



December 9, 2014

Annual Membership Meeting

Agenda

- | | |
|------------------------|--------|
| ■ Welcome/Introduction | 5 min |
| ■ Board business | 5 min |
| ■ 2014 in Review | 15 min |
| ■ PRSA National Survey | 15 min |
| ■ Q&A | 10 min |
| ■ Adjourn | |

PRSA San Francisco

- **Vision**

PRSA San Francisco is the Bay Area's leading resource for expertise and insight and enables practitioners to learn, connect and excel.

- **Mission**

We are committed to unifying and strengthening the public relations community by providing learning and development opportunities, creating career connections and enhancing the understanding of the profession.

Board Retreat 2013

Areas for improvement:

- Marketing, membership, outreach and visibility
- Better professional development and networking opportunities
- Stronger partnerships with similar organizations
- Stronger participation at board and membership levels
- Board goals aligned with time available

Membership Overview

- 2014 memberships
- Growth YTD – 8%
 - New - ?
 - Reinstated - ?
 - Drops - ?



Financial Update

YEAR	REVENUE	EXPENSES	SPONSORSHIP REVENUE	CASH, INVESTMENTS & SAVINGS	COMMENTS
2011	\$41,573.35 93%	\$34,655.09 78%	\$9,500.00 95%	\$89,077.35	<ul style="list-style-type: none"> • Close to meeting revenue goal. • Reasonably good expense control. • Steady rise in revenue. • Solid sponsorship revenue.
2012	\$54,254.37 95%	\$36,654.03 64%	\$25,500.00 85%	\$103,525.45	<ul style="list-style-type: none"> • PRSASF hosted PRSA International Conf. resulting in best sponsorship year. • Very close to revenue goal. • Good expense control. • Steady rise in revenue.
2013	\$34,752.60 79%	\$29,027.65 68	\$5,500.00 25%	\$115,989.25	<ul style="list-style-type: none"> • More cash committed to savings and investments (mostly from previous year windfall). • Low sponsorship revenue vs. budget of \$12,000. • Overestimated total revenue.
2014 YTD as of 9/14/20 14	\$42,607.44 149.5%	\$36,964.20	\$4,500		<ul style="list-style-type: none"> • Significant increase in program revenue • Added liability and D & O insurance • Extra admin expenses due to transition in chapter administrator

2014 Chapter Accomplishments

- Financially strong
- Developed Strategic Plan
- Added 1/2 –day Professional Development Workshops
- Increased programs revenue significantly
- New corps of volunteers
- Continued progress in Diversity and Inclusion
- Hired new chapter administrator

What to Expect in 2015

- Key Areas of focus for 2014:
 - Operational Streamlining
 - Continued collaboration with Silicon Valley Chapter
 - Programs/Events
 - Members
 - Sponsors
- Supported by:
 - Communication
 - Strong financial management
 - Diversity and inclusion

What to Expect in 201

- Continued emphasis on professional/skills development
- Expanded volunteer opportunities
- Enhanced Friday Focus

2015 Board

Michele Horaney:

Y'Anad Burrell

Naomi Hunter

Deb McManus

Kate Bair

Jessica Airey

Amanda Purvis

Annie Moore

Agnes Uboma

Lindsay Casale

Andrea Mahoney

Emily Powell

Forrest Anderson

Kim Bardakian

Rachel Rocero

Jason Grosse

President

President-elect

Immediate Past President

Director, Membership

Chief Financial Officer & Director, Ethics

Secretary/Treasurer

Director, Communications

Director, Programs

Director, Diversity

Director, Events

Director, Sponsorships

Director, Professional Development

Director, Research and Analytics

Director at Large (Events)

Director at Large (Communications)

Director at Large (Programs)

2014 Board*

Rachel Rocero

Director at Large

(Communication, Membership)

Kim Bardakian

Director at Large (Events/Diversity)

Forrest Anderson

Director at Large (Measurement)

Sande Smith

Director at Large (Strategic Planning)

Heather Sliwinski

Director at Large (New Professionals)

Assembly Delegates:

Naomi Hunter (2015)

Michele Horaney (2016)

Y'Anad Burrell (2017)

Heidi Zuhl (2017)

*Board member Laura Dunn resigned after slate was put to vote.

