

ANNUAL REPORT

2021/22



Canadian Public
Relations Society

Edmonton Society

A NEW CPRS ON THE HORIZON

Crystal Wood, APR - President

2021 was an interesting year of virtual meetings, sustained pandemic stress and changes at the national level. As many of our board members successfully pursued their APR credential until October, we experienced a delay in momentum. 2022 was when we really picked up steam, returning to regular event programming, connecting directly with members and advocating for communicators with employers.

At the national level, we're experiencing an exciting wave of change, and CPRS Edmonton is helping lead the charge. As a new management team comes aboard, we have an opportunity to improve administration at both the local and national levels, challenge our ideas about the value and advantages of membership, and reposition the organization as a leader in standards, ethics and excellence – with our strength rooted in collective knowledge sharing.

Thank you to the 2021 - 2022 board members who shared their passion for PR and collaboration.

President - Crystal Wood

Past President - Lyn Brown

Vice-President and Community Chair - Peter Haight

- *Regional Outreach Director: Julia Harvie-Shemko*
- *Student Engagement Director: Kristen Hewlett*
- *Partnerships Director: Darrell Winwood*
- *Volunteer Manager: Osagie Ogunbor*
- *Member Contact: Jessica Duchene*

Accreditation Chair and Treasurer - Carrie Rosa

- *Financial Manager: Narith Hang*

Professional Development Chair - Heather Massel

Information Mgmt. and Technology Chair - Michelle Mondeville

Communications Chair - April Bent

- *Content Curation Director: Michele Fowler*
- *Social Media Director: Morgan Pike*
- *Analytics Director: Heather Mah*
- *Newsletter Director: Daniel Purcell*
- *Website Director: Deanna Kibap and Jennifer Annau*

Mentorship Chair - Tamara Vineberg

MEMBERSHIP UPDATE

Peter Haight - Vice-President and Community Chair

The focus of the community and membership team this year was value proposition. Work was started to better answer the questions about how to retain members, and what the barriers are to maintaining membership or applying for a membership for the first time. These questions became more apparent as employers took a closer look at how they invested their tightening professional development budgets in 2020.

This is long-term work, both at the local and national levels. Locally, we started work on developing relationships with Edmonton's large organizations to promote the value of CPRS and how organizations benefit from communicators who advocate for ethical communications and subscribe to the Code of Professional Standards.

We would like to thank Darrell Winwood for his diligent work in meeting with large employers and his commitment to continue this work in 2022-23. Recognizing CPRS Edmonton has members outside the metropolitan region, we created a new regional outreach director role. Red Deer-based Julia Harvie-Shemko connected with members outside of Edmonton to better learn how the society can meet their needs. Because of these discussions, we're looking at how to offer hybrid programming so those who can't make it to Edmonton can participate in what CPRS has to offer.

Finally, work started on a local membership survey to better understand members' expectations. We'll use the results to inform where to place our focus in 2022-23.

Membership as of March 2022

	2018/19	2019/20	2020/21	2021/22
Current Members # of Student members	143 21	132 18	108 17	106 28
Lapsed Members (past 12 months)	39	53	74	40
Life Members	2	4	4	4
Accredited Members	28	29	29	21
College of Fellows	6	7	7	4

COMMUNICATIONS UPDATE

April Bent, APR - Communications Chair

With a focus on digital engagement, the communications team supported the board of directors in promoting value-added professional development and networking opportunities, maintained steady engagement with stakeholder groups, and continued to build awareness about the value of membership through human interest stories, articles, and shared media.

Thank you to the following volunteers who supported the board of directors across several portfolios:

- Morgan Pike for curating content, planning, and scheduling social media posts
- Daniel Purcell for coordinating and developing monthly newsletters, and maintaining subscriber listings
- Heather Mah for monitoring analytics to assess the current state of digital media efforts
- Michele Fowler and Jacqueline Biollo for researching and/or penning communication-related articles and resources

- Oscar Cruz for conceptualizing visuals to communicate events and initiatives
- Deanna Kibap and Jennifer Annau for updating the website and coordinating job postings

As we embark on a new board year, we will continue to provide opportunities for two-way communication and engagement with our membership, through virtual and/or in-person events and programs.



