



Welcome to the

2021 PRSA San Francisco Bay Area “State of the Chapter” Annual Report



President's Annual Report

- Objectives (from Chapter Bylaws)
- Overview of finance and membership
- Reflecting on 2021 (play-by-play)

What is our Objective?

Section 3. Objectives. In accordance with the purposes of the Society as set forth in the Society's articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering members to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve; and, to:

- Promote **lifelong learning**.
- Strengthen and maintain the **highest standards of service and ethical conduct by all members of the profession**.
- **Embody vibrant, diverse and welcoming professional communities.**
- **Recognize capabilities and accomplishments.**
- **Provide thought leadership and professional excellence through the exchange of ideas and experiences.**
- **Collect and disseminate information to enhance or improve the professional knowledge, standards and ethical practice of the membership.**

Overview of 2021

2021 PRSA-SF Chapter Annual Financial Overview

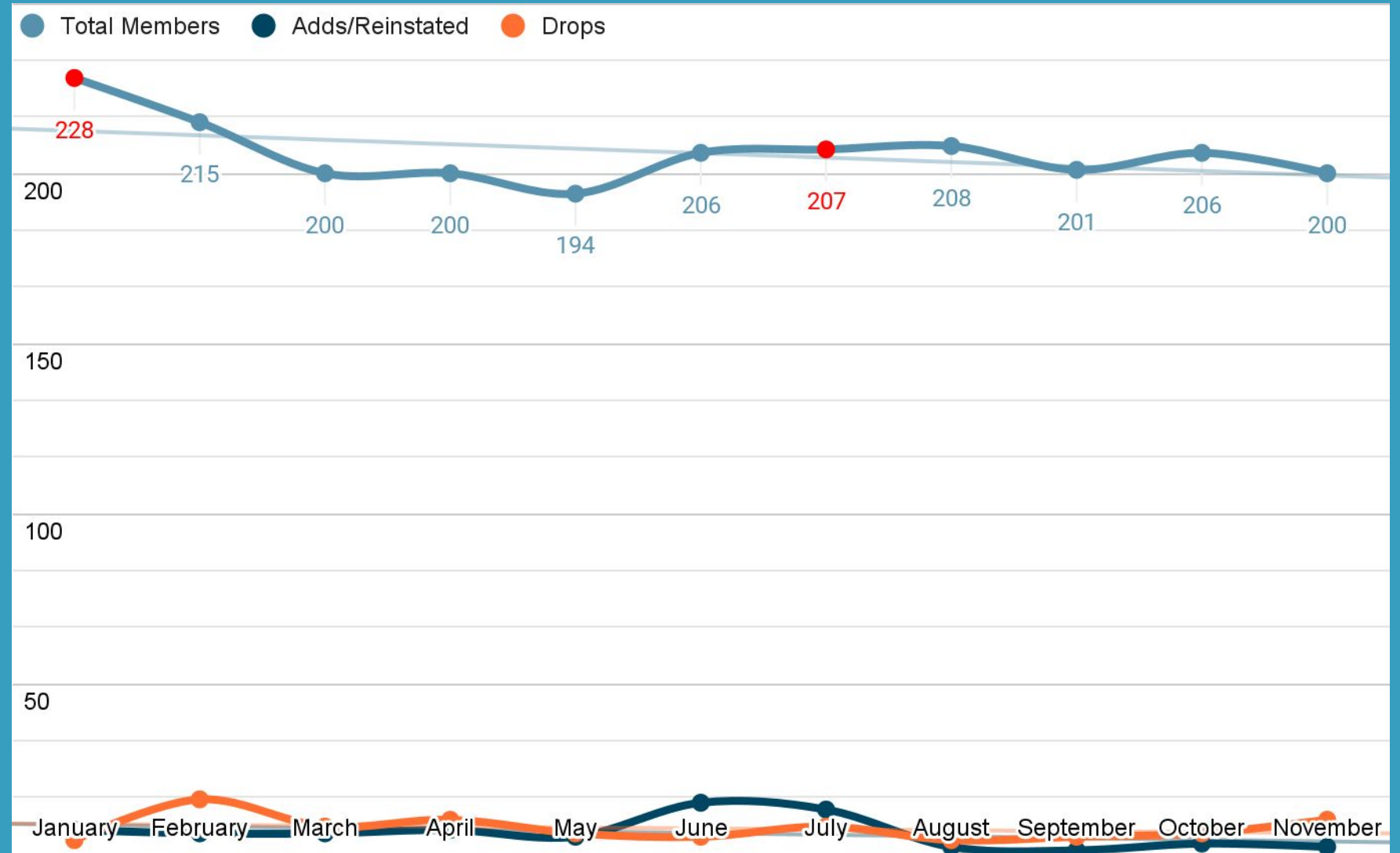
- Starting Balance Jan. 2021:
\$48,000

- Balance as of Nov. 20, 2021:
\$46,000*

**Will change, subject to December expenses
and 2021 budget reconciliation*



2021 PRSA-SF Chapter Membership Overview



Reflecting on 2021

How it started...

