

President Guide

Chapter President

Last Updated 2017

*The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.*

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**Job Description**

**President Rationale:** To establish Chapter goals for the coming year and guide the leadership of the Chapter in accomplishing its assigned tasks.

**Procedure:** The office of Chapter President is filled annually, along with other Chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws.

In order to serve as Chapter President, it is customary that the person serves as President-Elect of the Chapter for the preceding year. The President must be a member of good standing in the organization.

**Duties**

* Presiding over Chapter membership and board meetings. This includes stimulating discussion, balancing discussion, keeping the discussion on track, breaking up hot controversies, keeping the meeting lively and summarizing results.
* Representing the Chapter on the Association board of directors and attending Association board meetings, which occur quarterly. This includes preparing and submitting quarterly Chapter Reports.
* Appointing new directors and leadership team members, as necessary, to fill vacancies on the board and leadership team.
* Proposing Chapter goals, to be adopted by the board of directors.
* Carrying out the wishes of the majority of the board of directors.
* Enforcing Chapter and Association bylaws and policies and procedures.
* Presiding over Chapter functions.
* Representing the organization in the community.
* Leading and motivating the board of directors, leadership team members and membership as a whole.
* Prepare and distribute agendas and materials for board meetings.
* Oversee activities and committees for the implementation of the chapter goals including managing budgets.
* Assign committee chairs and responsibilities among the chapter board of directors.
* Serve as the chapter spokesperson as the need arises.
* Mentor BOD and create a stream of leadership for future boards.
* Review board minutes in advance of the board meeting.
* Vote only to break a tie; shall not introduce a motion or vote on any questions
* Plan and coordinate chapter board retreat(s)
* Provide an official address for the chapter’s headquarters
* Write, coordinate, and submit the annual Chapter Management Report to the State Association.
* Review the bank reconciliation on a monthly basis.

**Timeline**

**July**

* Start discussing transition with President - include such things as: passwords, keys for PO box, banking information, etc.
* Brainstorm ideas for a Board Retreat. The retreat is usually held in August to help transition the new board into their new roles and introduce everyone. This is also the time where the board members can express their ideas, suggestions and thoughts for the upcoming year.
* Start to meet new Board - hold 1:1 meetings with each member
* Transfer files among board members and incoming/outgoing leadership
* Start to review Policies and Procedures and Bylaws.

**August**

* Hold Board Retreat
* The following are documents used at the retreat:
  + Board Retreat Planning Questionnaire, Bios and Headshots-the questionnaire is sent out prior to the meeting so that the President has time to review before the retreat. Bios and headshots are also due before the retreat
  + Chapter Goals Worksheet
  + Review job descriptions
  + Start budget discussion
  + Board and Leadership contact information
  + Schedule for the upcoming year
  + Board and Leadership Nuts and Bolts
  + The Chapter pays for the food
* Finalize luncheon locations for the year (make sure contact is signed for future dates!)
* Start reviewing budget for the upcoming year and make any adjustments from VP suggestions/requests.
* Secure locations for Board Meetings
* Hold joint board meeting of incoming/outgoing boards
* *Some chapters hold installation in September* - Prepare for the first General Membership Luncheon Meeting. This will be a joint meeting with the outgoing President starting the meeting and the incoming meeting ends. This is usually a recap of Annual Conference.
  + Membership Luncheon Agenda
  + Installation Script
  + Thank you gifts from President to Leadership/Board members *(optional)*

**September**

* September 1 is the first day of your Presidency!
* Chapter fiscal year begins
* Membership renewal begins
* Promote membership scholarships
* Start preparing “Presidents Message” for the monthly newsletter
* Ensure that the website is updated with new leadership info
* Decide if you will send out a weekly or bi-weekly email to the Board and Leadership to keep them updated, share news, reminders, etc.
* Remind Board members that their monthly Board reports are due 1 week before Board Meetings (typically)
* Prepare Board Meeting agenda with previous months minutes included

**October**

* The end of the year audit and final previous year’s budget is due mid-October. The audit should be conducted according to your bylaws/policies. The Treasurer typically runs this as they receive the forms from State.
* The upcoming year’s final budget is due to State by the end of the month. Update, edit or make changes per the Board and Leaderships discussions. Once this is finalized, send to State or your liaison
* Work with President Elect/Membership chair for renewals, membership drives, etc. for new memberships and renewals
* October 31 is the last day for renewals
* Select scholarship recipients and acknowledge at next General Membership Meeting
* Offer to send out thank you letters to the Board and Leaderships employers thanking them for support them while they serve their roles
* Start to work on Chapter Challenge to promote conference - document your promotions through the year!
* Prepare Board Meeting agenda with previous months’ minutes included

