

# 1999 ACTION PLAN

## MEMBERSHIP

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### GOALS

1. Improve timeliness and distribution of information.
  - a. Evaluate communication vehicles- summary analysis.
2. Coordinate all board communication vehicles for effectiveness (i.e email blasts).
3. Use Web-site for more in-depth information, program reports, etc.
4. Ensure resources to handle more activities—committees.
5. Make sure all members are getting regular updates to the correct e-mail addresses.

### ACTION STEPS (For goal 1, but may address other goals)

1. Assess current delivery and set goals for timing of distribution in coordination with appropriate committee chair.
  - a. Person responsible is VP and committee.
  - b. To be completed as soon as possible— early February.
  - c. Resources needed include: person(s) to track information resources, and a schedule of programs.
2. Clear communication with information resources regarding deadlines. (To be completed by early February).
  - a. Person responsible is the VP and the committee.
  - b. Resources needed include: a schedule of deadlines.
3. Ongoing communication with information resources to track status of incoming information and its timeliness.
  - a. Person responsible is the VP of Professional Development and related committees.
  - b. To be worked on all year long.
  - c. Resources needed include: a contact person for each information resource, and a committee person to facilitate information.

# PROFESSIONAL DEVELOPMENT & RECRUITMENT

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## GOALS

1. Maintain fiscal balance and responsibility.
2. Develop solid program plan that has adequate volunteer resources and creates synergy and flexibility among programs.
3. Maintain monthly lunch programs, yet allow roundtables and media breakfasts flexibility in their programs—while maintaining consistent frequency. This may mean having each event on the same day of each week of each month. All of this needs to be successfully communicated to members.
4. Breaking the mold from last year with: National speakers, new formats (edgy programs, debate themes, create buzz).

## ACTION STEPS (For goal 1, but may address other goals)

1. Program chairs and VP of Professional Development together to create criteria for program plan. Develop number of programs based on volunteer resources available.
  - a. People responsible include: Deb, Scott, Kathrin and Kara.
  - b. Resources needed:
2. Finalize topics and dates for events (committees meet to do this) through break-out sessions in program-wide meeting, add to plan.
3. Present program plan, including calendar and topics to the board for approval.
  - a. Person responsible- Deb.
  - b. To be completed in February.

# MINISTRATION

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## GOALS

1. Define areas of board member roles and responsibilities.
2. Establish appropriate lines of internal communication.
3. Continue to establish and maintain rules and standards for efficient board operation.
4. Develop a positive and supportive board culture.
5. Develop systems for regular and ongoing volunteer recognition.
6. Establish archives and records for all program areas.
7. Develop a long term strategic plan for the chapter.

## ACTION STEPS (For goal 1, but may address other goals)

1. Develop an organizational chart that accurately identifies operational/communication systems as they currently exist.
2. Provide means for efficient and regular communication and feedback by and between board members.
3. Provide annual board orientation.
4. Provide oversight of all board operations.
5. Create an action plan for the main areas of operation.

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### **PRSA Portland Metro Chapter Vision Statement**

PRSA Portland Metro Chapter inspires public relations professionals to achieve the highest level of individual success.

We do this by:

providing professional development resources for:

- ›career support
- ›information
- ›recognition
- ›education;

efficiently operating a local chapter that is:

- ›well funded
- ›responsive to the needs of PR professionals
- ›representative of our PR community
- ›dedicated to effective communication
- ›recognized as the preeminent organization serving PR professionals