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TO: Board of Directors
FROM: Committee on Association Governance
DATE: September 6, 2013
RE: PRAC Board Recommendation on Council Charge and update

ORIGINAL RECOMMENDATION: The Council recommends that the Board refer to the Committee on Association Governance to consider amending the Council’s charge along the lines below.

RESPONSE: Due to the creation of the Membership Committee, the Committee on Association Governance recommends the proposed revision delete references of targeting members directly from the Public Relations Advisory Council’s charge as tracked below in the **Proposed Revision** (other original content from board document OM0712-A03 is kept intact as a point of information for the Board of Directors).

Additionally, in light of the difference between Advisory Councils and Committees reporting structure, we recommend altering the definition of “SLA Leadership” in this charge to clarify that Advisory Councils do not report to the Board of Directors.

Current Charge	Proposed Revision
advise and recommend to the association's Chief Executive Officer policies, guidelines, and activities reflecting the determined needs of members to be incorporated into the Association's Public Relations Program;	advise and recommend to the association's leadership*, policies, guidelines, and activities that enable employers and potential employers to recognize the value that information professionals can bring to their organizations
represent Association unit's needs by inclusion in strategic decisions and discussions made by the Board of Directors, Headquarters, and/or public relations firm concerning the marketing and branding of the Association;	propose to the association's leadership*, methods and techniques which showcase the benefits of association membership to existing and potential members and employers, and share these methods and techniques with association units
liaison with Association units, other professional information organizations, and headquarters Director of Public Relations regarding public relations needs; monitor public awareness needs of Association units	promote association activities and member accomplishments to current and potential vendor partners and sponsors.
	liaison with Association units, other professional information organizations, and headquarters Director of Public Relations regarding public relations needs; Collaborate with units to ensure provided tools and collateral materials are promoted and used

BACKGROUND INFORMATION:

Upon convening its first meeting, Council Members had a need to fully understand the Charge of the Council. It was their conclusion that the current Charge was not an accurate reflection of the Council's role in current times and in line with current SLA strategic goals. In addition a key objective of the current Council is to be more "external"-facing in seeking the support of potential employers, sponsors and partners and in driving member growth.

FINANCIAL IMPACT STATEMENT:

Limited. Development of some outreach media (eg video, podcasts, website improvements) may require funds. However the Council has been working to identify realistic solutions such as partnerships with SLA units, sponsorship drives with interested partners such as recruiting and consulting firms in the industry, as well as use of available social media platforms.

Original Prepared by: Karen Reczek; Liz Blankson-Hemans

Update Prepared by: Leslie Reynolds and Karen Reczek

Original Respectfully submitted: Public Relations Advisory Council

Updated Recommendation submitted: Committee on Association Governance

PRAC Membership:

Karen Reczek (Chair)

Hildy Dworkin

Donna Gibson

Linda Andrews

Gina Gajewski

Kate Arnold (Board Liaison)

John Walsh (SLA staff member)

CAG Membership:

Leslie J Reynolds (Chair)

Marilyn Bromley

Dorothy McGarry

Beth Hanson

Ann Koopman (Board Liaison)

Linda Broussard (SLA Staff member)