



Canadian Public
Relations Society
Vancouver Island Society

CPRS-VI

**2019
2020
ANNUAL
REPORT**





TABLE OF CONTENTS

1	Message from our CPRS-VI President
2	Introduction
3	Our Guiding Principles
4	Business Goals
5	History
6	Membership
7	Our Volunteers
8	Delivering Value to Membership
9	Awards
10	Events and Engagement
12	Certification
13	Our Members
14	Financials



MESSAGE FROM OUR PRESIDENT

At the beginning of the year, the new CPRS-VI Board got together to discuss how to work together as a team, how to support one another as individuals and to agree on a set of guiding principles to serve our membership. As half of our Board this year was new, it was important to us to create a culture of trust and caring, to make our time a fun and meaningful experience, and to build a solid foundation to serve you, our members.

We all came to the team with different views and perspectives and noted we all share many of the same values and reasons for volunteering. We had a fruitful discussion that resulted in four principles that will guide us in our work for the chapter: caring, integrity, belonging and service.

Our goals this year were to offer fun and useful events for you and to bolster our membership. We believe that means offering value, absolutely, but also a sense of connection. We want our members to enjoy being a part of our community, to relate to us and to get to know the Board as people.

We held mixers, including a Christmas mixer at the Bard and Banker, where we got together and shared stories. We got out and talked to the membership, and we held a panel event looking at the federal election.

Four principles guide us in our work for the chapter: caring, integrity, belonging and service.

Like many, our plans for the spring were put on hold due to COVID-19. The connections we have as a Board though, held strong and helped support us through the crisis as we are pivoted to a new reality. Our plans are on hold and not canceled and as soon as we are able, we look forward to getting together face to face.

Together we are stronger!
Thank you for being part of our communications community.

Sincerely,
Catherine Dooner



INTRODUCTION

CPRS-VI is guided by our Vision, Mission and Values:

Vision

The Canadian Public Relations Society and its members are recognized as the champions for ethical, strategic public relations and communications management.

Mission

We build a national public relations and communications management community through professional development and accreditation, collaboration with thought leaders, a commitment to ethics and a code of professional standards, advocacy for the profession, and support to members at every stage of their careers.

LEARNING

Growing in our careers and in ourselves.

BELONGING

The sense of belonging that our community of practice provides us.



OUR VALUES

SERVICE

Giving of ourselves within CPRS, our field, and our communities.

PROFESSIONALISM

Be credible, competent, and ethical in our practice, and to advocate as such within our field. and a code of professional standards, advocacy for the profession, and support to members at every stage of their careers.

OUR GUIDING PRINCIPLES

The Board also worked hard this year to define and live by our guiding principles:

caring

- Valuing each other
- Respecting each other's time and our diversity
- Forgiving each other
- Fostering a culture of learning opportunities and creating an environment where mistakes are okay
- Creating an emotionally safe space
- Giving each other the most generous assumptions

- Being ethical
- Always striving to do the right thing
- Being brave by choosing the right thing over the comfortable thing
- Having the hard conversations
- Being accountable – doing what we say we will do
- Asking for help when we need it.

integrity

belonging

- Creating and developing a sense of community
- Working together as a team of equals
- Treating each other with respect
- Building and fostering human and professional connections

- Giving back to our profession and our community
- Serving and providing value to our members
- Consistently striving to have a meaningful impact

service

To each other as a Board of Directors and
to the CPRS-VI membership



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, and
- Oversee the practice of public relations on Vancouver Island for the benefit and protection of the public interest.

HISTORY

CPRS-VI has a rich history of which our members can be proud - a story that continues to be written today. The first formal action to establish the Public Relations Society of British Columbia took place in March 1955. CPRS-VI came into being on November 4, 1982.

