



<b>Call to Order: 8:03 a.m.</b> <b>Adjournment: 9:22 a.m.</b>	<b>Led By:</b> President Melissa Cameron <b>Secretary:</b> Brianne Mundy Page
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**In Attendance (14):** Lauren Fimbres Wood; Brianne Mundy Page; Krystin Williamson; Maria McGregor; Jenny Corsey, APR; Julie Smith-Taylor, APR; Nikki Jimenez; Craig Balben, APR; Melissa Cameron; Michael Daily, APR; Rene Carmichael; Bill Gay, APR, Fellow PRSA; Katie Nieri; Hope Reilly;

**Absent (4):** Sarah Lemons; Ann Marie Price; APR; Blake Nelson, APR; Danielle Johnson Hoffpaur;

**Guests (1):** Bey Ling Sha

Agenda Item	Discussion	Action	Owner
Approval of meeting minutes	<ul style="list-style-type: none"> <li>No discussion</li> </ul>	<ul style="list-style-type: none"> <li>Brianne Motioned</li> <li>Michael seconded</li> <li>Motion Passed</li> <li>0 Opposed</li> <li>0 Abstained</li> </ul>	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> <li>Will be opening CDs. Checking balance to end May was \$55,127, which should be at the bottom for this year as we've paid a lot of the bills and made deposits for Summer Social and Bernays.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Bill Gay
Update from SDSU, Bey-Ling Sha	<ul style="list-style-type: none"> <li>Thanks to PRSA SD/IC for financial support</li> <li>State of SDSU – Undergrad degrees: journalism, advertising, public relations, media studies. Masters programs: Mass communication &amp; media studies, Learning design &amp; technology.</li> <li>The SDSU School of Journalism and Media Studies is accredited with the Association for Education in Journalism &amp; Mass Communications (113 accredited programs globally)</li> <li>Nearly 650 undergraduate majors and approximately 50 grad students</li> <li>Among the highest impaction criteria on campus for undergrad majors</li> <li>Continuation and graduation rates higher than campus</li> <li>34 full-time and part-time faculty, most with doctoral degrees and relevant real-world experience</li> <li>3 state-of-the-art digital labs</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Bey-Ling Sha



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>• Cutting-edge curriculum – digital, social, mobile, entrepreneurial, grounded in fundamental theoretical principles.</li> <li>• Some cool classes include Social Media in the Digital Age, Fashion Public Relations, Media &amp; Sports, Games, Play &amp; Learning, Digital Analytics, Spatial Journalism</li> <li>• Collaborations with JMS Residential Learning Community, Center for Science &amp; Media, Bilingual Media Writing Initiative, Glen Broom Center for Professional Development in Public Relations (with PRSA SD/IC and the Friends of Journalism &amp; Media Studies), Digital Humanities Initiative, Digital and Social Media Research Collaborative</li> <li>• Our student communities include a rigorous, regulated internship program; Society of Professional Journalists; Ad Club; Public Relations Student Society of America (PRSSA); The Daily Aztec; Aztec News and JMS Reports (online content); Mundo Azteca; KCR radio; Arrow Media Group (student-run media agency)</li> <li>• Glen Broom Center for Professional Development – we’re putting together a BOA. We need to formalize relationships with stakeholders in our community. Want a small advisory board for the school, and a small one for the Glen Broom Center. Have met a lot of people through the Arthur Page Society. Would like one seat to be a PRSA SD/IC seat.</li> <li>• Started a bilingual media writing program – those students are often the first to get jobs. This teaches them to write properly in English and Spanish. It has been a challenge, though, to get students to sign on. We will be hiring a new, full time faculty member in public relations. If you know someone who has a PhD – send them our way.</li> <li>• Broom Center – three-part mission: Enhance the PD of three groups of people – students (intern scholarships), research support for faculty (paying research subjects, buying equipment, travel for presentation of their research), professional development of practitioners (the APR boot camps, Arthur Page Society)</li> </ul>		
Committee Updates	<ul style="list-style-type: none"> <li>• PD – Lauren: June event is about measurement, 27 tickets sold. Working with venue on logistics. Jenny is working with PR Newswire to have a presence there. Brent from Allison + Partners – a bridge on why data and measurement is important, how to bridge the gap, how to have the convo with your boss/organization so you’re a data-driven org. Second speaker is Analytics Pros – slides on how PR people can use Google Analytics. Venue is capped at 65. At National University. Next event is August – talking with Chris Cantore about the podcast event – how to pitch podcasts, how to start one for your own brand. San Diego Mag, or VOSD podcasts. Venue is Iron Fist Brewing in Barrio Logan. Looking at a happy hour event. 5:30 for an hour and then an opportunity to socialize afterward. Possible dates are Aug 15, 23 or 27. Looking to September – Ethics Month. I feel like it’s a bit of a boring subject. Krystin – Brandman University is one of our clients. One of their teachers teaches Workplace Culture and Ethics 101 – uses comics and</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Various