SUBSCRIBE

Subscribe to our monthly newsletter at
cprsedmonton.ca/newsletter-sign-up/

PROFESSIONAL DEVELOPMENT

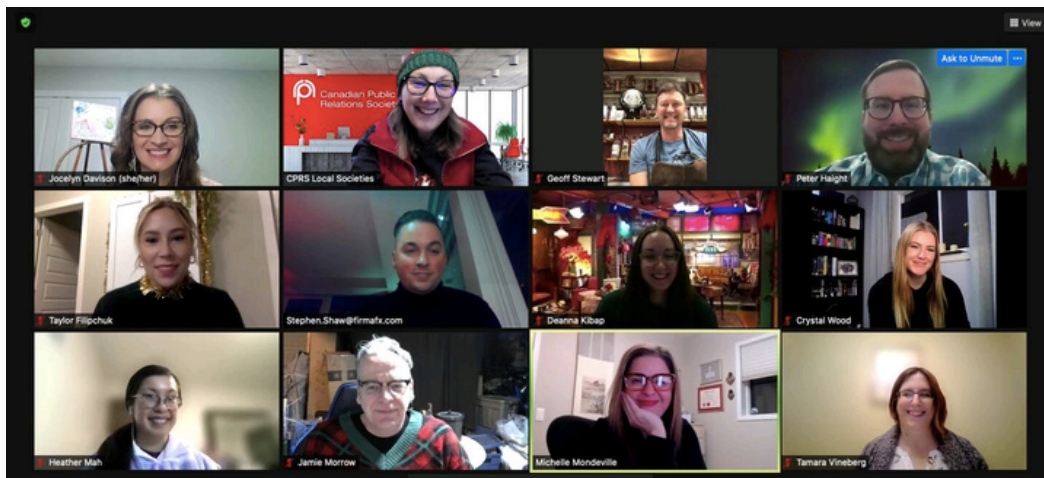
Heather Massell, APR - Professional Development Chair

Over the course of this year, we held a number of professional development and networking events. We covered mental health, inclusive messaging, and aligning values with planning. We were excited to connect with members virtually at our fall mixer, our holiday event and our St. Patrick's Day party.

The year of events will close out with our annual AGM and (we hope) an in-person event in June. Thank you to our volunteers who collaborated with us to deliver these events.

As we look toward the Fall 2022 to June 2023 board year, we are exploring different ways to deliver events to CPRS members. We would like to deliver more in-person events and find innovative ways to include our northern Alberta members. We would like to maintain a mix of virtual offerings to ensure our members receive value regardless of their COVID-19 comfort level.

We are working closely with the national office to identify ways to streamline event administration and reduce event rates for members to provide greater value.



Holiday Mixer 2021

INFORMATION TECHNOLOGY

Michelle Mondeville - Secretary

A key responsibility of the secretary of CPRS Edmonton is to ensure board minutes and records are recorded and safely managed. In 2022, the board's digital file system (Google Drive), was reviewed and over 200+ files were analyzed. A digital new file structure was proposed and implemented, which is keeping the board's files and important documents organized.

The secretary oversaw important administrative tasks including preparing the Alberta Society Annual Return with the Government of Alberta (Service Alberta), which allows the chapter to maintain its society status under legislation.

Working with CPRS President Cyrstal Wood, the CPRS Edmonton chapter handbook is being updated to reflect changes in bylaws that were passed in 2021, and to ensure future CPRS Edmonton board members have an operational guidebook to assist them with board and chapter governance.

All these tasks combined demonstrate CPRS Edmonton's commitment to orderly and accountable administration of board activities and good stewardship for the future.

Are you familiar with the CPRS Edmonton Bylaws?

Read the bylaws at
cprsedmonton.ca/about-us/reports-and-documents/

ACCREDITATION YOUR NAME, APR

Carrie Rosa, APR - Accreditation Chair

Accreditation with the Canadian Public Relations Society is a voluntary certification program and a respected measure of professional experience and competency in the field of public relations. It is a year-long process that measures the extent of practitioners' experience and competency in the field of public relations.

The 2021-22 year saw the reestablishment of the Accreditation Chair position for the Edmonton chapter after the role was unfilled for two years. This was also the first time in as many years that the local chapter had local candidates challenging the process.

