

# PROPOSED

## STRATEGIC FRAMEWORK

**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 COMMUNITY THROUGH PROFESSIONAL DEVELOPMENT AND ACCREDITATION, COLLABORATION WITH THOUGHT LEADERS, PROFESSIONAL STANDARDS AND A CODE OF ETHICS, ADVOCATING FOR THE PROFESSION, AND SUPPORTING MEMBERS AT EVERY STAGE OF THEIR CAREERS.**

### COMMUNITY

**A CPRS member is part of a national community with full access to services and benefits regardless of where they live.** CPRS membership is national in nature. Members expect to be a part of a national network representing their industry with full access to resources, services and benefits regardless of where they live. While local societies have played an important role in supporting members, the nature of our community has changed. Any member who has attended a national conference understands how boundaries melt away. To truly serve our members needs, we must be ONE community that can grow and adapt to the changing needs of public relations professionals in Canada.

#### POTENTIAL MEASUREMENT

% of increase in membership, retention and satisfaction rates; decrease in attrition

### COLLABORATION

**CPRS members have direct access to share knowledge with colleagues and professionals, opportunities to engage with thought leaders and discuss trends in the industry.** From tapping into the experience of our College of Fellows, to sharing thoughts with professionals nation-wide, CPRS has a wealth of knowledge and insight among its members. WE have an opportunity to move from informal networks to deliberate and purposeful collaboration, providing the tools to connect members and continue our national discussion on trends, challenges and issues we face in our work.

#### POTENTIAL MEASUREMENT

Participation rates, member satisfaction



### CAREERS

**CPRS members are supported at every stage of their career.** We have an opportunity to expand our professional development offerings to support CPRS members at each stage in their career journey. Beyond the PRK, APR and College of Fellows, CPRS can explore development for new and middle managers, expand mentorship and coaching programs, and work with educational institutions to bring relevant workshops and training sessions to members to help them manage the trends and issues facing the industry.

#### POTENTIAL MEASUREMENT

Participation rates, member satisfaction

### CONSCIENCE

**CPRS members are seen as ethical professionals who adhere to and uphold a code of standards.** In an era of fake news and alternative facts, the CPRS must do more than talk about ethical public relations; we must be THE champion for the public relations industry in Canada. While having a code of professional standards and a commitment to ethical PR is important, we must speak out in support of public relations, call out unethical PR practice, and demonstrate leadership through a clear disciplinary policy that is fully implemented. We must understand the public perceptions of our industry and develop plans to promote ethical public relations across Canada.

#### POTENTIAL MEASUREMENT

# times CPRS is profiled in media and social media advocating for profession; public perception of PR in Canada



Canadian Public  
Relations Society

Société canadienne  
des relations publiques

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