Agenda Item	Discussion	Action	Owner
	<p>super heroes to bridge the gap between ethical behavior and why people act the way they do. Bill – one of the more effective ones was a panel – 3 or 4 people who come from different directions, develop a case study to get their perspectives on how each would respond. Makes ethics real. Katie – could we put a political lense on it? Looking at it from the communications side, looking at the Trump administration. Dr. Shannon Bowen from the University of South Carolina – an academic could tie it to practical application and takeaways. Lauren - Is it more of a crisis communications? Bill – have a TV or UT reporter as part of the panel. Melissa – connect with surrounding chapters’ ethics officers and PD to see what they’ve done. Jenny – combining things with the political situation or environment. Bill – this issue of fake news is really a hot topic. PRSA should be a leader in how to help the public discern what is real and what is fake. Lauren – media needs to do a better PR job for themselves.</p> <ul style="list-style-type: none"> <li>• Bernays – Krystin: Call for Entries is out. First deadline is June 23. Working on updating the judging site. Working on marketing material for the newsletter and social and special awards. Call for Judges will be out soon. We are thinking about an event hashtag and in-event trivia. Three discussion points – 1) we have a free night stay in our package with The Dana, we’re going to use to attract sponsorships (not in-kind), but we have thought about donating it to Summer Social as an auction item. 2) Three potential special awards chairs – Gayle Falkenthal, Derek Danziger, Lynn Friedman. We’ll be reaching out to those three to gauge participation. 3) MC thoughts – media member vs a non-media member? Lauren – I personally like a journalist because I want to get that interaction. Melissa – we may have some new personalities that would be interested. Abby Good from Fox – trying to build herself up as an influencer. If you have any other ideas, shoot them our way.</li> <li>• Summer Social – Nikki/Katie: Today is last day for early bird pricing. Working with our volunteers to help with the silent auction packages, day-of setup, etc. We have received so far just under \$2,000 worth of items – photo sessions, fine art printout (\$475 each), restaurants, definitely still looking for other silent auction items. Have reserved Birch Aquarium – may have a panel discussion related to communication in science. Will be a short program. Hoping to find an alcohol sponsor – and have two different catering options. Communications team is pushing stuff out. We’re also reaching out to various organizations and agencies. Please push out info to your colleagues. Yes, the Summer Social ticket is expensive – education component will hopefully help employers cover the cost. Melissa – with the science communication component, reach out to IABC to see if they want to cross promote with their membership. Bill – Press Club, too? Katie – can promote to the Four Sight attendees. Julie will resend that database to Melissa. Melissa will draft a thank you email to those members – leaving space to promote membership and summer social.</li> <li>• Quality Time, Julie – Thursday, August 24<sup>th</sup> at Scripps’ Shaezel Center. 20</li> </ul>		



