



Canadian Public
Relations Society
Vancouver Island Society

2022-2023 ANNUAL REPORT



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Message

from the CPRS-VI President

To our valued members,

It's hard to believe that another year has passed. It feels like we are in a time of transition right now- moving on to the other side of what pandemic life looked like, into a new era. One of that comes with a new approach to how we deliver events and how we serve our community. CPRS members across the country have voiced that networking opportunities, professional development and connections are the most important elements in a professional association. We will continue to deliver on that at the local level, with an eye to the future and your evolving needs. We strongly believe that one of the greatest assets about CPRS-VI, and CPRS as a whole, is the sense of belonging that we all feel as part of this warm and knowledgeable community.

This past year, we revalidated the principles that guide our board - diversity, caring, integrity, community and stewardship. We also continued our professional development focus on inclusion and media literacy with our in-person and virtual events. You can read more about those in the pages of this Annual Report.



As I look back on the last twelve months, and the two years before that, I am proud of what we have accomplished as a chapter and I am grateful for the chance to work alongside some spectacular communications professionals, and humans, as the chapter President. My time in this role is now coming to a close, and as we have several other board members whose terms are ending, I want to thank all our volunteers for their commitment and support of our Vancouver Island community. Our new board, led by a new President, is going to take us down a new road, with new energy, new perspectives and new possibilities. I'm excited to see what the future brings for CPRS-VI.

Thank you also to all of you for continuing to believe in our profession and our chapter. Together, we will continue to do great things.

All the best,
Tatiana Chabeaux-Smith
President, CPRS-Vancouver Island





Introduction

At CPRS-VI, we are fortunate to have inherited clear goals and values from past leaders and to have challenged ourselves as a new Board of Directors to revalidate the Board's 2021-2022 Guiding Principles that speak to who we are today (purpose) and who we want to be (vision). They also embody the values that run true through the past, present, and future.

Our Values



Belonging

the sense of belonging that our community of practice provides us



Learning

growing in our careers and ourselves



Service

giving of ourselves within CPRS, our field, and our communities



Professionalism

being credible, competent, and ethical in our practice and advocating as such within our field

Business Goals

The CPRS-VI business goals were established in 2017/2018.

- Provide value for our members while ensuring the sustainability of the organization
- Advance the professional stature of public relations on Vancouver Island, in cooperation with CPRS National and its member societies as well as with like-minded organizations
- Oversee the practice of public relations on Vancouver Island for the benefit and protection of the public interest

History

We are all storytellers.



Past Presidents

John Cox	1982 - 1984
Christine McKnight	1984 - 1986
John Walter	1986 - 1991
Sharlene Smith	1991 - 1993
Denis Racine	1993 - 1995
Vanessa Greebe/Nigel Atkin	1995 - 1997
Dianne George/Anita Wasiuta	1997 - 1998
Anita Wasiuta/Dierdre Campbell	1998 - 1999
Dierdre Campbell/Robyn Quinn	1999 - 2000
Robyn Quinn/Veronica Kempkes	2000 - 2001
Veronica Kempkes/Rena Kendall-Craden	2001 - 2002
Anita Wasiuta/Tonja Joyce	2002 - 2003
Tonja Joyce/Dianne George	2003 - 2004
Dianne George	2004 - 2006
Dianne George/Barbara Carver	2005 - 2006
Barbara Carver	2006 - 2007
Barbara Carver/Marion Grau	2007 - 2008
Barbara Carver	2007 - 2008
Marion Grau/Ange Frymire	2008 - 2009
Ange Frymire/Dave Traynor	2009 - 2010
Dave Traynor	2010 - 2011
Gillian Crowley/Sarah Hanel	2011 - 2012
Sarah Hanel	2013 - 2014
John Barry	2014 - 2015
Dan Hurley	2015 - 2016
Peggy Kulmala	2016 - 2019
Catherine Dooner	2019 - 2020

***We are all authors
of our society's
history. We
recognize the
leaders since the
first page of
CPRS-VI's story
was written on
November 4, 1982.***



Membership

We are thrilled to announce that our chapter continues to grow, and our membership has increased this year.

At CPRS, we strive to provide our members with the best possible resources, training, and support to help them succeed in their careers. We are committed to creating a dynamic and engaging community where public relations professionals can connect, collaborate, and share ideas. Our focus on member engagement and support has been integral to our success.

We recognize the importance of providing value to our members, and we continually strive to exceed their expectations. Our events, webinars, and workshops are designed to provide members with the tools and knowledge they need to stay ahead in their field. We are excited to continue recruiting new members and providing them with the same level of support and engagement that our current members have come to expect. We are confident that our chapter will continue to grow and thrive, thanks to the dedication and passion of our members.



