



Duties and Responsibilities Board of Directors Liaison

Directors on the PRSA Board serve in a number of roles, including that of “liaison” to various PRSA committees, boards, task forces, councils and other groups such as Professional Interest Sections.

Board liaisons serve as independent and neutral communication channels and arbiters between the PRSA Board of Directors and the group to which they serve as liaison. Liaisons are responsible for accurately representing both:

- The interests and positions of the group to the Board; and,
- The interests and positions of the Board to the group.

A liaison *may* become an active supporter of the group but is not obligated to be an advocate for all the group’s positions or petitions. In case of conflicting points of view regarding policy and programs, liaisons may argue in favor of whatever position they feel best serves the overall interest of the PRSA membership, but once matters are decided by the PRSA Board a liaison must support and implement the Board’s decision.

Generally, a liaison is not required to attend or be present at group meetings, but will establish a system, such as conference calls or email, to stay informed about and communicate with the group and the assigned staff liaison. Specific exceptions include the UAB, PRSSA and PRSA Foundation, as noted below, where in-person attendance is expected.

The liaison will provide assistance to a group seeking to make a written or oral presentation to the Board. Liaisons may not serve as officers of the groups to which they are assigned.

Liaison Responsibilities – Chapters/Districts/Sections

Board members serve as Chapter/District/Section liaisons, and in this role are requested to periodically contact Chapter officers by telephone. PRSA staff will allocate chapters among Board members, provide contact information, and prepare talking points for Board members, who are requested to periodically telephone Chapter leaders as discussed during regular PRSA Board meetings.

Liaison Responsibilities - PRSA Foundation Board

Board service as liaison to the PRSA Foundation Board has unique characteristics and obligations. The PRSA Foundation is a 501(c)(3) entity that is legally separate from PRSA. PRSA Board members do not serve as “liaisons” to the PRSA Foundation but are appointed to serve as members of the PRSA Board of Trustees. PRSA Board members serving both as members of the PRSA Board as well as the Foundation Board have identical duties of care, loyalty and obedience to each organization, and they also have a duty of fairness when considering the respective organizational needs, even as they serve in a liaison role to help the organizations work together and coordinate their activities to the extent legally possible and desirable.

PRSA will cover travel expenses of its representatives to Foundation Board meetings, in accordance with PRSA’s usual practices. These meetings are held either in New York City or at the site of the PRSA

International Conference. Service on the PRSA Foundation Board has a minimum personal donation requirement. PRSA Board representatives are exempt from this minimum amount, but it is requested that a financial donation in any amount be made, at the discretion of the PRSA Board representative, in order for the Foundation to maintain a 100% giving goal from its Board. This donation is not reimbursable by PRSA. PRSA will purchase a ticket on your behalf to attend the Paladin awards dinner held annually in New York City.

Liaison Responsibilities – Public Relations Student Society of America (PRSSA)

Board service as liaison to the Public Relations Student Society of America (PRSSA) has unique characteristics and obligations.

There are typically two PRSA Board members who are appointed to the role of liaison to PRSSA, at least one of whom is expected to be present at the following PRSSA events:

- The PRSSA Leadership Assembly which takes place in the spring and requires a four-night stay to attend all functions, typically from a Thursday morning through a Sunday afternoon.
- The PRSSA International Conference. It is also helpful for the PRSSA Board liaison to attend parts of the PRSSA International Conference which is held in the same location and dates as the PRSA International Conference. As PRSA Board members are present for the International Conference, these PRSSA duties do not entail additional travel, but rather coordination of workload.

The PRSA Board liaison shall be reimbursed for travel and lodging within the limits set forth in PRSA's travel policy, but not reimbursed for meals or other incidentals. If there are multiple PRSA Board liaisons, PRSA shall only reimburse the travel and lodging expenses for one PRSA Board liaison per meeting. PRSSA's Executive Director shall work with the liaisons to coordinate meeting attendance and/or the allocation of travel expense reimbursement should more than one liaison attend any one event.

Liaison Responsibilities – Universal Accreditation Board (UAB)

Board service as liaison to the Universal Accreditation Board (UAB) has unique characteristics and obligations. The liaison assumes responsibility in bridging all communication and updates to the PRSA Board from UAB conversations.

The UAB supports PRSA in the purpose of granting and maintenance of the APR/APR+M (Accredited in Public Relations/Accredited in Public Relations + Military Communication) and Certificate in Principles of Public Relations (CEPR) programs. The UAB is comprised of independent organizations to support the granting and maintenance of the programs.

The PRSA Board liaison shall be reimbursed for travel and lodging within the limits set forth in PRSA's travel policy, but not reimbursed for meals or other incidentals. Alternatively, liaisons also have the option of participating in meeting virtually (telephone/web conference).