- **January 23:** Kick off Meeting
 - First virtual kick off meeting



How it went...

- **January 29** : Meet the 2021 Board Happy Hour



2021 Events and Programs

- **February 3:** Yoga Event



- **March 3:** Water Cooler Event



2021 Survey and APR Event

- **March 9:** PRSA Survey during the pandemic



- **March 11:** APR Open House



2021 #IWD2021 Social Media Campaign (March 8)



2021 #IWD2021 Social Media Campaign (March 8)

PRSA
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Women still make 79 cents to a man's dollar. We must keep fighting for our worth.

**BROOKS WALLACE,
DIRECTOR-AT-LARGE**



PRSA
SAN FRANCISCO



It will do us little good to wire the world if we short-circuit our souls. There is no delete button for racism, poverty or sectarian violence... This transformational new technology must be an extension of our hearts as well as our minds. – Tom Brokaw

**ALENA SANDERSON,
DIRECTOR, MEMBERSHIP**



PRSA
SAN FRANCISCO



What doesn't kill you makes you stronger! Be resilient and never give up.

**JENNIFER TANG,
CO-DIRECTOR, PROGRAMS**



2021 #IWD2021 Social Media Campaign (March 8)



“

It is easier to act yourself into a new way of thinking, than it is to think yourself into a new way of acting.

— Millard Fuller



MITCHELL FRIEDMAN, ED.D., APR,
DIRECTOR,
ETHICS CHAIR



“

Alis volat propriis/She flies with her own wings. – Oregon State motto

Harper Schmidt,
Secretary



“

This is the beginning of a new day. You have been given this day to use as you will. You can waste it or use it for good. What you do today is important because you are exchanging a day of your life for it. When tomorrow comes, this day will be gone forever. In its place is something you have left behind. Let it be something good.

CATHERINE BROZENA, APR,
DIRECTOR, APR

2021 #IWD2021 Social Media Campaign (March 8)

PRSA SAN FRANCISCO



“

You cannot be afraid to speak up and speak out for what you believe. You have to have courage...

— John Lewis

KATINA BUSH, DIRECTOR,
AWARDS PROGRAM

PRSA SAN FRANCISCO



“

Equality is the soul of liberty; there is no liberty without it! – Frances Wright

CURIE SEVILLA, APR,
DIRECTOR,
MENTORSHIP

2021 #IWD2021 Social Media Campaign (March 8)



“

Feminism isn't about making women stronger. Women are already strong, it's about changing the way the world perceives that strength. – G.D Anderson

JOCELYN ARELLANO, PRESIDENT



“

Peace through understanding

JENNA WATSON GUDGEL,
IMMEDIATE PAST PRESIDENT

2021 Women in PR Panel + #IWD2021

- **March 26:** Women Leaders in PR panel



2021 PRSA-SF DE&I Woman of the Year

- **March 30:** Announced Woman of the Year



**Woman of the
Year 2021**

**CATHERINE
HERNANDEZ**

KAISER PERMANENTE, SENIOR VICE
PRESIDENT AND CHIEF
COMMUNICATIONS OFFICER

2021 DE&I #StopAsianHate Panel

- **March 30:** Released solidarity statement for AAPI community
- **May 29:** DE&I Perspectives from AAPI Comms (Stop Asian Hate Panel)

STOP ASIAN HATE

THE RECENT ATTACKS ON THREE ASIAN-OWNED MASSAGE PARLORS IN ATLANTA SENSELESSLY ENDED THE LIVES OF EIGHT PEOPLE, INCLUDING SIX WOMEN OF ASIAN DESCENT. WE ARE DEEPLY SADDENED AND ALARMED BY THESE ATTACKS AND RECOGNIZE THEIR CONNECTION TO THE BROADER PATTERN OF RACIALLY MOTIVATED HARM AND ABUSE PERPETRATED AGAINST ASIAN AMERICAN PACIFIC ISLANDER (AAPI) COMMUNITIES IN THE UNITED STATES.

