

Chapter Name

PRSA Miami Chapter

Contact Name

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Chapter Size

101–200

How does your Chapter define diversity, equity and inclusion?

PRSA Miami is committed to being a welcoming body and a relevant resource for all PR practitioners. We believe every member is valuable and pledge to make this organization diverse, equitable, and inclusive. We honor everyone's unique background and vow not to discriminate based on race, ethnicity, religion, age, ability, sexual orientation, gender, gender identity, country of origin, culture, and diversity of thought. Diversity continues to evolve, including class, socioeconomic status, life experiences, learning and working styles, personality types, intellectual traditions and perspectives, and cultural, political, religious, and other beliefs.

Does your Chapter include diversity, equity and inclusion initiatives in your strategic plan?

Yes

Using the RPIE model, describe your Chapter's diversity, equity and inclusion initiatives and achievements during the past year. -- RESEARCH: What research did you conduct to identify opportunities to address or promote DEI by and within the Chapter?

From July 1, 2023, to June 30, 2024, the PRSA Miami Chapter promoted DEI through various initiatives and programs. Diversity has been part of our bylaws since 2014, and we expanded our scope in 2020 by changing our Hispanic Committee to the DEI Committee to ensure the most inclusive communication and community. Primary and Secondary

Research: We regularly use primary research surveys to get feedback from our membership as we develop programming. We utilized demographic data and industry reports to understand the current state of diversity within the Chapter and the broader PR community. In addition, looking at the demographics of the Miami community as it relates to the demographic profile of our Chapter, they closely reflect the diverse community of Miami, Florida, and show the Chapter's commitment to inclusivity across various dimensions, including race, ethnicity, sexual orientation, and age. Demographics

Highlighting Diversity of PRSA Miami Chapter\* Race/Ethnicity Percentage (%) Caucasian / White 48.2 Hispanic / Latino(a) / Latinx 43.8 African American / Black 12.4 Mixed Race 2.2

Other 5.1 Sexual Orientation Percentage (%) Straight / Heterosexual 56.2 Gay / Lesbian 2.2 Queer\* 1.5 Asexual 0.7 Choose Not to Answer 10.2 \*Queer is used because of how members of the LGBTQ+ Community describe themselves and take back ownership of a previously derogatorily used word. Age Range Percentage (%) 18-24 2.9 25-29 6.6 30-34 9.5 35-44 19 45-54 24.8 55-64 12.4 65+ 5.1 The demographic data of Miami's 2020 census compared to the 2000 census also showed a shift in demographics that we kept top of mind. The 2023 Muck Rack State of PR Report results surveyed 1034 PR professionals. This secondary research aimed to deliver insights from the PR industry around workflow and diversity. About 36% noted their organization had a moderate amount of diversity, while 35% responded there was little to no diversity at their organizations. With that information, we set out to advocate for diverse voices in all programming. The SunCon planning committee also utilized secondary research, reviewing analytics from past SunCon events and our objectives for 2023. Primarily, we interviewed the past and current chairs of the Sunshine District to get first-hand knowledge of our 2023 priorities. \*Graph Sources: [PRSA.org](https://www.prsa.org): Volunteer Tools: Chapter Portal: Personal Demographics

PLANNING -- Goals: What did your Chapter seek to accomplish with your 2023–2024 DEI initiatives?

The DEI Committee and Membership research helped us lean into DEI as we reviewed national initiatives and fellow PRSA Chapter's best practices. We chose to pursue opportunities with targeted partner organizations. We aim to see a shift to more inside-out thinking, focusing on internal culture rather than external statements and gestures. The change would happen as we encourage and support our members' professional development, helping our students to support the more extensive, diverse Miami PR community.

PLANNING -- Who was/were the target audience(s)?

Our target audiences included our 143 members, prospective members, past PRSA Miami Chapter members, 2023 District Conference (SunCon) and Endowment Luncheon attendees, business partner organizations, other associations and membership organizations, Miami college students, local media, and those exploring careers in communications.

