

## **SPRF Board Meeting**

### **October 8 – Conference Call**

**Board Members Present:** Sabrina McLaughlin, APR, Adam Kelley, APR, Jennifer Jenkins, APR, Dr. John Forde, APR, Jarrod Ravencraft, Mary Cracchiolo-Spain, Glen Duncan, APR, Missy LaBorde, APR, Susan Broussard, APR, Holly Hulk Cullen, APR, Marc Goldstein, Pete Smith, Pam Swain, Nan Baldwin, APR, Kim Collins, APR-Association Assistant

#### **Sabrina McLaughlin, APR**

Sabrina McLaughlin, APR called the meeting to order at 1:10 pm.

The minutes of the last meeting were reviewed. Mary Cracchiolo-Spain motioned to approve the minutes with a second from Jarrod Ravencraft. The minutes were approved unanimously.

Sabrina reviewed the policies and procedures manual as it currently stands noting it is a working document that will allow for continuous updates. Changes will be accepted by a vote of the board. She asked that those who haven't submitted comments do so. The approved manual will be housed on the SPRF website. A motion was made to put in place the manual that was last distributed by Kim Collins, APR on October 6, 2008. Glen Duncan, APR made a motion to approve. Jennifer Jenkins, APR seconded. During discussion, Glen noted more changes have been submitted as of this morning and wanted to formalize how those would be accepted. The board agreed vote by e-mail with the consensus of the board would be sufficient. Then the revised would be posted to the website. The motion passed.

#### **Adam Kelley, APR-President Elect**

Adam provided a written report. Adam noted that PRCA will have an APR Conference and wants to promote the 2009 SPRF Conference at it. Adam encouraged local chapters to submit content such as local meeting times and locations, awards and announcements to have an updated, current calendar of events. Sabrina asked Jarrod to work this into his conversations as well as he talks to local chapters. Jarrod will do this once he gets guidelines from Adam. Dr. John Forde, APR encouraged that partnering UAB organizations be added to the website. Adam and John will communicate so partners can put sprf.org on their site as well.

#### **Jennifer Jenkins, APR – VP Professional Development**

Jennifer is setting up a committee to discuss final Chapter of Distinction Guidelines. The committee will meet on the 17<sup>th</sup>. Pam Swain originally scheduled to serve is having a baby, so another PRAM member will replace her. Jennifer will confirm all by e-mail and follow up with a proposal to vote on by the November retreat.

There still has been no 2008 Conference Committee report submitted; however, the registration check was sent to Glen. Kim will request the conference report as requested on behalf of Sabrina and Glen for the SPRF board. Kim will send it to the board once received. Sabrina thanked everyone for their help and noted the speaker evaluations looked good. She encouraged strong speakers at future conferences. Glen thanked everyone for a wonderful Professional Achievement evening.

Missy LaBorde noted that the Educator of the Year Award will need to find a home. This will be address in Nov.

Holly Cullen noted that Amy Nolen is wrapping up Lanterns with duplicates and when done will submit a final report for Kim to distribute. Revenue should be better than projected. Sabrina thanked the Lantern committee. Holly will also submit a “lessons learned” report.

### **Jarrold Ravencraft-Membership**

Jarrold noted SPRF membership is at 1,337. He is working with Pat Smith on establishing various administration privileges on the website. SPRF has a LinkedIn group with 65 members, and he encouraged the board to join. Natchez, Miss. wants to start a local PRAM chapter, and Jarrold is working with Kim to help them. They are also working to confirm the APR list is accurate when compared to the membership database. He asked everyone to make sure their chapters are receiving membership postcards and certificates. Sabrina as the remainder of postcards and will bring to Kim to store; remaining certificates will be passed on to Adam. Jarrold requested possible association memberships be sent to him. Jarrold will distribute the policies for sending blast e-mails. Northwest Louisiana is interested in started a student chapter, and Jarrold will set up a group to help them get started and send sample guidelines. It was encouraged that they work with the Alexandria chapter. Nan also volunteered assistance. Jarrold and Nan will work together to establish guidelines and get those to the NW group.

