

PRSA COLLEGE of FELLOWS

STRATEGIC PLAN 2011-2013

Vision

Continue enhancing an organization that honors the finest senior professionals in public relations, provides leadership and service to PRSA, and, through engagement and example, sets the highest standards for ethics, excellence and service.

Mission

Recognize and honor accredited members of the Society with 20 years or more in the profession who have significantly advanced the field of public relations. Provide leadership and support for PRSA through continued volunteer service to the Society at all levels.

Strategic Pillars

- Preserve and enhance the College as a sustainable honorific unit of PRSA
- Strengthen the sense of community among members of the College
- Provide mentoring for others in the profession
- Raise awareness of the meaning and importance of the honor, "Fellow PRSA," and the role of the College within PRSA
- Support PRSA in its strategic directions especially in the areas of advocacy, diversity, education, ethics and the business case for public relations

Background, History, Description of the College

The College was established in 1989 to provide special recognition for those Accredited PRSA members with more than 20 years in public relations who have made a significant contribution to advancing the field of public relations, and through this process enhance and promote professional standards.

Over the years, the College has matured and expanded its activities to include a sophisticated selection process, a formal mentoring program, communication to chapters and sections, Masters programs at the PRSA International Conference, Golden Dialog program for PRSSA and a number of other activities.

The primary purpose of the College is to honor eligible accredited PRSA members with the highest professional recognition provided in the profession. While the College was not designed to be a programmatic unit of PRSA, it does encourage Fellows to actively mentor and share their knowledge with individuals, Chapters, Districts and Sections as a means of enhancing the profession.

The term "Fellow PRSA" is a lifetime honorific. Individuals may use the term on business cards, letterhead, or other identifiers until their death without revocation, except for cause. Once awarded membership in the College, members shall adhere to the standards of conduct and excellence that earned them the honor. To participate in activities of the College, members must maintain membership in PRSA and the College.

Target Audiences

- Current members of the College

- PRSA national leadership, including staff (Note that PRSA includes Chapter, Section and District leaders in its national leadership pool/communications)
- Public Relations Professionals who are potential members or future members of the College.

Goals and Objectives

- Increase awareness of the contributions members of the College make on a day-to-day basis within PRSA and the public relations profession
 - Obj. 1 – Increase communication from the College to its members by 10% over 2010 baseline
 - Obj. 2 – Increase communication by members of the College in PRSA Communication tools (Tactics, Strategist, PRSAY, etc.) by 10% over 2010 baseline
- Increase participation in College activities among members of the College, including participation in various programs of the College and the Society
 - Obj. 1 – Increase the number of Fellows involved in College activities by 10% over 2010 baseline
- Ensure members of the College are active in PRSA initiatives -- specifically on the Board of Directors and committees dedicated to advocacy, diversity, ethics, education, and the business case for public relations
 - Obj. 1 – Increase the number of Fellows involved in PRSA committees and task forces by 10% over 2010 baseline
- Recruit members to the College and recognize their achievements within PRSA
 - Obj. – Increase the number of qualified applicants to the College by 5% per year over the 2010 baseline.

Strategies and Tactics

Support PRSA initiatives

Support PRSA initiatives, with a special focus on those initiatives advocated in PRSA's 2011-2013 Strategic Plan, particularly advocacy, diversity, ethics, and the business case for public relations.

- Work with PRSA's chair-elect to find members of the College to serve in key positions during the coming year, and work with PRSA's volunteer leadership to help recruit members of the College to serve as leaders in PRSA initiatives.
 - Develop a structure within the College to provide support and measurement
 - If appropriate, reinforce the Business Case for Public Relations through more aggressive participation in PRSA's speakers bureau, compilation of relevant case studies and contributed articles, and appropriate focus on the topic through a more formalized mentoring program.
- Work with PRSA to establish a permanent Fellows presence on the PRSA Advocacy Committee and BEPS.
 - In coordination with Advocacy and BEPS, work with chapters and districts to develop a Fellows advocacy network to advise chapters and districts on identifying and developing platforms for local and regional issues.
- Promote compliance with the PRSA Code of Ethics and the revised Standards of Excellence for all members.
- Encourage members of the College of Fellows to be the thought leaders and role models for diversity among PRSA members.
- Assist members of the PRSA Nominating Committee in recruiting members of the College to run for leadership positions in PRSA.

Raise Awareness of the College within PRSA

- Develop a process and tools for easy regular communication with members about College activities, member accomplishments, opportunities within PRSA (including national, Chapter, Section and District leadership)

- Work with PRSA staff and volunteers to ensure that when a Fellow is involved in a PRSA or PRSSA activity their membership in the College is always noted with “Fellow PRSA” in accordance with the PRSA and PRSSA style guides
- Celebrate new Fellows through activities such as prominent website placements on the national, section and chapter web sites, a page in the conference program, a Fellows Facebook page, etc.
- Create a mechanism for gathering information on activities of members of the College and publish a listing of Fellows activities on the PRSA website, including news about speaking and teaching assignments, service to chapters and sections, etc.
- Create a regular schedule of updates on Fellows activities for communication to all Fellows and national, section and chapter leadership
- Place a badge or College logo on the online membership directory listing for each Fellow and use this badge in listings for conference workshops, etc. conducted by Fellows

Enhance Membership Recruitment

- Continue refining the College’s selection process to insure a smooth and equitable process
 - Annually refine the selection, mentoring and induction processes for the College to continually increase the quality and quantity of qualified candidates applying to the College
 - Recruit and train members of the College to mentor applicants during the application process
 - Conduct the selection process in accordance with the College’s Policies and Procedures
 - Evaluate the process and recommend changes to the Executive Committee
 - Conduct a session pertaining to the application process during the International Conference
 - Conduct an induction dinner befitting the College during the International Conference

Enhance and Promote Mentoring and Education Initiatives

- Work with PRSA to fine-tune the College mentoring programs (online, New Pros, onsite at conference, JobCenter)
 - Evaluate and modify each mentoring program to insure ongoing effectiveness and use by members
 - Insure existing mentoring programs meet needs of varied aspects of PRSA membership
 - Provide a mechanism for members of the College to support local professional and PRSSA Chapters through mentoring programs
- Investigate ways to increase the professional development opportunities offered for members of the College and the general membership by the College
 - Establish a committee to create a Master Class for the International Conference that demonstrates the senior level of practice known to members of the College
 - Ensure College professional development programs (e.g., Master Classes at conference) are up to the standards of the College
 - Work with PRSA and members of the College to establish a series of webinars/professional development programs during the year to attract senior professionals and members of the College
 - Continue to support applicants to the College with the GoodFellows program
 - Provide increased support for the Learning to Teach Initiative, including a session at the annual conference and regional LTT programs offered through chapters, districts, and sessions.
 - Encourage the continued use of the Golden Dialogue program at International Conference
 - Increase the visibility of this program among members of the College as well as conference attendees
 - Produce a podcast of the program for distribution on the College’s page of the PRSA website.

Ensure Ethical Conduct by College members

- Ensure members of the College understand the expectations of member conduct
 - Publish the Standards of Excellence on the College’s web pages
 - Distribute the Standards of Excellence to all members via email
 - Include the Standards of Excellence in the College application and any materials provided to new Fellows