PLANNING -- What were your measurable objectives?

To plan the SunCon District Conference and chapter development, we utilized SMART objectives. SunCon Objectives included: • 200 paid registrations to attend the meeting • Providing student scholarships and volunteer opportunities for area PRSSA students • Engaging and stewarding at least two new or reinstated members for the Chapter from the

conference • Ensure diverse speakers are part of the programming • Securing at least a 60% good value for the investment for those attending the conference • Contributing to the Chapter's positive financial growth by increasing revenue by \$1000 For our Chapter, the objectives included: • Partner with at least two local organizations with diverse members with DEI as one of their core values • Ensure diverse speakers are part of the programming • Contributing to the Chapter's positive financial growth by increasing revenue by \$1000+ through Give Miami Day and SunCon • Creating a 40% increase in social media engagement across social media accounts • Supporting chapter programming and engagement through partnerships and events

PLANNING -- Budget: What were the monetary, time and human capital investments?

- SunCon Conference: \$30,000, with a time commitment of about 10 hours a week for 27 weeks (270 hours)+
- Program Development for the Chapter: 260 hours
- PRSA Miami Chapter/ Ev Clay Endowment Fund Scholarship Luncheon: \$7,000 budget, 14 weeks of planning (196 to 215 hours)
- DEI Initiatives: Rolled into the Chapter program development budget @ \$1500
- Monthly Communications: approximately 6-10 hours on various platforms, 72 - 120 hours

IMPLEMENTATION -- Describe the strategies and tactics used.

PRSA Miami Chapter implemented various DEI initiatives, including educational events, partnerships, mentorship programs, SunCon, and the EvClay Endowment Fund Scholarship Luncheon, to meet its objectives and address the needs of its diverse audience. Our membership has received our Coffee & Conversations programming well, and our goal is always to lean toward providing a diverse voice in media to feature as part of this program. For example, in June 2024, we hosted an intimate chat with Alex Mena, Executive Editor of El Nuevo Herald, Miami's number-one Spanish-language newspaper. With this and all programs, we focus on our robust social media platforms, utilizing multimedia and creative video edits on Instagram for more reach. LinkedIn for our Chapter has also provided great engagement and reshares from members for further reach. For the SunCon conference, the goal was to engage with members and encourage them to recognize and support a worthwhile event by being on one of the committees that included programming, communications, sponsorships, and finance. The "Get Loud" theme amplified the latest tools, trends, and ideas for PR practitioners. The Art Deco colors of the conference logo added excitement. We maintained a regular cadence of email messages, social media posts, and website updates. Communications included Call for Speakers, Save the Dates, Early Bird Specials, registration deadlines, and speaker-featured messages, creating a fear of missing out "FOMO" that boosted registrations. The Radiance

Awards, held at the conference luncheon, highlighted top communications work and utilized a communications schedule to drive entries.

IMPLEMENTATION -- Summary: Explain your Chapter's DEI initiatives for July 1, 2023 – June 30, 2024.\*

