



Canadian Public
Relations Society
Vancouver Island Society

ANNUAL REPORT

2021 / 2022





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Message

from the CPRS-VI
President



To our valued members,

As I sit down to write this message to you, it seems difficult to remember the details and nuances of the last year. Our sense of time seems fuzzy as we experienced the second year of the pandemic. It continued to be a challenging year as everyone seemed to tire of constant change. That said, we witnessed you, our Vancouver Island communications community, continue to put your all into fulfilling your career and personal roles, and we, as your professional association, did our best to support you.

In August, our new Board met to reassess and re-craft our [Guiding Principles](#) to reflect the values of the new team. We are a diverse group with different backgrounds, experiences, and perspectives. And this is a very good thing. Our Guiding Principles set the stage for how we approach our work and we invite you to read them to understand who we are as a Board and how we commit to working together.

We also held a planning session in the fall to map out our Chapter priorities for the next two years. Our focus is on media literacy and mentorship for our members while offering additional learning on relevant and important issues, especially when it comes to diversity and inclusion.

Our events this past year were in line with those goals, as well as fostering connections through mixers. We had hoped to offer more in-person events and gather face to face, but that didn't become a reality for our Chapter until March 2022. It had been a long time, and it felt really good to see you. We look forward to a mix of more in-person events along with some virtual events that are more accessible to more people.

We look forward to connecting and reconnecting with you in whatever way is meaningful to you. If you are new to the Vancouver Island communications community, if you let your membership lapse and you want to understand the value that we can offer, or if you are a member who wants to get closer to us, please don't hesitate to reach out. We believe deeply in the sense of belonging that comes with being a CPRS-VI member, and we are happy to get to know you.

Thank you all for being a part of this warm and generous community,

Tatiana Chabeaux-Smith
President, CPRS-Vancouver Island



Introduction

If we are fortunate, we have the opportunity to help organizations shape their core values, mission (purpose), and vision statements at some point in our careers. These form the proverbial “north star” that shines for all communicators, guiding them to better decisions and greater, more aligned successes - one choice at a time.

At CPRS-VI, we are fortunate, too, to have inherited clear goals and values from past leaders and to have challenged ourselves as a new Board of Directors - to update the Board's 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.

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

Our Values



Belonging

the sense of belonging that our community of practice provides us



Learning

growing in our careers and ourselves



Professionalism

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



Service

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



History

We are all storytellers.

We live in a network of stories, we create a network of stories. And we, ourselves, as a professional society, have a story to tell. A story that started nearly forty years ago. A story that continues to be shared, to be seen, and to be lived.

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 who have put
pen to paper since
the first page of
CPRS-VI's story was
written on
November 4, 1982.*



Membership

We continue to focus on growing a team of highly motivated communications professionals.

While membership declined in 2021, we began to see an increase in participation as professionals started going back to the office and mandates were lifted for in-person gatherings so we could move forward with how we do our work. In early 2022, we welcomed 13 new members to our family and we hope to attract new members with the continuation of in-person offerings and benefits. We value our CPRS-VI members and took care of them through 2021/2022 by offering free admission to all of our professional development events.

During Membership Month in March, we saw 20 new and renewing members. Over 25 percent of our current membership saw Membership Month as a valuable time to renew, especially with the \$50.00 discount and additional incentives like a chance to win a CPRS National Conference pass and a free one-year membership. As of March 2022, the CPRS-VI chapter held 78 memberships.

Our membership goals for the coming year include the organization of additional membership activities to open up opportunities for member involvement. To better understand our members' wants and needs, a membership survey was sent to lapsed members in February 2022 to help target future member benefits. Much of the feedback told us that there was a desire to re-introduce in-person events. As we continue into 2022, our goal for present and future members of CPRS-VI is to continue to show up for our members and support them in any way that we can.





Membership

	MARCH 2019	MARCH 2020	MARCH 2021	MARCH 2022
AFFILIATE	4	11	11	6
FULL	68	62	51	61
LIFE	3	3	3	3
RETIRED	2	3	3	2
STUDENT	16	12	5	6
TOTAL	93	91	73	78
DEPARTING MEMBERS	59	33	34	27
NEW MEMBERS	23	19	14	13
RETENTION	54.26%	63.74%	53.43%	65.38%



Member profile:

Rebecca Taylor

What is your current role?
Communications Coordinator, Regional District of Nanaimo

Why did you join CPRS?
To connect with others in the sector and support my commitment to professional development and learning.