Recruiting student membership is an important aspect of our mission at CPRS. We believe that offering student memberships is a great way for students to gain more insight into the communications and PR field. By joining our society, students can connect with professionals in the industry and gain access to a wealth of resources, including educational materials, job postings, and networking opportunities. We are committed to supporting the next generation of professionals and helping them to succeed in their careers. We encourage all students who are interested in the field to consider joining CPRS-VI and take advantage of the benefits that come with being a member.

During membership month in March we saw 16 new and returning members. As of our year-end (March 31, 2023) our chapter had 80 members.



Member profile:

Ryan Painter

What is your current role?
Communications and Media Relations Specialist,
Artisanal Gold Council.

What are some of your areas of expertise that other members can ask you about?
Brand marketing and reputation management.

What's your favourite saying?
Don't let the perfect get in the way of the good

Learn more about the great things about being a CPRS-VI member at www.cprs-vi.org





Membership

The table below displays the data of membership for the 2022/2023 period, providing a comprehensive overview of the current membership status. Thank you for your continued support of CPRS-VI, we look forward to another successful year of growth and engagement.

	MARCH 2020	MARCH 2021	MARCH 2022	MARCH 2023
AFFILIATE	11	11	6	6
FULL	62	51	61	60
LIFE	3	3	3	3
RETIRED	3	3	2	3
STUDENT	12	5	6	8
TOTAL	91	73	78	80
DEPARTING MEMBERS	33	34	27	23
NEW MEMBERS	19	14	13	23
RETENTION	63.74%	53.43%	65.38%	71.25%



Volunteers

The 2022-23 Board of Directors

Volunteers are an essential part of CPRS and all its chapters. As a volunteer-run organization, we could not exist without the dedication of our amazing volunteer team. From our Board of Directors to our newsletter editor, our social media community managers, and our career listings coordinator, this dedicated team made so many incredible things happen for our communications community this year and we are very grateful.

Thank you to the amazing volunteers who gave their time, energy and enthusiasm to our chapter this year:

- Alesha Hayes
- Alli Boyd*
- Andy Watson*
- Caroline Smith
- Celia Sollows, APR
- Eric Berndt, APR*
- Gaëlle van Erp*
- Hannah Mashon*
- Jonathon Dyck, APR
- Lisa Wallace
- Mike Gregory
- Sabina Saran Singh*
- Tara Zajac
- Tatiana Chabeaux Smith*

***Member of the 2022/2023 Board of Directors**

We would also like to thank our event speakers, who volunteered their time at our events this year to share their expertise, including:

- Calvin Jones, November 2022 Lunch and Learn “DEI Considerations in Publications and Graphic Design”
- Michelle Harris, APR - January 2023 Mixer “The Difference Between Communications and Engagement”
- Sara Goldvine, APR, MCM - March 2023 Lunch and Learn “Beyond Unconscious Bias: Embedding Equity into Communication Practices”

***“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”
- Margaret Mead***

Thank you also to CPRS-VI members Meribeth Burton and Tara Zajac for joining Andy Watson and Alli Boyd at our speed-mentoring event at Royal Roads University in October, 2022. You all gave your time to make great things happen for other people and our community is enriched by your contributions.



Finances

Our revenue sources include member dues, registration fees for events, and our career listing service.

CPRS-VI members receive career postings directly to their email inbox, providing them the first opportunity to share or access the opportunity. We also promote postings via social media and in our monthly e-newsletter. For the year ending March 31, 2023, we promoted 25 job opportunities, up from 23 the previous year.

We continue to use the services of a professional bookkeeper for operational efficiencies and as a financial control.

CPRS-VI has \$105,870.51 in assets as of March 31, 2023.

This includes:

- **\$66,722.43** invested in endowed funds administered by the Victoria Foundation which support CPRS-VI's annual grant and bursary program.
- **\$31,242.90** in our strategic reserve. CPRS-VI maintains a three-month contingency and transfers additional funds to our strategic reserve at the end of each fiscal year.
- **\$7,905.18** in our operating account.



Awards

Financial Awards

We strategically invest in our membership, supporting the professional development of individual members. Our investments are managed by the Victoria Foundation and administered by the Communications and Public Relations Foundation. Since 2005, CPRS-VI investments have provided more than **\$45,292.55 in grants** and bursaries in support of members' learning and growth.

Denis Racine Bursary

This annual bursary was established in 2006 and was named in memory of Denis Racine, a former president of both CPRS-VI and the national society. In 2021, with the support of the Racine family, we changed the criteria so that any CPRS-VI member could apply. The annual \$1,000 bursary is available to CPRS-VI members who live on Vancouver Island or the Gulf Islands, are registered in a communications-based, post-secondary educational program, and have completed three or more courses.

