

Updated February 2023

---



# BOARD & LEADERSHIP POSITIONS

SOUTHWEST FLORIDA CHAPTER OF THE  
FLORIDA PUBLIC RELATIONS ASSOCIATION  
[WWW.FPRASWFL.ORG](http://WWW.FPRASWFL.ORG)

# TABLE OF CONTENTS

<b>BOARD OF DIRECTORS</b>	<b>1 - 7</b>
General	1
President	1
President-Elect/ Sponsorship Chair	2
Secretary	3
Treasurer	4
Immediate Past President	5
VP of Communications	5
VP of Programs	6
VP of Membership	6 - 7
VP of Professional Development	7
<b>LEADERSHIP TEAM</b>	<b>8 - 19</b>
Sponsorship Chair	8
Credentialing Chair	9
Panel Presentation Chair	9
Education Chair	10
Social Media Chair	10
Media Relations Chair	11
Newsletter Chair	11 - 12
Website Chair	12
Hospitality Chair	13
Seminars Chair	14
Local Image Awards Event Chair	14 - 15
Local Image Awards Judging Chair	16
PR University Chair	17
Media Breakfast Chair	17 - 18
Nonprofit Day Chair	18 - 19
Merry Mixer Chair	19

# BOARD OF DIRECTORS

## GENERAL

The Southwest Florida Chapter board of directors and leadership team serves from September 1 through August 31, the fiscal year of the chapter. All board members are required to attend the monthly chapter board meetings. All leadership team members are encouraged to attend monthly chapter board meetings and are required to attend four per year. Additionally, attending monthly professional development seminars and special programs is encouraged.

## PRESIDENT

**Rationale:** The President is responsible for establishing Chapter goals for the coming year and guide the leadership of the Southwest Florida Chapter in accomplishing its assigned tasks.

**Procedure:** The office of Chapter President is filled annually, along with other Chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. In order to serve as Chapter President, it is customary that the person serves as President-Elect of the Chapter for the preceding year. The President must be a member of good standing in the organization and attend all board and monthly membership meetings and events.

### **Duties:**

- Preside over Chapter membership and board meetings. This includes stimulating discussion, balancing discussion, keeping the discussion on track, breaking up hot controversies, keeping the meeting lively and summarizing results.
- Represent the Chapter on the State Association board of directors and attend quarterly State Association board meetings.
- Appoint new directors and leadership team members, as necessary, to fill vacancies on the board and leadership team.
- Propose Chapter goals, to be adopted by the board of directors.
- Carry out the wishes of the majority of the board of directors.
- Enforce Chapter and Association bylaws.
- Preside over Chapter functions.
- Represent the organization in the community.

### **Average time commitment per month:**

- 10-20 hours; time commitment increases at the start of the Chapter year and in August in advance of State Conference

# BOARD OF DIRECTORS

## PRESIDENT-ELECT/SPONSORSHIP CHAIR

**Rationale:** As President-Elect, your duty is to gain exposure to the responsibilities and duties of the President to prepare to take on the role as President. This person has the opportunity to assist the President in meeting goals and in building the membership/sponsors for the Chapter year. As Sponsorship Chair, this person will oversee matters concerning sponsorships and proactively seek out new sponsorship opportunities within the community.

**Procedure:** The office of Chapter President-Elect/Sponsorship Chair is filled annually, along with other Chapter officer and leadership positions, through a nomination and election process, as set forth in the Chapter bylaws. Like all board members, the President-Elect is to attend monthly board and membership meetings, as well as many Chapter events as possible.

### Duties:

- Considered a final step for preparation to become Chapter President for the following year.
- Attend all State Association board meetings, along with the President, as a delegate of the Chapter.
- Preside over the Chapter's affairs in the President's absence.
- Work with the VP of Membership to develop new members.
- Actively solicits new sponsorships and new members with the cooperation of the VP of Membership and chapter members.
- Cooperate with the State Association to keep their records accurate.
- Communicate with new members and assist VP of Membership with new member orientations.
- Like all board members, the President-Elect is to attend monthly board and membership meetings, as well as many Chapter events as possible.
- \*See sponsorship chair description in the leadership section.

