



**PRSA Alabama Chapter Board Meeting
Tuesday, April 15, 2008
HealthSouth Offices**

Attendance

Mitch Edwards, Kristi Gilmore, Charles Bloom, Erin Street, Melanie Davis, Kelly Taylor, Helen Todd, Stacy Smith, Evelyn Mitchell, Hallie Bradley, Carl Carter, Michael Sznajderman, Brandon Wilson.

Minutes

Michael Sznajderman motions to approve minutes. Helen Todd seconds. Approval 12-0.

Agenda

Formally approved.

Mentorship/Internship Program

HB obstacle in getting applicants ... lot of discussion about subject ... goes back to the task force ... establish contact with professors and PRSSA advisors ... look into goal of having at least one PRSSA member attend monthly PRSA meeting ... get PRSSA chapters to communicate with each other and have them set the agenda for the PRSSA summit ... CC motions to comp PRSSA chapter president to PRSA meetings in fall with no substitutes; MS seconds ... Approval 12-0 ... Professional advisors meet with PRSSA chapter advisors and presidents by May 30 ... SS motions that PRSSA liaisons book a student representative presentation at each of our fall meetings ... CC adds designated months are: UAB-September; Alabama-October; Samford-November; Alabama State-December ... KG seconds ... Approval 12-0.

Table review of recommendations about establishing PRSSA Mentorship/Internship and PRSSA Scholarship until next board meeting ... KG motions/SS seconds ... Approval 12-0.

Financial Report

Brandon Wilson ... bank account has grown ... Netted \$130 from last PRSA luncheon.

Membership Report / Membership Recruitment and Retention Procedures

MD passes out membership report ... ES looked into what other chapters were doing ... asking all members to be part of recruiting ... membership services director will monitor prospects ... identifying senior university students who are active in our chapter ... incentivizing members to accomplish goal ... if active member accomplishes this, have drawing for prize ... contact prospects no more than 72 hours after meeting ... ES sends all prospects to PRSA national ... keeping records and identify who is talking to the prospects ... PRSA note cards to purchase that will be used to send to prospective members along with packet ... try to identify potential board members ... member recognition (member of the year, promotions, etc.) at end of the year ... KG suggests to get new members involved in getting packets together ... email note if missed two consecutive meetings ... make personal contact if missed three consecutive meetings and make no communication to chapter ... CC motions / KG seconds to approve document with amended changes ... Approval 12-0.

Website Report – Mitch Edwards (HL absent)

Feb. 4 – April 15 site report ... total number of sessions 836 ... total hits 39,962 ... average page views per day 52 ... average length per session: 4.02 ... Main page is 32.61 percent of hits ... meetings 10.50 percent 8.33 percent is jobs ... about/contacts is 7.88 percent ... mentor program 3.3 percent ... downloads – jobs page is tops 47 percent ... PRSA membership application 15.0 percent ... membership student app – 6.0 percent ... sponsorship is 3.0 percent ... search terms – PRSA Alabama (30 percent), PRSA Birmingham (12.0 percent) ...

Accreditation Report – Helen Todd

Two people took exam and did not pass ... 50 percent of people taking exam in BHAM is passing ... nationally, number is higher ... Feedback from people taking exam is different ... 10 week commitment with an hour each week ... this year will be done in two weeks ... next round of study sessions will be after Jan. 2009 (1 time per year opportunity) ... check into online sessions and promote it (maybe in June) ...

Corporate Sponsorship Report – Kathie Martin (KM absent)

Report distributed

Evaluations for Feb/March/April Meetings/Upcoming Programs – Melanie Davis

Report distributed

Get future schedule for Melanie

Discuss May Professional Development Program – Evelyn Mitchell / Carrie Kurlander

Corporate Social Responsibility ... get schedule from EM ... Pricing - \$40.00 members / \$20.00 students / \$45.00 non-members / can come just for lunch / held on May 13 ... also will have panel at 1:30 pm ...

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Membership Survey – Kristi Gilmore

End of April/first of May to go out

Discuss December meeting – Kelly Taylor

On-line newsrooms ... polling journalists ... Ibrey Woodall has spoken at several PRSA national meetings ... would not charge a speaker fee ... only a plane ticket from Ft. Lauderdale ... data from journalists ... discussed issue of sponsorship vs. presenter being aligned with a non-sponsor ...

Tabled PRSSA Summit to July

Next board meeting – Southern Progress – 8:30 a.m. – July 15