CPRS-VI 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 2001-2002

Rena Kendall-Craden 2001-2002

Anita Wasiuta/Tonja Joyce 2002-2003

Tonja Joyce/Dianne George 2003-2004

Dianne George 2004-2006

Dianne George/Barbara Carve 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

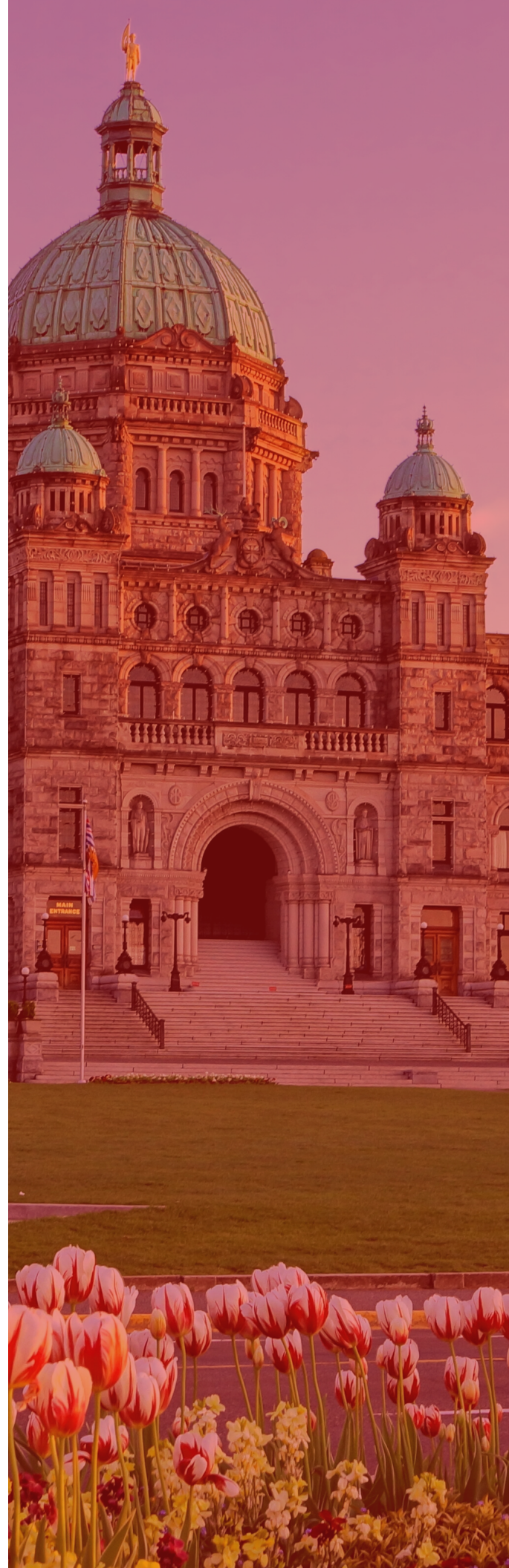
Gillian Crowley/Sarah Hanel 2011-2012


Sarah Hanel 2013-2014

John Barry 2014-2015

Dan Hurley 2015-2016

Peggy Kulmala 2016-2019





2019-20

MEMBERSHIP

As of March 2020, we had 91 members, compared to 93 as of March 31, 2019. The Board is happy that we have been able to stabilize membership numbers in 2020. 2021 will focus on building our membership and our community on the island.

	MARCH 2018	MARCH 2019	MARCH 2020
AFFILIATE	5	4	11
FULL	94	68	62
LIFE	1	3	3
RETIRED	4	2	3
STUDENT	25	16	12
TOTAL	129	93	91
DEPARTING MEMBERS	46	59	33
NEW MEMBERS	36	23	19
RETENTION	76.2%	54.26%	63.74%

OUR VOLUNTEERS

Volunteers are the lifeblood of the Board of CPRS-VI. Together we build community, learn from each other and create some friendships and have some laughs along the way. These are some of the amazing volunteers who gave to our chapter this year:

*Represents the 2019/2020 Board of Directors

Note: Peggy Kulmala stepped down from the Board in August 2019
and Janice Lee in December 2019.

