

Minnesota PRSA Strategic Plan 2021-2023

National Mission

To make communications professionals smarter, better prepared and more connected through all stages of their career.

Minnesota Chapter Mission

Minnesota PRSA supports National's mission. At a local level, we strive to build mutually beneficial relationships and opportunities among a diverse community of public relations and communications professionals who are committed to effective, ethical and strategic outcomes.

Objectives (as defined in our bylaws)

To advance the careers of our members and serve a diverse community of professionals, preparing and empowering them to excel in strategic, effective and ethical communications on behalf of the organizations they represent and the constituents they serve by:

- Cultivating lifelong learning,
- Creating vibrant, diverse and welcoming professional communities,
- Recognizing capabilities and accomplishments, and
- Modeling thought leadership, ethics and professional excellence.

Four Strategic Priorities:

Minnesota PRSA will:

- Model excellence in public relations and communications, while delivering value to stakeholders.
- Diversify its professional network and be intentional in its actions to increase diversity, inclusion and equity across all initiatives.
- Provide volunteers with access to resources, opportunities and experiences to help differentiate themselves and advance their careers and the employers they represent.
- Model effective governance, leadership and fiduciary responsibility — foundations of ethical management.

Operating Principles

- Chapter activities should support the strategic plan and benefit the organization as a whole which supersede individually driven initiatives, interests or pet projects.
- Activities of the chapter should be prioritized by where they provide the greatest good for its members and society as a whole.

Strategic Priorities and Action Plans

Minnesota PRSA will model excellence in communications, public relations and deliver value to stakeholders.			
	2021	2022	2023
<i>Rationale: Our communications and public relations activities are core to the professional value we seek to deliver to stakeholders. If our communication and/or events are less than exemplary, others will not seek to join or learn from us. To fulfill our mission and objectives, we must demonstrate professional excellence in communications and public relations. Our reputation depends on it.</i>			
1. Conduct a communications audit to streamline and prioritize communications channels that will deliver the most value to stakeholders.	X		
<ul style="list-style-type: none"> Identify and prioritize stakeholder subgroups and evaluate existing communication strategies and tactics. 		X	
<ul style="list-style-type: none"> Prioritize a primary communication channel for each stakeholder subgroup and set targets for communicating with each stakeholder subgroup. 		X	
<ul style="list-style-type: none"> Collect 2020 and review 2019 baseline metrics for existing communication channels (e.g. Twitter, Instagram, Facebook, LinkedIn, emails, website, etc.). 	X		
<ul style="list-style-type: none"> Review social media audit and prioritize recommended tactics and objectives. 	X		
<ul style="list-style-type: none"> Define and incorporate best practices across each communication channel. 	X		
<ul style="list-style-type: none"> Identify opportunities to shift from organization-centric promotion to meeting the needs of the reader/delivering value to stakeholders for all communication. 		X	

<ul style="list-style-type: none"> Find opportunities to listen, invite dialogue and share versus only pushing out information. 	X	X	X
<ul style="list-style-type: none"> Establish a measurable objective for each communication channel and focus on excellence in execution for priority channels. 	X		

<ul style="list-style-type: none"> Review Minnesota PRSA Style Guide and update as needed. Make readily available to membership. 	X	X	X
<ul style="list-style-type: none"> Annually evaluate and adapt communication request process to take advantage of advances in communication and collaboration technologies. 	X	X	X
2. Board develops a dashboard of measures of success.	X		
<ul style="list-style-type: none"> Align key performance indicators for each stakeholder group. 	X		
<ul style="list-style-type: none"> Engage standing committees in discussion and ownership of key performance indicators. 	X	X	X
<ul style="list-style-type: none"> Engage chapter's administrative firm to ensure dashboard can be implemented with chapter resources. 	X		
<ul style="list-style-type: none"> Communicate new procedures and expectations to committee and volunteers. 	X		
<ul style="list-style-type: none"> Evaluate effectiveness of dashboard, measures, and tools annually; adapt as needed. 		X	X
<ul style="list-style-type: none"> Use measures to inform future priorities. 		X	X
3. Strengthen the ways in which we deliver programming virtually.	X	X	

