



**PUBLIC RELATIONS SOCIETY OF AMERICA**  
**Board of Directors Meeting Minutes**  
**May 10, 2024**  
**New York City**  
**In-Person and via Zoom**

**Officers Present:**

Joseph Abreu, APR, CPRC, Chair  
Michelle Egan, APR, Fellow PRSA, Immediate Past Chair  
Ray Day, APR, Chair-Elect  
Jessica Graham, APR, Fellow PRSA, Treasurer  
Sam Sims, APR, Fellow PRSA, Secretary

**Directors Present:**

Monica Ackerson, CAE, APR  
Michael Brown, Sr.  
John Gregory Clemons, APR  
Janelle M. Guthrie, APR, Fellow PRSA  
Andrea Gils Monzón  
Cayce Myers, Ph.D., LL.M., J.D., APR  
Christina Marie Morton, APR  
Reace Alvarenga Smith, APR  
Jason J. Sprenger, APR

**Directors Present Virtually:**

Thomas Bennett, III  
Teresa Valerio Parrot, Ed.D., APR  
Joshua Poupore, APR

**Senior Counsel Present:**

Heide Harrell, APR  
Scott W. Thornburg, APR

**Staff Present:**

Linda Thomas Brooks, Chief Executive Officer  
Philip T. Bonaventura, Chief Financial Officer  
Romie Ares, Executive Administrator  
John Bomier, Vice President, Meetings and Events  
Lauren Collins, Vice President, Member Services  
Jeneen Garcia, Senior Vice President, Programs  
Anna Yudina, Chief Marketing Officer

**Staff Present Virtually:**

Alex Ortiz, Vice President, Information Technology

**Guests Present:** Antonio D. Crane, PRSA Foundation President,  
Amazon Global Engineering Services  
Sankalp Sharma, 2023 PRSSA National President  
Milagros Orcoyen, 2024 PRSSA National President

**1. Welcome & Antitrust Statement**

Mr. Abreu called the meeting to order at 9:03 a.m. EDT and presented the Antitrust Statement.

**2. Anvil Event Recap**

Mr. Bomier updated the board on the Anvils Awards ceremony. The event exceeded the revenue goal. Event photos have been posted to prsa.org. Almost 300 guests attended the event. A discussion ensued.

**3. Icon 2024 Update and Discussion**

Mr. Bomier presented the update for ICON and mentioned that more announcements on breakout sessions and programming will be released in late May/early June. He addressed the new day pattern based on the recommendations from the ICON Task Force. Mr. Bomier mentioned the third keynote speaker announcement will occur in June/July. A discussion ensued.

Mr. Bennett entered the meeting virtually at 9:30 a.m. EDT.

**4. Staff Updates**

**a. Membership**

Ms. Collins updated the board on the first quarter of membership. 29 new groups joined in the first quarter. She has instituted the PropFuel software allowing PRSA to tailor and communicate with the membership. Ms. Collins spoke about an upcoming marketing campaign focused on growing chapter membership that launches from June 20 to Sept. 22. She is working with the District Council to develop a chapter sponsorship toolkit, share membership growth strategies, review the MyPRSA portal, and communicate about group memberships. She reported that a District Health Assessment is in development and the Chapter Health Assessment will continue. She updated the Board on PRSSA chapters. Ms. Thomas Brooks reminded the board that the PRSA membership team is on call every hour of the working day, which allows members to engage with a person and access assistance.

Mr. Abreu recessed the meeting at 9:45 a.m. EDT. The meeting continued at 9:52 a.m. EDT

**b. Marketing**

Ms. Yudina shared that the PRSA website and social media are the current

marketing focus areas. The marketing team is evolving the website with a new home page, further developing the resources and toolkit hub, and redesigning the APR page. The marketing team is also creating more organic social media content and boosting it to increase reach. She reported engagement is up: LinkedIn is up 24%, Instagram is up 36%, Facebook is up 123%, and website users are up 29%. She introduced new digital member badges. Marketing has added more colors to the PRSA brand color palette. The marketing team created a campaign "From Journalism to PR & Comms" Certificate Program, which included an influencer campaign with Molly McPherson that received more than 56k views, and 7k landing page views. The campaign drove more than \$30k in revenue. PRSSA Campaign "#YESStoPRSSA" drove over 27k organic video views, 249k+ impressions, 190k+ reach, and 7,102 clicks to the prssa.org landing page. Ms. Yudina reported that the marketing team is currently working on additional website enhancements, an on-demand program push following the new LMS launch, ICON promotion, and a PRSSA fall recruitment campaign. A discussion ensued.