### Average time commitment per month:

- 8-10 hours; time commitment increases at the start of the Chapter year and in July/August before being installed as President

## SECRETARY

**Rationale:** The primary purpose of the Secretary is to ensure that board meetings are recorded accurately and provide administrative duties as assigned.

**Procedure:** The Secretary position is filled annually, along with other Chapter officers and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the Secretary is to attend monthly board and membership meetings, as well as many Chapter events as possible.

**Duties:**

- Keeping and maintaining the Chapter board minutes monthly.
- Minutes are to be sent to the Chapter President prior to the next Chapter meeting so that any edits and changes can be made and then shared with the rest of the board.
- The minutes should be sent before the Chapter meeting so that it can be used as an outline for the president when planning the agenda for the monthly Chapter meeting.
- The Chapter Secretary will also keep attendance records for members of the board as part of the monthly minutes.
- Absences can either be excused (president notified prior to meeting) or unexcused (no notice given).
- After the nominating committee presents the slated election nominees to the board, the Secretary shall email the candidate names to the general membership, along with a meeting reminder.
- The Secretary will note that additional nominations may be made by written petition and signed by at least 15 percent of qualified Chapter members.
- Petitions need to be filed at least 10 days prior to the annual election meeting.
- Monitor the Chapter email account and route incoming emails to the appropriate board member.
- The Secretary shall perform such other duties, as the office shall require and fill in and assist other board members and committees with projects as needed.

**Average time commitment per month:**

- 3-4 hours

## TREASURER

**Rationale:** The Treasurer is responsible for the financial health and management of the Chapter finances.

**Procedure:** The position is filled bi-annually through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the Treasurer is to provide a monthly report to the president and attend monthly board and membership meetings, as well as many Chapter events as possible.

**Duties:**

- By using sound financial management tools and by working in conjunction with the Chapter board, the treasurer can ensure continued growth while heading off potential treasury losses.
- After receiving each board member's income and expenses for the year, the Treasurer assists the incoming President in compiling the Chapter budget, ensuring that the annual expenses do not exceed the annual income.
- A running budget is maintained to evaluate the financials of the Chapter and to make recommendations to the board for adjustments if necessary.
- The Treasurer manages all Chapter payables and receivables.
- Payables should be reviewed for accuracy and made in a timely manner.
- Receivables should be deposited regularly.
- Receipts for out-of-pocket expenses are given to the Treasurer for reimbursement.
- All transactions should be documented, recorded and filed.
- To maintain sound financial records and control operating expenses, the Treasurer prepares a monthly accounting report, in writing, for the board's review.
- The report should include receipts, disbursements and current account balances.
- The Treasurer balances the checking and savings accounts to the bank statements on a monthly basis.
- Funds are transferred from checking to savings regularly as the checking account balance allows. The Treasurer coordinates an annual financial review and audit.
- An independent person with accounting experience assists in performing the review.
- The Treasurer should maintain the review document with the Chapter treasury files.
- The Treasurer attends all Chapter programs and functions to assist in registration, recording payments and issuing receipts.

**Average time commitment per month:**

- 4-6 hours; time commitment increases at the start of the Chapter year when annual budgets and audits are completed

## IMMEDIATE PAST PRESIDENT

**Rationale:** The Immediate Past President's role is to serve as an advisor to the current Chapter President and the Chapter board of directors. This includes serving as a member of the board of directors for the year and assisting with Chapter activities and projects as needs arise. Like all board members, the Immediate Past President is to attend monthly board and membership meetings, as well as many Chapter events as possible.

The Nominating Committee shall be chaired by the Immediate Past President and shall prepare a slate of candidates for Chapter Officers and Directors. The Immediate Past President will solicit members for the Nominating Committee (up to five), and the President-Elect will serve in an ad hoc role.

