

2017 Chapter Diversity Award Application

Criteria

In order for your Chapter to apply for a Chapter Diversity Award, your Chapter must have:

- Initiated and/or maintained a diversity program between July 31, 2016 and July 30, 2017.
- Recruited or mentored members with interests and expertise in diversity.
- Demonstrated a significant contribution toward diversity through submission of best practice or case study.

Up to two Chapters may receive the honor. Chapters will receive a reward of up to \$250 to help advance that Chapter's diversity initiatives. Chapters may be honored by the selection of their best practices to be showcased on the PRSA Diversity Web page and/or be asked to participate in future Diversity & Inclusion Committee initiatives.

Submitting Your Entry

The Chapter Diversity Award is given to a PRSA Chapter that embodies and demonstrates key values in diversity as outlined in the PRSA Diversity & Inclusion Committee's Mission. In nominating your Chapter for the award, you must submit an essay of no more than two double-spaced, typed pages that includes your Chapter's definition of diversity, your diversity initiative's achievements and an explanation of how your Chapter demonstrates the following values:

- Positively affects change in attitudes, beliefs, and behavior for diverse communities and professionals.
- Leads the communications industry in your market by providing solid professional development in diversity-related topics.
- Influences membership by welcoming and recruiting diverse professionals.
- Creates a strategic plan for diversity.
- Establishes sound relationships with various diverse publics and/or organizations to gain consensus or help PRSA advance diversity in the profession.

Submission of best practice or case study should include the following information:

- Chapter individuals responsible for best practice or case study.
- Goal – what the chapter sought to accomplish.
- Summary – two to three sentences explaining the initiative.
- Strategy and tactics.
- Budget – what the monetary, time and human capital resource investment was.
- Why it works – what was accomplished and learned?
- Next steps – where this initiative is going; any plans for expansion, development, etc.

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Chapter
Contact
Company/Organization
Address (Chapter or designated contact person)
Phone (Work/Mobile for Chapter or designated contact person)
E-mail

Chapter Size:

- 1-100 members
 101-200 members
 201-400 members
 401+ members

- 2-page essay is attached.
 Best practice or case study attached (no page limit)

Winners will be announced at the [PRSA International Conference in Boston, MA](#).

For questions or additional information, please contact diversity@prsa.org.

Submit completed nomination form and essay by Tuesday, Sept. 12, 2017 to:

Diversity & Inclusion Committee
Public Relations Society of America
120 Wall Street, 21st Floor
New York, NY 10005

Or email to diversity@prsa.org