



BACKGROUND

FCPRS Committee

The CPRS Atlantic Pilot traces its beginnings to work started three years ago, as the CPRS National Board began to assess both the risks and opportunities facing the association and the renewal period for its current association management contract. The board sought advice from senior CPRS members from across the country, which led to the establishment of the Future of CPRS Committee (FCPRSC).

Under the National Board's direction, the FCPRSC engaged Dan Tisch, APR, FCPRS, an internationally renowned thought leader on PR, to author a white paper on the future of public relations and communications management in Canada. Called "[*The Elevation of Public Relations*](#)", it was launched at the 2017 national conference in Kelowna, BC.

The intent of the paper was to initiate a national discussion around PR megatrends and how CPRS could support Canada's PR and communications management professionals. There was a buzz across the country about the topic, and the FCPRSC collected the information being talked about into a document called "*What We Heard: The Future of Public Relations in Canada*".

Based on the second document, input was once again sought from the profession in regards to a new vision, mission, and strategic goals for CPRS. The response was overwhelming, with over 500 PR professionals weighing in on the discussion, giving the National Board a clear path to adopt a new direction.

Defining our Future

Following review and final input by the CPRS National Board, the FCPRSC presented its final report called "*Defining our Future – A New Path for CPRS*" to the membership at the 2018 CPRS national conference in Charlottetown, PEI.

The new Strategic Framework refreshed the association's vision, reaffirmed its mission, reconfirmed its values, and introduced four new strategic goals: Community, Collaboration, Careers, and Conscience. To take advantage of the opportunities ahead, the report indicated that CPRS must build a national community, support career growth and learning, facilitate collaboration, bring thought leadership into our discussions, promote the profession, and advocate for ethical public relations.

In addition to presenting the new strategic framework, the report made two specific recommendations to the CPRS AGM in Charlottetown, which were approved by the membership.



The first was to carry out work related to obtaining association management services for CPRS National, using automation where appropriate to improve member service and redirect resources to support strategic goals. A committee was to be established to consider this and report back to the board in the fall of 2018.

The second recommendation was that an exploratory committee be established to make recommendations for a pilot project that supports co-management and shared resources between local societies and CPRS National. Atlantic Canada was suggested as the pilot location. The committee was to bring together local CPRS representatives to examine opportunities and make recommendations for a pilot.

The pilot recognizes, in part, that many smaller local societies across the country have been struggling with challenges like board member recruitment, volunteer fatigue, growing and retaining membership, heavy administrative duties, etc. It also needs to be informed by the fact that one of the top things members want is professional development and networking.