**Procedure:** The Immediate Past President is filled annually by the previous years President, as set forth in the Chapter by-laws. Like all board members, the Immediate Past President is to attend monthly board and membership meetings, as well as many Chapter events as possible. They may submit a monthly report if there is an initiative or update they are working on that needs to be reported.

**Average time commitment per month:**

- 2-3 hours; time commitment increases February - May

## VP OF COMMUNICATIONS

**Rationale:** Oversees all internal and external communications efforts (including media). Is responsible for gathering information from all areas of communication and compile a monthly board report with information on progress on chapter communications. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

- Newsletter Chair
- Website Chair
- Social Media Chair
- Media Relations Chair

**Procedure:** The Vice President of Communications is filled annually, along with other chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the VP of Communication is to provide a monthly report to the president and attend monthly board and membership meetings, as well as many Chapter events as possible.

**Average time commitment per month:**

- 6-8 hours

## VP OF PROGRAMS

**Rationale:** Guides the development of and oversees management of any programs or events established to further member-to-member relations, professional development or chapter-to-community relations. Is responsible for gathering information from event chairs and compiling a monthly board report with information on progress for chapter programs. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

- Seminars Chair
- Merry Mixer Chair
- Nonprofit Day Chair
- Media Breakfast Chair
- PRU Chair

**Procedure:** The Vice President of Programs is filled annually, along with other chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the VP of Programs is to provide a monthly report to the president and attend monthly board and membership meetings, as well as many Chapter events as possible.

**Average time commitment per month:**

- 3-4 hours; time commitment increases leading up to special events

## VP OF MEMBERSHIP

**Rationale:** Identifies and recruits new members for the association, while serving as a resource for current membership. Guides the development of and oversees management of any programs or initiatives established to enhance the value of membership in FPRA. Is responsible for compiling a monthly board report with information on progress for chapter membership. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

- Hospitality Chair

**Procedure:** The Vice President of Membership is filled annually, along with other chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the VP of Membership is to provide a monthly report to the president and attend monthly board and membership meetings, as well as many Chapter events as possible.

**Duties:**

- Serve as the chapter's membership liaison to the state office.
  - Upload membership report received from State to the chapter's Google drive prior to each monthly board meeting.
  - Oversee accurate database of current SWFL membership, including name, organization name, address, membership category, phone number and email address.



### *VP of Membership Continued*

- Answer questions regarding membership in person, via telephone or electronically.
- Create an incentive and content for a membership drive in conjunction with state efforts in the first quarter of the chapter year (Sept - Dec).
  - Notify members of renewal specifics and that their names will be removed from roster if membership is not renewed with the association.
- This should be done both by phone and e- mail or mail/letter.
- Develop a target outreach list to recruit new members (utilize member referrals)
  - Each month, send membership information to at least one prospective member.
- Host a quarterly new member welcome meeting prior to a chapter luncheon.
  - Send out e-invitations and ask for RSVPs to determine attendance
  - Create a print or digital membership packet to distribute at welcome meeting: Use resources from the Association office.
- Membership packet should contain, but is not limited to:
  - Code of Ethics, latest membership list, membership and accreditation information, welcome letter, history of the organization, and membership application.
- Develop and distribute membership surveys to learn about the needs, issues and desires of our members.
- Coordinate with the website chair to ensure that the online job bank is updated through referrals, local job postings and through the Association's website, as stated in the Chapter's Policies & Procedures.
- Cooperate with the State Association to keep their records accurate.

#### **Average time commitment per month:**

- 3-4 hours; time commitment increases at the start of the Chapter year

## **VP OF PROFESSIONAL DEVELOPMENT**

**Rationale:** Guides the development of and oversees management of any programs or committees established that furthers members' professional development. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

- Credentialing Chair
- Panel Presentation Chair
- Education Chair

**Procedure:** The Vice President of Professional Development is filled annually, along with other chapter officer and leadership positions through a nomination and election process, as set forth in the Chapter by-laws. Like all board members, the VP of Professional Development is to provide a monthly report to the president and attend monthly board and membership meetings, as well as many Chapter events as possible.