What's your hidden talent?
I have a Fine Arts degree in Art and Design and I paint pictures as gifts for friends and family.

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



Volunteers

Volunteers are the backbone of any CPRS chapter.

From the Board of Directors, to our newsletter editor, our social media community managers, committee members, and our career listings coordinator, together we learn from one another, support each other's career development, build connections and friendships, and are passionate about creating something wonderful for our members.



Thank you!

...to all the amazing volunteers who gave their time and energy to our chapter this year.

Alli Boyd
Andy Watson*
Beth Atkinson
Celia Sollows, APR
Eric Berndt, APR*
Erin Coulson (*until October 2021)
Gaëlle van Erp*
Hannah Mashon*

Jonathon Dyck, APR
Justine Johnson
Mike Gregory
Sabina Saran Singh*
Samantha Lacy
Tara Zajac
Tatiana Chabeaux Smith*

*Member of the 2021/2022 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:

Hannah Mashon - for leading us through our November Lunch and Learn on "Creating Meaningful Land Acknowledgements"





Finances

CPRS-VI has \$110,518 in assets as of March 31, 2022.

- \$68,922 invested in endowed funds administered by the Victoria Foundation which supports CPRS-VI's annual grant and bursary program.
- \$28,956 in our strategic reserve. CPRS-VI maintains a three-month contingency and transfers any additional funds to our strategic reserve at the end of each fiscal year.
- \$10,183 in our operating account.

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, 2022, we promoted 23 job opportunities, up from nine (9) the previous year.

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

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 \$41,200 in grants and bursaries in support of members' learning and growth.

Greater Victoria Public Library Grant

CPRS-VI supports the Greater Victoria Public Library (GVPL) through an annual grant for the purchase of public relations books and reference materials. In 2021/22, CPRS-VI committed \$1,600 to GVPL for this purpose. As of March 31, 2022, CPRS-VI has made 14 grants to GVPL, totalling more than \$9,460.

National Conference Grant

We make a [National Conference Grant](#) available to assist members with the registration costs of the CPRS National Conference. In 2020-21, Shelley Termuende received a grant to attend the Cultivate national conference virtually. The selection process for the CPRS-VI National Conference Grant granting access to the 2022 national conference hosted in hybrid (virtual and in-person) format in Winnipeg, occurred past year-end. While the grant recipient(s) information is not yet available, that information will be available on the [CPRS-VI website](#).

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.

The decision for awarding the 2021/22 bursary was made after year-end but can be found on the CPRS-VI website.

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.



Events and Engagement

Navigating the pandemic meant that our events remained virtual this year, but this did not dampen engagement and the opportunities to connect with one another for meaningful networking and professional development.

Staying virtual offered a unique opportunity to connect with CPRS members across Canada, as we actively promoted many great events offered by all Canadian CPRS chapters and even hosted a few of our CPRS Edmonton colleagues at our holiday mixer.

This year, the new Board decided to keep all CPRS-VI events free for members as a way of saying thank you to members for engaging with us and being part of our community. We are already planning some great in-person events for the rest of 2022 and look forward to catching up more in person.



