

SPRF Board Meeting Minutes Dec. 11, 1009, Tunica, Miss.

Board Members Present: Adam Kelley, APR; Susan Broussard, APR; Jarrod Ravencraft; Stephen Loy, APR; Pete Smith; Kristie Aylett, APR; Lori Miller; Joy Carter, APR; Glenn Duncan, APR; Ken Hair; Ardelle Bush; Cathy Landroche; Associate Assistant Kim Collins, APR; and Dr. John Forde, APR (via conference call)

Adam Kelley, APR, called the meeting to order at 9:45 a.m.

- **Secretary's Report - Cathy Landroche** The minutes from Oct. 4 were reviewed. Ken Hair made a motion to accept and Stephen Loy seconded. All approved. Cathy received clarification on all state/chapter representatives for 2010.
- **Treasurer's Report - Stephen Loy, APR** – Stephen said if 15% of our members are accredited, we can save \$1,400. Students will be listed in the directory, per Susan. Adam said \$2 per member plus \$500. Adam is working with different chapters on their websites. Stephen said it was difficult to budget for the conference calls. Right now looking at \$100 per month. Can we get a better rate? Jarrod said he's all for getting bids for a better rate. Kim will be the gatekeeper for this. Conference and Lanterns aren't on budget sheet. There's \$770 in vendor income and PRCA fourth quarter and PRAL-Alex forthcoming. Also a check for \$1,700 should be coming from PRAM per Jarrod.
- **2009 Conference – Pete Smith** – The Conference was a huge success. We had awesome speakers. There were 88 full registrations. Twenty-four members who registered didn't come. Still trying to collect from 12 who didn't cancel in time – but we had to pay for their meals. Still invoicing. Problem must be hold up in offices for checks. The next step is to contact them personally. Glen suggested we annotate who those individuals are and not let them register next year until this year is paid up. Pete went over the conference evaluation summaries. Suggestions were to make conference content available to registrars only; make presentations available for podcast; get started earlier and try to have a silent auction next year. If each chapter brings something, there would be 21 items to auction off.
- **Chapter of Distinction – Glen Duncan, APR** – Jennifer Jenkins did a lot of work on this, so many thanks to Jennifer, Joy, Kristie and Sabrina for their help. Seed money was available for this, but we didn't need to use it. Four chapters entered the competition. It was questioned if Jaime Palmer's gift was really needed to support this activity. Couldn't we fix a cash award from the interest on her gift? SPRF has received ¼ of her gift to date. Glen said this year \$250 went to the winning chapter. Possibly later on there can be first, second and third place cash awards. There will be

a conference call Dec. 14 to discuss. They've put together a nice summary for next year's committee. Interested to find out why many chapters didn't participate this year. Joy said she didn't think people thought they had a chance after the state winner was named. Jarrod wanted to see how it worked. Kristie said in hindsight, we need to lay groundwork in January 2010 for 2011. Jarrod said those who did enter are pumped to come back. Glen said everyone that entered won a category or placed. And as you compete, you learn to be a better organization; it's a learning process.

- **Lanterns – Lori Miller** – Lori said there were 202 entries submitted electronically, but two never physically arrived. There was more income than expenses. Over \$5,800 in profit. She was still looking for a \$100 difference. She said the AV expense didn't come out of the Lantern budget. Jarrod said it has been budgeted in the past. He added the Lanterns and events that go along with it should be handled by the conference committee, since they're dealing with the hotel. Glen said the cost of awards was costly. Lori has documentation going back eight years with the same vendor. Lori said they were not finished with reorders yet. Jarrod asked that she send out a final email asking for any duplicate orders. Lori had several good suggestions:
 - It's a benefit to report to a specific person on a monthly basis. Should be VP of professional development.
 - Procedures for the Lanterns need to be in writing. Things people know, but that aren't written down anywhere. This would be beneficial to whoever is in charge next year. There should be checklist in place spelling out how things should look, etc.
 - Historical trends. Take a five-year look at what is typical number of entries; how many duplicates you get, etc. Put everything in a spreadsheet so the board knows as well. Put the information on the website so everyone can find it. Jarrod mentioned there was a page on the SPRF website for board members only.
 - Lori said Firefly amends the functionality on the Lantern website, making it very tedious to get some of the data. There was also a problem with the award functionality where it put out live information, but she managed to get around that.

- **Educator of the Year: Nancy Borden (Not available)**

- **Student Membership: Celeste Cade (Not available, see written report)**
Adam mentioned the PRCA students are now in the database. Susan would like to see steps created to ID professionals, etc.

