



# WELCOME

*to the*

# 2020 PRSA-SF “State of the Chapter” ANNUAL REPORT

*Presented by Chapter President, Jenna Watson Gudgel  
December 11, 2020*

# President's Annual Report

- What is our objective? (from chapter bylaws)
- Reflecting on 2020 Goals & Progress
- 2020 play-by-play



# What is our objective?

**Section 3. Objectives.** In accordance with the purposes of the Society as set forth in the Society's articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering members to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve; and, to:

- Promote **lifelong learning**.
- Strengthen and maintain the **highest standards of service and ethical conduct** by all members of the profession.
- **Embody vibrant, diverse and welcoming professional communities**.
- Recognize capabilities and accomplishments.
- Provide thought leadership and professional excellence through the exchange of ideas and experiences.
- Collect and disseminate information to enhance or improve the professional knowledge, standards and ethical practice of the membership.

# GOALS & VISION FOR 2020

- Set the bar for professionalism, collaboration, & innovation in the PR/communications field
- Maintain & grow chapter membership: exceed 300
- Repeat successes of 2019 including an engaging Awards Program! “The Foggies”
- Host relevant, beneficial programs & events for our PR community
- Show ROI for joining PRSA / become chapter brand ambassadors
- Grow chapter income through sponsorships & awards
- Chapter leadership retention + finishing the entire year strong

# GOALS & VISION FOR 2020

- 2 committee members for each committee + monthly committee meetings
- Reinforce and build our chapter's reputation for D&I
- Maintain & develop new strategic partnerships
- Open, collaborative relationships with District and sister chapters
- Give back to the community in various ways (pro bono work, volunteering, fundraisers)
- Empower and equip PR/comms pros through mentoring connections, ethics materials & APR resources
- “HAVE FUN!” – Krysta Pellegrino, 2010 Chapter President



# 2020 Events & Programs

- **January:** Board Leadership Annual Retreat / 2020 Kickoff



# 2020 Events & Programs

- **January:** January Mixer with PRSA SF Bay Area Chapter – Meet the 2020 Board (Local Edition in SF)







# 2020 Events & Programs


- **February:** Launching an Effective U.S. / Asia Cross-border PR Strategy (OnePiece in SF)


**LAUNCHING AN EFFECTIVE CROSS-BORDER PR STRATEGY**

Feb. 27 | 6-8:30 p.m.  
OnePiece Work  
414 Brannan Street  
#PRSACrossBorder

 Charlie Gu | Kollektive Influence  
Founder & CEO

 Yiyang Lu | @yiyanglu  
TEDx Speaker & Fast Company Most Creative Person in Business

 Mike Kehoe | @mk\_kehoe  
OnePiece Work  
VP Business Operations

 Julie Jarratt | @juliejarratt  
Cathay Pacific Airways  
Communications Director





# 2020 Events & Programs

- **March:**



## WEBINAR

Free Registration:  
Communicating about  
COVID-19 — Navigating a  
New and Uncertain Crisis

Directed members to national re

- March 18 - Combatting Covid: What Works, Why Now
- March 20 - Virtual Community
- March 25 - PR News Webinar on Covid



# 2020 Events & Programs

- April:



- PRSA Bay Area Virtual Happy Hour
- PRSA-SF Mentorship Virtual Open House

**SAVE THE DATE**

 **MENTORSHIP OPEN HOUSE** 

Join us for a virtual open house  
and learn how you can get involved  
in the PRSA-SF Bay Area Mentorship Program.

Wednesday, April 29 @ 7 p.m.  
via Zoom Conferencing



# 2020 Events & Programs

- **April - May:**

- Created, launched, and co-produced 7 Friday Forums with PRSA-SV (Edelman on trust, local news on TV reporting, finding purpose, and more)



**Friday Forum with PRSA-SV & SF**

April 3 at 11am PT, via Zoom

Tune in to hear from communications pros about handling the current climate as it pertains to COVID-19 and the Bay Area. Engage with those who are making a difference during this unprecedented time.