In alignment with the national accreditation handbook, the local chairs duties include:

- Regular and ongoing contact with candidates throughout the process
- Hosting accreditation readiness information sessions
- Encouraging practitioners to participate in the process
- Answering questions about the process at various stages once a candidate has applied
- Assisting candidates in working through work sample topics
- Ensuring candidates receive copies of previous exams
- Keeping in contact with other accredited practitioners who can provide feedback
- Keeping in contact with other accredited practitioners who can provide feedback
- Communicating with candidates in the months leading up to the exam
- Arranging for suitable examination facilities
- Notifying candidates about where and when the examinations will take place

To learn more about accreditation, email accreditation@cprsedmonton.ca

ACCREDITATION YOUR NAME, APR

Carrie Rosa, APR - Accreditation Chair

As our city and province continued to ride the various waves of COVID-19 infections, connections with Accreditation candidates were conducted virtually.

Through enhancements at the national level, local candidates were provided multiple opportunities to gain support through study

groups (locally and nationally), webinars, and one-on-one meetings with the national and local mentors.

Looking forward, we are eager to support the candidates who will be challenging the process for 2022-23.



CONGRATULATIONS!

We are thrilled to announce the following local practitioners who now hold the Accreditation in Public Relations (APR) designation:

April Bent, APR
Heather Massel, APR
Tamara Vineberg, APR
Darrell Winwood, APR

Congratulations to the following local practitioners who were successful in the Public Relations Knowledge (PRK®) Exam

Heather Mah
Jamie Morrow
Daniel Purcell

MENTORSHIP UPDATE

Tamara Vineberg, APR - Mentorship Chair

This past board year, we reignited the mentorship director role, which has been dormant due to diminishing board volunteers.

To ensure a data-driven strategic approach, we conducted research with members and other CPRS chapters, which helped us identify the opportunities and challenges we might encounter.

We solicited our members for interested parties, including those interested in learning from seasoned professionals, and those with guidance to share.

Our first mentorship cohort kicked on with virtual meetings throughout March, getting to know each other and setting goals for three months of partnership.

The success of the pilot program will be measured by engagement and qualitative feedback. The evaluation will inform a more robust program next year.

Thank you to our mentors for volunteering their time and energy to support communicators in their journeys.

SIGN UP TO BECOME A MENTOR OR MENTEE

Visit
cprsedmonton.ca/mentorship
to learn more or
email
mentorship@cprsedmonton.ca

FINANCIAL POSITION

Narith Hang - Treasurer

Read the full financial report at cpsredmonton.ca

Canadian Public Relations Society Edmonton

Statement of Financial Position
As at March 31, 2022

	2022	2021
Assets		
Current		
Cash	\$ 29,334	\$ 29,032
Accounts receivable	128	725
Prepaid expenses	895	872
Goods and services tax recoverable	30	45
	\$ 30,387	\$ 30,674
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 2,917	\$ 2,058
	2,917	2,058
Net assets		
Unrestricted	27,470	28,616
	\$ 30,387	\$ 30,674

Canadian Public Relations Society Edmonton

Statement of Operations
Year Ended March 31, 2022

	2022	2021
Revenues		
Membership dues	\$ 4,168	\$ 3,378
Professional development events	267	588
	4,435	3,966
Expenses		
Professional fees	2,050	1,800
Insurance	1,353	1,329
Communication	1,201	995
Licenses and memberships	557	323
Office and administration	261	358
Bank charges	149	62
Professional development	10	63
	5,581	4,930
Deficiency of revenues over expenses	\$ (1,146)	\$ (964)

COMPILATION ENGAGEMENT REPORT

To Management of Canadian Public Relations Society Edmonton

On the basis of information provided by management, we have compiled the statement of financial position of Canadian Public Relations Society Edmonton as at March 31, 2022, the statement of operations and changes in net assets for the year then ended, and Note 1, which describes the basis of accounting applied in the preparation of the compiled financial statements ("financial statements"). Management is responsible for the accompanying financial statements, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion or provide any form of assurance on the financial statements.

Readers are cautioned that the financial statements may not be appropriate for their purposes.

RSM Alberta LLP

Chartered Professional Accountants
May 16, 2022
Edmonton, Alberta

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