



*CPRS Edmonton*  
Annual Report

**2022/23**

## ***Message from the President***

**Peter Haight**

The 2022-23 year started out with two major milestones for CPRS Edmonton. First, it was the start of COVID-19 pandemic health restrictions being eased. Second, CPRS Edmonton celebrates its 60th anniversary in 2023. Both provided opportunities to reflect on how communications and public relations evolved both in the last three years, and the last six decades.

After years of video calls, we were finally able to put our screens down and connect face-to-face at networking events. When it came to professional development speakers, the pandemic taught us we can pick up our screens and expand our reach to members who live outside of Edmonton. Through the dedication of board volunteers, we were able to pull together a valuable program of speakers to share their communications expertise, as well put together engaging networking events.

Looking ahead, CPRS Edmonton will formally celebrate its 60th anniversary in fall 2023. A hardworking team of volunteers is pulling together the details to mark this occasion in style.

Thank you to our board members who stepped up over the past year to serve on the board. In particular, I would like to thank the following members who are stepping away from the board for their time and energy:

- Crystal Wood
- Carrie Rosa
- Heather Mah
- Stephen Shaw
- Taylor Filipchuk
- Morgan Pike
- Jennifer Annau

## **Membership**

**Julia Harvie-Shemko, APR, CEC**

Our focus on the value proposition continued into this year. The local membership survey completed at this time last year helped us focus as a board on areas that matter to membership. This included an emphasis on professional development, social connection, and volunteer opportunities.

Efforts continued to engage members and non-members beyond the Edmonton metropolitan region. Both virtual and in-person programming was offered, allowing public relations professionals from the areas from Red Deer to the northern Alberta border to connect with the chapter.

Thank you to Darrell Winwood for continuing to connect with large employers and showing them the value that CPRS membership can bring to their organizations. Taylor Filipchuk leveraged her extensive skills to engage with students and highlight the benefits of membership for their career growth and development. Thanks for your dedication to the membership experience Darrell and Taylor.

The chapter continued to provide numerous benefits to local public relations professionals.

1. **Networking Opportunities:** The chapter provides a platform for connecting with industry peers, professionals, and mentors. These connections lead to valuable collaborations, job opportunities, and the exchange of ideas and best practices.
2. **Professional Development:** CPRS offers access to resources, workshops, webinars, and conferences that foster continuous learning and skill development. Members can stay updated with the latest industry trends, expand their knowledge base, and enhance their expertise in public relations.
3. **Industry Recognition:** Being a CPRS member demonstrates a commitment to professionalism and ethical practice in public relations. Membership, accreditation and awards add credibility to public relations professionals.
4. **Job and Career Support:** The chapter provides job listings and mentoring programs to help members navigate their career paths.
5. **Access to Resources:** Partnerships with Public Relations Society of America (PRSA) and the Global Alliance provide access to a wide range of resources, such as industry publications, research studies, case studies, and best practices.

I'm delighted that Darrell will take on this role for the 2023/24 year. He embodies the CPRS values of strategic, ethical and participatory communications, and is committed to ensuring members find value in CPRS. This will benefit all chapter members.

**Membership as of May 2023**

	2019/20	2020/21	2021/22	2022/23
Current members	132	108	106	97
# of student members	18	17	28	14
Lapsed members (last 12 months)	53	74	40	46
Life members	4	4	4	4
Accredited members	29	29	21	25
College of Fellows	7	7	4	4

## ***Communications Update***

**Morgan Pike**

The communications team's focus areas were, firstly, to increase frequency of communication with stakeholders through; social media, newsletters, e-blasts, and blog content. Secondly, to support national and local board members with the promotion of endeavors of their respective areas.

In 2023, the communications team utilized their online presence and enhanced graphics to increase engagement with other CPRS chapter's, society members, local businesses, and other partners. Communications also worked closely with the Student Engagement Director to strategize increasing the number of student members. The team is in the process of creating recruitment materials.

Thank you to the volunteers on the communications committee [Daniel Purcell](#), [Heather Mah](#), and [Jen Annau](#) for their hard work and dedication to enhancing the CPRS' communication strategy throughout the board year.

## **Accreditation**

**Carrie Rosa, APR**

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 2022-23 year saw a continuation in the role of the Accreditation Chair position for the Edmonton chapter. This year, three local candidates participated in the challenging process.

Due to the geographic composition of the candidates who were participating in the process, connections with Accreditation candidates continued virtually.

This year, there were unanticipated national delays in candidates receiving their work sample grades, the start up of the national study group and an eventual delay in candidates writing the exam.

Feedback, support and mentorship was offered throughout the process, including monthly and then weekly study sessions for candidates.

We are thrilled to add four new professionals who now hold the Accreditation in Public Relations designation from Edmonton:

- Erin McFarlane
- Jill Hanes
- Lesley Nielsen-Bjerke

Looking forward, we are eager to support the candidates who will be challenging the process for 2023-24.

## **Mentorship**

**Tammy Vineberg, APR**

Building relationships is the core of public relations practice. CPRS Edmonton has a wonderful relationship with IABC Edmonton and the two organizations decided to partner on mentorship. IABC Edmonton had extra mentors who needed a match and CPRS Edmonton had mentees without mentors. As a result, a successful match was made through this partnership.

“It was extremely helpful to me as I prepared all of my applications for my practicum,” said the student.

A speed mentoring event was held in March at Felice Cafe with great success. The event drew a total of 14 people, many of whom lingered after the speed matching was over. CPRS Edmonton is continually seeking mentors to sign up. Reach out to the mentorship chair if you are interested.

## Statement of Financial Position

Narith Hang

### Canadian Public Relations Society Edmonton

Statement of Financial Position

As at March 31, 2023

	2023	2022
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 28,046	\$ 29,334
Accounts receivable	326	128
Prepaid expenses	911	895
Goods and services tax recoverable	24	30
	<b>\$ 29,307</b>	<b>\$ 30,387</b>
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 2,833	\$ 2,917
	<b>2,833</b>	<b>2,917</b>
<b>Net assets</b>		
Unrestricted	<b>26,474</b>	<b>27,470</b>
	<b>\$ 29,307</b>	<b>\$ 30,387</b>



## Annual General Meeting Proxy

If you are unable to attend the online annual general meeting, [please submit your votes](#) no later than 8 a.m. Thursday, June 22, 2023 to vote on the following motions at the CPRS Edmonton 2023 Annual General Meeting. This meeting will be held in person at The Banquet, 210-10336 103 Street, Edmonton, AB on Thursday, June 22, 2023.

Kindly submit your votes by completing the Google form provided.

[Click here for the Google form.](#)