<ul style="list-style-type: none"> Identify a reliable platform/host for virtual networking/programming (consider National partnership). Perhaps, poll members to see if they have a preferred vendor(s). Consider going “hybrid” once in-person meetings are acceptable – might open up new possibilities with our members in Greater MN/WI. 	X		
<ul style="list-style-type: none"> Seek sponsorship/partnership for hosting virtual networking/programming 	X	x	x
<ul style="list-style-type: none"> Use national PRSA resources that could be leveraged by the chapter (i.e. online APR Prep class; webinars that are free to members). 	X	x	x
4. Ensure the chapter communications plan is thoughtfully developed and updated annually	X	X	X
<ul style="list-style-type: none"> Follow Minnesota PRSA brand and style guidelines in all content and operate in a way that reflects and supports the strategic plan 	X	X	X
<ul style="list-style-type: none"> Diversify content to create more engagement and connection opportunities through original content, video and visuals 	X	X	X
<ul style="list-style-type: none"> Engage members and the PR community through authentic, compelling communication 	X	X	X
<ul style="list-style-type: none"> Demonstrate support and interest in followers by sharing content from local experts, agencies and industry news 	X	X	X
<ul style="list-style-type: none"> Improve and provide clarity on key processes, including resources such as templates, comm support guidelines and content calendars 	X	X	X
<ul style="list-style-type: none"> Develop and publish editorial calendar quarterly 	X	X	X
<ul style="list-style-type: none"> Update process and procedures for communications (in process) 	X	X	X

<ul style="list-style-type: none"> Automate reminders and processes where possible 	X	X	X
<ul style="list-style-type: none"> Update social media calendar monthly 	X	X	X
<ul style="list-style-type: none"> Plan for update / reskin of chapter website and make it consistent with look of Twitter, Instagram, LinkedIn and Facebook pages. 			X
<ul style="list-style-type: none"> Ensure timely planning and announcements of events (four- month minimum for in-person, six weeks for virtual) 	X	X	X
<ul style="list-style-type: none"> Include volunteer recognition as a content pillar across appropriate channels 	X	X	X
5. Provide highly rated professional development and networking experiences that demonstrate value to members, prospective members and sponsors.	X	X	X
<ul style="list-style-type: none"> Calendar signature events within one month of prior year's event; secure location. 	X	X	X
<ul style="list-style-type: none"> Publish calendar of events by Jan. 15 each year (with caveat that events are subject to change) 	X	X	X
<ul style="list-style-type: none"> Leverage thought leadership research in selecting topics and speakers 	X	X	X
<ul style="list-style-type: none"> Leverage national speakers and resources for topics 	X	X	X
<ul style="list-style-type: none"> Secure speakers, locations six month prior to events 	X	X	X
<ul style="list-style-type: none"> Conduct timely promotion of events 	X	X	X
<ul style="list-style-type: none"> Develop events marketing templates and processes to ensure balance of promotional and value-added communication in the organization's communication marketing mix 	X	X	X

<ul style="list-style-type: none"> Continue using a standard (short) event evaluation survey to be sent within 24 hours of each program 	X	X	X
<ul style="list-style-type: none"> Develop easy to execute networking activities to encourage a welcoming and inclusive event 	X		
<ul style="list-style-type: none"> Continue prioritizing signature events, Classics and PR North, which are highly valued by attendees and set achievable and stretch goals each year 	X	X	X

Minnesota PRSA will diversify our professional network and be intentional in our actions to increase diversity and inclusion.			
<i>Rationale: Years of research from business schools on performance, productivity and profitability indicate that more diverse teams generate better outcomes. Diverse teams bring multiple perspectives to problem solving and make strategic decisions that more fully reflect client demographics. Minnesota has some of the largest opportunity and prosperity gaps in the nation and our chapter lags in its diversity. Communications and public relations professionals are uniquely positioned to lead our organizations in changing this trajectory. We value developing relationships with diverse audiences, acting in the public interest and assisting our organizations in learning to better serve all. We can only do that effectively if we are intentional about learning and advancing diversity, equity and inclusion.</i>	2021	2022	2023
1. Educate and empower members to <i>champion</i> equity and inclusion practices within the organizations they serve.	X	X	X
<ul style="list-style-type: none"> Maintain D & I as a top priority with chapter leadership through quarterly meetings with a newly created D & I Committee 	X	X	X
<ul style="list-style-type: none"> Explore leadership development opportunities, including administering IDI (Intercultural Development Inventory) at board level 	X		

