusively for charitable, educational, religious or scientific purposes and exempt under Section 501(c)(6) of the Internal Revenue Code of 1986 (or the corresponding provisions of any future United States Internal Revenue law), as the PRSA Georgia Board shall determine. In no event may any assets benefit or be distributed to any member, director, officer, or employee of PRSA Georgia.

Section 5. Nondiscrimination. In all deliberations and procedures, PRSA Georgia will subscribe to a policy of nondiscrimination on the basis of race, creed, religion, disability, sex, age, color, national origin, or sexual or affectional preference.

Section 6. Fiscal Year. PRSA Georgia's fiscal year will be the calendar year.

Amended May 2017

Membership Engagement, Inclusion and Special Interest Groups (SIG)

Key SIG Contacts:

Denise Grant, COO, PRSA Georgia Chapter, denise.grant@prsageorgia.org 770-449-6369

The Membership Engagement Committee is comprised of three sub-committees: Membership Engagement, Inclusion, and Special Interest Groups.

- The Membership Engagement Committee is dedicated to ensuring members become integrated into PRSA Georgia. The Committee communicates with new and prospective members, invites new members to join committees, informs members about opportunities available to them, and develops outreach programs to promote the value of PRSA Georgia membership.
- The Diversity and Inclusion Committee champions diversity of thought, cultures, disciplines, ideals, gender, disabilities, sexual orientation and age in order to develop an inclusive Society. By reaching and involving members who represent a broad spectrum of differences, the Committee will encourage and educate members about the benefits of a diverse profession by providing professional development, knowledge and support to help them succeed in public relations. The Committee will help PRSA Georgia:
 1. Implement PRSA's Diversity Toolkit locally;
 2. Increase recruitment of diverse individuals to PRSA as members and leaders within the organization;
 3. Provide training for PRSA members and leaders with respect to diversity, inclusion, and multicultural communications to educate and inform members about the benefits of a diverse profession through the creation and dissemination of resources and learning opportunities;
 4. Develop and promote programs matching ethnically and culturally diverse proteges with mentors; and
 5. Encourage more ethnically and culturally diverse individuals to pursue a career in public relations.
- The Special Interest Groups provide networking, information sharing, and professional development opportunities for public relations professionals who work with in a specific or area of interest.

What are the goals of SIGs?

- ***To conduct at least three (3) paid meetings per calendar year with a minimum of 15-20 people in attendance.*** Events with 10 or fewer registered participants will be cancelled. With this in mind, SIG events should be affordable and accessible.
- ***To encourage your SIG prospects and members to be involved in the Chapter.*** We are always looking to increase overall Chapter membership, and SIGs are a great way to encourage that. SIGs should look for ways to engage a broader member base (e.g., partner with other SIGs or committees); identify and cultivate future leaders; and be sensitive to diversity and inclusion.
- ***To encourage PRSA networking and professional development.*** Form a SIG planning committee to get more people engaged and share the workload. Have multiple co-chairs to

keep the SIG on track and for a smooth transition from year to year.

- **To create a SIG community.** Encourage members to share resources and ask questions via their groups on PRSA GA website. They can post on their page or email other SIG members.

SIGs: What Do You Need to Know?

1. Each SIG is expected to hold at least three (3) meetings per calendar year; each meeting should have at least 15-20 registered attendees. Timing is flexible based on SIG/market needs. (If you have any questions/concerns, please contact Denise Grant.)
2. Please communicate (via e-mail or phone) with Denise directly as you are looking at potential calendar dates and considering speakers; we are here to help you brainstorm and make selections that will be best for your SIG and the Chapter overall. Before confirming dates and speakers, we can check the larger Chapter calendar for any timing or programming conflicts or competing events. Please remember to copy Denise Grant on all e-mail communication.
3. Before confirming any speakers or venues, you must complete the Chapter Event Form and submit it to Denise at least four (4) weeks prior to the proposed event date. Once approved, you are authorized to confirm all speakers and location logistics. Please do not spend any money without approval from Denise Grant. (**Please note:** Denise Grant is the only person authorized to sign a contract or agreement on behalf of the Chapter.)
4. Be sure to submit your monthly SIG Board report to your Board liaison by the 1st of each month. **Please put this date on your calendars.** You'll also get a reminder.
5. Manage and communicate with your larger SIG membership group through the PRSA Georgia website. Use the Community Group function to network and share ideas in between SIG meetings. Also, use it to try to welcome new members when they join. If you have any questions about how to maximize usage of this function, please contact Denise anytime.