DEI initiatives began at least six months before the July 27-28, 2023 SunCon conference, being very intentional in our programming development. That intentionality allowed a diverse pool of entries to be part of our 12 breakouts and keynote sessions. Intentionally, we had amazing speakers within the Florida community to choose from, many of whom were from our two host chapters, Greater Fort Lauderdale and Miami, PRSA Chapters. Jennifer Hudson, APR, was our opening keynote's dynamic facilitator and speaker. Her talk "Why PR Pros Must Step Up to Transform Their Careers- and Our Industry" was timely because it gave those in attendance a playbook to be communications strategists highlighting transformative campaigns and corporate cultures, explicitly speaking to the power of DEI. The day was categorized into three tracks, Pro Track, Industry Track, and Innovation track, which features a specific DEI talk, "Beyond Rainbow Capitalism: From Pride and Prejudice to Authentic Relationship Building," Leslie Anne Frye-Thomas detailed her fundraising efforts for the Stonewall National Education Project in three months and how to authentically engage the LGBTQ+ community well beyond rainbow capitalism. The Annual Ev Clay/PRSA Miami Chapter Endowment Fund Luncheon has a long-standing DEI focus. At the October 2023 event, the 36th year of the scholarship, eight local college and university students, many from underrepresented populations (Black, Hispanic/Latin, Male, LGBTQ+), received almost \$4000 in scholarships. One hundred eighty-five deserving students have received more than \$366,500 in scholarships since the scholarship's inception 36 years ago. Additionally, this year and every year, we aim to recognize those in the community making an impact, and this year, we had the pleasure of honoring the first Black female reporter at the Miami Herald and two Hispanic women as part of our professional awards. In addition to partnering with diverse local organizations through our programming, this year we had the honor of working with the North Carolina Chapter PRSA's, Influence, Influencers, and the Influential Communicator Strategic Communications Conference, where our President was invited to speak on "Radical Inclusion: Advocating for Belonging," a presentation The Annual Ev Clay/PRSA Miami Chapter Endowment Fund Luncheon intended to challenge internal biases and equip PR practitioners to influence concrete change. PRSA Miami hosted a Telemundo network tour in December 2023. In April 2024, PRSA Miami partnered with the National Association of Women Business Owners (NAWBO) South Florida Chapter to co-host a networking happy hour. The event drew new PRSA Miami members and local PR professionals eager to network with local business owners. Our chapter is currently collaborating with the South

Florida Interactive Marketing Association and the Hispanic Public Relations Association Miami Chapter to plan co-hosted events that will engage our members and the community.

**IMPLEMENTATION** -- Describe the elements or components, the techniques used, and the strategies and tactics undertaken, how objectives were met, and how you addressed the audience(s) you targeted.

Many platforms and communications vehicles address the targeted audiences, and strategies and tactics are highlighted in the sections above. We highlight awareness days/months calendars to highlight through our Comms team, committee members, and board various DEI-specific awareness months. Those featured areas include Developmental Disability awareness, Black History, Neurodiversity awareness, Asian American Pacific Islander, Pride, Juneteenth, Hispanic Heritage Month, etc., and those that may be specific to our immediate Miami Community. Programs and partnerships, as discussed above, are also a large part of our initiative to get more reach in the community with organizations like the Miami Arts Marketing Project (MAMP) in May 2024 led by programming committee member Annette Malkin, who served as panel moderator this half-day program focused on a partnership with the Arts & Business Council of Miami aimed at educating these business owners and artist on, "Navigating the Evolving Media Landscape," featuring PR professionals from the PRSA Miami Chapter and members of the media as panelist. In addition, our immediate past President provided a PR101 presentation that included RPIE as a best practice. Due to the large Hispanic population, Spanish-language media, and many with headquarters in this community, it is always a priority for our members. We provide a television station visit with media partners annually; members and potential members receive that well. For example, in December 2023, we hosted a Telemundo tour, one of the year's most widely attended events. Due to the popularity, our Professional Development team has both a Univision and Telemundo tour planned for 2024. Additionally, when planning our annual EvClay luncheon, we prioritize diverse vendors for printing and other event logistic needs. We encourage all our members who live and work in this community to provide visibility and seek partnerships with PRSA Miami through their other associations and organizations. As a continuous goal, we strive to highlight recognitions that may not be related to their work with PRSA Miami.

**EVALUATION** -- What were your results? Explain how the program met or exceeded its original measurement methods when available or appropriate. What worked? What was accomplished? What would you do differently?

