

PRSA San Francisco 2015 Annual Report



Achievements

Finance: New bank, accounts including investments confirmed, balances updated and clarified

- Very Useful Working Budget: Document with line-items for each committee in development and ready to share with Board of Directors in January 2016
- Operations: Excellent performance by Marit Fox, chapter administrator
- PRSSA: Connection made with PRSSA chapter at CSU-East Bay
- Second Thursday: Another year of very successful Second Thursday events
- Silicon Valley: Firm action taken to deal with Silicon Valley chapter incursion

Issues and challenges

- Chapter integrity: Silicon Valley incursion, but meeting in 2016
- Regular, dependable monthly programs: Program schedule slipped at points (Bylaws require 10 meetings per year)
- Membership: The eternal issue: We need to find out why members let membership drop, why they wait to renew.
- Bills: Some lag-time on resolution, but change in bill payment will improve
- Unfinished business: Minutes for Board meetings need to be presented and approved.

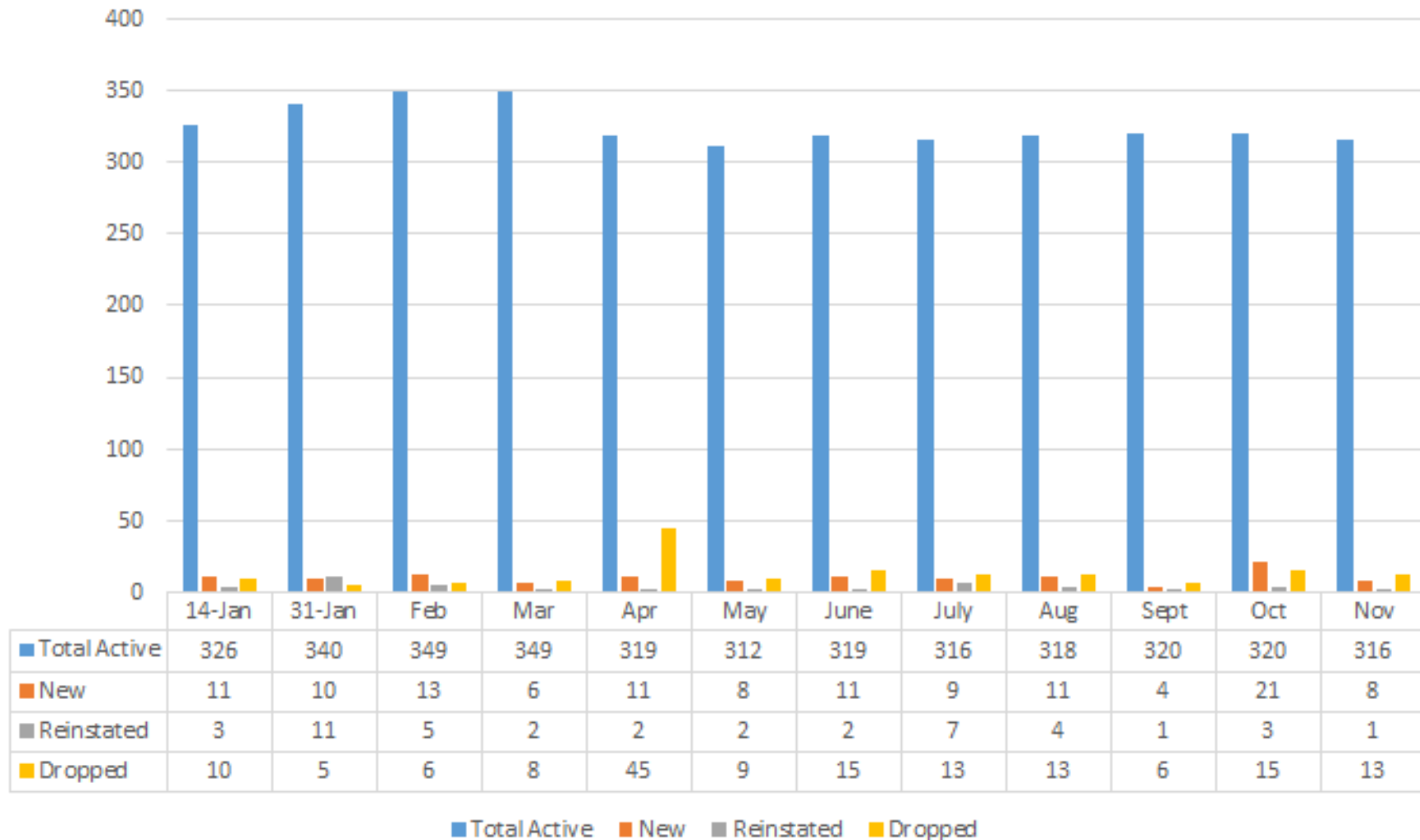
2015 Membership Survey Summary

- Overall satisfaction: 3.54 (2015) v 3.45 (2013)
- Recommend SF chapter: 83% (2015) v 86% (2013)
- Recommend monthly programs: 88% (2015) v 76% (2013)
- Satisfaction with programs: 3.69 (2015) v 3.57 (2013)
- Recommend Second Thursday: 84% (2015) v 77% (2013)
- Satisfaction with Second Thursday: 3.67 (2015) v 3.64 (2013)
- Who pays membership: Self: 46.30%; Employer: 48.15

