

PRSA Pittsburgh 2020 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 (ECD)

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
- 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 has 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 2020 Strategy

Vision

To create an *exceptional member experience* that educates, inspires, guides and galvanizes a diverse community of ethical, strategic communications professionals in the Pittsburgh region.

Goals

The 2020 executive board identified three key areas that will give direction and opportunity to the PRSA Pittsburgh Chapter. By focusing on the following, the Chapter will be better positioned to cultivate an environment of success.

Goal 1: Professional Development – Create regular and varied professional development opportunities for segmented audiences to bring value to the overall membership

Tactics:

- Expand member programming by hosting three (3) professional development events (excluding PR Summit and Renaissance Awards)
- Diversify program topics that focus on best practices and trending, relevant themes
- Streamline event planning process by implementing templated event structures
- Provide original and curated resources to members to bring additional value and benefits

Key Performance Indicators:

- Frequency of professional development events
- Attendance
- Post-event surveys

Goal 2: Networking – Position PRSA Pittsburgh as an engaging community for professionals to develop and cultivate relationships

Tactics:

- Provide resources for members to better connect and network with fellow communications professionals
- Engage with members more frequently online to increase engagement and conversations
- Implement monthly happy hours to offer consistent meetups
- Collaborate with fellow Pittsburgh professional organizations and communities to expand reach and presence
- Collaborate with local PRSSA Chapters to bridge the gap between area students and professionals

Key Performance Indicators:

- Frequency of events
- Attendance
- Frequency of resources

Goal 3: Operations – Increase organizational excellence both internally and externally

Tactics:

- Increase Chapter revenue by securing sponsorship and in-kind opportunities for programming, networking and special events
- Formalize the Chapter sponsorship function by developing a new process for tracking, managing, and archiving all sponsors
- Equip Chapter board members with the knowledge and tools to improve their ability to approach and secure sponsors
- Improve infrastructure by organizing and / or updating programs and processes, and make way for improvements



Pittsburgh

- Define organization and membership terms to better categorize and structure the Chapter (i.e., young professionals, senior practitioner, mid-level practitioners, etc.)
- Create email distribution lists to better communicate to and target members

Key Performance Indicators:

- Sponsorship revenue
- Updated processes that are then implemented

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,

Jordan Mitrik, president
Dan Ayer, vice president
Robin Rectenwald, secretary
Darcey Mamone, treasurer
Brian Ackermann, assistant treasurer
Ben Butler, APR, immediate past president