



President

Rationale: To establish Association goals for the upcoming year and guide the leadership of the Pensacola Chapter in accomplishing its assigned tasks.

Procedure: The office of Chapter President is filled annually, along with other chapter officer and director positions through a nomination and election process, as set forth in the chapter by-laws.

In order to serve as Chapter President, it is customary that the person serves as President-Elect/VP of Membership of the chapter for the preceding year. The President must be a member in good standing in the organization and should have been a member for more than three years.

Duties:

- Preside over chapter membership and board meetings. This includes stimulating discussion, balancing discussion, keeping the discussion on track, moderating disagreements, and summarizing results.
- Represent the chapter on the Association board of directors and attending Association board meetings.
- Assigning committee chairs and other responsibilities among the chapter board or directors.
- Appointing new officers, as necessary, to fill vacancies on the board.
- Proposing chapter goals, to be adopted by the board of directors, and oversee activities and committees for the implementation of the chapter goals, including managing budgets.
- Enforcing chapter and Association bylaws and policies and procedures.
- Presiding over chapter functions and representing the organization in the community.
- Leading and motivating the board of directors and membership as a whole, as well as mentor the board of directors to create a stream of leadership for future boards.
- Maintain records of chapter history passing along the "box" of FPRA history.



President-Elect

Rationale: To ensure that the person assuming the President's role in the future has exposure to the responsibilities and duties of the president. This person has the opportunity to assist the president in meeting goals and building the membership of the chapter.

Procedure: The office of President-elect is filled annually, along with the other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws. The President-elect should have previously served on the board and should be a member for more than three years.

Duties:

- Considered a final step for preparation to become chapter president the following year.
- Duties are assigned by the president, and may include management of key chapter functions or major projects in keeping with the preparatory nature of the position.
- Duties also include recruiting; processing and developing new members to the chapter (see duties of membership chairs).
- Expected to attend Association board meetings, along with the President, as a delegate of the chapter.
- Will preside over the chapter's affairs in the President's absence and will assume the President's role should the President die, resign or be removed from office.



Vice President of Membership

Rationale: To oversee matters concerning new membership development and current membership maintenance. The membership chair is also the President-elect.

Procedure: The office of membership chair is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- Submit membership report to the board at the monthly board meeting.
- Coordinate with state office to obtain roster.
- On request, send membership information to prospective members.
- Actively solicit new members.
- Work with board members to contact members for renewals.
- Answer questions regarding membership in person, via telephone or email.
- Oversee accurate database of current membership. Include name, organization name, address, membership category, phone number and email address.
- Notify members of renewal specifics and that their names will be removed from roster if membership is not renewed with the association. This should be done both by phone and email.
- Work with VP of Networking to plan and hold an annual membership networking social to welcome new members.



Vice President of Programs

Rationale: The primary objective of the program chair is to further members' professional development opportunities by securing speakers/topics for the chapter's monthly meetings. Programs should be of interest to both novice and seasoned public relations professionals.

Procedures: The position is filled annually, along with the other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- The program chair is responsible for surveying the chapter's membership, in order to identify desired program topics. In addition, the position includes researching speakers/topics that have proven effective with other FPRA chapters.
- The program chair contracts prospective speakers to review such details as the appropriateness and personalizing of presentations for the chapter, handles other issues such as speaker fees, travel arrangements (examples: mileage reimbursement and securing accommodations), audio/visual equipment needs and other related topics.
- It is the program chair's responsibility to notify other board members with speaker/topic information in order for the programs to be properly publicized through the chapter's newsletter, website, etc.
- On the day of the presentation, the program chair oversees on-site responsibilities, such as assuring the stage and any equipment are set up properly, along with introducing the speaker.
- Other items the program chair is responsible for include researching and purchasing speakers' gifts, follow up thank you correspondence with speakers.



Treasurer

Rationale: The treasurer is responsible for the financial reporting of the chapter.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- By using sound financial management tools and by working in conjunction with the chapter board, the treasurer can ensure continued growth while heading off any treasure losses.
- After receiving each board member's income and expenses for the year, the treasurer compiles the chapter budget, ensuring that the annual expenses do not exceed the annual income. Reports are run as each income-generating project is concluded to evaluate the financial outcome and to make recommendations to the board for budget adjustments if necessary.
- The treasurer manages all chapter payables and receivables. Payables should be reviewed for accuracy and made in a timely manner. Receivables should be deposited regularly. Receipts for out of pocket expenses are given to the treasurer for reimbursement. All transactions should be documented, recorded in Excel and filed.
- To maintain sound financial records and control operating expenses, the treasurer prepares a monthly accounting, in writing, for the board's review. The report should include receipts, disbursements and current account balances.
- The treasurer balances the checking and savings accounts to the bank statements on a monthly basis. Funds are transferred from checking to savings regularly as the checking account balance allows. The treasurer coordinates an annual financial audit. The treasurer should maintain the review document with the chapter treasury files.
- The treasurer attends chapter programs and functions to assist in registration, recording payments and issuing receipts.



Vice President of Communications

Rationale: The chapter website and electronic newsletter is the primary communication link between the Chapter and its members. Its purpose is to disperse information about FPRA meetings and events (at the local as well as the state level); notify members about continuing education opportunities, such as APR, CPRC; act as a recruiting tool whenever possible; direct members to other FPRA sources, and in some cases, provide members with information relevant to the Public Relations industry as necessary.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- The newsletter is distributed via email to members. Due to the nature of our organization, efforts to maintain a highly quality of written communication must be made. The chapter president will review the newsletter for content before distribution to membership.
- The VP is responsible for compiling content, ensuring all relevant material is included, distributing the newsletter for proofing, then to membership in a timely manner. Members of the board should provide the editor with appropriate content as necessary.
- The VP and the Webmaster should maintain regular contact so that both resources remain consistent with regard to content.
- As necessary, issue news releases to media and emails to members.
- Update and maintain the all of the chapter's social media channels.
- Update the job bank on the website.
- Take pictures at events and maintain an electronic photo album for future FPRA members, as well as post some of the pictures on the website and social media channels.

