



PRSA Pittsburgh 2018 Strategic Plan

Organizational Structure

PRSA: Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest and foremost organization for public relations professionals. PRSA is responsible for representing, educating, setting standards of excellence, and upholding principles of ethics for its members and, in principle, the multi-billion U.S. public relations profession. The Society has more than 21,000 members and its student affiliate, the Public Relations Student Society of America, has more than 10,000 members.

PRSA Mission (National)

As the preeminent association for public relations and communications professionals, PRSA empowers a diverse community of members at every stage of their career with the knowledge and resources to advocate for the profession, achieve ethical and professional excellence, and drive the strategic outcomes of their organizations.

PRSA East Central District: One of 10 PRSA districts, the East Central District represents members in 17 PRSA chapters concentrated in Indiana, Kentucky, Michigan, Ohio, Western and Northwestern Pennsylvania and West Virginia. It includes the following chapters:

- Akron Area Chapter – 101
- Bluegrass Chapter – 118
- Central Michigan Chapter – 142
- Central Ohio Chapter – 368
- Cincinnati Chapter – 227
- Dayton Area Chapter – 61
- Detroit Chapter – 408
- Greater Cleveland Chapter – 260
- Hoosier Chapter – 399
- Northwest Ohio Chapter – 78
- Northwestern Pennsylvania Chapter – 31
- Pittsburgh Chapter – 221
- River City Chapter – 20 (established in 2016)
- Thoroughbred Chapter – 61
- West Michigan Chapter – 129
- West Virginia Chapter – 112
- White Pine Chapter – 41

PRSA Pittsburgh

Our Mission: To create, educate, and empower a diverse community of communications professionals who value the role that public relations plays in their careers, their organizations, and the region.

Our Value Proposition: PRSA Pittsburgh believes public relations serves an increasingly vital role in the leadership, business, marketing, and communications functions of all organizations, and we aim to provide our members with the tools, support, education, and networking to play this role in their respective organizations. We do this through:

- Encouraging research, analysis, and discussion of the challenges and opportunities facing PR professionals today.
- Strengthening and maintaining the highest standards of service and ethical conduct by all members of the profession.
- Supporting the creation of mutually beneficial relationships between our members where diverse ideas, strategies and tactics can be shared.
- Recognizing, rewarding, and sharing our members' accomplishments.

Situation Analysis

To ensure PRSA Pittsburgh continues to thrive locally and throughout the region, the chapter's executive board of directors have compiled an annual strategic plan designed to protect and advance the chapter. This strategy should be applied by all committees to events, communications and activations to ensure adherence to once cohesive, consistent plan that drives results.

PRSA Pittsburgh 2018 Strategy

PRSA Pittsburgh has set forth a strategy for 2018 designed to enhance the chapter's operational efficiencies and profitability while also directly impacting membership through increased engagement and maintained enrollment. Specifics are listed below. This plan is the shared responsibility of all committee members and should be evaluated against each initiative PRSA Pittsburgh spearheads this year.

- **Business goal:** Increase the financial viability of PRSA Pittsburgh to ensure the organization is positioned for stability and sustainability in the future.
 - **Objectives:**
 - Increase total 2018 revenue by 10 percent from final 2017 results
 - **Tactics:**
 - Maintain existing revenue driving events, Renaissance Awards and PR Summit, and increase total overall revenue for each
 - Also determine event optimizations that will increase revenue while lowering overhead costs
 - Identify and implement two new revenue-driving events in 2018 to increase income and support the membership (suggestions include a student-focused event, women in business or young professionals event)
 - Increase the number of chapter sponsors to five organizations in 2018
 - **Tactics:**
 - Develop and implement a new sponsorship plan in 2018
 - Revisit current and historical sponsors to repeat in 2018
 - **Communications goal:** Increase engagement with PRSA Pittsburgh's membership. **Major events are quantified as Renaissance Awards, PR Summit and two TBD.*
 - **Objectives:**
 - Conduct personalized outreach to existing membership to build interpersonal relationships
 - **Tactics:**
 - Each member of the board of directors will reach out to select group of members (as determined by membership chair)
 - Each member of the board of directors will host at least one new member coffee meet-up to gauge interest in the organization and learn more about the individual
 - Young Professionals to conduct outreach to local universities, focusing on communications professors and PRSSA liaisons, to better connect the organizations and improve transition to full-time members
 - Leverage a full content strategy, and supporting paid strategy, to boost chapter visibility and encourage attendance and participation
 - **Tactics:**
 - Develop an overall content strategy (which includes paid components) that applies to owned, earned and shared channels, to ensure a cohesive brand proposition is distributed throughout all communication touchpoints

- Introduce additional social channels to better reach our targeted audiences (suggestions include Instagram, and official LinkedIn page) and inspire them to engage with PRSA Pittsburgh
- Introduce new types of programming that re-engage current members and connect with new members
 - **Tactics:**
 - Introduce digital and online learning options, including webinars and podcasts, to engage members during their workday
 - Introduce workshops to educate members on emerging PR topics and trends
 - Reinvigorate public service to select an organization that will inspire the membership to get involved

Key Performance Indicators (KPIs)

Based upon the above strategy, the below metrics have been put in place to gauge success and impact:

- Increase the total number of chapter sponsors
- Increase overall PRSA Pittsburgh membership by 10 percent from 2017
- Increase total revenue for both Renaissance Awards and PR Summit by 10 percent from 2017
- Maintain PRSA Pittsburgh's membership retention rate of at least 90 percent from 2017
- Increase attendance at PRSA Pittsburgh's major annual events by 10 percent from 2017

If at any time questions arise about this strategy, please reach out to a member of the executive board:

- Meredith Klein, president
- Ben Butler, vice president
- Darcey Mamone, secretary
- Caitlin Driscoll, treasurer