<ul style="list-style-type: none"> Identify partner (higher education or employers) for IDI administration 	X		
<ul style="list-style-type: none"> Schedule time and budget for board IDI and facilitated training on IDI 	X		
<ul style="list-style-type: none"> Hold follow-up session for deepening commitment to equity and inclusion 		x	
<ul style="list-style-type: none"> Submit leadership blog post on value of the IDI 		x	
<ul style="list-style-type: none"> Explore additional development opportunities for year two and three of the plan. 		X	X
<ul style="list-style-type: none"> Ensure professionals of color are at the table in planning and discussion of chapter events and priorities. And are also regularly featured at events as speakers, experts, moderators, etc. 	X	X	X

<ul style="list-style-type: none"> Continue to align chapter D & I program with National PRSA D & I Month (October) 	X	X	X
<ul style="list-style-type: none"> Review National Strategic Plan for Diversity, Equity and Inclusion (when released) and align chapter strategic plan accordingly 		X	X
<ul style="list-style-type: none"> Ensure an equity and inclusion lens in planning programming to advance chapter goals and engage diverse professionals. 	X	X	X
<ul style="list-style-type: none"> Develop consistency in recognizing months for different ethnic groups and initiatives, e.g., Black History Month, Women's History Month, etc. to align with National PRSA's D&I calendar. 	X	X	X
2. Partner with diversity and inclusion organizations and educational groups to foster future talent for the communications field.		X	X

<ul style="list-style-type: none"> Seek opportunities for the chapter D & I Officer to address professional groups (e.g. The African American Leadership Forum and The Forum on Workplace Inclusion) 		X	X
<ul style="list-style-type: none"> Seek opportunities for the chapter D & I Officer to represent Minnesota PRSA on professional boards or advisory councils 	X	X	X
<ul style="list-style-type: none"> Expand outreach to build relationships with student groups from diverse colleges and universities (e.g. student relations outreach to start new PRSSA chapters) 	X	X	X
<ul style="list-style-type: none"> Nurture relationships that expand mentoring and internship opportunities for students of color entering the profession (e.g. Metro State internship opportunities) 	X	X	X
<ul style="list-style-type: none"> Explore a formal chapter relationship with BrandLab or Journalism 360 		X	
<ul style="list-style-type: none"> Explore event (perhaps a Career Coffee) that will address the inclusion practices for sight, hearing or physically impaired attendees when planning PR events 		X	X
<ul style="list-style-type: none"> Ensure MN PRSA's website and comms channels are accessible for differently abled (captions on social media video for hearing impaired, etc.) 			
3. Ensure a welcoming and inclusive experience at Minnesota PRSA programs and events.	X		
<ul style="list-style-type: none"> Ensure registration forms for in-person events ask if any special accommodations are needed (e.g. ASL interpreters, translation services, food allergies, other) 	X		
<ul style="list-style-type: none"> When accommodations are requested, assign a volunteer as a greeter/liason to ensure accommodations are provided 	X	X	X
<ul style="list-style-type: none"> Ensure D&I is considered deliberately with committees and all communication channels 	X	X	X

<ul style="list-style-type: none"> Collaborate with event photographer to ensure photos of varying ethnicities and differently abled attendees at events (with their permission) 	X	X	X
<ul style="list-style-type: none"> Ensure Minnesota PRSA website includes photos from D & I events, and events feature photos with persons of color (ensure authenticity and do not rely on stock photos) 	X	X	X
<ul style="list-style-type: none"> Include D & I committee content in annual communications calendar (photos, blog posts, recognitions) and ensure social media posts highlight different ethnicities and gender 	X	X	X
<ul style="list-style-type: none"> Ensure potential and future members see themselves reflected in chapter communications 	X	X	X
<ul style="list-style-type: none"> Ensure website and communication tools are ADA compliant 			X

Minnesota PRSA volunteers will have access to resources, opportunities and experiences to help differentiate themselves and advance their careers.