In August 2022, we awarded the Denis Racine bursary to [Charles Ross](#). The 2023 recipient had not been selected as of fiscal year end.

Previous recipients included Allison Boyd, Neal Tougas, Paula Duncan, Chelsea Rutherford, Nicki Reich, Melanie Kilpatrick, Tania Jacobs, Herkamal Brar, Jennifer Beaupre, Tedi Vermeulen, Evan Quinn, Brennan MacDonald, Lyndi Shaw, Christina Southern, Michelle May, and Lindsay McPherson.

Library Grant

CPRS-VI supports the Island's Public Library system through an annual grant for the purchase of public relations books and reference materials. In 2022, CPRS-VI committed \$283 to Greater Victoria Public Library (GVPL) for this purpose. As of March 31, 2023, CPRS-VI has made 15 grants to GVPL over the years, totaling more than \$9,743.

National Conference Grant

We make a National Conference Grant available to assist members with the costs of the CPRS National Conference. In 2022, Caroline Smith received a grant to attend the *At The Heart* national conference in Winnipeg in-person and Alesha Hayes received a grant to attend virtually. The 2023 *Elevate* national conference is taking place in Whistler BC and the 2023 recipients were Nicole Sendey, APR, and Catherine Dooner.

Events & Engagement



We were able to return to a number of in-person events in 2022-23 as we shifted out of the pandemic. We also were able to leverage our experience in hosting virtual events to allow for engagement and participation for members from across the region on Vancouver Island and beyond.

We are grateful for the opportunities to connect with one another for meaningful networking and professional development. A hybrid offering of virtual and in-person events offered an opportunity for us to further forge relationships and to connect with CPRS members across Canada, as we actively promoted many great events offered by all Canadian CPRS chapters.

With the return to in-person events and associated hosting costs, the Board reintroduces event registration fees (with discounted or free rates for CPRS members). We look forward to continuing to catch up more in person.

Our Events

Our June 2022 AGM - Spilling the Tea: An Evening with Rob Shaw (of CHEK TV) offered members and non-members with a chance to connect again in person and hear from Rob about the important relationship between journalists and public relations practitioners. This talk followed our annual general meeting. We discussed what to do to make a pitch work, the importance of honesty and transparency and how to build trust between the two professions (19 registrants).

Our October 2022 CPRS-VI Fall Mixer event at Moxies Restaurant offered a chance to mix and mingle and share best practices and discuss common challenges and issues faced in the communications and public relations profession (22 registrants).

In October 2022, CPRS-VI also spoke to Royal Roads University BAPC students about CPRS and the value of professional networking. Five CPRS-VI members represented the organization (non-registered event with 18 students).

Our November 2022 member-only virtual Lunch & Learn, DEI Considerations in Publications and Graphic Design, featured Calvin Jones, multimedia lead with the Office of the Auditor General of British Columbia. The discussion focused on best practices in the industry related to graphic design, image selection, font use, accessibility and other topics (42 registrants).

Our January 2023 CPRS-VI Member Appreciation Event hosted at Co-Hosts Vacations in Victoria was a member-only event and welcomed a number of familiar faces for a catchup and an informative talk from Michelle Harris, APR, a Strategic Planning and Communications Advisor with the City of Victoria, on meaningful civic engagement and the difference between engagement and communications work (26 registrants).

Our February 2023, a Ask Me Anything virtual event focused on recruitment efforts for the CPRS-VI Board of Directors with a number of vacancies opening up at the end of this term (12 registrants, including current board members).

Our March 2023 member-only, virtual Lunch & Learn, Beyond Unconscious Bias: Embedding Equity Into Communications Practices, featured Sara Goldvine, APR, MCM, Vice President of Communications and Public Affairs with BC Housing, in a conversation about real ways to apply our commitment to equity as communications and public relations professionals. (54 registrants).



Events & Engagement

The table below presents the data of events and engagement for the 2022/2023 period, offering a detailed representation of the various activities and levels of involvement throughout the specified timeframe.

	MARCH 2020	MARCH 2021**	MARCH 2022**	MARCH 2023**
# OF EVENTS	9	6	5	7
MEMBERS	137	194	141	177
NON MEMBERS	21	18	44	14
TOTAL	158	212	185	193
% NON-MEMBERS	13%	8.5%	24%	7.3%

** People often attend our mixer events without registering and do not specify if they are members or non-members. Also, with the number of free events, there may be some non-members in attendance that we did not track. This number is based on registration information and may be approximate.*

***For our 2022-2023 virtual events, similar to what we experienced in 2021-22, the number of registrants did not always equal the number of attendees. The numbers recorded above are registrations. Our virtual events are aimed at providing value to all CPRS members and many members from across Canada attended our virtual events, not just CPRS-VI members.*

On Social

We continued to focus on member engagement through our social channels to encourage attendance at our events. We share a variety of content on Facebook, Twitter, and LinkedIn.