Keys to SIG success:

1. Have a good speaker
2. Choose a good venue
3. Have enough time to promote event (at least 4-6 weeks)

How Can I Ensure My SIG is a Success?

Planning Tips:

1. Review previous year with past SIG co-chairs. Survey your SIG members to find out what topics they are interested in, what time of day to meet, etc.
2. Recruit a SIG committee and schedule a planning meeting date and time to develop policies and procedures, and discuss goals and proposed meeting topics and dates. Review the master calendar to avoid conflicts (Kristina can share the link if needed). **Please do not schedule events during the week of monthly luncheons or the week before or during the PRSA GA annual conference, Chapter Awards Celebration night or the PRSA International Conference.**
3. Review the PRSA GA Chapter member directory to look for potential SIG members and invite them to participate in the SIG.

4. Review/update SIG info on website. Send any content changes to Denise. The Independent Counselors SIG is a good example.
5. Update your personal profile in the member directory and “join” your SIG Community Group online. Contact Denise if you need any assistance.

Event Tips:

1. Work with SIG committee members to secure speakers and locations for each topic planned at least one quarter in advance. (This practice gives you the six to eight week lead time you need to promote the event.)
2. Once speakers are finalized send the completed event form to Denise.
3. Please do not plan any media panels in August - that is when the Georgia chapter luncheon has its annual media panel, and we want to avoid competing events within the Chapter.
4. Remember that topics for your events can be outside the traditional public relations practice (e.g., conflict resolution, work-life balance, career counseling, etc.).
5. For an additional event, consider a “best practices/roundtable” casual event to network and discuss any topic that might be of interest to attendees or relevant in the market.

Speaker Selection:

1. Please remember to focus on diversity when choosing your speakers – diversity in expertise, gender, age, ethnicity, experience, perspective, etc.
2. Consider Phoenix Award winners for speaker suggestions along with PRSA (national) and other chapters.
3. Host a brainstorming call or in-person meeting with SIG committee members to secure ideas for speakers/program topics. Remember to use all your connections – professional and even personal if appropriate – when choosing potential speakers.
4. It is a good idea to check with Denise before reaching out to a speaker to ensure there are no other conflicts of interest within the chapter (that may not be evident).
5. Previous speakers can be accessed under “Past Events” on the Chapter website.
6. **PRSA does not pay speaker fees.** Speaker meals are paid for by the Chapter; parking and mileage fees are not covered.

Location Selection:

1. Consider meeting at SIG member offices, and including a tour with the meeting; including a boxed lunch or making it a “brown bag” event will reduce costs and increase attendance likely.
2. Consider locations that will be a draw for your SIG (TV/radio station, publication office, special venue).
3. If a restaurant is selected for a lunch meeting, the actual cost should be less than \$17 inclusive per person (this should account for all location, catering, etc. charges). In this instance, SIG costs would be \$25 for members and \$35 for nonmembers. **If you have any questions about how much to charge for an event, please contact Denise.**
4. PRSA does not pay for room rentals or audio visual equipment.

Event Promotion:

1. After your event form is submitted and approved, the event will be listed on the PRSA Georgia website and included in weekly chapter emails.
2. Please be sure to send a “save-the-date” email to your SIG group once the form is submitted so they can mark calendars early.
3. You may want to look at new Chapter members listed in the Monday Chapter e-mail and welcome/invite them; a committee member could easily be assigned to this task.
4. Be sure to use (and encourage) your personal social media channels to promote the event; the Chapter social media committee will also assist with promotion based on what it included in your approved event form. Encourage your speakers to do the same!

