



Volunteer Chapter 2020-2021 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 10 earned media mentions by January 2021
- Increase overall social media following by 15% by January 2021

Strategies & Tactics

- Create a media plan that includes monthly senior practitioners' columns, UT non-credit course class schedule, major speakers and events, the V Awards, and APR Month as well as APR accreditations
- Continue the 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 at least 10 social media posts per month

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 East Tennessee.

Objectives

- For monthly meetings, maintain an average attendance of 25 people through January 2021
- Host at least four quarterly coffees by January 2021
- Increase Volunteer Chapter Membership by having a total of 100 members by January 2021

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
 - Encourage PRSA members to attend PRSSA meetings
 - Host a graduation celebration for PRSSA in November and April
 - Partner with other local colleges with communications, public relations or marketing programs, including Pellissippi State, Walters State, Roane State, Maryville College, Carson Newman, etc.
- ICON
 - Create ICON committee to spearhead collaborations with other Tennessee Chapters

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

- Redefine and publicize the annual membership meeting by May 2020
- Distribute monthly programming surveys at the end of each monthly meeting. Follow-up with surveys.
- Distribute an end-of-year membership survey in December 2020 with at least 5% participation

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)
- 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.

*Revised January 3, 2020
by Caitlin Darras, President*