Catherine Dooner*
Celia Sollows, APR*
Gaelle Van Erp*
Janice Lee*
Jonathon Dyck, APR
Michelle Collyer*
Monika Laube
Neal Tougas
Nik Novak
Peggy Kulmala*
Sabina Saransingh
Sharlene Smith, APR
Tatiana Chabeaux Smith*

**We would also like to thank our amazing speakers this year,
who volunteered their time at our events to share their expertise.**

Russel Lolacher
Tatiana Chabeaux-Smith
Richard Davies

Maclean Kay
Les Leyne
Dr. David Black



DELIVERING VALUE TO MEMBERSHIP

One of our main objectives this year was to increase value for our members and create a meaningful sense of community.

We did this in a few ways through events. For larger events, such as our panel, “Politics, Communications and Lessons Learned from the 2019 Federal Election,” we offered a deeper discount for our members.

We also offered new events exclusively for members which were free. Our free member Lunch and Learns proved to be popular - selling out fast and providing a good experience for members to connect.

We also offered a variety of mixers - again free to members. This included our regular Happy Hours, but also a Christmas social at the Bard and Banker and a “Calling all Superstars” event at Swans.

In June 2019 we hosted our AGM at the University Club, which included a speaker, a memorable meal, and a chance to network. Additional highlights were awarding the Denis Racine Bursary to student member Paula Duncan and Life Membership to Joan Yates APR, who has long supported CPRS-VI and played a role in shaping public relations education in Canada.

The other way we added value to members all over the island was to increase our digital presence. Thanks to our communications chair we have been very active on our social channels.

As a result, we are well placed to connect with membership in response to COVID-19 and throughout these unprecedented times.

AWARDS

CPRS-VI strategically invests in its membership, supporting the professional development of members. CPRS-VI's 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 \$29,200 in grants and bursaries in support of members' learning and growth.

Denis Racine Student 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. The annual bursary is available to CPRS-VI student 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 2019/20 bursary was awarded to **Neal Tougas!**

He joins previous recipients including Paula Duncan, Nicki Reich, Melanie Kilpatrick, Tania Jacobs, Herkamal Brar, Jennifer Beaupre, Tedi Vermeulen, Evan Quinn, Brennan Mac-Donald, Lyndi Shaw, Christina Southern, Michelle May, Lindsay McPherson, and Chelsea Rutherford.

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 2019/20 \$642 was awarded to GVPL. CPRS-VI has made 12 grants to GVPL to date, totalling more than \$6,200.

National Conference Grant

We make a National Conference Grant available so one of our members can attend the CPRS National Conference. Jonathon Dyck, APR is the recipient of the 2019/20 CPRS-VI National Conference Grant. As the Conference was cancelled due to the pandemic, we will apply the award to next year's national conference for Jonathon. We will also have the grant available for members in 2020/21.

The 2019/2020 bursary was awarded to Neal Tougas

Member profile:

Neal Tougas

What program are you currently in? The Bachelor of Arts in Professional Communication program at Royal Roads University.

What's your favourite social platform?
Facebook

What's your guilty pleasure?
An excess of coffee

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





EVENTS AND ENGAGEMENT

In 2019/2020, we aimed to diversify the types of events and increase member value by hosting useful professional development opportunities that were only available to CPRS-VI members. This led to a pilot of free member-only Lunch and Learn “brown bag” lunchtime events. These were well received and we intend to continue with them in the future. We had a total of nine events in 2019/20, compared to 13 in 2018/19. More events were planned for 2020, however the COVID-19 pandemic put a hold on all events as of March.