*Bring your tough questions!*

**PRSA SV & SF #FridayForum**

5/1 at 12 pm PST

Hear how Abby and her team keep up with comms amidst a global crisis

**Abby Lunardini**  
CCO, Chan Zuckerberg Initiative

**PRSA SV + SF PRESENT #FRIDAYFORUM:**  
**Social Media, Consumer Behavior and What Brands Need to Know**

5/8 at 11 am PST

**Cindy Waters**  
Digital Strategist Consultant

**Sean Dallas Kidd**  
Partner & CCO, Demonstrate

**PRSA SV + SF PRESENT #FRIDAYFORUM:**  
**Finding Your North Star: Act on Your Brand Purpose Amid COVID-19**

5/15 at 11 am PT

**Whitney Dailey**  
VP, Marketing/Research & Insights, Porter Novelli

**Sandy Skees**  
EVP, Global Lead, Innovation & Impact Practice, Porter Novelli



# 2020 Events & Programs

- **May:** Mental and Emotional Nourishment amid COVID-19

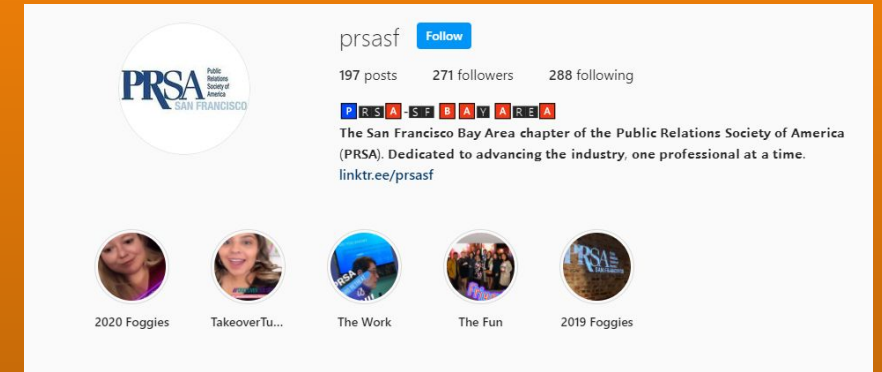




# 2020 Events & Programs

- **June:**

- Membership survey on what members need during COVID-19. Survey results:
  - Needed professional development, job hunting tips, media relations
  - Not Zoom fatigued, liked short-form video
  - Panel of in-house recruiters focused on marketing and communications
  - How the industry has pivoted
- Kicked off our “Takeover Tuesdays” on our IG Stories to give an inside looks behind-the-scenes of PR life / life and purpose on the board



# 2020 Events & Programs

- **June:**

- ☐ Black Lives Matter Panel Discussion Presented by PRSA-SF (great discussions; raised almost \$1,000 in donations to BLM)

We are deeply saddened and frustrated by the senseless murder of George Floyd and those who have lost their lives to police brutality and systemic racism.

The PRSA-SF Chapter stands in solidarity with our Black colleagues and friends during this painful time. Diversity and inclusion has long been a key tenet of our chapter and will continue to be long after this current cycle of media attention fades.

As communicators, and humans, we have an ethical responsibility to use our voice and stand for truth and justice. We embrace the responsibility and are committed to amplify our voices and continue to support the Black community.

—  
**#BLACKLIVESMATTER**



# 2020 Events & Programs

- **August:** Two Professional Development workshops:
  - 1) Research, Recruitment and Retention in PR
  - 2) Bospar Media Relations Workshop



Bospar



# 2020 Events & Programs

**September:** Diversifying PR: Going beyond the "What" to address the "Why" and the "How"





# 2020 Events & Programs

**September:** Put out “Tip Tuesdays” to encourage award submissions



*Tip Tuesday*

## The Foggies Edition

Don't forget the 300-word executive summary and supporting documents!

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*Tip Tuesday*

## The Foggies Edition

Supporting materials (in PDF format) must include Objectives, Strategy, Execution and Results.

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*Tip Tuesday*

## The Foggies Edition

Have something that fits a few categories? Great! You can enter as many as you wish (with some restrictions).