#### **Average time commitment per month:**

- 2-3 hours

# LEADERSHIP TEAM

## SPONSORSHIP CHAIR

**Rationale:** The Sponsorship Chair is responsible for managing chapter and event/meeting sponsorships. The position requires working together with the President, Treasurer and VP of Programs or committee chairs to create customized sponsorship packages. In addition, the Sponsorship Chair becomes the liaison for all sponsorship-related activities, including sales/promotion, distribution of collaterals, follow-up with interested parties and fulfillment of promised sponsorship benefits.

**Procedure:** This position is held by the President-Elect.

**Duties:**

- Meeting with the President, Treasurer, VP of Programs and event chairs or committees to establish sponsorship goals.
- Creating packages with varying price levels and benefits to attract potential sponsors.
- Providing information to newsletter/social media/media relations chairs to promote sponsorship packages.
- Cold calling and developing relationships with various businesses/organizations who would have potential interest in sponsoring FPRA activities.
- Thinking creatively about in-kind opportunities that may benefit the chapter Serving as point person for any support needed by potential and current sponsors:
  - Facilitating communication (answering phone calls, emails, etc.).
  - Providing benefits lists and following up with prospective sponsors.
  - Organizing sponsorships on a master calendar.
  - Checking with the Treasurer to ensure timely billing and payments.
  - Delivering promised benefits to sponsors such as writing newsletter articles, reserving time for speakers at meetings/events, assisting with setting up sponsor tables/displays and distributing collaterals at meetings/events, holding registrations for sponsored meeting/event, making sure the sponsor is included on all meeting/event promotions (i.e. news releases, website, etc.).
  - Ensuring the sponsor feels appreciated and is thanked after the meeting/event.

## CREDENTIALING CHAIR

**Rationale:** By designating those professionals who subscribe to a common code of ethics and a common professional credentialing process, common ground is established for more effective and cooperative promotion of the accredited credential and marketing of its professional significance. To that end, the Credentialing Chair shall organize, plan, promote and expedite the credentialing process for the chapter.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Credentialing Chair reports to the VP of Professional Development.

**Duties:**

- Promote the APR & CPRC credentialing process in the Chapter newsletter and social media.
- Hold orientations with other credentialed committee members to review testing process, suggest study outline, distribute materials and provide names and phone numbers of advisors.
- Hold regular accreditation study sessions with a guided training manual as well as proctor the written exam.
- Make arrangements for news releases to go out notifying the public of those members who passed exams and achieved status of APR or CPRC.
- Plan acknowledgement presentation at a monthly meeting to acknowledge the newly credentialed members.

**Average time commitment per month:**

- 3-4 hours; time commitment increases when accreditation study sessions are conducted

## PANEL PRESENTATION COORDINATOR

**Rationale:** The Panel Presentation Coordinator works closely with the Credentialing Chair to assist in the credentialing process by coordinating APR and CPRC oral presentations, including arranging for oral examiners and other elements as needed.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Panel Presentation Coordinator reports to the VP of Professional Development.

**Duties:**

- Coordinate exam dates and locations and arrange for oral examiners.
- Fill in or assist the Credentialing Chair as needed. Interface, as appropriate, with the Association Office and the VP of Credentialing.

**Average time commitment per month:**

- 1-2 hours; time commitment increases when coordinating panel presentations

## EDUCATION CHAIR

**Rationale:** The Southwest Florida Chapter of FPRA places a strong emphasis on all aspects of Public Relations education. One piece of particular importance, is cultivating the next generation of PR professionals. The role of Education Chair is integral as we work to ensure the sustainability and evolution of our profession. Involvement with our student chapter (FPRA@FGCU), mentoring and internship programs, and an increased presence in area secondary schools, all fall under the auspices of this position.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Education Chair reports to the VP of Professional Development.

**Duties:**

- Regularly attend FPRA FGCU board meetings and gather information to submit a monthly report to the VP of Professional Development.
- Mentor FPRA@FGCU students.
- Serve as a liaison between the student and professional chapter.
- Coordinate a mentoring program between the professional members and students.