The Chapter successfully prioritized DEI in planning all events to meet the established targets. The DEI committee working directly with the programming committee ensured cohesion. The SunCon Conference exceeded its goal of 200 registrations with 205

registrants, a 64% increase from 2022. We exceeded the number of PRSSA to PRSA scholarships presented, totaling ten, with two becoming members of the Miami Chapter. Although we did not meet the goal of gaining two new members from the conference, we gained one member outside of the scholarship recipients. We exceeded our student volunteer needs with eight volunteers. The attendee survey showed that 70.5% of respondents rated the conference "a good value for my investment," exceeding the 60% target. Financial growth goals were surpassed, with net revenue exceeding \$3000 from SunCon to the Chapter and \$1350 from the Give Miami Day annual fundraising event, surpassing the \$1000 goal. We aimed to achieve a 40% increase in social media engagement across media accounts, which was 63.5%. Signature events like Coffee and Conversations, media station visits, and specific programming with partner organizations continue to work well and meet or exceed budget. We regularly survey members to understand their preferences for events, times, and locations. Quarterly events may be more beneficial than Happy Hour events based on feedback. Social media platforms are effective for engagement and sharing our message.

EVALUATION -- How have your Chapter's DEI initiatives impacted attitudes, beliefs or behaviors?

With increased awareness and understanding of DEI issues among members, we continue to ensure that even in this pushback climate, DEI is good for everyone and benefits from diverse voices in the workplace and society. Based on the Muck Rack survey feedback, we know it is still vital even to teams that are not diverse. Like the general population, our members may be in either of these buckets: distancing, denying, or defending. Distancing by acknowledging there is a problem but believing they have not benefitted from discrimination practices. They deny it by not knowing why they must do anything about it or defend it by arguing that existing inequality is valid. We will continue as a chapter to make inroads in these areas by keeping them at the forefront of our programming.

EVALUATION -- How have your Chapter's DEI initiatives led the communications industry in your market?

Relationship building has been the most significant impact. Our programming work has enhanced the visibility and brand narrative for the Chapter. Board member Annette Malkin was recognized for her DEI work by the Miami Beach Chamber of Commerce in August 2023 and was awarded the Bada\$\$ Woman award. Board member Miraya Vargas was honored as a 40/40 honoree by Legacy Magazine, which seeks to amplify minority voices. Our past president was a featured speaker on DEI at the North Carolina PRSA district conference, directly related to her social media engagement and amplification of DEIB

issues. We continue to build, partner, and change the narrative regarding DEI, which directly impacts the industry in our market.

EVALUATION -- How have your Chapter's DEI initiatives influenced membership?

There is a definite impact on membership. We have engaged more diverse voices from our board and committees. While there hasn't been a significant jump in membership, diversity continues to increase as we reach out to current members for leadership roles. We engage student members, and board and committee members mentor scholarship recipients. We aim to connect all recipients with mentors to guide them in chapter activity and committee work.

EVALUATION -- How has your Chapter established sound relationships with diverse publics and/or organizations to gain consensus or help PRSA advance diversity in the profession?

PRSA Miami Chapter continues to build on established partnerships with local organizations to advance DEI in the PR profession. We remain consistent in our efforts, even if a partnership does not immediately work. We look for ways to engage events in the next calendar year to build on these relationships. Constant check-ins and idea exchanges are essential; board and committee members amplify these efforts. We are working on a new shortlist of diverse organizations to engage. We include direct member messages through our membership lists when looking for consensus.

EVALUATION -- Next Steps: What are your future plans for DEI initiatives?

We have partnered with local organizations to promote DEI in the PR industry and will continue prioritizing this. We have an established mentorship program for underrepresented recent college grads and students, which can significantly impact future success. We ensure that the annual PRSA Miami Chapter/EvClay Endowment Fund Scholarship Luncheon awards scholarships and recognizes professional achievements in the community. We also work very closely to nurture a relationship with Florida Memorial University, South Florida's only Historically Black University, to help them secure and support a PRSSA chapter and remain in good standing. We continue to work with their advisor and newly hired communications professor to ensure and promote succession plans for additional students to join. We will continue to foster an inclusive environment where all members feel valued and respected and increase the representation of underrepresented groups within the Chapter. We will build on the success of current DEI initiatives and explore new opportunities for collaboration and outreach to promote DEI further.