



**December 11, 2013**

## **Annual Membership Meeting**

### **Agenda**

- Welcome/Introduction 5 min
- Board business 5 min
- 2013 in Review 15 min
- What to Expect in 2014 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.

## Financial Update

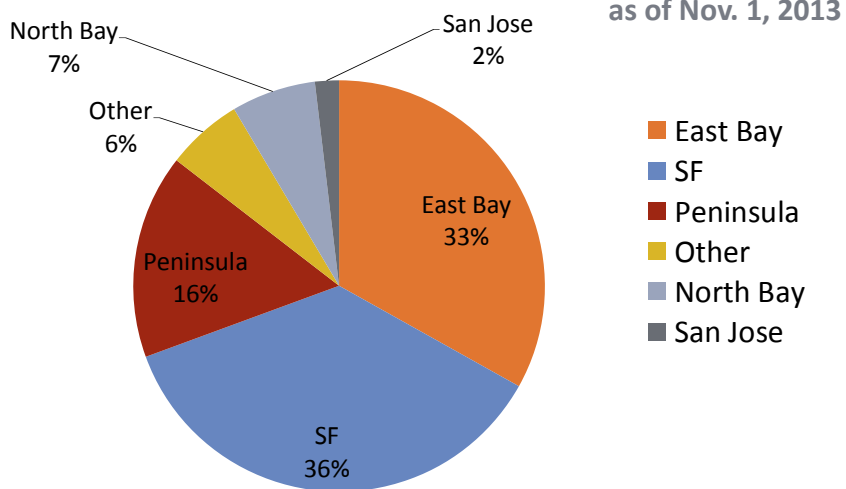
YEAR	REVENUE	EXPENSES	SPONSORSHIP REVENUE	CASH, INVESTMENTS & SAVINGS	COMMENTS
2010	\$35,274.39 76%	\$37,596.36 81%	\$500.00 6%	\$82,421.37	<ul style="list-style-type: none"> <li>Overestimated revenue.</li> <li>Operated in red for the year.</li> <li>Expense control good but high for this chapter.</li> </ul>
2011	\$41,573.35 93%	\$34,655.09 78%	\$9,500.00 95%	\$89,077.35	<ul style="list-style-type: none"> <li>Close to meeting revenue goal.</li> <li>Reasonably good expense control.</li> <li>Steady rise in revenue.</li> <li>Solid sponsorship revenue.</li> </ul>
2012	\$54,254.37 95%	\$36,654.03 64%	\$25,500.00 85%	NOT LISTED	<ul style="list-style-type: none"> <li>PRSA SF hosted PRSA International Conf. resulting in best sponsorship year.</li> <li>Very close to revenue goal.</li> <li>Good expense control.</li> <li>Steady rise in revenue.</li> </ul>
2013 (YTD)	\$27,047.59 61%	\$23,803.01 56%	\$3,000.00 25%	\$117,928.33	<ul style="list-style-type: none"> <li>More cash committed to savings and investments (mostly from previous year windfall).</li> <li>Low sponsorship revenue vs. budget of \$12,000.</li> <li>Overestimated total revenue.</li> </ul>

## Membership Overview

- 2013 memberships - 310 and 379
- Growth YTD – 3%
  - New - 112
  - Reinstated - 41
  - Drops - 128
- Emphasis in 2014 will focus on retention strategies and membership value



## Membership Demographics



Source:

## Membership Trends

### SF vs. National 2010 – 2013

Year	Total # Members – San Fran	Nat'l Total Membership	% of Nat'l Membership
2010	356	20922	.017
2011	355	21272	.017
2012	365	21054	.017
2013 thru Sept 30	*379	21920	.017

Source: PRSA National Membership Reports

\*379 Members represents number of individuals who hold National membership and designate San Francisco as their chapter

## 2013 Chapter Accomplishments

- Financially strong
- Finalized revised web site
- Positive feedback about programs
- Launched special member promotion in Feb. and gained 24 new members



## Satisfaction Survey Overview

- Sent survey to 1,625; 112 replied, 7% response rate
- 43% of respondents report being satisfied in the 2013 study, 57% did in 2011.
- Key areas for improvement:
  - Professional Development
  - Communication
  - Monthly Programs
- Full results on Chapter Website

## What to Expect in 2014

- Develop 2-3 year Strategic Plan
- Key Areas of focus for 2014:
  - Programs/Events
  - Members
  - Sponsors
- Supported by:
  - Communication
  - Strong financial management
  - Diversity and inclusion

## What to Expect in 2014

- Strategic plan with measurable goals
- Dynamic programming, including professional/skills development
- Expanded volunteer opportunities
- Enhanced Friday Focus
- Stronger partnership with Silicon Valley PRSA

## 2014 Board

Naomi Hunter	President
Michele Horaney:	President-elect
Netta Conyers-Haynes	Immediate Past President
Deb McManus	Director, Membership
Curt Olsen	Chief Financial Officer & Director, Ethics
Sarah Frey	Secretary/Treasurer
Lindy Wagner	Director, Communications
Y'Anad Burrell	Director, Diversity
Amanda Purvis	Director, Events
Andrea Mahoney	Director, Sponsorships
Emily Powell	Director, Professional Development
<b>Open</b>	<b>Director, Programs:</b>
<b>(Board members are sharing responsibility)</b>	

## 2014 Board\*

Rachel Rocero	Director at Large (Communication, Membership)
Kim Bardakian	Director at Large (Events/Diversity)
Forrest Anderson	Director at Large (Measurement)
Sarah Layton Wallace	Director at Large (Strategic Planning, Chapter Operations)
Sande Smith	Director at Large (Strategic Planning)
Clark Hsu	Director at Large (Events)

### **Assembly Delegates:**

Curt Olsen (2014)  
Netta Conyers-Haynes (2014)  
Heidi Zuhl (2014)  
Michele Horaney (2015)

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