**Average time commitment per month:**

- 2-3 hours

## SOCIAL MEDIA CHAIR

**Rationale:** The Social Media Chair promotes FPRA Chapter events, awards, member news and any other relevant information via diverse social media channels as approved by the Chapter.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Social Media Chair reports to the VP of Communication.

**Duties:**

- Maintain the social media accounts and any other social media communications tools.
- Utilize the Chapter's Canva account to create graphics using brand guidelines when appropriate.
- Work in partnership with the Communications Team to ensure all Chapter press releases, programs and other Chapter activities are promoted through the Chapter's social media efforts.
- Submit a monthly report on social media analytics to the VP of Communications.

**Average time commitment per month:**

- 6-8 hours

## MEDIA RELATIONS CHAIR

**Rationale:** The Media Relations Chair is responsible for promoting FPRA Chapter events, programs, accreditation and awards to the media and publics.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Media Relations Chair reports to the VP of Communication.

**Duties:**

- Write and distribute news releases to promote monthly programs, special events and other announcements from the chapter, including awards and members receiving accreditation.
- Distribute media alerts before monthly programs and special events.
- Distribute post-event photos and information to appropriate media outlets.
- Let the media know about FPRA's resources, including general public relations information. Maintain the Chapter's media list.
- Update, produce and market the annual Southwest Florida Media Guide.
- Submit a monthly report on media coverage to the VP of Communications.

The media relations chair will have full access to the chapter email (PR@fpraswfl.org) to distribute releases and communicate with the local media.

**Average time commitment per month:**

- 1-2 hours

## NEWSLETTER CHAIR

**Rationale:** The Chapter newsletter is the primary communication link between the Chapter and its members. Its purpose is to disperse information about FPRA meetings and events (at the local as well as the state level); notify members about continuing education opportunities, such as APR, CPRC; act as a recruiting tool whenever possible; direct members to other FPRA sources, such as our website; and in some cases, provide members with information relevant to the Public Relations industry as necessary.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Newsletter Chair reports to the VP of Communication.

**Duties:**

- The Newsletter Chair is responsible for compiling content, ensuring all relevant material is included, distributing the newsletter for proofing, then to membership, in a timely manner.

### *Newsletter Chair Continued*

**Duties:**

- Members of the board should provide the Newsletter Chair with appropriate content as necessary.
- The Newsletter Chair and the Website Chair should maintain regular contact so that both resources remain consistent with regard to content.
- Regular newsletter content may include:
  - Announcements about upcoming Chapter and Association events.
  - Message from the President
  - Welcome to New Members
  - APR/CPRC Credentialing updates and tips
  - News from the State Association Spotlight on a board member
  - Spotlight on student chapter Hot trends or interesting information about PR
- Send out stand-alone emails as needed to promote initiatives/upcoming events.
- Update email contact lists in MailChimp as new members join and state individuals change. (coordinate task with VP of Membership).
- Keep track of click throughs, opens and forwards. Submit a monthly report on progress to the VP of Communications.

**Average time commitment per month:**

- 3-4 hours

## WEBSITE CHAIR

**Rationale:** The Chapter website is an essential communication link between the Chapter and its members. Its purpose is to disperse information about FPRA meetings and events (at the local as well as the state level); provide Chapter contact information; and notify members about continuing education opportunities such as APR, CPRC.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Website Chair reports to the VP of Communication.

**Duties:**

- Responsible for updating content on all areas of the website in a timely manner.
- Responsible for coordinating the website hosting and keeping the current url registration.
- The Newsletter Chair and the Website Chair should maintain regular contact so that both resources remain consistent with regard to content.
- The Website Chair should look for ways to enhance the look and feel of the website and incorporate new technology whenever possible.
- Keep track of web analytics. Submit a monthly report on progress to the VP of Communications.