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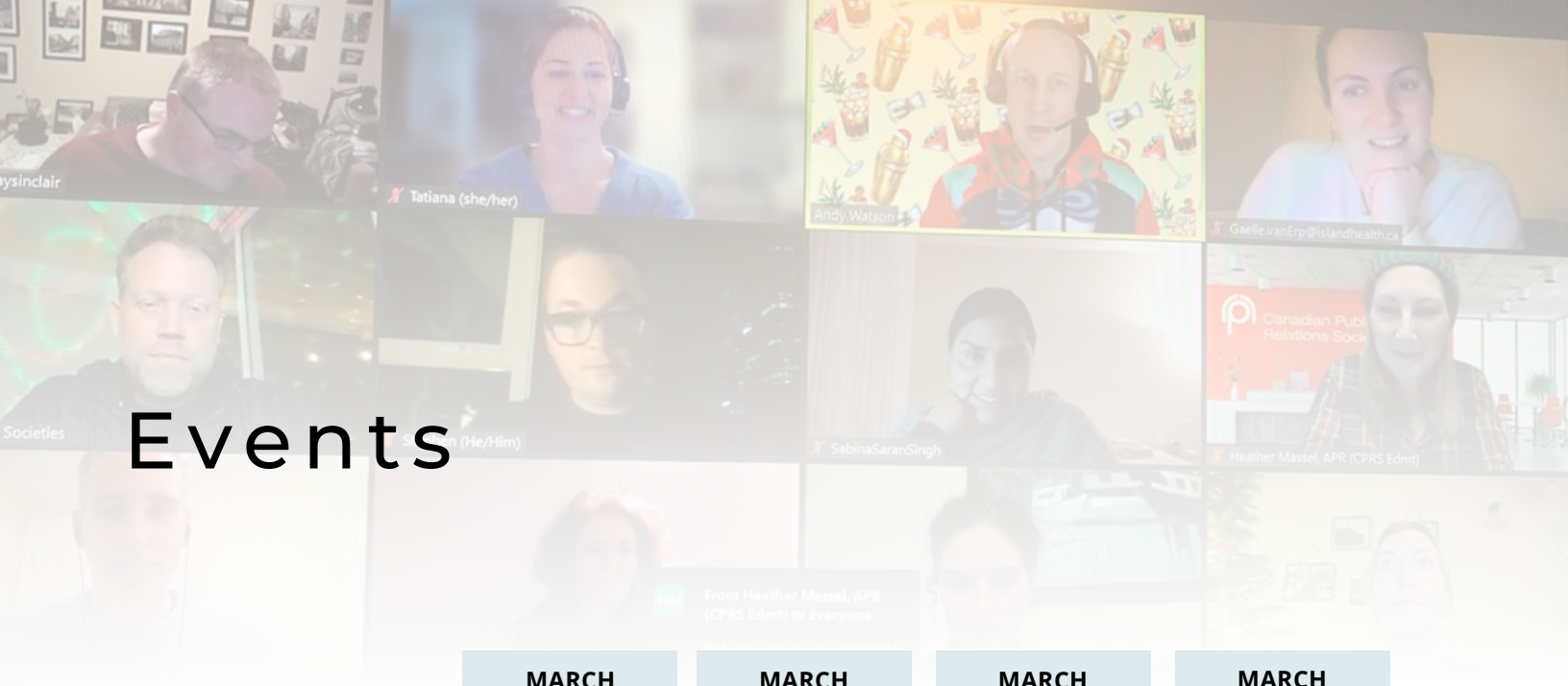
hosted
events

185

registrations

Our Events

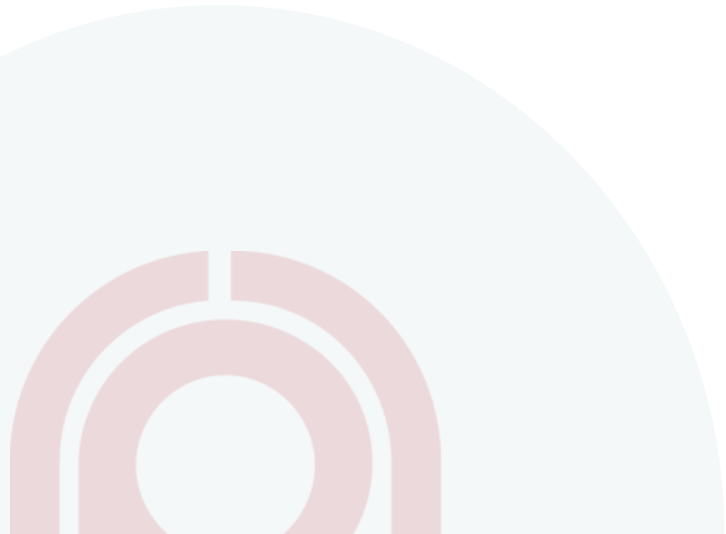
- Our June 2021 AGM- Learning Lessons of Pandemic Proportions- offered a fascinating glimpse into the early days of the pandemic with Chris Shewchuk, who helped lead the COVID-19 response in B.C., and his work with Dr. Bonnie Henry to connect with British Columbians during the pandemic (49 registrants).
- Our September Mixer was held online and provided a sense of community for communicators to connect and hear from everyone (25 registrants).
- In November, six members of CPRS-VI met approximately 20 Royal Roads University students in the Bachelor of Arts in Professional Communications program in a speed mentoring event. The session allowed mentors to share career advice, discuss industry trends and speak about the value of CPRS-VI membership.
- By far one of the highlights of our year was our Lunch and Learn held in November, Creating a Meaningful Land Acknowledgment, expertly facilitated by CPRS-VI Board member, Hannah Mashon. This lunchtime session helped participants get grounded and build their understanding of land acknowledgements and feel empowered to deliver an acknowledgement that is personal and authentic for our organizations (76 registrants).
- At our virtual Holiday Mixer: cocktails, candy canes and communicators, we hoisted a glass to one another and made cocktails online while playing some holiday trivia (20 registrants).
- Our March 2022 in-person mixer was the first in-person event of the year and a positive sign of things to come. We came together to connect, check in on each other, and have some laughs (15 registrants).