Agenda Item	Discussion	Action	Owner
	<p>organizations have already committed to attending. Considering a case study. Need professionals to volunteer. Allow for one-on-one time. I would like someone who will volunteer with me – have it pretty much down to a science. Haven't had anyone come forward. If you know of anyone – I would appreciate it. Melissa – we could put something in the newsletter asking for volunteers for Quality Time, may be interest because it's pretty different from other committees. Mike – could promote to the APRs for their maintenance points.</p> <ul style="list-style-type: none"> <li>• APR, Mike – Two individuals who have passed the panel presentations and are moving on to the computer-based exam. There's one I'm working with who may not be ready for the exam, another member, we have one member who's going to expire on the one-year time frame. Going to work with national to get an extension due to an illness in the family. We have another member who's starting the process who's reached out to answer questions and get perspective. I'm going to shift focus to the board-only prep. New cycle will begin in the September timeframe to reach out to members. May want to offer to our APRs a Fellows panel. Working on an APR-related article for Tactics that will come out in October – ties APR preparation with PD in a case study method. Melissa – it'd be great if we could put that article up on our chapter blog, too. Mike – discussion about a mandatory time of being in the profession before starting the APR process.</li> </ul>		
New Pros Update	<ul style="list-style-type: none"> <li>• Maria – events have been well attended. They're very active. Just finishing up the mentor program. Next cycle will be September-November. Planning a June 21 tour of 10News. They've been successful. They have a UT tour later this fall, and also planning a PR agency crawl. Brianne – if they want another TV tour, I can talk to KUSI. Nikki – Olivia has been doing great on getting venues, utilizing her connections to getting deals, etc. New Pros is getting really good attendance and profits from it.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Maria McGregor
Other	<ul style="list-style-type: none"> <li>• Melissa – July retreat date options are: 14, 15, 16 or 21, 22 or 23. I have a couple of different venue options, just looking at the parking options.</li> <li>• Maria – would love help to develop some type of financial benefit for members. How much are they saving on Bernays submissions, PD events per year, Summer Social, APR, etc. – so I can include that in membership communications. I could maybe develop an infographic to send out in emails to members and nonmembers.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Various

**Activity Reports  
May 2017**

**President**

*No report submitted*

**President-elect/Sponsorship Report**

*No report submitted*

**Past President Report / Masters Roundtable**

*No report submitted*

**Treasurer Report**

*Activities Accomplished*

- Paid bills
- Handled deposits
- Compiled year to date P&L
- Researched financial reports
- Developed paperwork to open CD

*Activities Planned*

- Pay bills
- Handle deposits
- Compile year to date P&L
- Distribute financial reports
- Open CD

**Secretary Report**

*Activities Accomplished*

- Drafted May board meeting minutes
- Collected and formatted April activity reports
- Created and sent out link for May activity reports
- Executive Committee counsel

- Created chapter outlook/planning calendar

*Activities Planned*

- Draft June board meeting minutes
- Collect and format May activity reports
- Create and send out link for June activity reports
- Executive Committee counsel
- Update and maintain chapter outlook/planning calendar

**Accreditation Report**

*Activities Accomplished*

- Conducted Spring PR Boot Camp-6 May (11 Participants)
- 22 May sent out UAB APR On line Course/Cohort Announcement to general Chapter membership

*Activities Planned*

- Coordinate and Conduct June APR Panel Presentations-3 candidates-Ippolito, Pierce and Vignieri

**Bernays Awards Report**

*Activities Accomplished*

- Released Call for Entries
- Drafted social and newsletter content for Call for Entries
- Updated the Bernays page on the chapter website with new content
- Finalized Omni Contest entry platform
- Finalized sponsorship packages
- Finalized special awards categories
- Answered questions about Call for Entries\
- Released student Call for Entries
- Updated student Bernays page on the chapter website with new content

*Activities Planned*

- Work with chapter members on Bernays program questions
- Draft social media content to support deadlines and special awards submissions
- Draft Newsletter content to support deadlines and special awards submissions
- Hold co-chair meeting Communicate with chapter judging partners on needs and deadlines
- Discuss marketing needs
- Discuss event needs
- Plan out volunteer Identify new special awards chair
- Start development of OmniContest judging site

- Ideate on program hashtag and in-event trivia

## **Communication Report**

### *Activities Accomplished*

- Established eblast content on a weekly basis, which included information related to the following:
  - Don't Stop Learning workshops
  - New Pros Social at Saint Archer
  - Cook + Schmid agency news
  - Summer Social
  - Journalism in the Digital Age blog post
  - Bernays awards special announcement and getting started on Bernays entries
  - Western District Round-Up blog post
  - (W)right On Communications member news
  - New job postings.
- 5/24/17 eblast promoting the New Pros event at Saint Archer had the highest open rate with 33.8% (291 opens). Coming in a very close second was the eblast promoting the summer social with 33.7% open rate (291 opens).
- The 2017 Bernays awards Call for Entries was the link clicked on most from one eblast with 375 clicks. Summer Social came in second with 39 clicks.

### *Activities Planned*

- Eblasts that promote Bernays event - entries, sponsorships, request for photos, etc.; networking and professional development events opportunities; new job listings; member and agency news.