THE PRSA SAN FRANCISCO BAY AREA CHAPTER STANDS IN SOLIDARITY WITH OUR AAPI COLLEAGUES AND FRIENDS, AS COMMUNICATORS AND AS HUMANS, WE ENDEAVOR THROUGH OUR INDIVIDUAL AND COLLECTIVE ACTIONS TO DO OUR PART TO BRING ABOUT A MORE JUST AND INCLUSIVE WORLD AND STAND UP AGAINST ACTS OF VIOLENCE AND DEHUMANIZATION.

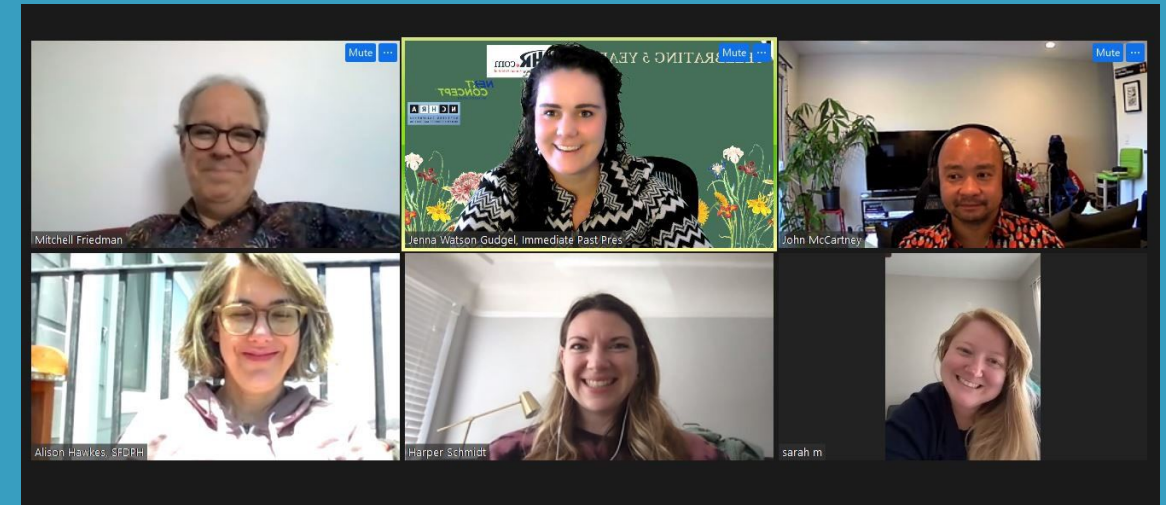
LONG AFTER THE MEDIA ATTENTION AROUND THESE ATTACKS FADES, WE REMAIN COMMITTED TO LIVING UP TO OUR CRUCIAL TENANT OF DIVERSITY, EQUITY, AND INCLUSION. WE EMBRACE THIS RESPONSIBILITY AS WE SUPPORT THE AAPI COMMUNITIES.

#STANDFORASIANS



2021 Professional Development Series

- **May 7:** Kick off three part series for Professional Development, “Put Yourself in the Driver’s Seat: A Roadmap For Steering Your Career”
- **May 14:** Part 2 of Professional Development Series
- **May 21:** Part 3 of Professional Development Series



2021 Grad Party Celebration

- **June 25:** Recent Grad Party Celebration



2021 Mid-Year Board Retreat

- **Aug 14:** Kicked off mid-year retreat
- **Playlist from January kick-off meeting**



2021 Game Night Happy Hour

- **Sept. 2:** Interactive virtual game night



2021 Ethics Month

- **Sept. 30** - Ethics in PR & Communications
- Published “Ethics Corner” in newsletters