	MARCH 2019	MARCH 2020	MARCH 2021**	MARCH 2022**
# OF EVENTS	13	9	6	5
MEMBERS	128	137	194	141
NON MEMBERS	51*	21	18	44
TOTAL	172	158	212	185
% NON-MEMBERS	30%	13%	8.5%	24%

** People often attend our Happy Hour/mixer events without registering and do not specify if they are members or non-members. This number is based on registration information and may be approximate.*

***For our 2021 and 2022 virtual events, the number of registrants did not always equal the number of attendees. The numbers recorded above are registrations. Our virtual events were aimed at providing value to all CPRS members during the pandemic 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 and we also run a private LinkedIn channel just for CPRS-VI members.

Connect with us!





Certification

CPRS National offers three opportunities for practitioners to demonstrate their knowledge and recognize their accomplishments:

The Public Relations Knowledge Exam

In 2013, CPRS launched the Public Relations Knowledge (PRK) program, the first equivalence exam for the public relations and communications management professions.

To assess the foundation of public relations and communications management, establish a benchmark of knowledge, and establish a standard of excellence from which practitioners can build their careers, the PRK is well suited for post-secondary education graduates and junior practitioners.



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 CPRS-VI members hold accreditation.

At the time of publishing, successful APR candidates had not yet been publicly announced for the 2021/2022 year.



College of Fellows

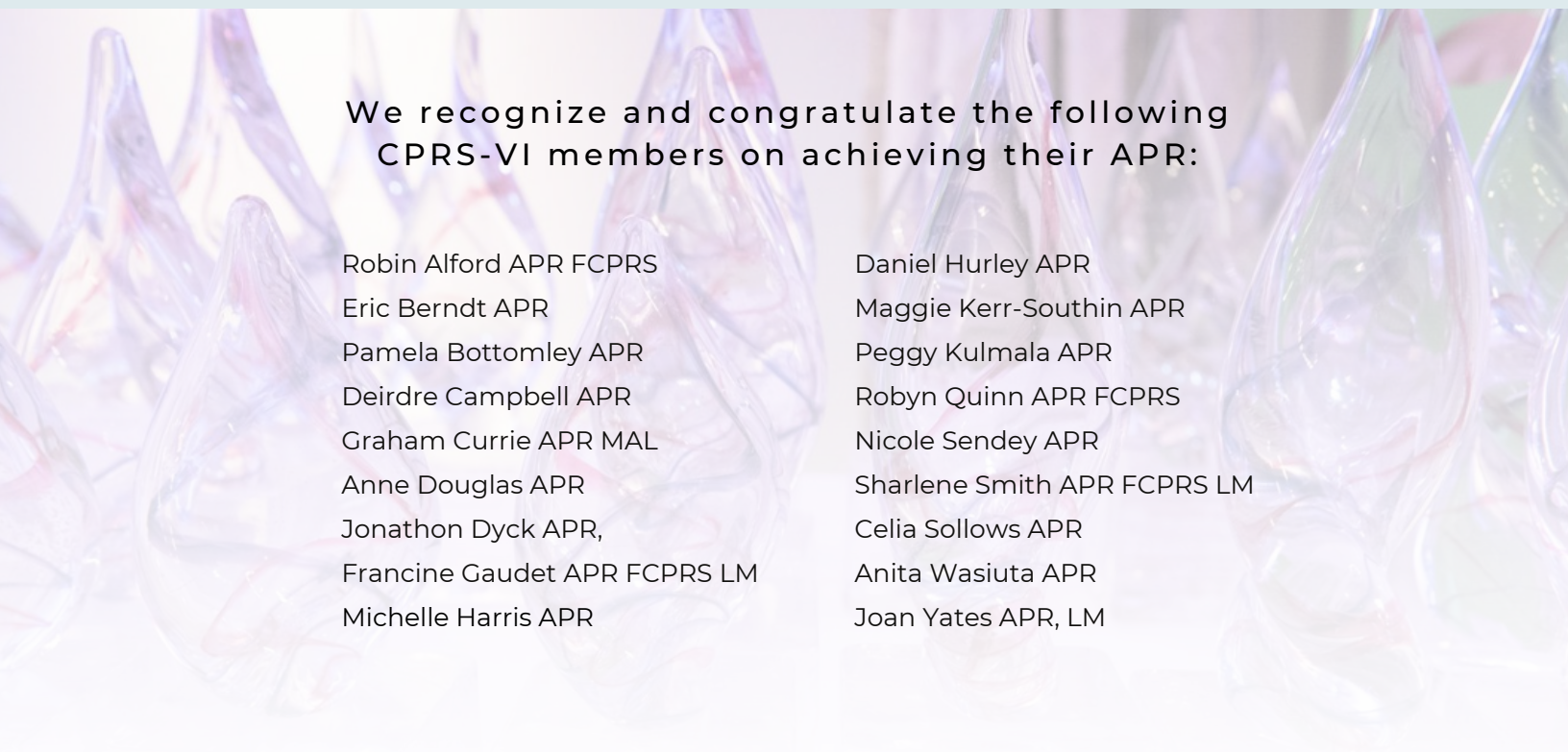
Since 2000, the College of Fellows has acknowledged CPRS members who are proven leaders in the public relations and communications profession. To attain Fellowship status with CPRS, a public relations professional must be a member of the society for at least 10 years, have a minimum of 20 years of experience 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