Update on PRSA National Survey

- Gerry Corbett
- PRSA-SF Member
- Past Chair, PRSA National



Excellence in Leadership

PRSA Public
Relations
Society of
America

2014 Membership Study

Prepared by Ketchum Global Research and Analytics

October 2014

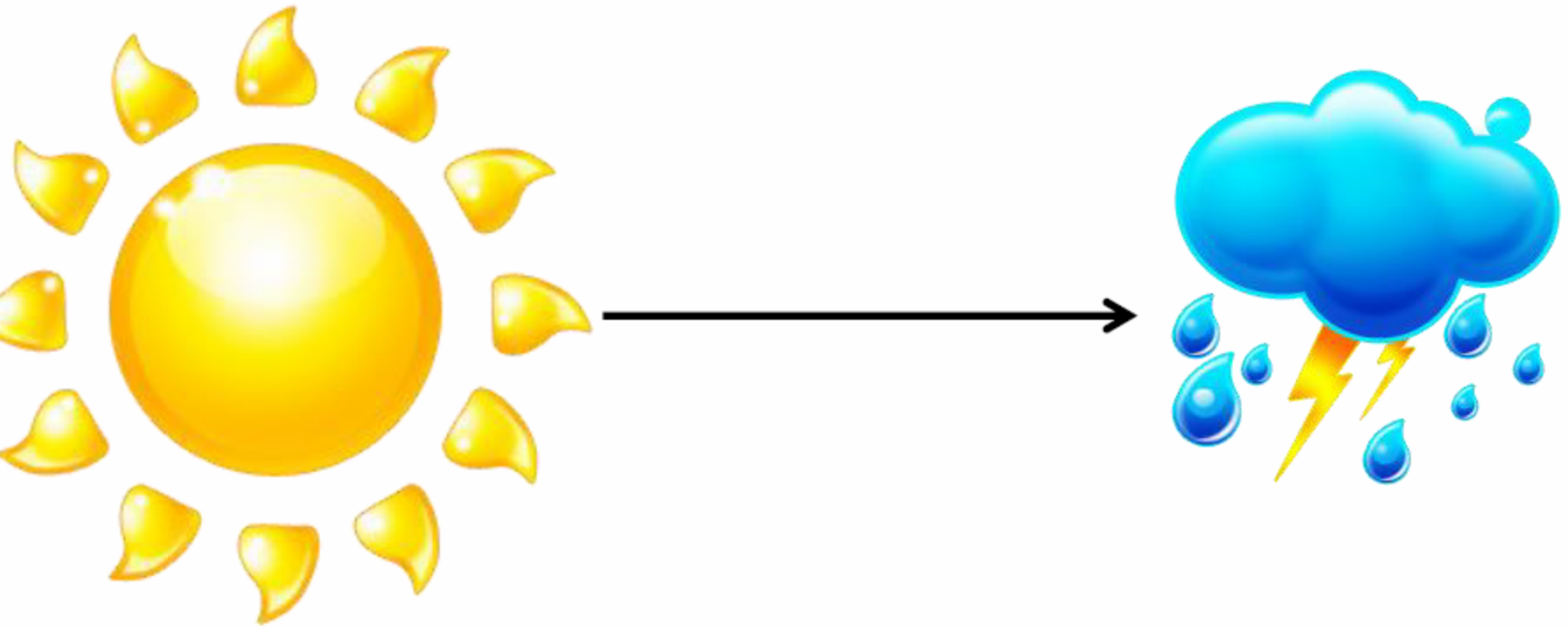
Background

- To better understand how PRSA delivers value to members and to determine avenues for growth, PRSA in conjunction with Ketchum Global Research and Analytics conducted the third installment of its Membership Study, also completed in 2008 and 2011.
- In addition to observing the current state of the PRSA landscape, the study analyzes key trends from 2008 to present and evaluates differences among age groups (Millennials, Gen X and Boomers) and membership status (member, lapsed member, never member).