- The 2019 AGM was held at the University Club of Victoria at UVic on June 11 and had 27 registrations. The event included a sit down three-course meal and a thought-provoking presentation from Russel Lolacher on how organizations can build public trust and why it's essential to prioritize social customer care.
- Our August Happy Hour at Moxie's Grill and Bar had 10 registrants.
- Our first members-only “Lunch and Learn” session was held at the offices of Consumer Protection BC on September 19, 2019. The topic was reinvigorating your social media strategy, the speaker was Tatiana Chabeaux-Smith and the event drew 14 registrants.
- Our APR information session in October provided interested members an opportunity to learn more about the accreditation process. One member attended this event.
- Our panel event “Politics, communications & lessons learned from the Federal election” was held at the Coast Victoria Harbourside Hotel on November 14, 2019. Panelists were Dr. David Black, Les Leyne and Maclean Kay. The event had 27 registrants (\$870.81 in ticket sales).
- The Cocktails & Candy Canes Holiday Mixer was open to members and non-members. This lively event at the Bard and Banker Pub had 29 registrants (\$76.05 in ticket sales from non-members).
- Our second member-only “Lunch and Learn” session was held in January at the City of Victoria offices on January 28, 2020. Richard Davies, with AbeBooks spoke about the Art of Podcasting. The event had 17 registrants. **[Read a summary of the event's key learnings.](#)**
- Our February Happy Hour at Moxie's Grill and Bar had 15 registrants.
- We hosted a “Calling all Superstars” event at Swans Brewpub on February 25, 2020 to invite members to get to know the chapter better and consider volunteering. This intimate event had 18 registrants.

OUR EVENTS

CPRS-VI focused on providing value to members in 2019/20. The following chart demonstrates that our efforts had a positive impact, increasing the proportion of members who attend CPRS-VI events.

	MARCH 2017	MARCH 2018	MARCH 2019	MARCH 2020
# OF EVENTS	8	8	13	9
MEMBERS	185	53	128	137
NON MEMBERS	127	67	51*	21
TOTAL	312	114	172	158
% NON-MEMBERS	40.7	53.5	30	13

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

This year we also focused our member engagement on revitalizing our voice and content on our social channels. Our goal was to grow our connection with our audiences by sharing more of ourselves as people with a blend of different types of content, including member profiles and light-hearted images. Volunteer Monika Laube worked with our Culture and Communications Chair on our board to create a [social media style guide](#). We also recently created a new private [LinkedIn channel just for members](#).

Connect with us!





CPRS 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. With the objective 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.

CPRS-VI has one current member who has completed the PRK exam, Hazel Currie.

Accredited, 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. CPRS-VI has a high proportion of APRs relative to its membership.

For more information on accreditation, people can connect with our APR contact, Jonathon Dyck at cprs.vi.accreditation@gmail.com.

CERTIFICATION

More than 20 percent of members hold accreditation:

Robin Alford, APR FCPRS; Eric Berndt, APR; Pamela Bottomley, APR; Deirdre Campbell, APR; Graham Currie, APR MAL; Anne Douglas, APR; Jonathon Dyck, APR; Susan Evans, APR; Heather Follis, APR; Francine Gaudet, APR, FCPRS LM; Michelle Harris, APR; Daniel Hurley, APR; Maggie Kerr-Southin, APR; Susan Postma, APR; Robyn Quinn, APR FCPRS; Sharlene Smith, APR FCPRS LM; Celia Sollows, APR; Anita Wasiuta, APR; Joan Yates, APR LM; and Marie Zirk, APR.

College of Fellows

Since 2000, the College of Fellows has acknowledged CPRS members who are proven leaders in the public relations and communications profession. In order to attain Fellowship status with CPRS, a public relations professional must be a member with 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 to CPRS.

CPRS-VI has four members appointed to the CPRS nation-wide College of Fellows:

Robin Alford, APR FCPRS; Francine Gaudet, APR FCPRS LM; Robyn Quinn, APR FCPRS; and Sharlene Smith, APR FCPRS LM.

OUR MEMBERS

As of March 31, 2020:

Robin Alford	Marina Jaffey	Alison Poste
Kathryn Alvarez	Shelley Johnstone	Susan Postma
Janelle Anderson	Monique Keiran	Christopher Poulton
Nimish Bajaj	Maggie Kerr-Southin	Robyn Quinn
John Barry	Bruce Kilpatrick	Chaseten Remillard
Claire Beauvoir	Melanie Kilpatrick	Sarah Richer
Eric Berndt	Nitin Koshy Samuel	Sabina Saransingh
Monique Booth	Kate Kovaleva	Nicole Sendey
Pamela Bottomley	Samantha Lacy	Stephanie Sherlock
Adrienne Breen	Monika Laube	Caroline Smith
Deirdre Campbell	Janice Lee	Sharlene Smith
Brian Cant	Mary Lee	Kim Smythe
Megan Catalano	Erin MacDonald	Celia Sollows
Tatiana Chabeaux-Smith	Meghan Mason	Laurie Sthamann
Gwen-Ann Chittenden	Virginia McKendry	Shawna Thompson
Kathy Cloutier	Kelsie McLeod	Elizabeth Thomson
Michelle Collyer	Nikola Mende	Neal Tougas
Erin Coulson	Tim Morrison	Tracy Urquhart
Joe Cristiano	Iris Mueller	Gaelle Van Erp
Graham Currie	Nik Novak	Laura Vizina
Hazel Currie	Jean Pakvis	Anita Wasiuta
Shauna DeBodt	Rebecca Penz	Andy Watson
Lisa Dedeluk	Deepa Pillay	Stephen Watson
Catherine Dooner	Morningstar Pinto	Joan Yates
Anne Douglas	Irine Polyzogopoulos	Tara Zajac
Julie Douglas	Elaine Popove	Jane Zatylny

*We are your
communications
community*

Susan Down
Jonathon Dyck
Susan Evans
Adam Flint
Heather Follis
Francine L. Gaudet
Brian Geary
Zoe Gray
Brett Harper
Michelle Harris
Andrew Hume
Dan Hurley
Tammy Isaachsen



Life member profile: ✨

Sharlene Smith, APR, FCPRS

How long have you worked in PR/comms? Let's just say it's been a really long time!

What's been the hardest lesson to learn in your communications career?
Knowing what communications can and can't do.

What's your guilty pleasure?
I have a few, but if I have to pick only one - red wine.

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



FINANCIALS

BALANCE SHEET & STATEMENT OF FUNDS

As at March 31st

	2020	2019
<u>ASSETS</u>		
Cash in Coastal Community Credit Union (Chequing)	\$8,283	\$6,925
Cash in Coastal Community Credit Union (Savings)	\$5	\$5
Cash in Coastal Community Credit Union (High Interest)	\$24,890	\$24,782
Cash in PayPal Account	\$-	\$2,918
Cash on Hand (Float)	\$-	\$34,630
Accounts Receivable	\$1,885	\$952
Prepaid	\$549	
Victoria Foundation Legacy Fund - distributable	\$-	\$-
Victoria Foundation Legacy Fund - locked in	\$57,734	\$63,946
TOTAL ASSETS	\$93,346	\$99,528
<u>LIABILITIES, FUNDS, AND RETAINED SURPLUSES</u>		
Accounts Payable	\$25	\$1,097
Deferred Revenue	\$-	\$-
<u>Vancouver Island Legacy Fund - Current & Available to Grant</u>		
Beginning of year	\$-	\$-
Current year administration fees	\$(325)	\$(441)
Grants paid out	\$(2,869)	\$(2,760)
Transfer from Capital account	\$3,194	\$3,201
Total	\$-	\$-
<u>Vancouver Island Legacy Fund - Capital</u>		
Beginning of year	\$63,945	\$63,172
New contributions to fund	\$300	\$250
Current Income/(Loss) & Gains/(Losses) in Value	\$(3,317)	\$3,725
Less: Transfer to 'Available to Grant'	\$(3,194)	\$(3,201)
Total	\$57,734	\$63,946
<u>Operating Fund - Retained Surplus</u>		
Beginning of year	\$34,485	\$37,860
Current Operational Surplus/(Deficit)	\$1,102	\$(3,375)
Total Retained Surplus	\$35,587	\$34,485
TOTAL LIABILITIES AND RETAINED SURPLUSES	\$93,346	\$99,528

Unaudited - See Notice to Reader

Important Accounting Note: The Funds with Victoria Foundation (the Vancouver Island Legacy Funds) are accounted for using Market Value. Readers are warned that these numbers show market value and thus do not show the realized income and historical cost, but instead show potential gains/(losses) and current values which are subject to fluctuation.

