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TO: Board of Directors

FROM: Public Relations Advisory Council

DATE: 11 December 2009

RE: Update and next steps for PR Advisory Council in 2010

Membership:

Jill Strand, Chair
Liz Blankson-Hemans (2007-09)
Shira Kavon (2007-09)
Heather O'Daniel (2008-2009)
David Shumaker (2008-09)
Libby Trudell (2009-2010)
Cara Schatz, SLA Staff
Ann Sweeny, Board Liaison

Summary of Work in 2009

It's been an exciting and eventful year for the Public Relations Advisory Council (PRAC). Our many challenges and opportunities began with the start of 2009 and SLA's Centennial Celebration. PRAC members worked to create and launch a Centennial Celebration PR tool kit and wiki for use by leadership and PR chairs at the unit level in the early part of the year.

Our second challenge was working to outline a concept and name for a new annual event for the association that would help promote the profession. As the Alignment findings were released, it became clear to the Board that an event/day of celebration was not what was needed at this time, and that PRAC could better serve the association by assisting in the roll-out of the Alignment findings.

The council quickly changed direction, and partnered with the Board of Directors, SLA staff, and leaders to recruit, train and support nearly 50 Alignment Ambassadors. This group of ambassadors did an amazing job of informing and engaging members about the Alignment Project findings and the reasons behind pursuing a name change for the association.

In our November meeting we began discussing how the incoming Council could help to maintain the momentum of Alignment to move the association and profession forward and continue to help members implement it their own organizations.

Continuing to Move Alignment Forward in 2010

Council members discussed how next steps should include providing the Alignment Ambassadors, PR Chairs, and individual members with tools and training which will allow them to speak decisively and passionately about their value within their organizations.

Recommendations for 2010 PRAC

- Continue to work closely with the Alignment Ambassadors as conduits to the membership. The ambassador's role will prove to be an important one in the greater conversation about alignment. They were extremely valuable and effective in gathering feedback from members and providing it to the Board, HQ and Leadership.
- Initiate, as soon as possible, an ongoing conversation with all segments of the membership about where we go from here. Brainstorm ways to keep this momentum going and keep members engaged.
- Consider how to continue to promote Alignment at the association and unit level, and draw a greater percentage of membership into the Alignment conversation and process. In this way, even though the name change effort may have failed, Alignment will not.
- Work with Ambassadors and PR Chairs to develop a new PR toolkit using Alignment findings and resonant messages.
- Develop new training for PR chairs on communicating to external audiences using Alignment findings and resonant messages.
- Work with PR chairs to develop targeted messages for different types of info pros in different vertical industries and regions.
- Closely examine the "lessons learned" through the name change initiative. In other words, what did we learn from this experience and what might have been done differently to better address members concerns?

The 2009 members of PRAC would like to thank the Board of Directors for the opportunity to serve this association at such a pivotal time in its history. We wish the incoming 2010 Council all the best as they continue the important work of aligning SLA and positioning the profession and our members for a successful future.

Prepared by: Jill Strand, Cara Schatz

Respectfully submitted: Public Relations Advisory Council