**Average time commitment per month:**

- 3-4 hours

## HOSPITALITY CHAIR

### Rationale:

The Hospitality Chair is responsible for overseeing the coordination of the set-up and logistics for the monthly membership meetings and related auxiliary events; meeting and greeting guests and members at monthly luncheon meetings; informal mentoring; establishing contacts and promoting relations with other professional organizations including chambers of commerce. Appoints committees as needed to fulfill responsibilities.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Hospitality Chair reports to the VP of Membership.

### Duties:

With regard to regular monthly luncheon meetings, the Hospitality Chair is responsible for:

- Coordinate with the incoming President on securing program and board meeting dates for the 12-month chapter year calendar.
- Assist the incoming president and VP of Programs in securing a venue for 6 monthly membership meetings and 12 monthly board meetings by September, as well as assist special event chairs as needed for venue coordination.
- Coordinate with the Treasurer to maintain and collect all event registrations via the website and PayPal - distribute the final meeting attendance count to all appropriate parties (President, VP of Programs, Seminars Chair, VP of Membership, and Treasurer) on the Friday before the meeting date.
- Arrive early for events/programs to supply and prepare materials for the program including registration lists (print two), member name tags, "future member" stick-on name tags/markers, guest sign-in sheets/pens/tape, informational brochures and/or flyers and any fish bowl for business cards, etc.
- Work with the Treasurer to count paid attendees, noting no-shows and walk-ins, and creating a post-meeting report that will help the Treasurer reconcile actual attendance with the venue bill.
- Coordinate with the Seminars Chair to ensure the meeting venue has appropriate set-up for upcoming meetings.
- Create new name tags as the chapter adds new members.
- Other duties as needed to ensure the highest hospitality for our members.

### Average time commitment per month:

- 2-3 hours

## SEMINARS CHAIR

**Rationale:** The primary objective of the Seminars Chair is to further members' professional development opportunities by securing speakers/topics for the Chapter's monthly seminars. Programs should be of interest to both novice and seasoned public relations professionals.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Seminars Chair reports to the VP of Programs.

**Duties:**

- The Seminars Chair is responsible for surveying the Chapter's membership in order to identify desired program topics.
- In addition, the position includes researching speakers/topics that have proven effective with other FPRA chapters.
- The Seminars Chair contacts prospective speakers to review such details as the appropriateness and personalizing of presentations for the Chapter, and handles other issues such as speaker fees, travel arrangements and audio/visual equipment needs.
- It is the Seminar Chair's responsibility to notify other board members with speaker/topic information, in order for the programs to be properly publicized through the Chapter's newsletter, website, etc.
- On the day of the presentation, the Seminar Chair oversees on-site responsibilities, such as assuring the stage and any equipment are set up properly, along with introducing the speaker.
- Other items the Seminar Chair is responsible for include researching and purchasing speakers' gifts; follow up thank you correspondence with speakers, finalizing a P&L report and monitoring program surveys that are distributed to members after each program.

**Average time commitment per month:**

- 5-6 hours

## LOCAL IMAGE AWARDS EVENT CHAIR

**Rationale:** To carry out the planning and execution of the Local Image Award Ceremony and assist in promoting the Local and Golden Image Award competition.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Image Awards Event Chair reports to the VP of Programs.