### **Dr. Forde, APR-Accreditation**

Dr. John Forde noted the APR boot camp in Montgomery went well with 20-25 in attendance. Readiness Reviews will be a part of the 2009 conference, and Dr. Forde encouraged local chairs to take care of setting up reviews working directly with the facility, not the VP of Accreditation. Jarrold suggested the VP of Accreditation identify the available room and times and sent to local chairs with a first come first serve priority. The conference committee will have someone coordinate the rooms with the facility and Forde will coordinate panelists. Glen suggested help in getting panels guidelines. Forde noted the UAB is working on some things to help this now and added the panelists need more work to. Suggestions were made to publicize the exam more with emphasis on being prepared. The online study program is being updated. The exam has a 70% pass rate now.

### **Mary Cracchiolo-Spain, VP-Communication**

Mary has confirmed with Pat the adding the discounts and benefits section to the website will be no charge. She is updating links and information. Mary called for newsletter content and noted tags should be included to link to the site. Ideas shared for the next edition include Jamie Palmer’s gift, member profile update, SPRF and PRCA conference recap, president’s letter, jobs and discounts and benefits. Kim will send Mary discounts and benefits copy for the website and for Jarrold to e-mail. Sabrina noted businesses and individuals should not be allowed to use the SPRF database. SPRF may look at future revenue streams added advertising and sponsorships to the website. Glen encouraged a marketing strategy for the SPRF main page on how to register. Jarrold explained this was granted to members when they join SPRF and offered to implement ideas if anyone had further suggestions.

### **Glen Duncan, APR-Treasurer’s Report**

Glen reviewed his submitted written report and budgets, noting SPRF is in the red. He suggested a balanced budget be adopted at the November retreat for 2009. Regarding Jamie Palmer's monetary gift, she has not yet told Glen what she wants or needs regarding taxes. We need the IRS document, Letter of Determination, to be archived for future referral once secured. Glen filled out the application with an attorney who has to make the formal application. This should be wrapped up by December. Jamie wants the money used for projects facilitated by past presidents. Glen will push the application through and hopes a state document may be sufficient for Jamie. Glen will follow up with Jamie and copy Sabrina.

### **Kim Collins Association Assistant**

In an effort to save time, Kim referred the board to her written report.

### **Other**

It was discussed that the PRAL 2009 representatives need to be identified. As per current PRAL representatives, two are from Baton Rouge, two from Alexandria and one from either as chosen by groups. Sabrina charged the PRAL group with figuring out their election process and submit representatives. Glen noted the board may need to review the constitution.

The 2008 SPRF retreat is currently scheduled for November 13-14 to wrap up 2008 and plan 2009's goals and budget. 2009 board members will be invited, and Adam will fill in if Sabrina is absent.

### **State Reports**

ECPRO – Board met last week and are wrapping up conference details. There was a lower attendance than expected. It was noted that speakers were not publicized well and banquet costs were a hurdle for some who wanted to attend. Adam will prepare a survey and send to SPRF membership to poll them on conference attendance.

PRAL – Baton Rouge is coming out from under Lantern coordination and had to bump their strategic plan back a bit to accommodate, but it is now back in effect. They are focusing on their recruitment strategy, year-end social with a PRSA sister chapter, hosting APR 101 with a dinner and process overview and will conclude Lantern final report soon.

Alexandria's budget is back in black and up to 37 members. The slate will be proposed next month as well as a local awards program.

PRAM – Will have a conference call Friday regarding the 2009 SPRF Conference. The contract has been signed with the hotel and Kim is working on the vendor fair. She will design postcards for Mary to take and distribute at PRSA. Save the date cards are going out next month and in the spring. PRAM members will pass out chips to win \$1,000 at the conference to promote the event at local chapter meetings. Buses may be chartered from the coast to Tunica. The committee hopes to get the conference web page up soon.

PRCA – Membership is up to 519, up from 2007. The fiscal year ended in September but the calendar year will change to officially start January 2009 to blend with SPRF. The slate has been inducted, and Nan Baldwin is the 2009 president. Jennifer Jenkins is President Elect. There will be no 2009 conference

but rather a luncheon with an annual meeting and mini conference. They will send a save-the-date for April 24 in Birmingham.

Glen encouraged an orderly transition for the next SPRF treasurer.

Sabrina asked everyone to submit their policies and procedures notes so Kim can make updates. She asked everyone to also send in forms and any documents dealing with their office.

The call was adjourned at 3 pm.