Positive Shifts in All Key Metrics

Top 3 Box		2008	2011	2014	Change 2011-2014
Total Respondents	Overall Impression of PRSA	n/a	66%	70%	+4
	Understanding of what PRSA does	n/a	72%	85%	+13
	Understanding of what PRSA National does	n/a	57%	69%	+12
	Understanding of what PRSA Chapter does	n/a	69%	82%	+13
	Understanding of what PRSA District does	n/a	21%	30%	+9
	Understanding of what PRSA Professional Interest Section does	n/a	41%	53%	+12
	Understanding of what PRSA Foundation does	n/a	n/a	23%	n/a
Members	Satisfaction with membership	48%	56%	60%	+4
	Likelihood to recommend PRSA to a colleague	62%	65%	74%	+9
	Likelihood to renew	80%	79%	86%	+7

To Put The Forecast Into Pictures



Today

2020

What Members Say is Important and What Drives Satisfaction/Renewal Consistent

- The attributes members say are important to them truly are the key drivers of member satisfaction and likelihood to recommend/renew.
- Transparency is a must-have for membership in a professional organization, but this does not necessary influence satisfaction with the organization or likelihood to recommend/renew.

	Relatively <u>Low</u> Stated Importance	Relatively <u>High</u> Stated Importance
High rived	Hidden Motivators	Key Motivators <ul style="list-style-type: none"> • Quality services provided to members • Committed to the satisfaction of its members • Offers good value • Quality of management • Develops and retains well-suited members • Innovative • Industry leader • Trustworthy
Low rived	Relatively Unimportant <ul style="list-style-type: none"> • Loyal membership • Corporate social responsibility • Financial strength • Offers a guide to ethical practices • Diversity of membership • Offers a professional certification program 	Table Stakes <ul style="list-style-type: none"> • Transparent

Summary: Differences Among Millennials

Which attributes of PRSA drive membership satisfaction and brand reputation among Millennials?

How does PRSA perform on the attributes most likely to drive satisfaction and brand reputation among Millennials?

Which professional development areas and products/services appeal most to Millennials?

- ✓ Millennials hold membership organizations to a set of ideals – expecting intangible elements like integrity, responsiveness, helpfulness and support, more so than older generations.
- ✓ Millennials are less likely to place importance on a professional certification program, and potentially as a result, are less likely than older groups to say PRSA performs well in this area.
- ✓ Millennials find PRSA networking events extremely valuable – using PRSA as an avenue for meeting potential employers, people in their region, in their work category, etc.
- ✓ While Millennials, like older employees, express interest in educational programs on emerging practices within PR, they are more likely to look for more “traditional” guidance from PRSA, such as in pitching media, event coordination, etc.
- ✓ Overall, Millennials engage with far fewer PRSA products/services than older generations.

Key Questions Addressed

1. How have key membership metrics changed from 2008 and 2011? *Metrics are at all time highs.*
2. How does the population segment in terms of engagement with PRSA? How do we create brand ambassadors from less engaged members? *About a third are Brand Ambassadors. Need focus on IMC, social media, strategic planning to boost ranks.*
3. What drives membership and defines the PRSA brand? *Quality of services. An inspiring and innovative organization that is trustworthy and transparent.*
4. What services represent the best for growth? *IMC, data and analytics, measurement, social media, C-level understanding.*
5. How, if at all, do Millennials differ? *More of a focus on their own personal and professional development. APR less relevant. A focus on the ideals of the organization.*
6. What does this all mean for the PRSA Brand? *It needs to change as its members are changing.*
7. What is the role of the APR? *Sign of personal achievement. Not broadly relevant and not a key qualification for Board membership.*