## *Local Image Awards Event Chair Continued*

### **Duties:**

- In September, begin identifying 1 to 3 members to serve on your event committee to help with event planning and execution.
- Choose a theme for the event. Coordinate with Image Judging Chair to confirm dates for:
  - Entries deadline (usually a Friday in early March)
  - Judging process
  - Awards ceremony (usually the 3rd or 4th Thursday in April)
- Plan Image Awards Ceremony:
  - Determine budget for event and create a P&L report (coordinate with Treasurer)
    - Select location
    - Confirm date, time, and availability
    - Select food menu/alcohol
    - Establish pricing for tickets based on costs
  - Plan a program that will interest all members, not just winners.
  - Select award presenter(s)/emcee(s) - local news media works well
    - Once winners are determined:
      - Create presenter script (template in Canva)
      - Create winner powerpoint (template available)
    - Determine additional event elements to be incorporated (not required):
      - Video, Raffle/Silent Auction, Giveaways, etc.
    - Coordinate sponsorships:
      - Utilize members and as resources to fill sponsorships.
        - Printers to assist with printed materials.
        - Graphic artists or ad agencies to design materials.
        - Local businesses serve as sponsors of the event.
      - Printed tools to promote the event:
        - Invitation to ceremony
        - Program for ceremony
      - Digital tools to promote the event:
        - Use a design sponsor or create graphics using the chapter's Canva design tool (past year's templates available)
          - Social Media, Email Marketing, Website
    - Work with Communications Team on Image Event promotion timeline
      - Social Media: Timeline graphics (FB, Twitter, LinkedIn), FB page header, FB event header.
      - Email Marketing: Stand-alone email header, Newsletter graphics
      - Website: Create landing page for Image Awards event Publish Chapter Award Nominations and Annual Conference Scholarship Applications (instructions on SOP)

### **Average time commitment per month:**

- 3-4 hours; time commitment increases as event gets closer

## LOCAL IMAGE AWARDS JUDGING CHAIR

**Rationale:** To carry out the judging portion of the Local Image Award Ceremony and assist in promoting the Local and Golden Image Award competition.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Image Awards Judging Chair reports to the VP of Programs.

### Duties:

- Select dates for:
  - Entries deadline (usually a Friday in early March)
  - Judging process
- Participate in statewide Image Award calls and webinars
- Coordinate judging:
  - Arrange for qualified judges - groups of three for each division work best, but any number over three will do as long as judging is consistent.
  - Organize the entries after the deadline.
  - Send judges a copy of each summary in their division, with judges' form attached, in advance of the judging date, if possible.
  - Conduct judging; determine winners.
- Create Call for Entries (CFE)
  - Criteria for the CFE is provided by state and templates from past year's are located in the chapter's Canva design account.
  - Promote entry for the awards among membership:
    - Conduct an image workshop to explain the entry process.
    - Make announcements at monthly meetings up to the entry deadline.
      - Ask a past Image Award winner to speak at a monthly meeting.
    - Place information on how to enter in the monthly chapter newsletter.
    - Call past entrants to encourage them to enter.
    - Call members who haven't entered in the past to offer help.
    - Order Image Awards from the state office (the Image Event Chair will order chapter awards and create conference scholarship certificates).
    - Coordinate with Image Event Chair for the ceremony:
      - Confirm date and time to align with judging deadlines
      - Provide Image Event Committee with a list of winners (as soon as possible) to coordinate emcee script and ceremony powerpoint.
      - Other coordination as needed.

### Average time commitment per month:

- 2-3 hours; time commitment increases between January - March

## PR UNIVERSITY CHAIR

**Rationale:** The primary goal of the Florida Public Relations Association is “enhancing the professional development of its members.” This position plans and executes PR University, a one-day local professional development seminar for our members and other interested professionals in our community. In addition to professional development, this event provides potential for membership recruitment, public relations for the profession and FPRA, and serves as a fundraising activity for the Southwest Florida Chapter.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The PRU Chair reports to the VP of Programs.

**Duties:**

- Determine and secure site for PR University.
- Preference is for the meeting to be held on a college or university campus.
- Establish a timeline for the event.
- Manage the budget for the event consistent with the Chapter budget and aligned with fundraising goals set for the year; create a P&L report.
- Establish committee and subcommittees as appropriate.
- Establish a theme and coordinate graphics for promotion.
- Establish the conference program.
- Secure speakers and coordinate all logistics for their presentations.
- Secure sponsors and exhibitors as appropriate.
- Coordinate with site staff for audiovisual, parking, registration, meal service and other needs. Staff registration table by coordinating with the Treasurer, Hospitality Chair and VP of Programs.
- Conduct a pre and post-survey of attendees for conference feedback and write an event summary for the next year.