Registration/check in:

1. Minimum SIG cost is \$10 for members and \$20 for nonmembers (for a brown bag lunch). Nonmembers are always \$10 more than the member cost.
2. Regular registration deadline should be at least three days before your event. Late registration (\$5 more per person) deadline is the day before your event. \$10 additional walk-in fee. No cancellations or refunds for SIG events.
3. Email Denise for your registration numbers/list. She will send you the registration list before your event.
4. Ask for a check from walk-ins, but if you receive cash for registration at the door, keep the cash and write a check to Denise (payable to PRSA Georgia).
5. If someone says they registered but is not on your list, call Denise (her cell is 404-213-4161).
6. Signage and name tags come from 2016 SIG chairs or Denise.

More Helpful Tips

Capture your results

Make sure you fill out your forms pre- and post-SIG meeting. After your event, send a brief recap to Denise. Contact Denise if you want to send a survey.

Help out your fellow Chapter leaders

Promote the monthly luncheon, other SIG meetings and other events at your SIG meetings and through your community group. Discuss membership/any incentives in progress.

Mark your calendars

Mid-year review will be held **in June** with the Board, committee and SIG co-chairs (more information will be shared closer to the date).

See the Chapter calendar

Check the Chapter calendar for all monthly luncheon, Board meeting and PRSA National event dates. As Chapter leaders, you are encouraged to attend as many Chapter events as possible.



The Order of The Phoenix

Georgia Chapter – Public Relations Society of America

PURPOSE & PROCEDURES

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History and Description

The Order of The Phoenix (hereafter referred to as The Phoenix) was established in 1986 by the Georgia Chapter of the Public Relations Society of America (PRSA) to recognize public relations professionals for careers of noteworthy achievement in the field, for significant contributions to the profession, and for exemplary records of community service.

The original class had eight charter members selected by The Phoenix Task Force Election Committee. Nominations of proposed members are reviewed annually and new members are elected by procedures described in this document. Election to The Phoenix is considered the highest honor bestowed on a member of the Georgia Chapter.

For many years, new members were inducted in a special ceremony during the December Chapter luncheon. Since 2005, new members have been inducted during the Chapter's Award Celebration gala in November. In 1988, the Henry W. Grady College of Journalism and Mass Communication at The University of Georgia, working with the PRSA Georgia Chapter, established the Georgia PRSA Public Relations Hall of Fame to further honor and recognize members of The Phoenix. On October 13, 1993, members of The Phoenix voted to change the name to The Order of The Phoenix / Georgia PRSA Public Relations Hall of Fame.

The Phoenix's original sterling silver hand-crafted medallion was designed by Richard Mafong, professor at the Georgia State University School of Art and Design. The medallion design was updated in 2008 to incorporate the name of the organization and the Georgia Chapter affiliation.

Chapter Involvement

Members of The Phoenix are encouraged to play an advisory role in the PRSA Georgia Chapter, such as acting as senior counsel, assisting with professional development, identifying and recommending community projects and advising on issues related to the Chapter. Members are also encouraged to assist the Georgia Chapter in special projects when called upon, such as judging awards entries.

Guidelines

LEADERSHIP: The inductee from two years prior will serve as Coordinator of The Phoenix for the current year, with the inductee from the previous year serving as co-chair. In the event there is no inductee in a particular year or the inductee cannot serve as coordinator, members of The Phoenix may elect another member as Coordinator for the year. The Coordinator will assume responsibility for scheduling, organizing and chairing all meetings of The Phoenix for the year's term of office and will serve as liaison with the Chapter. The Coordinator is not eligible to serve on the Election Committee.