FINANCIALS

CANADIAN PUBLIC RELATIONS SOCIETY - VANCOUVER ISLAND CONSOLIDATED STATEMENT OF OPERATIONAL REVENUE AND EXPENDITURES

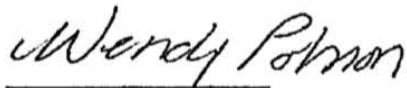
For the year ended March 31st

	2020	Budget	Difference	2019
<u>REVENUE</u>				
Bank Interest	109.24	125.00	15.76	129.14
Career Listings	1000.00	2000.00	1000.00	2000.00
Members Dues	4703.20	3950.00	-753.20	3950.00
Membership Campaign	0.00	0.00	0.00	0.00
Newsletter Advertising	0.00	0.00	0.00	0.00
	5812.44	6075.00	262.56	6079.14
Annual General Meeting	800.00	860.00	60.00	690.00
Beyond The Hype	0.00	0.00	0.00	16756.96
Media Crawl	0.00	0.00	0.00	0.00
Mixers	76.05	0.00	-76.05	0.00
Professional Development Events	870.81	4500.00	3629.19	250.00
	1746.86	5360.00	3613.14	17696.96
<u>TOTAL REVENUE</u>	7559.30	11435.00	3875.70	23776.10
<u>EXPENDITURES</u>				
Accreditation	127.66	100.00	-27.66	0.00
Administrative Expenses	62.64	750.00	687.36	256.40
Advertising	0.00	300.00	300.00	25.00
Bank Fees	25.46	50.00	24.54	43.00
Career Listings - Paypal Fees	3.20	40.00	36.80	35.20
Executive / Board Meetings	41.70	330.00	288.30	791.57
Insurance	540.00	410.00	-130.00	404.00
Membership Campaign	0.00	0.00	0.00	0.00
Membership Dues	142.38	140.00	-2.38	109.73
Membership Outreach	0.00	100.00	100.00	12.01
Platform & Software	690.68	1121.00	430.32	2117.41
Conference / Workshop	1758.75	2500.00	741.25	2554.01
Professional Fees	227.50	2352.00	2124.50	1351.25
	3619.97	8193.00	4573.03	7699.58
Annual General Meeting	1602.79	2250.00	647.21	3229.98
Beyond The Hype	0.00	0.00	0.00	15142.66
Media Crawl	0.00	0.00	0.00	0.00
Mixers	432.45	450.00	17.55	482.53
Professional Development Events	802.36	4211.00	3408.64	596.24
	2837.60	6911.00	4073.40	19451.41
<u>TOTAL EXPENDITURES</u>	6457.57	15104.00	8646.43	27150.99
<u>NET OPERATIONAL SURPLUS/(DEFICIT)</u>	1101.73	-3669.00	-4770.73	-3374.89

Unaudited - See Notice to Reader

FINANCIALS

I have compiled the Balance Sheet and Statement of Funds of the **Canadian Public Relations Society of Vancouver Island** as at March 31, 2020 as well as the Statement of Operational Revenues and Expenditures for the year ended March 31, 2020. This report has not been audited. Readers are cautioned that these statements may not be appropriate for their purposes.

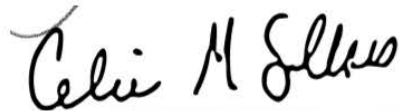


Wendy Polsson
Bookkeeper
CPRS-VI
VICTORIA, B.C.
May 30, 2020

The financial records of the **Canadian Public Relations Society of Vancouver Island** for the period April 1, 2019 - March 31, 2020 were reviewed by the undersigned on June 2, 2020



Jonathon Dyck APR



Celia Sollows APR



Canadian Public
Relations Society
Vancouver Island Society

Your communications community



WEBSITE: WWW.CPRS-VI.ORG/

VANCOUVER ISLAND OFFICE:
INFO@CPRS-VI.ORG

NATIONAL OFFICE:
783 ANNETTE STREET TORONTO, ONTARIO M6S 2E4
INFO@CPRS.CA