**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
Anne Douglas APR
Jonathon Dyck APR,
Francine Gaudet APR FCPRS LM
Michelle Harris APR

Daniel Hurley APR
Maggie Kerr-Southin APR
Peggy Kulmala 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, 2022

Adam Flint
Aleece Schubert
Alesha Hayes
Allison Boyd
Andy Watson, MA
Anita Wasiuta, APR
Anne Douglas, APR
Beth Atkinson
Brett Harper
Brian Geary
Brian Cant
Caroline Smith
Catherine Dooner
Catherine Bianco, APR
Celia Sollow, APR
Charles Ross
Chaseten Remillard, Ph.D
Cheryl Major
Dan Hurley, APR
David Reilley
Deirdre Campbell, APR
Denise Helm
Denna Bendall
Elana Illott
Elizabeth Thomson
Eric Berndt, APR
Francine L. Gaudet, APR,
FCPRS LM

Gaëlle Van Erp
Gerry Weaver
Graham Currie, APR, MAL
Gwen-Ann Chittenden
Hannah Mashon
Hazel Currie
Heather Leary, APR
Irine Polyzogopoulos
Joan Yates, APR
Jonathon Dyck, APR, MA
Joy Andrews
Julie Henshall
Justine Fietz
Kelly Ridgway
Kim Smythe
Kris Neely
Laura Vizina
Lisa Dedeluk
Maggie Kerr-Southin, APR
Marina Jaffey
Megan Catalano, 2013
Melanie Kilpatrick
Michelle Collyer
Mike Gregory
Mike Lowe
Monique Booth
Monique Keiran 55

Nancy Tates
Nicole Sendey, APR
Olivia Lyle
Pamela Bottomley, APR
Peggy Kulmala, MBA, APR
Rebecca Penz
Rebecca Taylor
Robin Alford, APR, FCPRS
Robyn Quinn, APR, MA, FCPRS
Sabina Saransingh
Sharlene Smith, APR, FCPRS LM
Shauna DeBodt
Sophie Wood
Stephen Watson
Susan Gee, APR
Tammy Isaachsen
Tara Sharpe
Tara Zajac
Tatiana Chabeaux-Smith
Thomas Hunt
Tim Morrison
Tracy Urquhart
Ute Kranefeld
Zoe Gray



Canadian Public
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Vancouver Island Society

Contact Information

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