INDUCTION CEREMONY: The Coordinator will oversee participation in the annual induction ceremony during the Chapter's Annual Awards Celebration. Recognition of a new member will include a summary of his or her public relations and related civic accomplishments. During the ceremony, the Chapter President will present the medallion. The Dean of the Grady College will be invited to participate in the portion of the induction ceremony pertaining to the Georgia PRSA Public Relations Hall of Fame.

MEDALLION PROTOCOL: The medallion should be worn by members of The Phoenix at the induction ceremony and other Chapter special events, such as the Annual Awards Celebration.

FINANCES: The Phoenix should not assess dues but may assess members for special projects approved by a majority vote of members. The cost of the medallions and other expenses related to the induction ceremony will be financed by the Chapter.

PROCEDURES: Changes made to this document must be reviewed and approved by current members of The Phoenix. A review of the guidelines should be conducted every five (5) years and should be conducted by the current Chair or a member in good standing appointed by the Chair.

Election Procedure

CHAIR: The Phoenix Coordinator will designate a member of the Election Committee to serve as Chair for that year. The person selected must be a member of the current Election Committee and a member in good standing of the Georgia Chapter. The Chair will schedule, organize and chair meetings of the Election Committee for a one-year term.

MEMBERSHIP: Three members of The Phoenix will be selected by the Coordinator to serve a two-year term. By rotation, the Committee each year will include six members from The Phoenix, including the Chair. The Chapter President will appoint the President-elect and one other officers or members of the Chapter Board who must have been members of the PRSA Georgia Chapter for at least five years to serve on the Election Committee for a term of one year. The Chief Operating Officer of the Chapter will be an ex-officio, non-voting member of the Election Committee. If any Phoenix member appointed to the Election Committee subsequently cannot serve, the Coordinator will promptly name a replacement. If any appointee from the Chapter at large is unable to serve, no substitutions will be made.

CONFIDENTIALITY: Members of the Election Committee are specifically enjoined from revealing the proceedings of the Committee. This includes identity of committee members, nominees, committee members assigned by the Chair to investigate nominees, and results of deliberations. Acceptance of appointment to serve on the Committee presumes acceptance of the agreement of confidentiality.

MEETINGS OF ELECTION COMMITTEE: The Election Committee will hold a selection meeting no later than August 15, and will conclude its business by September 30. To conduct the business of the Election Committee, a quorum of five is required and attendance in person is mandatory. At least three of those five must be members of The Phoenix.

NOMINATION PERIOD: Announcement of the nomination period will be made to the Chapter membership by the Chapter President in July via the Chapter's scheduled communications to members (e.g., weekly Enewsletter, website), at monthly Chapter meetings, and any other appropriate means. Criteria for election to The Phoenix should be clearly stated in all announcements and nominations should be acted upon thereafter by the Election Committee.

CRITERIA: The following criteria apply to qualifications for nomination and election:

- A long-standing reputation as a leader in the field, with high standards of ethics.
- A history of personal commitment to the common good through community involvement.
- At least twenty (20) years service in the profession through active participation in the PRSA Georgia Chapter, other PRSA chapters, and/or other communication organizations.
- All nominees should be living at the time of nomination and election.*

** Should a deceased candidate be nominated, he or she can only be selected by a unanimous vote of the Election Committee.*

NOMINATION SUBMISSIONS: Nominations for membership in The Phoenix will be submitted to the Chapter Chief Operating Officer via the Chapter website from a member in good standing of The Phoenix or the PRSA Georgia Chapter. The COO will transmit the nominations to the Chair of the Election Committee. The nomination will detail the career and accomplishments of the nominee. Sponsoring members are encouraged to solicit additional endorsement testimonials online. Nominations must be submitted by July 31.

There is no limit to the number of nominations any one member may submit. The Chapter's Chief Operating Officer will certify that the nominators are Chapter members in good standing. Any nominations submitted without sufficient information about the nominee may be returned to the nominator by the Election Committee Chair with a request for further detail.