**Average time commitment per month:**

- 2-3 hours; time commitment increases as event gets closer

## MEDIA BREAKFAST CHAIR

**Rationale:** This position plans and executes the Annual Media Breakfast, which provides our members with the opportunity to hear from relevant media personalities in our market and beyond, as well as a chance to network and ask questions regarding how stories are covered. In addition to professional development, this event provides potential for membership recruitment, public relations for the profession and FPRA, and serves as a fundraising opportunity for the Southwest Florida Chapter.

### *Media Breakfast Chair Continued*

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Media Breakfast Chair reports to the VP of Programs.

**Duties:**

- Determine and secure site for the Annual Media Breakfast.
- Establish a timeline for the event. Usually 3 - 4 hours.
- Manage the budget for the event consistent with the Chapter budget and aligned with fundraising goals set for the year; create a P&L report.
- Establish committee and subcommittees as appropriate.
- Establish a theme and coordinate graphics for promotion.
- Establish the conference program.
- Secure members of the media as speakers and coordinate all logistics for their presentations.
- Secure sponsorships and exhibitors as appropriate.
- Coordinate with site staff for audiovisual, parking, registration, meal service and other needs.
- Staff registration table by coordinating with the Treasurer, Hospitality Chair and VP of Programs.
- Conduct a pre and post-survey of attendees for conference feedback and write an event summary for the next year.

**Average time commitment per month:**

- 2-3 hours; time commitment increases between January - March

## NONPROFIT DAY CHAIR

**Rationale:** This position plans and executes Nonprofit Day, a half-day seminar featuring public relations best practices to help enhance the reach and impact of Southwest Florida's philanthropic organizations. In addition to professional development, this event serves as a way for the Southwest Florida Chapter to give back to the nonprofit community and provides potential for new member recruitment.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Nonprofit Day Chair reports to the VP of Programs.

**Duties:**

- Determine and secure site for Nonprofit Day.
- Establish a timeline for the half day seminar.
- Manage the budget for the event consistent with the Chapter budget and aligned with fundraising goals set for the year; create a P&L report.
- Establish committee and subcommittees as appropriate.

## Nonprofit Day Chair Continued

### Duties:

- Establish a theme and coordinate graphics for promotion.
- Establish the conference program.
- Secure nonprofit speakers and coordinate all logistics for their presentations.
- Secure sponsorships and exhibitors as appropriate.
- Coordinate with site staff for audiovisual, parking, registration, meal service and other needs.
- Staff registration table by coordinating with the Treasurer, Hospitality Chair and VP of Programs.
- Conduct a pre and post-survey of attendees for conference feedback and write an event summary for the next year.

### Average time commitment per month:

- 2-3 hours; time commitment increases as event gets closer

## MERRY MIXER CHAIR

**Rationale:** This position plans and executes the Chapter's Annual Merry Mixer for members and their guests to gather and celebrate the holiday season together. In addition to refreshments and entertainment, proceeds from the event's silent auction and raffle support student engagement, scholarship opportunities and professional development initiatives. Merry Givemas Toy Drive celebrates the legacy of Janet Wilson and benefits SWFL area children served by Children's Advocacy Center of SWFL.

**Procedure:** This position is filled annually, along with other Chapter officer and leadership team positions. Members of the leadership team are required to attend at least 4 of the 12 board meetings held each year, as well as support the Chapter by attending events and programs when possible. The Merry Mixer Chair reports to the VP of Programs.

### Duties:

- Determine and secure site for Merry Mixer.
- Establish a timeline for the event.
- Manage the budget for the event consistent with the Chapter budget and aligned with fundraising goals set for the year; create a P&L report.
- Establish committee and subcommittees as appropriate.
- Establish a theme and coordinate graphics for promotion.
- Secure sponsorships, silent auction and raffle items, as well as exhibitors as appropriate.
- Coordinate food/beverage for the evening.
- Coordinate with site staff for audiovisual, parking, registration, and other needs.
- Staff registration table by coordinating with the Treasurer, Hospitality Chair and VP of Programs.
- Create a Merry Givemas committee to promote the annual toy drive.
- 

### Average time commitment per month:

- 1-2 hours; time commitment increases as event gets closer