## **Diversity Report**

*No report submitted*

## **Ethics Report**

*No report submitted*

## **Membership / Education / Holiday Party Report (includes New Pros)**

### *Activities Accomplished*

- Responded to and routed volunteer requests
- Engaged a volunteer to assist with membership communications
- Reached out to Corner Bakery to confirm 2Q New Member Breakfast (location and catering)
- Drafted communications for posting in June
- Provided guidance and counsel to New Pros Committee
- Compiled a New Pros list for the Committee to do outreach
- Corresponded with national's Membership Chair on a partnership

- Reached out to lapsed memberships via email and welcomed new members

*Activities Planned*

- Launched communications for 2Q New Member Breakfast
- Meeting with volunteer
- Overseeing planning of New Pros 10News studio tour
- Reviewing membership roster and creating a list of prospects
- Drafting letter to prospects regarding membership value and speaking opportunity
- June 29 New Members Breakfast to be held at Corner Bakery
- Revisiting Membership's 2017 goals and status to date

**Professional Development Report**

*Activities Accomplished*

- Confirmed June PRSA event speakers
- Scouted National University venue and confirmed location for June event
- Reached out to NU catering to develop menu for event
- Drafted EventBrite copy and set up event
- Created graphic for professional development event

*Activities Planned*

- Developing run of show for measurement event
- Social media and e-newsletter communication on June event
- Working with membership chair to coordinate board outreach to members
- Confirmation of catering and logistic details
- Coordination with sponsorship chair on sponsor logistics for event
- Coordinating with Chris Cantore to plan August podcast event date, location and speakers
- Additional research into webinars
- Finalizing Sept. event concept and initial outreach to potential speakers

**Quality Time Report**

*Activities Accomplished*

- Quality Time Accomplishments were focused on the FourSight 17 event sponsored by the UCSD Extension and the San Diego Nonprofit Association. I worked with the Executive Team and we had PRSA representation with a presentation by Elizabeth Peci and a panel to respond to Q&A that included Denise Scatena, Courtney Pendleton and Music Watson. There was close to 100 people in the room and it was a great success. We plan to implement some of the elements of what we did there into our Quality Time event on August 27th.

*Activities Planned*



- Complete the EventBrite registration form online
- Initiate event promotions with the members of the San Diego Nonprofit Association. We typically get responses and a full house within hours and find that the caliber of non-profits from this group are able to benefit most from our presentation

### **Summer Social / Holiday Party Report**

#### *Activities Accomplished*

- Secured Birch Aquarium venue with deposit
- Secured several silent auction items
- Silent auction item outreach
- Met with communications volunteer
- Drafted web and eventbrite content to go live
- Secured day-of silent auction volunteer

#### *Activities Planned*

- Secure speaker panel
- Secure more silent auction items
- Ticket sale outreach and communications
- Finalize venue details

### **Western District Report**

#### *Activities Accomplished*

- Participated in the monthly call
- Provide a report to the WD secretary of our activities as a chapter

#### *Activities Planned*

- Summarize with the Executive Team some of the action items and information that should be shared about the Western District to benefit our chapter
- Continue my participation in the monthly calls and reporting responsibilities

### **Chapter Manager Report**

*No report submitted*

*(See next page for June financial report)*



Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting  
6/15/17**

**Treasurer's Report**

**Public Relations Society of America**

**San Diego and Imperial Counties Chapter**

**June 2017**

**June 1-30 (unreconciled)**

**July 11, 2017**



**2017 Account Balance**

**2017 Monthly Account Balances**

	<b>2016 Year End</b>	<b>2017 Budgeted Year End</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>
CD (rdy-acc)							
CD (3-mth)							
CD (12-mth)							
Checking	\$65,011	\$66004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127
<b>Total</b>	<b>\$65,011</b>	<b>\$66004</b>	<b>\$66,054</b>	<b>\$72,665</b>	<b>\$70,851</b>	<b>\$60,614</b>	<b>\$55,127</b>

	<b>June</b>	<b>July</b>	<b>August</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>
CD (rdy-acc)							
CD (3-mth)	\$10,000						
CD (12-mth)	\$20,000						
Checking	\$23,830.18						
<b>Total</b>	<b>\$53,830.18</b>						

**Annual Account History – 2008-2015 (reflect year-end totals)**

	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>
CD								
Checking	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772
<b>Total</b>	<b>\$75,327</b>	<b>\$91,356</b>	<b>\$90,753</b>	<b>\$74,599</b>	<b>\$60,236</b>	<b>\$61,756</b>	<b>\$61,643</b>	<b>\$44,772</b>

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