**November**

* First State Board Meeting
* Submit Quarterly report to State and State President for review before the meeting
* Promotion of Image Awards can begin
* Begin to promote Annual Conference
* Prepare General Membership Luncheon agenda
* Prepare Board Meeting agenda with previous months minutes included

**December**

* In lieu of a General Membership luncheon, hold an annual Holiday Party
* Try to finalize dates for programs in the coming year to promote via email blasts and mailed postcard
* Prepare Board Meeting agenda with previous months minutes included

**January**

* Prepare Board Meeting agenda with previous months minutes included
* Prepare General Membership Luncheon agenda
* Promote Local Image - host workshops

**February**

* State Board Meeting
* Call for nominations for student conference scholarships
* Mid year Bard retreat
* Prepare Board Meeting agenda with previous months minutes included
* Prepare General Membership Luncheon agenda

**March**

* Select winner(s) for student Annual Conference scholarships
* Submit an entry for the Joe Curley Rising Star Award to State
* Prepare Board Meeting agenda with previous months minutes included
* Prepare General Membership Luncheon agenda
* Promote Image Awards! Deadline will be in April.

**April**

* Nominations for Dillin/Fleischman Award are due
* Prepare Board Meeting agenda with previous months minutes included
* Host Image Awards Ceremony

**May**

* State Board Meeting
* Conduct membership survey to plan for next year
* Chapter Management Report due
* Prepare General Membership Luncheon agenda

**June**

* Chapter management reports due
* Prepare Board Meeting agenda with previous months minutes included
* Prepare agenda for Media Breakfast

**July**

* Begin budget planning for next fiscal year
* Chapter Annual Conference scholarship winner announced
* Being one on one meetings with incoming Board members
* Prepare Board Meeting agenda with previous months minutes included
* Prepare General Membership Luncheon agenda

**August**

* State Board Meeting
* Prepare Board Meeting agenda with previous months minutes included

**Best Practices**

**GENERAL**

* Provide a monthly President’s message for your chapter newsletter
* Conduct annual membership survey to help plan your year!
* It is your job to motivate and lead your board. Keep discussions during meetings under control (don’t let one or two members dominate the conversation). Thank your board members throughout the year. show your appreciation for them and the work they’re doing!

**CHAPTER MANAGEMENT**

* Hold monthly board meetings and record minutes at those meetings.
* Use agendas and other meeting management tools at your board meetings.
* Maintain a consistent format for your monthly chapter meetings. (President Welcomes Guests and provides a chapter update, welcome guests, committee announcements, introduce guest speaker, etc.)
* Manage and track the chapter’s finances during the year. Discuss the budget as a board at each board meeting.
* All events should raise a small profit or at least break even. Make sure to cover your costs!!
  + Aim to have a 2-5% income each year
* Hold annual meeting of past presidents to evaluate the year and provide feedback for coming year
* Hold a joint board meeting of the incoming/outgoing board in August
* Encourage board members to mentor committee members to serve as leaders the following year.
* Use the summer (June/July/August) as transition time for board members to pass along information.
* Meet with board members one-on-one at the beginning of the year to discuss expectations.
* Hold a board retreat in the fall and a mid-year retreat in the spring

**MONTHLY MEETINGS**

* Start the meetings with a chapter update (membership numbers/finances/etc.)
* Remind your chapter members of member benefits and state association news
* Always refer to people with their credentials: APR and CPRC
* Introduce guests and connect them with membership coordinator
* Pin new members. Use installation script.
* Pin new APR and CPRCs. Explain the value of APR/CPRC at the pinning ceremonies.
* Follow up with an evaluation and ask members for speaker ideas

**Resources Available Online:**

* CN Speakers Bureau 2016 (under Professional Development)

