**Overall Goal**
Position PRSA as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion (D&I).

**Objective 1**
Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff by 15% by 2023.

**Strategy 1**
Develop and execute programs and activities that advance awareness of D&I with internal PRSA stakeholders including, but not limited to, Chapters, Districts and Sections.

- Adopt a unified statement on diversity and inclusion to guide PRSA D&I activities and reinforce significance/value of being a diverse and inclusive organization.
- Chapters publish D&I statements online.
- Provide D&I training including unconscious bias education.
- Monthly calls are established with Chapter diversity chairs to expand and strengthen PRSA relationships.
- PRSA D&I Toolkit is updated to reflect today’s best practices and is available online for easy member and leadership access.
- Promulgate D&I dashboard for Chapters and D&I liaison to measure activities.
- Execute internal benchmark D&I survey.
- Conduct census to methodically assess diversity.

**Strategy 2**
Elevate D&I best practices that advocate and celebrate diversity and inclusion activities within PRSA.

- Highlight D&I activities in PRSA publications and social media channels.
- Expand multicultural communications, D&I category in Silver Anvil.
- When applicable, highlight D&I measures or representation in Gold Anvil winners.
- Obtain and share D&I case studies for use/reference.

**Objective 2**
Increase diverse representation among leadership throughout all levels of PRSA by 25% by 2023.

**Strategy 1**
Build a pipeline of diverse leaders across Chapters, Districts and Sections.

- Identify diverse leaders of all Chapters, Districts and Sections.
- Communicate desire to increase D&I to leadership at Chapter, District, Section and Committee levels and request they begin identifying potential leaders to court for service.
• Amplify a call to action for PRSA Board of Directors to actively seek and court
diverse leaders for the PRSA Board.
• Create areas of interest within PRSA to serve specifically LGBTQ, Hispanics/
Latinx, African Americans and Asian Americans-Pacific Islanders practitioners.

Strategy 2
Promote mentorship and support as a way to grow and motivate diverse leaders.
• In addition to the D&I Committee, establish a standing PRSA D&I Section to
expand and promote the inclusion of PRSA members.
• Include participation from a PRSSA Board member during PRSA Board meetings.

Objective 3
Increase awareness of PRSA as a diverse and inclusive organization among external
stakeholders by 15% by 2023.

Strategy 1
Develop and execute programs and activities that advance awareness of D&I with
external PRSA stakeholders including agencies, corporate leaders, journalists, etc.
• Establish external survey to measure this objective.
• Seek additional opportunities to “tell the D&I story” using PRSA and other
thought leaders.
• Seek and partner with multicultural organizations including, but not limited
to, the Black PR Society, ColorComm and the Hispanic Public Relations
Association to develop programming and opportunities that elevate D&I and
allow for recruitment and retention of members.
• Work with PRSA marketing and communications teams to strengthen voice
and branding strategies for internal and external diverse audiences.

Strategy 2
Seek authentic opportunities to “tell the D&I story” using PRSA’s current thought
leaders in D&I.
• Increase coverage of D&I subject matter and contributions from diverse voices
in Strategies & Tactics, PRsay blog, PRSA’s social media channels, etc.
• Provide list of D&I speakers for PRSA Speakers Bureau found on PRSA.org
that can be accessed by Chapters, Districts and Sections for professional
development programming.
• Provide PRSA staff additional recognized D&I speakers for the PRSA
International Conference and professional development sessions who can
address relevant D&I topics and themes.

Strategy 3
Serve as a resource to the Board of Directors on matters of diversity and inclusion.
• Each year, hold briefing with incoming Chair and Chair-elect on issues and
trending topics related to diversity and inclusion.
Objective 4
Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA by 15% by 2023.

Strategy 1
Advance efforts for attracting and retaining diverse students into PRSSA through outreach to Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs).
• Promote PRSSA among college campuses to create awareness of what the organization can offer to communication, public relations, marketing, advertising and liberal arts students.
• Offer 60-day access to PRSA/PRSSA membership and member benefits to communication programs with no PRSSA Chapters.
• Provide various PRSA and PRSSA publications to college campuses that promote student organizations to raise awareness about offerings.
• Launch an annual leadership/professional development event geared specifically for PRSSA diverse students within and beyond HBCUs and HSIs.
• Enhance/improve communications with PRSSA Faculty Advisers.
• Provide additional mentorship opportunities for Professional Advisers at HBCUs and HSIs.
• Evaluate PRSSA’s mentorship program (PRoud) to improve engagement, functionality and results and/or consider any other establishment for a PRSA mentorship program.

Strategy 2
Create an endowment, increase scholarships and develop other means for reducing expenses for diverse students, graduates and new professionals as they transition to PRSSA/PRSA.
• Work with the PRSA Foundation (and Champions for PRSSA) to build a strategic fundraising effort.
• Work with the New Professionals and Counselors to Higher Education Sections to promote fundraising efforts.
• Faculty Adviser funding and scholarship support opportunities.

Strategy 3
Infuse New Professionals Section with more diversity and engagement strategies.
• Adopt a focus on D&I for the New Professionals Section to more quickly increase the overall diversity of PRSA.
• Review and develop engagement strategies to better serve the PRSA New Professionals Section.
PRSA D&I Strategic Planning Committee

Chair
Felicia Blow, APR

Members
Shanita B. Akintonde, MBA
Adrienne Bolden
Rick Callender
Cheryll Forsatz
Kevin Gaydosh, APR, Fellow PRSA
Sarah Huddle, APR

W. Patrick McSweeney, APR, Fellow PRSA
Andrea Gils Monzón
Anita Ford Saunders, APR
James Shackleford, APR
Ingrid Thorpe

PRSA 2020 D&I Committee

Co-Chairs
Felicia Blow, APR
Andrea Gils Monzón

PRSA Board Liaison
Jorge Francisco D’Garay

PRSA Staff Liaison
Jeneen Garcia

Vice Chair
Anita Ford Saunders, APR

Immediate Past Chair
Shanita B. Akintonde, MBA

Members
Jamaal Bell, APR
Adrienne Bolden
Y’Anad Burrell
Laarni Rosca Dacanay
Alex Ebanks
Aerial Ellis, Ph.D.
Cheryll Forsatz
Jaimee Fox, APR
Carmella Glover
Tiffany Harris
Angela Hayes

Sarah Huddle, APR
Ivy Johnson
Gina P. Laughlin
Facundo Luque
W. Patrick McSweeney, APR, Fellow PRSA
Marsha R. Pitts-Phillips
Raquel Rivera Torres, APR
James Shackelford, APR
Trisch L. Smith
Jaron M. Terry, MS, APR, Fellow PRSA
Olga Mayoral Wilson, APR, Fellow PRSA