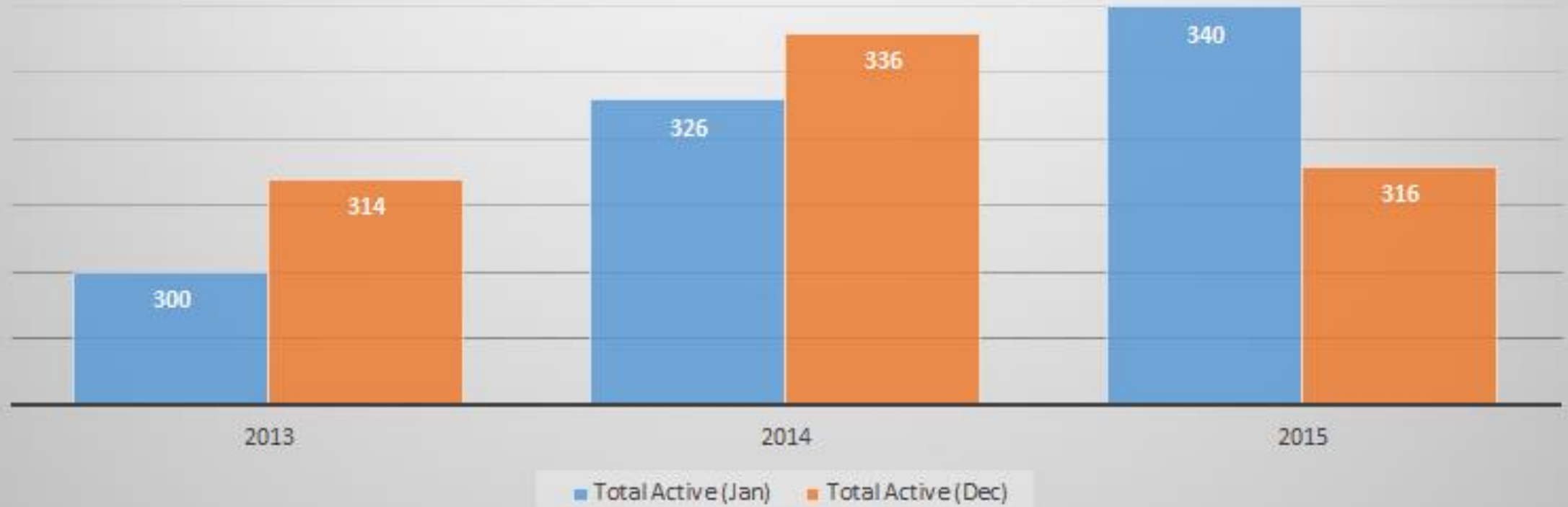
Full report by Forrest Anderson; report done every other year