**MEMBERSHIP**

* How will you identify potential members?
  + contact members in allied organizations
  + develop an ambassador program for personal follow-up
  + testimonial campaigns and member spotlights in chapter newsletter
  + Market direct professional development to non-members
  + Create activities or workshops geared at non-members, for purposes of recruitment and professional development
  + Promote accreditation to non-members
  + Establish incentives for current members to recruit new members
  + Track guests and invite them back
* Senior Member engagement
  + offer management-oriented programming
  + develop local group for senior members - facilitate small group discussions/special opportunities
  + promote membership in the CN and Attendance at the mid-year conference
  + offer special recognition of senior members
  + develop a speaker’s bureau utilizing senior members as a resource for your Chamber of Commerce and other community groups
* Involve your chapter members in planning chapter activities
  + Increase the perceived value of membership
  + Conduct research to determine members' needs and wants
* Mentor program to match new members with senior practitioners
* Student member engagement
  + Member Retention
    - Recognize existing members with milestone recognition 5, 10, 15, 20 years.
  + implement the feedback from members to match their needs and wants
  + educate current members of services FPRA offers
  + build awareness among your members on how their membership dollar is spent
  + thank members for renewing their membership in your newsletter
  + Welcome new members
  + Pin new members, welcome them at a luncheon
  + Provide them with a mentor
  + Invite them to join a committee
  + Feature them in a new member profile on your newsletter

**COMMUNICATION**

* Check your website at least quarterly for major updates.
  + Do you need to make web updates? (have all contact info updated by Sept. 5)
  + Create or enhance existing forms of electronic communication?
* Promote your chapter as an organization
  + Increase the visibility of FPRA by positioning the organization as a source for industry comment to the media
  + Send your newsletter to non-members
  + Link your websites with the sites of related organizations
  + Send press releases to the media about meetings and other chapter activities

**Resources Available Online (under communications & branding)**

* Guide to Promoting FPRA
* FPRA boiler plate
* FPRA stylebook and Logos
* Branding policy

**PROFESSIONAL DEVELOPMENT**

* Survey your members to determine the direction of your monthly programming
* Use the CN Speakers' Bureau for monthly programming
* consult with other chapter leaders for effective programming

**AWARDS AND RECOGNITION**

* Promote accreditation programs
* Involve CEOs in the member recognition process
* Formally thank CEOs for supporting FPRA membership
* Target communications or programs to CEOs
* Recognize member activities in newsletters and news releases
* Send congratulations letters to Image Award winners and copy bosses
* Send thank you letters to bosses for board members
* Host two-page summary reviews
* Host workshops before Image to help members get their entries ready

**ACCREDITATION AND CERTIFICATION**

* Identify and encourage eligible APR candidates
  + Contact those eligible to sit for the exams and encourage them to do so
  + Participate in the statewide or local review sessions for the APR
* increase recognition of new APRs & CPRCs
  + Emphasize APRs and CPRCs with member profiles
  + Expand recognition of APRs/CPRCs through use of the designations in all your publications
  + Initiate special programming for accredited professionals, such as a special reception for new APRs and CPRCs in conjunction with Image Awards
  + Announce new APRs and CPRCs with pinnings at monthly meetings
  + Send a press release to local media for new APRs and CPRCs
  + Have president send email to new APRs and CPRCs congratulating them

**Resources Available Online:**

* APR Rebate form- the association provides a $100 rebate to members following the candidate’s advancement from the Panel Presentation.
* News release template for APR and CPRC

**LEADERSHIP**

* Identify and cultivate potential leaders in FPRA
  + Develop a recognition program for leaders
  + Invite potential leaders to attend your board meetings or come with you to State Board Meetings
  + Encourage past presidents to seek office on the Executive Committee of the State Association
* Develop a plan to train leaders
  + provide them with job descriptions, guidelines and outlines of responsibilities
  + provide training on the chapter level for board positions
  + hold an orientation for new board members
* Have your president and president-elect attend the annual Chapter Leadership Forum at the State Conference
* Use your chapter liaison during times of challenge or difficulty
* Call upon the State Vice Presidents for counsel in their given areas.
* Engage past chapter presidents in significant matters affecting your chapter

**STATE/ASSOCIATION**

* Establish a climate of continuity and increase the understanding for FPRA's vision
  + Chapter president and president-elect should attend the quarterly state board meetings
  + Share discussions and minutes from the State Board Meetings with your chapter
  + Familiarize your board with the Association's strategic plan
  + Use your communication vehicles to reinforce the vision of FPRA
* Inform potential members of FPRA's commitment to standards and ethics
  + Distribute ethics statements in mailings to potential members
* Help target State services to individual members
  + Have an Image Awards competition or encourage participation on a regional basis with other chapters
  + Promote and encourage participating in the Golden Image Awards program
  + offer or help promote regional professional development programs
  + routinely visit, utilize and promote the resources on the website, such as the job bank
  + promote and subsidize members' attendance at the annual conference
  + promote networking and co-hosting events with neighboring chapters

**Transition Checklist**

* Bylaws, Policies and Procedures
* File sharing information
* Final budget
* Passwords
* Banking information

**Resources**

* Past Chapter Presidents
* Current Chapter Presidents in Florida
* State President
* Chapter Liaison from State