2021 The Foggies Annual Chapter Awards

- **Oct. 28-** Foggies Award
HYBRID event at 620 Jones



2021 The Foggies Annual Chapter Awards



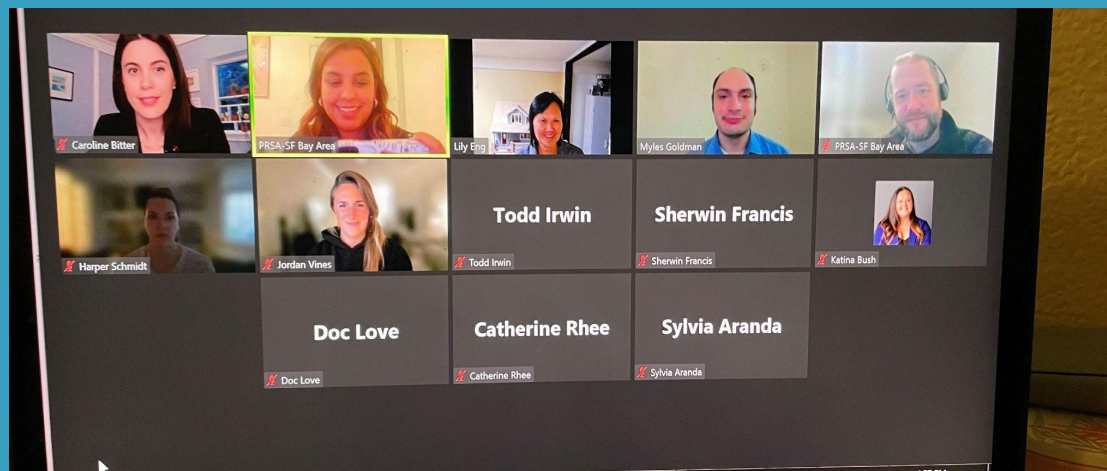
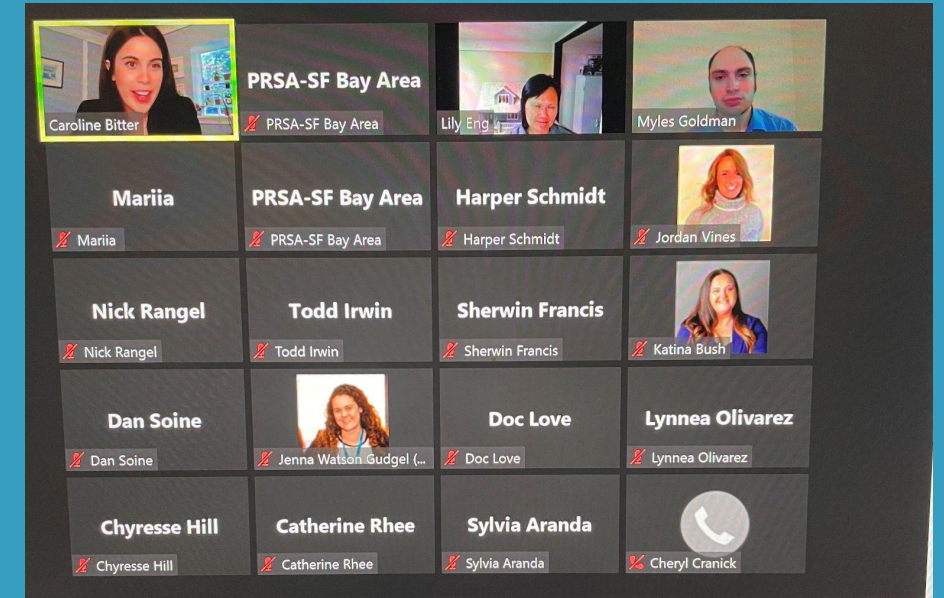
2021 Recruitment Happy Hour

- **Nov.19** - Volunteer Info and Stories Happy Hour
- Used this as a moment in time to recruit for 2022
- Had 2-3 leads result from the call



2021 Healthcare Program

- **Dec. 2** - Post-COVID: Evolving PR Trends in Healthcare and Technology
- Had 36 sign ups and over half attended



2021 Student Affairs

- Maintained strong relationships with local universities and PRSSA programs
- Helped re-institute the PRSSA chapter at University of San Francisco (USF); kicked off this year
- Spoke on various panels
- Further developed relationships with East Bay chapter



UNIVERSITY OF
SAN FRANCISCO



CAL STATE
EAST BAY



SAN FRANCISCO
STATE UNIVERSITY



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UNIVERSITY

2021 Comms + Social Media

- Continued our “Takeover Tuesdays” on our IG Stories to give an inside looks behind-the-scenes of PR life / life and purpose on the board
- IG followers grew from **271** to **338**
- Continued sending members bi-weekly newsletter
- Had blogs centered around “meet the board,” “meet the media” and industry events

Hi! Is there any way you can post this week's takeover to your Story highlight reel of the woman saying "tell me you're in PR without telling me you're in PR" 😂 TYSM!



10:27 AM

Sure thing! You can also find it in our reels 🥰

Amazing - thank you for posting that to the reel!! It was hilarious and a great feature day!

Glad you think so! Don't be afraid to make your own and tag us. 😊
Hoping to do more of these... stay tuned 👍

Message...



How it ended...

- **Dec. 10: PRSA + AMA Holiday Party**



2021 PRSA + AMA Holiday Party



Cheers to 2022



Thank you!