ADDITIONAL NOMINATIONS: After names of nominees have been presented by the Chair to the Election Committee, any member of the Committee who believes a qualified individual has not been nominated may submit additional nominee(s), provided (a) the Committee by preliminary vote agrees to the inclusion(s), and (b) that the nominating Committee member prepares and submits the same required documentation of the nominee(s) in sufficient time for consideration before the final voting session of the Committee.

INVESTIGATION: If information provided about a nominee is insufficient, an investigation will be required. The Chair will call upon Committee members as necessary to conduct such investigations.

DELIBERATION AND VOTING: Ideally, deliberation and voting should be held in person by the Committee during the selection meeting. However, should a quorum not be present, committee members may participate in a conference call at the behest of the Chair. Those attending the meeting will vote by written secret ballot. Should a committee member attend via conference call, the vote will be submitted to the Chair privately and included in the vote total. While there is no requirement to annually elect a member, the Committee objective should be to elect one new member each year. When there is more than one nominee, the voting will be on a weighted elimination basis. The nominee with the lowest vote total will be eliminated. This procedure will continue in subsequent rounds until only one nominee remains. More than one new member may be elected if the Committee, by unanimous vote, chooses to do so. All members of the Committee must submit a written ballot or convey their choice to the Chair via conference call. If a member does not wish to cast a vote, that member's ballot should be submitted blank.

Note: At the discretion of the Committee, nominations for those not elected in a given year may be retained in sealed confidence by the Chapter's Chief Operating Officer, who will re-submit the nomination(s) to the Chair of the Election Committee the following year.

DESTRUCTION OF MATERIAL: Ballots and supporting material will remain in the possession of the Chair who will destroy the ballots immediately following the election meeting.

NOTIFICATION: Following the election of each new member, the Chair of the Election Committee will notify the Coordinator, who then will notify the Chapter President. The Chapter President will be responsible for promptly notifying the newly elected member. Once the new member has been notified, the Coordinator will notify the members of the Election Committee and members of The Phoenix, who may then express-congratulations.

NOTICE TO CHAPTER MEMBERS, GRADY COLLEGE AND THE PUBLIC: Announcement of the election may be made in official communications to Chapter members, such as in the weekly enewsletter and on the Chapter website, prior to The Phoenix induction. News releases announcing selection of the new Phoenix inductee(s) may coincide with promotion of the induction ceremony. Responsibility for news releases and sharing of information regarding the Hall of Fame with the staff of Grady College will be assigned by the Phoenix Coordinator as soon as the name(s) of inductee(s) are made public.

Non-Discrimination and Anti-Harassment Policy

PRSA is committed to a work environment in which all individuals are treated with respect and dignity. Each individual has the right to work in a professional atmosphere that promotes equal employment opportunities and prohibits discriminatory practices, including harassment. Therefore, PRSA expects that all relationships among persons in the workplace will be businesslike and free of bias, prejudice and harassment.

Definitions of Harassment

Sexual harassment constitutes discrimination and is illegal under federal, state and local laws. For the purposes of this policy, sexual harassment is defined, as in the Equal Employment Opportunity Commission Guidelines, as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature when, for example: (i) submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment; (ii) submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual; or (iii) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

Sexual harassment may include a range of subtle and not so subtle behaviors, and may involve individuals of the same or different gender. Depending on the circumstances, these behaviors may include, but are not limited to: unwanted sexual advances or requests for sexual favors; sexual jokes and innuendo; verbal abuse of a sexual nature; commentary about an individual's body, sexual prowess or sexual deficiencies; leering, catcalls or touching; insulting or obscene comments or gestures; display or circulation in the workplace of sexually suggestive objects or pictures (including through email); and other physical, verbal or visual conduct of a sexual nature. Sex-based harassment, that is, harassment not involving sexual activity or language (e.g., male manager yells only at female employees and not males), may also constitute discrimination if it is severe or pervasive and directed at employees because of their sex.