Mr. Crane joined the meeting virtually at 10:11 a.m. EDT.

#### **5. PRSA Foundation Update**

Mr. Crane introduced himself and gave the board background on his career. He reported about the eight new board members this year and how the Foundation supports the underrepresented within public relations. He updated the Board on the Sept. 5 Paladin Awards event. Mr. Crane reported how the Foundation is attempting to increase sponsorship while developing a "Presidents Circle" DEI pledge. A discussion ensued.

Mr. Crane left the meeting at 10:28 a.m. EDT.

Mr. Sharma and Ms. Orcoyen joined the meeting virtually at 10:29 a.m. EDT.

#### **6. PRSSA Update**

##### **a. PRSSA 2023 Recap**

Mr. Sharma gave an overview of the year and what PRSSA has accomplished. He reported that while focusing on community as its main pillar, PRSSA had more than 50 PRogressions articles, created more than 100 national social media posts, held seven district conferences, three national meetings, had 31 Gold Key recipients, identified 38 Star Chapters, more than 500 participants attended ICON and more than 200 attended Leadership Assembly.

##### **b. PRSSA 2024 Preview**

Ms. Orcoyen presented her "Link, Listen, Lift" campaign to continue moving PRSSA forward during her term as national PRSSA president. She will continue to ensure that PRSSA remains a vibrant community where every member feels

valued, heard, and connected. Ms. Orcoyen encouraged the board to connect with the PRSSA community.

Mr. Sharma and Ms. Orcoyen left at 10:47 a.m. EDT.

## **7. Staff Updates (cont.)**

### **a. Programming and Sections**

Ms. Garcia presented the new LMS system transition's success and benefits and rebranded the system to the PRSA Learning Center. She reported there are 27 on-demand certificate programs. She announced a promotion to drive traffic back to the programs. Ms. Garcia spoke about the accelerated timeline from live to on-demand programming. PRSA has revised the Reputation Management Certificate Program due to its popularity. She presented the new Innovation and Creativity Certificate Program. She stated the webinar statistics remain strong, allowing for additional programs/topics, such as ageism and advocacy. She spoke about the Bateman competition and reported that the University of Florida placed first with a holistic campaign for the second consecutive year. She noted that the 2025 client/sponsor is EveryLibrary, and it will be announced in May/June. Ms. Garcia reported that more than 200 ICON presentation proposals were submitted. She also stated that section membership is on pace with goals. She spoke about the scheduling of section conferences and cautioned about PRSA's ability to provide the best service to sections based on tight scheduling. Mr. Bomier remarked on the attendance numbers for the section conferences and the membership numbers for the sections. He mentioned that the Public Affairs and Government Section conference has a waiting list of more than 80 people. A discussion ensued.

Mr. Abreu recessed for lunch at 11:45 a.m. EDT. The meeting reconvened at 12:07 p.m. EDT.

## **8. PRSA Business Trend Analysis**

Mr. Abreu presented the state of PRSA and outlined the key performance indicators and trends surrounding membership, section membership, ICON attendance, and PRSSA membership, PRSA financial trends. A discussion ensued.

## **9. Strategic Plan Update**

Mr. Day presented that the Strategic Plan Committee suggests PRSA move to an annual strategic plan to be updated and not completely recreated. The committee also suggests expanding the strategic planning process to a 3+2 process – three years of specifics and two years of aspirational objectives that keep PRSA future-focused. The committee suggests there be a "handoff" of the rolling annual planning process to the incoming Chair-Elect during the Committee's final meeting, which will be in person at ICON each year, for continuity. The committee also suggests adding "connect" as an

additional pillar to the current strategic plan. Mr. Day anticipates taking action on this topic during the July PRSA Board meeting. A discussion ensued.

Mr. Abreu recessed the meeting at 11:45 a.m. EDT.

Ms Thomas Brooks, Mr. Bonaventura, Ms. Ares, Mr. Collins, Ms. Garcia, Mr. Ortiz, and Ms. Yudina exited the meeting at 1:45 p.m. EDT.

Mr. Abreu reconvened the meeting at 2:05 p.m. EDT.

#### **10. Executive Session**

Mr. Sims moved to enter into executive session. Ms. Smith second. Motion passed and the meeting moved into executive session at 2:05 p.m. EDT.

The Executive Session ended at 3:02 p.m. EDT.

#### **11. Adjournment**

Mr. Sims moved to adjourn the Board of Directors meeting. Ms. Graham seconded. The motion passed, and the meeting adjourned at 3:02 p.m. EDT.

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Respectfully submitted,  
Sam Sims, APR, Fellow PRSA  
2024 PRSA Secretary