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# 2020 Events & Programs

**October:** Virtual ICON (National Conference)

Halloween Happy Hour





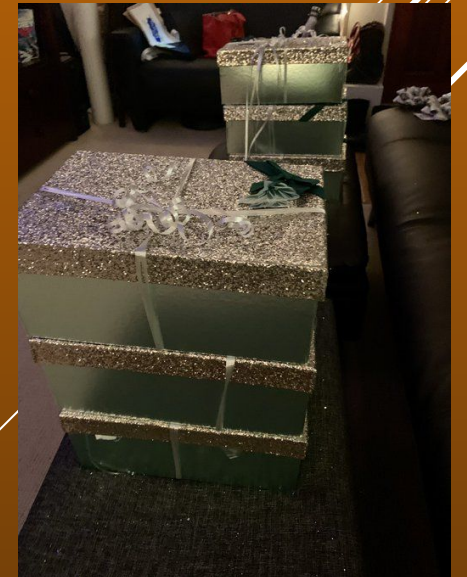
# 2020 Events & Programs

## November: Virtual Foggies Awards Night



# 2020 Events & Programs

## November: Virtual Foggies Awards Night






# 2020 Student Affairs

- Maintained strong relationships with local universities and PRSSA programs.
  - Speaking on various panels
  - Connecting soon-to-be or new grads with internships and job opportunities
  - Agency tours & guest lectures
- Helped re-institute the PRSSA chapter at University of San Francisco! (USF). In the final stages now.



# 2020 APR & Membership

- **APR:** Supported several APR candidates through the APR process
  - Informational resources and discussions
- 
- **Membership:** Maintained relationships with members and welcomed them in/got connected

# 2020 Sponsorships & Strategic Partnerships

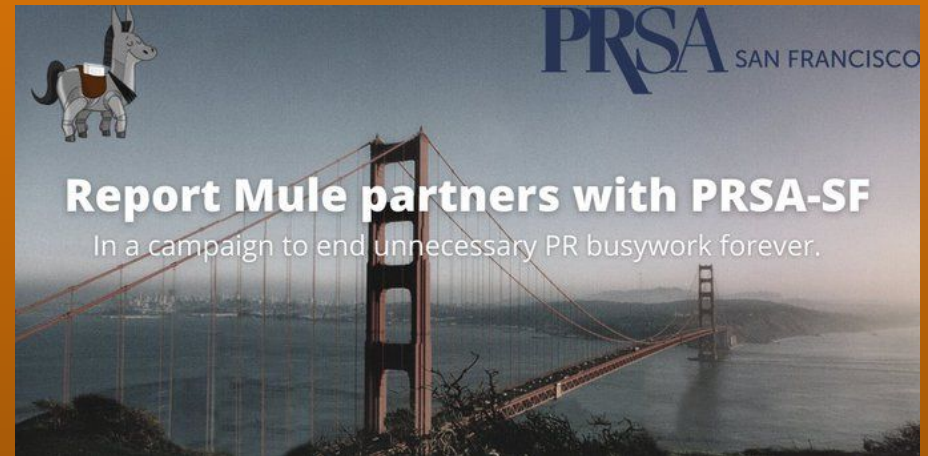
## CHAPTER SPONSORS



Platinum Sponsor



Silver Sponsor



# 2020 Admin & Finance

- **Admin:** Transitioned duties to Executive Committee
- **Finance:** Due to that, and no in-person programs, we stayed under budget. Brought in revenue from our Awards Program.





# 2020 Closing Thoughts

- We were agile and adaptable
- We did our best to serve our membership community to the best of our abilities
  - Directed the community to resources, tools, job opportunities, news, best practices
  - Served as brand ambassadors for the chapter, presenting at various national programs, including monthly Ethics calls, Leadership Rally, and more
- So much may have been canceled or put on hold, but **the connection and the community weren't canceled!** (Awww!)
- Our board leaders are awesome, creative, and collaborative. It was a great team effort this year!

# OPEN ITEMS, SUMMARY, CLOSING THOUGHTS?



***You rock!***



# THANK YOU!

