



Volunteer Chapter 2017-2018 Strategic Plan

I. Goals & Objectives

A. Awareness

Raise the awareness of the Volunteer Chapter and its programs throughout the profession and the community. Promote Chapter activities, events and expertise to local media and the community. Begin to position the Volunteer Chapter as a thought leader in public relations.

Objectives

- Receive at least five earned media mentions by June 2018
- Create an annual sponsorship package by December 2018

Strategies & Tactics

- Create a speakers' bureau of members and advertise their expertise and willingness to speak on the Volunteer Chapter website
- Create a media plan that includes monthly meeting announcements, major speakers and events, the V Awards, PR Day and APR Month as well as APR accreditations
- Develop a non-credit public relations training program for local small businesses and non-profits
- Create a brief monthly profile on a Chapter member for the website and newsletter
- Continue the regular column in the Greater Knoxville Business Journal & clearly advertise the column on our website & include a small write-up about the Volunteer Chapter in every column
- Create a local public relations experts guide to distribute to area media
- Create annual sponsorship package that raises awareness of PR in community and among sponsors

B. Engagement

Raise the engagement of Volunteer Chapter members with each other, with other communications professionals and with the community. Supporting goals: enhance the prestige of the V Awards; raise awareness of public relations excellence in Knoxville.

Objectives

- Increase attendance at the V Awards by 10% and participation by 5% in 2018
- Redefine PR Day — in conjunction with PRSSA — into a daylong mini seminar on public relations topics in fall 2018

Strategies & Tactics

- Partnerships
 - Partner with local communications and professional organizations, including PRSSA, the East Tennessee Society of Professional Journalists, American Advertising Federation and Knoxville Area Marketing Association
- V Awards
 - Change date and time for V Awards to avoid competition with Knoxville's crowded slate of spring events (Dogwood Arts, Big Ears, graduations, etc.)
 - Change reciprocal judging to allow the Volunteer Chapter more say in who judges awards
 - Create communications plan that emphasizes the prestige of the V Awards and publicizes winners
 - Shorten V Award program; find alternate ways to recognize individual award winners aside from lengthy speeches. Contact winners in advance to allow for the display of award-winning product/program entries during the networking time
 - Create programming event — Tips from last year's Best in Show as well as tips for how to use the online platform
- PRSSA
 - Link to the PRSSA webpage from our site
 - Partner with other local colleges with communications, public relations or marketing programs, including Pellissippi State, Walters State, Roane State, Maryville College, Carson Newman, etc.
- PR Day
 - PR Boot Camp or mini-conference
 - Hands-on, tabletop drills and scenarios led by experts

C. Value

Clearly define and deliver Volunteer Chapter member-specific benefits to increase membership and member retention. Present relevant professional development and information exchange / networking services for members. Communicate relevant, timely information to members. Clearly communicate the value of the APR.

Objectives

- Revise and update the by-laws by June 2017
- Redefine and publicize the annual membership meeting by June 2017
- Distribute a member survey in January 2017 and in January 2018 that incentivizes participation. Follow up on feedback from those surveys

Strategies & Tactics

- Explore diverse programming options in type of speaker, venue, format, time. etc.
- Hold regular APR training sessions for interested members of the Volunteer Chapter (as well as the District and/or nearby chapters)
- Profile a PRSA Volunteer Chapter member on the website and on social media, and read a short bio at each Chapter programming meeting. Lead with Board members and Committee chairs
- Increase publicity efforts for our own Chapter – online, media relations, etc.

II. Evaluation

This plan will be evaluated twice per year — at the Board meetings in June and in November — on the basis of the following evaluative measures. It will be updated as needed, and/or as goals and objectives are met.

- An increase in members attending programming meetings by 10% in 2018 over 2016
- An increase in total membership (both new and returning) of 5% in 2017 over 2016
- An increase in V Awards participation of 5% in 2018 over 2017