Regular newsletter content may include:

Monthly meeting speaker and topics
Announcements about upcoming chapter and state events
Message for the president
List of new members
APR tips from an APR-designated member
News for the state
Spotlight on a board member



Immediate Past President

Rationale: The immediate past president's role is to serve as an advisor to the current chapter president and the chapter board of directors. This includes serving as a member of the board of directors for the year and assisting with chapter activities and projects.

- Coordinate other projects the Board President may request. These may vary from year to year.
- Coordinate the selection committee for the President-Elect's incoming board.
- Organize and coordinate the chapter's annual student scholarships in the fall semester and Communicator of the Year nominations in the spring.



Secretary

Rationale: The primary purpose of the secretary is to ensure that board meetings and chapter meetings are recorded accurately.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- Minutes are to be sent to all board members prior to the next chapter meeting so that any edits and changes can be made.
- Keeping and maintaining the chapter minutes as detailed above.
- The chapter secretary will also keep attendance records for members of the board as part of the monthly minutes. Absence can either be excused (president notified prior to meeting) or unexcused (no notice given).
- Maintain storage of articles, chapter literature, invitations, programs and anything that will record the chapter's history. (example: media mentions in newspaper)
- Maintain the chapter's challenge report and points from State.
- The secretary shall perform other duties, as the office shall require and fill in assist other board members and committees with projects as needed. Like all board members, the secretary is to attend monthly board membership meetings as well as, as many chapter events as possible.



Vice President of Image Awards

Rationale: To carry out a local Image competition. To promote the Golden Image competition.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

Identify three to five members willing to serve on the committee to coordinate the event.

- Choose a theme for your competition.
- Select dates for:
 - Entries deadline – usually a Friday afternoon.
 - Judging – offer to judge a nearby chapter’s entries in exchange for judging yours.
 - Awards Ceremony – early enough to allow winners to edit their Golden Image entries if needed, usually a lunch format.
- Create printed tools to promote the event:
 - Call for Entries – Same format as Golden Image.
 - Invitation to ceremony.
 - Program for ceremony.
- Promote event among membership:
 - With the VP of Networking, plan an Image review workshop.
 - Announce at monthly meetings.
 - Ask a past winner to speak at a monthly meeting.
 - Place articles in monthly chapter newsletter.
 - Contact past entrants to encourage them to enter.
 - Contact members who haven’t entered in the past to offer help.
- Coordinate judging:
 - Arrange for qualified judges – groups of three for each division work best, but any number over three will do as long as judging is consistent.
 - Organize the entries after the deadline.
 - Send judges a copy of each summary in their division, with judges’ form attached, in advance of judging date, if possible.
 - Order awards (trophies, plaques or certificates).
- Coordinate ceremony:
 - Select location and confirm date, time and availability. (usually a lunch format)
 - Select menu/determine costs/establish price for tickets.
 - Select award presenter(s)/emcee(s).
 - Plan program that will interest all members, not just winners.
 - Take reservations.
- Remember to follow up:
 - Work with the VP of Communications to send out a press release to publicize the winners and share on social media channels.
 - Encourage winners to enter the state Golden Image contest.



Vice President of Professional Development

Rationale: By designing those professionals who subscribe to a common code of ethics and a common professional accreditation process, common ground is established for more effective and cooperative process, common ground is established for more effective and cooperative promotion of the accredited credential and marketing of its professional significance. To that end, the accreditation VP shall organize, plan, promote, and expedite the accreditation process for the Pensacola Chapter.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- Establish a team of three APRs to make up the readiness review board.
- Promote the accreditation process in various issues of the Pensacola Chapter newsletter and on website.
- Make announcement regarding the accreditation process during the monthly meeting.
- Personally contact those who qualify to arrange orientation session or study sessions, if requested. In the spring and fall if enough interest.
- Make arrangements for press releases to go out notifying the public of those members who passed exams and achieved status of APR.
- Plan out acknowledgment presentation at a monthly meeting to acknowledge the new APR's with a pin.
- Arrange Professional Development Passport Programs at least once a quarter that provide professional development for members and non-members outside of the chapter's regular monthly meetings that focus on a variety of more in-depth topics including APR.
- Survey members for professional development topics of interest and identify members willing to lead/teach a professional development Passport session.
- Work with state VP of Professional Development and chapter's VP of Communications to promote webinars offered by the state.



Vice President of Networking

Rationale: To set up and oversee the chapter's main fund-raising event — the silent auction mixer — as well as other periodic tours and social events.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- Determine dates for networking events every other month. Events can include behind-the-scenes tours, happy hour socials, media mingle, etc.
- Manage the budget for the event consistent with the chapter budget and aligned with fundraising goals set for the year.
- Work with the VP Communications to send out media releases, update social media and inform chapter members on upcoming networking events, as well as updates on the website.
- Coordinate and organize two philanthropic efforts for chapter members to participate in. (example: food drive for shelter or house build)
- Work with the VP of Image Awards, plan an Image review workshop.
- Coordinate the annual holiday social.



FPRA Student Liaison

Rationale: To serve as the student voice on the board.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination process in conjunction with the UWF Communications instructors, as set forth in the chapter bylaws.

Duties:

- Attend board meetings.
- Work with the President-Elect to enlist student members in the chapter.
- Establish two events for students to include one networking social with professionals and one professional development event. (example: resume building workshop)
- Assist the VP of Communications with writing blogs for the chapter website to recap chapter meetings and other PR-related topics.