Connect with us!

 facebook.com/CPRSVI

 twitter.com/CPRS_VI

 linkedin.com/company/cprs-vancouver-island/



Certification

Obtaining certification and accreditation in public relations can invigorate your career.

CPRS National offers three opportunities for practitioners to demonstrate their knowledge and recognize their accomplishments in our profession.

The Public Relations Knowledge (PRK) Exam

The PRK is the first equivalence exam for public relations and communications management professionals. It is well suited for post-secondary education graduates and junior practitioners to assess the foundation of their public relations and communications management skills. The PRK helps practitioners to establish a benchmark of knowledge, and a standard of excellence from which they can build their careers.

This year, there were no PRK's completed by our membership.



College of Fellows

Since 2000, the College of Fellows has acknowledged CPRS members who are proven leaders in the public relations and communications profession. To attain Fellowship status with CPRS, a public relations professional must be a member of the society for at least 10 years, have a minimum of 20 years of experience within the profession, and have the APR designation. Successful Fellows have demonstrated a significant contribution to the public relations profession and CPRS. Successful Fellows devote their time and undertake tasks that advance the state of public relations in Canada, including mentoring others, speaking and writing about the value of effective public relations, or being involved in other College initiatives.

We have four members appointed to the CPRS nation-wide

College of Fellows

Robin Alford APR FCPRS
Francine Gaudet APR FCPRS LM
Robyn Quinn APR FCPRS
Sharlene Smith APR FCPRS LM

Accreditation, Public Relations

CPRS offers the Accreditation, Public Relations (APR) voluntary certification program. Earning the APR designation demonstrates professionalism and is tangible evidence to the public that you have demonstrated a high level of knowledge, skills, and abilities in the area of public relations. It is for this reason that many organizations and corporations specifically seek public relations professionals with the APR designation.

We have a high proportion of APRs relative to our local membership. More than 20 per cent of members hold accreditation.

This year, there were no APR's completed by our membership.

We recognize and congratulate the following CPRS-VI members on achieving their APR:

Robin Alford APR FCPRS
Eric Berndt APR
Pamela Bottomley APR
Deirdre Campbell APR
Graham Currie APR MAL

Jonathon Dyck APR
Francine Gaudet APR FCPRS LM
Michelle Harris APR
Robyn Quinn APR FCPRS
Nicole Sendey APR

Sharlene Smith APR FCPRS LM
Celia Sollows APR
Anita Wasiuta APR
Joan Yates APR, LM



Our Members

As of March 31, 2023

Adam Flint
Aleece Schubert
Alesha Hayes
Alex Bérubé
Allison Boyd
Andy Watson
Anita Wasiuta, APR
Anne Douglas, APR
Barb Floden, APR
Becky Hayton
Bowen-Michael Osoko
Brian Geary
Brian Cant
Caroline Smith
Catherine Dooner
Celia Sollow, APR
Chaseten Remillard, Ph.D
Corrine Thiessen
Dan Hurley, APR
Daniel Fanstein
David Conlin
Dierdre Campbell, APR
Denise Helm
Devon Smith
Emmy McMillan
Eric Berndt, APR

Francine L. Gaudet, APR, FCPRS LM
Gerry Weaver
Graham Currie, APR, MAL
Gwen-Ann Chittenden
Hannah Lawrie
Hannah Mashon
Irine Polyzogopoulos
Jennifer Parisi
Joan Yates, APR
Jonathon Dyck, APR, MA
Joy Andrews
Kathy Cloutier
Kim Smythe
Kris Neely
Laura Vizina
Lily Watson
Lisa McPhail
Lisa Wallace
Madeline Kulmala
Matt Carlson
Megan Catalano
Melanie Kerpatrick
Melissa Mouat
Meribeth Burton
Michelle Harris, APR
Michelle Collyer

Mike Lowe
Monique Keiran
Monique Booth
Nancy Bates
Nicole Crozier
Nicole Sendey, APR
Olivia Lyle
Pamela Bottomley, APR
Pamela Daoust
Peggy Kulmala, MBA, APR
Rebecca Taylor
Robin Alford, APR, FCPRS
Robyn Quinn, APR, MA, FCPRS
Ryan Painter
Samuel Ryder
Sharlene Smith, APR, FCPRS LM
Shauna DeBodt
Stephen Watson
Susan Gee, APR
Tammy Isaachsen
Tara Zajac
Tara Sharpe
Tatiana Chabeaux-Smith
Tim Morrison
Ute Kranefeld
Zoe Gray



Canadian Public
Relations Society

Vancouver Island Society

Contact Information

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