Harassment on the basis of any other protected characteristic is also strictly prohibited. Under this policy, harassment is verbal or physical conduct that denigrates or shows hostility or aversion toward an individual because of his/her race, color, religion, national origin, age, disability, alienage or citizenship status, marital status, creed, genetic predisposition or carrier status, sexual orientation or any other characteristic protected by law and that: (i) has the purpose or effect of creating an intimidating, hostile or offensive work environment; (ii) has the purpose or effect of unreasonably interfering with an individual's work performance; or (iii) otherwise adversely affects an individual's employment opportunities.

Harassing conduct includes, but is not limited to: epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes and display or circulation in the workplace of written or graphic material that denigrates or shows hostility or aversion toward an individual or group (including through email).

Individuals and Conduct Covered

These policies apply to all applicants, and employees and volunteers, and prohibit harassment, discrimination and retaliation whether engaged in by fellow employees, by a supervisor or manager, or by someone not directly employed by PRSA (e.g., an outside vendor, consultant or member).

Conduct prohibited by these policies is unacceptable in the workplace and in any workrelated setting outside the workplace, such as during business trips, business meetings and business-related social events.

Retaliation is Prohibited

PRSA prohibits retaliation against any individual who reports discrimination or harassment or participates in an investigation of such reports. Retaliation against an individual for reporting harassment or discrimination, or for participating in an investigation of a claim of harassment or discrimination, is a serious violation of this policy and, like harassment or discrimination itself, will be subject to disciplinary action.

Complaint Procedure

Reporting an Incident of Harassment, Discrimination or Retaliation

PRSA strongly urges the reporting of all incidents of discrimination, harassment or retaliation, regardless of the offender's identity or position. Individuals who believe they have experienced conduct that they believe is contrary to PRSA's policy or who have concerns about such matters should file their complaints with their immediate supervisor, director or the director of human resources before the conduct becomes severe or pervasive. Individuals should not feel obligated to file their complaints with their immediate supervisor first before bringing the matter to the attention of one of the other PRSA designated representatives identified above.

Notice to Employees

Employees who have experienced conduct they believe is contrary to this policy have an obligation to take advantage of this complaint procedure. An employee's failure to fulfill this obligation could affect his/her rights in pursuing legal action. Also, please note, federal, state and local discrimination laws establish specific time frames for initiating a legal proceeding pursuant to those laws.

Early reporting and intervention have proven to be the most effective method of resolving actual or perceived incidents of harassment. Therefore, while no fixed reporting period has been established, PRSA strongly urges the prompt reporting of complaints or concerns so that rapid and constructive action can be taken. PRSA will make every effort to stop alleged harassment before it becomes severe or pervasive, but can only do so with the cooperation of its employees. + The availability of this complaint procedure does not preclude individuals who believe they are being subjected to harassing conduct from promptly advising the offender that his/her behavior is unwelcome and requesting that it be discontinued.

Investigation

Any reported allegations of harassment, discrimination or retaliation will be investigated promptly, thoroughly and impartially. The investigation may include individual interviews with the parties involved and, where necessary, with individuals who may have observed the alleged conduct or may have other relevant knowledge.

Confidentiality will be maintained throughout the investigatory process to the extent consistent with adequate investigation and appropriate corrective action.

Responsive Action

Misconduct constituting harassment, discrimination or retaliation will be dealt with promptly and appropriately. Responsive action may include, for example, training, referral to counseling, monitoring of the offender and/or disciplinary action up to and including discharge as PRSA believes appropriate under the circumstances.

If an employee making a complaint does not agree with its resolution, the employee may appeal to PRSA's chief executive officer.

Individuals who have questions or concerns about these policies should talk with the director of human resources.

Finally, these policies should not, and may not, be used as a basis for excluding or separating individuals of a particular gender, or any other protected characteristic, from participating in business or work-related social activities or discussions in order to avoid allegations of harassment. The law and the policies of PRSA prohibit disparate treatment on the basis of sex or any other protected characteristic, with regard to terms, conditions, privileges and perquisites of employment. The prohibitions against harassment, discrimination and retaliation are intended to complement and further these policies, not to form the basis of an exception to them.