



CPRS Atlantic | Council Framework | January 2020

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.

Council Roles & Responsibilities:

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| President | <ul style="list-style-type: none">● Meetings & agendas● Liaison with CPRS National● Annual planning, editorial and events calendar● Bylaws and oversight for Council● Annual budget |
| Vice President - Professional Development | <ul style="list-style-type: none">● Organizing professional development and networking events, following a Council, approved editorial and events calendar <p><i>Note: members may (and are encouraged to) gather at any time locally if an opportunity arises</i></p> |
| Vice President - Communications | <ul style="list-style-type: none">● Oversight for communications efforts related to web, social media, and email <p><i>Note: CPRS National provides technology for chapters to populate</i></p> |
| Vice President - Membership & Credentials | <ul style="list-style-type: none">● Regional contact for CPRS membership● Provides support to candidates for accreditation and credentials |
| Provincial Chairs - NB, PE, NL | <ul style="list-style-type: none">● Act as the provincial point of contact for the Council● Lead the formation of a provincial advisory committee) to provide on-the-ground leadership and logistics support for PD opportunities, relevant member news and content, and networking events. |
| CPRS National | <ul style="list-style-type: none">● Action notes & document archives● Financial support;● Technology support: webinar, event booking, and web services |

Note: For Mission, Vision, Communication, Conscience, Collaboration, and Careers, [see CPRS National Strategic Framework](#).