- **Senior Leadership Council: Sabrina McLaughlin, APR (Not available, see written report).** Note there's a page on the website with photos of previous conferences and long-time members.

- **Chapter Web Development – Adam Kelley, APR** – Chapter websites have been developed for PRAL Central LA, PRAM Gulf Coast
- **SPRF Nominating – Adam Kelley, APR** – All individuals nominated for serving on the 2010 Board accepted their nominations.

Officer Updates

- **Professional Development: Jennifer Jenkins, APR (Not available)**
- **Membership: Susan Broussard, APR** – Susan said membership increased 25 members. Dothan and North Carolina are interested in joining SPRF. Pat Smith is working on upgrading the database. The directory is a database management system and Susan had to hand-put each of the 125 students in. The system needs to be more user friendly.
Jarrod asked if we needed to look at other options this year. The data isn't being backed-up. There's no real "contract" with Pat, which Stephen said we need. Jarrod said the website is working great; the problem is with the directory.
Susan asked if there would be an interest in having industry-specific subgroups – i.e. nonprofits, education, etc. The groups could meet at the conference and then once throughout the year.
- **Communications: Pam Swain (Via telecom)** – Next newsletter out Dec. 14. Send any inputs to her. The website is being updated on a daily basis.
- **Accreditation/Ethics – Dr. John Forde, APR** – John said UAB dues are \$500 plus \$2 per member. Stephen will send a check for \$3,008. John said he feels the workshops and boot camps are important, even though there was a poor showing at the conference. The conference had more panelists than students, but some who signed up had to cancel. Jarrod added the April state conference's showing was very successful and that may have had an impact. Currently there are 110 accredited members.
They are updating the guide at the UAB level. Tier 1 is pre-accreditation for graduating seniors – a way to get them interested at an early age. The on-line study course has been updated. They are trying to provide as many tools as possible for people to succeed.
Glen suggested UAB have recognition to generate competition. John will make a note to bring this up to the committee.
John said it was a good UAB with people from all over the country. Goal is to show value of accreditation. It helps our relationships with other state PR reps and expands our horizons to have to reps.

State/Chapter Reports

- **ECPRO – Ken Hair** – Ken said ECPRO, AdFed and FRPA are meeting for a joint Christmas luncheon. The group may revisit the question if Destin would like to be a part of SPRF. He also gave an update on the changes to the Student Media Competition.
- **PRAL – Alex: Susan Broussard, APR** – Susan said membership has held, but not grown. They are working on their awards competition (Cypress Awards and Magnolia Awards) and donating books to literacy.
- **PRAL – BR: Stephen Loy, APR** – They will be awarding two student scholarship communicator awards in January. They will be moving in State direction if two more chapters come on board.
- **PRAM: Pete Smith** – Pete said PRAM switched to a quarterly billing cycle. Celeste Cade is working with the students. The board retreat in 2010 will focus on their strategic plan, accreditation, and membership goals. Caron Blanton, APR, is the new president. Shannon Coker, APR; Robin Street, APR and Kurt Brautigam, APR are taking care of APR credentials.
- **PRCA** – Jennifer Jenkins is president and the group will hold its spring conference in April in Auburn.

Old Business

- Directors and operator's insurance is still on hold. We cannot afford.

New Business

- **Southern Public Relations Hall of Fame** – Discussion and motions, that were withdrawn and amended. Final outcome is Adam will chair an ad hoc committee to determine the nature, intent, purpose, feasibility and cost of having a SPRF Hall of Fame. Dr. Ford suggested putting the Hall of Fame plaques in the Mississippi State University Library. It's a high-traffic area and there wouldn't be any charge for the space. Would need a University connection (i.e. sponsored by ...). It's a nice, central location near the Congressional materials.
- **Industry-specific subgroups** – Susan will be the committee chair on this. She suggested Education, Nonprofit, Health Care and Energy as subgroups. If there are any others you'd like to see, please let her know.
- **SPRF Conference Structure** – Adam said 2011 was an ideal year to have SPRF start hosting the conference. Jarrod said there are several advantages to this. It could be hosted in more favorable areas; we can make more money; and negotiate multiple-year deals (with hotels); the quality of the conference could be maintained because the knowledge was being passed from board to board instead of state to state. The states would still have involvement and make money, but the majority of the responsibility would lie with the Board. Joy suggested SPRF work with the states so people don't have to choose between two conferences due to budget cuts. It was suggested to look at how PRCA is restructuring its state conference. Adam will put together a committee to look this over.
- Future board meetings are scheduled for February, April, July, September (at conference) and November/December.

The meeting was adjourned at approximately 1 p.m.