

## ***PRSA Pittsburgh 2019 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.

One of the 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. As of December 2015, the District represents more than 2,750 PRSA members across the following chapters:

- Akron Area Chapter
- Bluegrass Chapter
- Central Michigan Chapter
- Central Ohio Chapter
- Cincinnati Chapter
- Dayton Area Chapter
- Detroit Chapter
- Greater Cleveland Chapter
- Hoosier Chapter
- Northwest Ohio Chapter
- Northwestern Pennsylvania Chapter
- Pittsburgh Chapter
- River City Chapter
- Thoroughbred Chapter
- West Michigan Chapter
- West Virginia Chapter
- White Pine Chapter

### **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 2019 Strategy

**Goal 1:** Emphasize and focus on our two biggest events of the year — PR Summit and the Renaissance Awards.

- **Tactics:**
  - Implement recurring venues for PR Summit and Renaissance Awards for consistent recognition year-over-year and to begin execution earlier in the year.
  - Begin efforts to secure sponsors earlier in the year
  - Streamline all other programming by implementing recurring, templated event structures.
- **Key Performance Indicators:**
  - PR Summit
    - Attendance year over year
    - Sponsorship revenue
    - Post-event survey
  - Renaissance Awards
    - Number of award nominations
    - Number of awards given
    - Number of different organizations awarded/applying
    - Number of attendees year over year
    - Sponsorship revenue
  - Monthly events
    - Attendance

**Goal 2:** Build a sense of community among existing PRSA Pittsburgh members and the larger Pittsburgh area PR and communications community.

- **Tactics:**
  - Internally:
    - Recurring, templated event structures
    - Engage more frequently and more proactively with our members and PRSSA Chapters on social platforms. Interact with them, share their news, etc.
    - Share consistent content via social, especially stories, spotlights and account takeovers.
    - Create resources that members can use within their organizations to elevate the perceptions of PR amongst their colleagues
    - Create a LinkedIn page
  - Externally:
    - Research, track and speak out on current issues impacting the principles, role and reputation of public relations.
    - Put paid spend behind event promotion for PR Summit attendance and Renaissance Award winners
    - Pitch media in a timely manner about PRSA Pittsburgh happenings
    - Pitch PRSA National of Chapter-member accomplishments
- **Key Performance Indicators:**
  - Social media and blog followers and engagement
  - Frequency and number of social posts and blog posts
  - Number of media placements mentioning PRSA and/or our members

**Questions? Comments? Concerns?**

If at any time questions arise about this strategy, or other Chapter matters, please reach out to the executive board by utilizing the contact form on our website: <https://prsa-pgh.org/contact-us/>

Sincerely, your executive board,

Ben Butler, APR, president  
Steve Radick, vice president  
Jordan Mitrik, secretary  
Darcey Mamone, treasurer