Membership Report to November

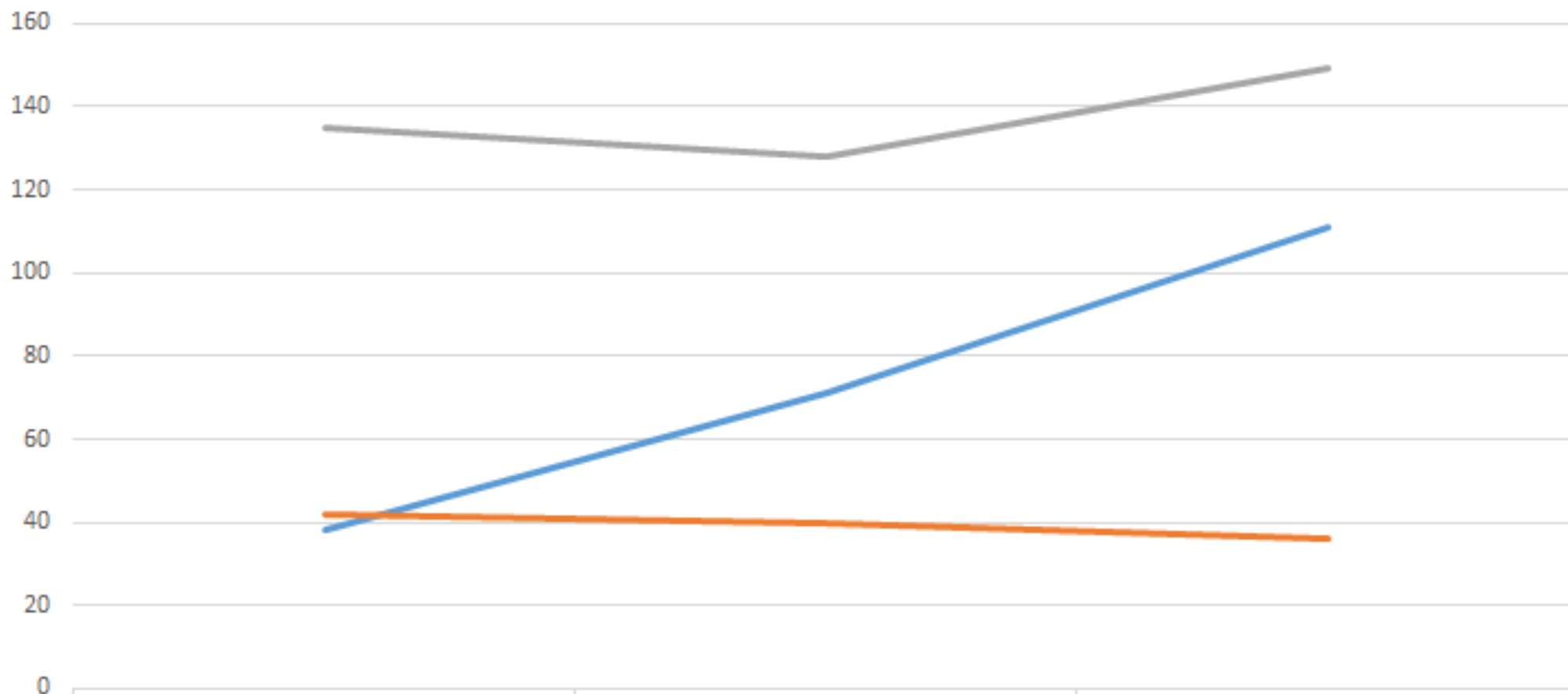
Monthly Membership Report - Nov 2015



Active Members 2013-2015



3 Year Member Activity Report



	2013	2014	2015
New	38	71	111
Reinstated	42	40	36
Dropped	135	128	149

Monthly Programs

- January: No Meeting
- February: Telling Stories Through Video: Lessons from YouTube (39)
- March 26: Building Trust in Innovation/Edelman Trust Barometer ;
Cosponsor with PRSA-SV (San Mateo) (36)
- April 24: Professional Development: Pitching Boot Camp and Media Relationships Workshop (61)
- May: No Meeting
- June: Top Tools to Boost Your Brand (22)
- July: No Meeting: It's The Annual Official Vacation Month
- August 20: Shoot & Score: A Discussion on Sports and Entertainment PR (Oakland) (50)
- September 24: Ethics Month Observance: SF IABC & PRSA-SF Lunchtime Professional Ethics Panel (22)
- October 22: Diversity Month Observance: Diversity --Not Just A PR Strategy (31+12)
- November: No Meeting
- December: Annual Membership Meeting; PRSA & IABC Holiday Party

Sponsorships

- 2015 Goal: \$8K
- Actual: \$3K from PR Newswire and \$2500 in kind from several sources, including Business Wire and Wells Fargo, both for venues
- But larger picture: \$20K value for Second Thursday events for venues and, especially, food and beverages
- For 2016: Prospects in the pipeline include university, photographer, venue for events
- Commitment made for 2016: Collaboration between Sponsorship, Events and Programs

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Events

- 10 Second Thursday Networking Events
- Locations: 7 in San Francisco and 3 in Oakland.
- Venues: 4 in offices, including MSLGROUP, Salesforce, Netvibes and Virol and 6 in bar/restaurant spaces.

- Sponsorship Counts: The cost of seven and a half events was covered, with a value of more than \$20,300. PRSA covered the cost of two and a half events, adding up to a little over \$900. This leaves us with a leftover budget of more than \$1,500!

- In 2015, we partnered with sfAMA, PRSA-SV and IABC-SF. Results: Increased attendance, more inter-connections with communicators and awareness of opportunities.

Professional Development

Michael Smart, April 23, in San Francisco

- One event in 2015
- Just over 50 -- most non-members, at non-member rates -- attended
- Split-day program: morning session and afternoon session
- Netted \$\$ from event

Finance

As of Oct. 31:

- “In the bank”: \$94,500
- “In the black”: \$9,795, due to April being a strong revenue month (due to Michael Smart) and a few membership spikes, along with moderate revenue from a few other programs. We will not end the year in the black.

Goals for 2016:

- Firm up process and procedure for payments and reporting
- Steady income stream on the PD and programming front
- End year in the black