



Eligibility and Available 2019 Officer and Director Positions

Eligibility (PRSA Bylaws, Article V, Section 2)		
Officer Eligibility	An individual <i>must have served on the Society's National Board of Directors</i> and must meet the eligibility criteria required of a director representing a District. A person currently serving as a director may seek to be elected for an officer position.	
District Director Eligibility	1) Accredited in Public Relations (APR); and 2) A member of the Society in good standing and have at least one of the following: <ul style="list-style-type: none"> • Experience in a leadership role within the Society including but not limited to service as a member of a Chapter, District or Section board of directors, chair of a national or local committee or task force, or service as an Assembly delegate. <li style="text-align: center;">or • Experience as a public relations or communication professional for 20 or more years, with increasing levels of responsibility. 	
Director At-Large Eligibility	1) A member of the Society in good standing and have at least one of the following: <ul style="list-style-type: none"> • Experience in a leadership role within the Society including but not limited to service as a member of a Chapter, District or Section board of directors, chair of a national or local committee or task force, or service as an Assembly delegate. <li style="text-align: center;">or • Experience as a public relations or communication professional for 20 or more years, with increasing levels of responsibility. 	
Available National Officer Positions		
Chair-Elect	Treasurer	Secretary
Available National Director Positions (2-year terms)		
Each District shall be represented by at least one director, while two directors will serve in an at-large capacity. Open positions for 2019 are: <div style="text-align: center; margin-top: 20px;"> East Central District Director Mid-Atlantic District Director Northeast District Director Tri-State District Director Western District Director Director At-Large* </div>		
<i>* In 2019, there is one open director at-large position, and both APRs and non-APRs can apply.</i>		

Conversion of District Positions to At-Large Positions (PRSA Bylaws, Article VII, Section 4(c))

If there are no candidates for a District director position by the initial application deadline of Tuesday, May 1, 2018, the Nominating Committee has the authority to convert that position to an at-large position for this nomination cycle.

If by the Tuesday, May 1 deadline there is an inadequate number of eligible candidates so that there is not at least one candidate for each open District director position, the application deadline will remain as originally scheduled, provided that it is possible to convert those open District director positions for which there are no applicants to at-large positions for this nomination cycle. Eligible *Accredited* applicants who have expressed a willingness to fill alternate positions could be considered for those newly designated at-large positions, and all positions would have at least one eligible applicant.

If by the initial application deadline there is an inadequate number of eligible candidates and the reassignment of candidates as envisioned above in Section 10(a) is not possible, then the application deadline may be extended by the Nominating Committee.

Board Representation

Once elected, board members are charged with serving on behalf of all PRSA members, regardless of geographical location. They are, therefore, expected to act in the overall best interests of members as a whole, rather than advocate views that might reflect the interests of members from their own or any other individual region(s).

Desirable Skills and Characteristics

All candidates should be outstanding in their ethical conduct, their participation in and commitment to PRSA, and their professional achievements and recognition. Desirable characteristics of each candidate include:

- Leadership experience with other related organizations.
- In-depth knowledge of the profession.
- Experience in providing strategic direction, management, collaboration, team building and fiscal planning.
- Ability to differentiate between association and professional issues.
- Good social and presentation skills.
- An ability to facilitate productive conflict resolution and consensus building.
- An understanding of board, member and staff interrelationships.
- Meeting management and facilitation skills.
- Self-confidence with internal and external audiences.
- An understanding of the difference between governance issues and responsibilities and operational issues and responsibilities.