<p><i>Rationale: Minnesota PRSA is a volunteer organization and without our volunteers, we would cease to exist. As a chapter, we have an abundance of gratitude for our volunteers. When someone shares their time, treasure or talent they do so to make a meaningful contribution to something greater than themselves. They appreciate a human connection, an ability to build relationships and networks, to learn from others and advance their career. Many long-time Minnesota PRSA members have built their career through their active involvement with PRSA. Our chapter will be intentional in helping volunteers gain experiences and build a network to differentiate themselves and advance their careers.</i></p>	2021	2022	2023
1. Develop a formal system for connecting with members and recruiting volunteers		X	

<ul style="list-style-type: none"> Divide new member list and engage Board to reach out to greet new members and invite participation; follow-up with an email of intro to committee chairs 	X		
<ul style="list-style-type: none"> Identify past committee members who are no longer active; engage veteran members to reconnect (tap past committee liaisons as veteran members) 	X		
<ul style="list-style-type: none"> Align volunteer interests and career goals with committees 		X	X
2. Refresh onboarding/expectations for volunteers			
<ul style="list-style-type: none"> Assign role on Board for volunteer champion and onboarding 		X	
<ul style="list-style-type: none"> Revive and refresh committee roles and responsibilities documentation 	X		
3. Conduct an annual survey to determine the quality of volunteer experience	Q3	Q3	Q3
4. Create volunteer-to-leadership pathway; growth opportunity			
<ul style="list-style-type: none"> Create a professional goal-pathway process for volunteers to share future goals 		X	
<ul style="list-style-type: none"> Annually collect individual volunteer goal from each committee members (SMARTSHEET form) 		X	
<ul style="list-style-type: none"> Introduce committee or leadership growth opportunities to committee members based on individual volunteer goals 		X	

5. Achieve above-national-average student membership transition to PRSA membership			
• Enhance chapter outreach to PRSSA members at graduation			X
• Promote benefits of membership at PR North	X	X	X
• Promote Certificate in Public Relations to graduating seniors (eligible w/in six months of graduation)			X
• Continue nurturing strong relationships with universities and PRSSA chapters	X	X	X
• Grow participation in PR North and Student Classics	Q1	Q1	Q1
• Offer virtual sessions or recorded sessions to promote Student Classics and Student Scholarships		X	X
• Create video graduation message with promo for affiliate membership in PRSA		X	

Minnesota PRSA will model effective governance, leadership and fiduciary responsibility — foundations of ethical management.

<i>Rationale: When public relations professionals reach senior levels as a management function, we see first-hand the important role of a board in setting vision and direction for an organization in addition to its oversight and fiduciary responsibility. Effective governance is critical to the health of any organization and certainly to its reputation. Minnesota PRSA must model effective governance if we are to protect the organization's long-term reputation.</i>	2021	2022	2023
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1. Effective governance: Simplify Board processes and reduce time commitment of leaders			
<ul style="list-style-type: none"> Devote time to Board development (fiduciary responsibility, IDI, ethics training) 	X		
<ul style="list-style-type: none"> Write and adopt Board operating principles regarding effective meetings and decision-making processes (e.g. committees recommend, Board adopts or approves) 	X		
<ul style="list-style-type: none"> Remove exclusionary language from the by-laws that prohibits young professionals from serving on the Board (e.g. make APR a requirement for Executive Board only) Note: Minnesota is one of the only chapters in the nation that requires APR for Board service 	X		
<ul style="list-style-type: none"> Cultivate a pipeline for future leadership by strengthening professional relationships and supporting volunteers' professional goals 		X	
<ul style="list-style-type: none"> Ensure effective documentation and retrieval or organizational processes and procedures (bylaws, agendas, minutes, board position descriptions etc.) 	X	X	X
<ul style="list-style-type: none"> Effectively organize and digitize organizational archives (with focus on photo collection and documentation) (engage volunteer historians) 	X	X	X
2. Fiduciary responsibility: Ensure a balanced budget and build a fund balance for future priorities and sustainability of the organization			
<ul style="list-style-type: none"> Continue to fine-tune sponsorship program, recognizing that monies from sponsorships will continue to be a significant component of chapter revenue and operating budget 	X	X	X
<ul style="list-style-type: none"> Ensure we continually communicate the value of sponsorship to our sponsors, whether our events are in-person or held virtually 	X	X	X

<ul style="list-style-type: none"> • Ensure clear guidelines for budget development and budget process for each committee 	X	X	X
<ul style="list-style-type: none"> • Explore increasing revenue-generating activities beyond membership (i.e. job board) 	X	X	
<ul style="list-style-type: none"> • Manage association management expenses with clear guidelines for the board and committees 	X	X	X
<ul style="list-style-type: none"> • Reduce the number of in-person board meetings, with a goal of holding in-person meetings only on a quarterly basis 	X	X	X