**Chapter Management Report Guideline Recommendation**

**Report is due on Monday, June 4**

**Please send to Ryan Gerds, APR, CPRC**

[**ryangerds@gmail.com**](mailto:ryangerds@gmail.com)

Chapter presidents will be required to submit:

1. A two-page summary of the chapter’s performance that tells the state president what the chapter believes are its three strongest areas of performance.
2. One to two-page summaries on each of the following:
   1. **Accreditation:** what the chapter did to promote Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC). How many members achieved their APR or CPRC during your leadership year?
   2. **Leadership Development:** what the chapter did to assure that officers and directors were prepared for their duties and functioned throughout the year to meet those responsibilities, as well as what was done to encourage members to become involved in leadership.
   3. **Membership Development:** what the chapter did to retain existing members and recruit new members. Share insights into what the chapter did to enhance member engagement. What was the chapter membership total at the end of the last year and what is it today?
   4. **Membership Communications:** what the chapter did to assure that leadership was in touch with members and that members were well-informed. Discuss traditional/digital/social media.
   5. **External Communications:** what the chapter did to promote the activities of FPRA in the community. Share publicity efforts and results, as well as any outreach efforts where members on behalf of the chapter shared the story of FPRA and the profession with others in the community.
   6. **Professional Development:** share highlights of the chapter’s monthly programs and any special development programs offered to members and the community, such as workshops, mini-conferences, seminars, etc.
   7. **Financial Management:** report on the chapter’s financial status at the start of the year and where it stands today. What did you do to assure financial stability? Did the chapter raise money through events or other programs above and beyond dues?
   8. **Community Service:** did your chapter engage in any programs in support of community non-profits or causes either through financial donations, event manpower, provision of public relations services or other contributions?

It is the responsibility of the President of FPRA to determine award winners. The President is not required to give awards in all categories. It is the prerogative of the President to recognize outstanding performance with other awards at his or her discretion. The President reads the Chapter Management reports and may consult with other members of the Executive Committee in the process of selecting winners.

Remember, the President is reviewing management reports from 16 chapters. You should not be duplicating the quarterly chapter reports from the State Board meetings. Think of elaborating on or sharing information which was not previously submitted. Instead, make this your highlights reel.

**Tips:**

* + - * Use of a few photos and samples as attachments is a good idea.
* Embed links where possible.
* Don’t overload your report.
* A good guideline would be to provide one page of examples, photos, screenshots, etc., for each section.

**Chapter Award Categories:**

* Chapter of the Year
* Chapter President of the Year
* Chapter Comeback Award

**Also may include but are not limited to:**

* Membership Development
* Professional Development
* Leadership Development
* Financial Management
* Communications
* Accreditation
* Furthering the Profession

#### *Report Due to the FPRA State President by 5:00 p.m., June 4, 2018. Please e-mail as a word document to* [*ryangerds@gmail.com*](mailto:ryangerds@gmail.com)*.*