

Minutes
CPRS-NS Board Meeting
April 8, 2024 - 12:30 p.m.
Halifax Partnership, Suite 701, North Tower, 1675 Grafton Street, Halifax
and VIRTUAL via Teams

Attendees: JoAnn Alberstat, Shelley Murphy, Chris Hansen, Alison Gillan, Sarah Robertson, Tiffany Chase, Dawn Delaney, Charmaine Gaudet, Coleen Logan, Tien Pham, and Olivia Ward

Regrets: Katie Feltmate

1. Welcome

- President, JoAnn Alberstat called the meeting to order at 12:35 p.m.

2. Approval of Minutes

- Sarah Robertson requested an amendment to the Communication Update to reflect she is unable to resolve the Instagram issue. A motion to approve the amended March 18th minutes was tabled by Sarah Robertson. Seconded by Dawn Delaney. Motion carried.

3. Financial Update

- Treasurer Chris Hansen stated there is a bank account balance of \$9493.00. Investments are valued at approximately \$3000.00. Financial statements have been forwarded to bookkeeper, Kelly Gaudet in preparation for the AGM.
- It was noted that Q3 remittances from National have been received totalling \$390.63. Q4 remittances are expected to be received in Q1 2025.

4. Professional Development Update

- Co-chairs Alison Gillan and Tiffany Chase reported plans are underway to host a virtual session in late April re: interdisciplinary collaboration between communications and marketing. The Committee hopes to assemble a panel representative of various sized organizations.
- Sarah Robertson suggested contacting Acadia University where this model exists.

5. Membership Update

- Committee Co-Chair, JoAnn Alberstat said she reached out to members, including the Board, with cards and emails to express appreciation. This outreach resulted in some reciprocal engagement.

- Tiffany Chase discussed further consideration of group memberships.
- JoAnn provided an update on membership stats that included five new members, one retired and three expired memberships.
- Charmaine inquired about reconciling email bounce backs to which JoAnn reminded the Board that National oversees the general database and that members are encouraged to update their personal contact information.

6. Accreditation Update

- Committee Chair, Charmaine Gaudet, with assistance from Sarah, plans to continue the promotion of the APR program. She is hopeful to obtain existing messaging from National to help in this process.
- Charmaine reiterated that there are no candidates this year from Nova Scotia for the program but is prepared to offer support in portfolio building, which is the role of the Chapter, should someone come forward.

7. Communication Update

- Committee Chair, Sarah Robertson has plans to promote the upcoming PD session and the Nominating Committee Report. She provided a written report to the Board re: socials indicating that LinkedIn continues to perform well, while Facebook lags. She reminded the Board to like, share and comment on the platform.
- JoAnn Alberstat asked if anyone could assist in resolving the Instagram account issue. Dawn Delaney and Tien Pham offered to help.

8. Awards Update

- Committee Chair, Dawn Delaney reported that, to date, there have been no submissions for the student awards with the deadline being April 9. Board members felt that extending the deadline during exams, etc. would not generate additional interest.
- There was discussion around the timing of the awards and the application process. Further investigation should be considered. It was suggested that 4th year Mount students might be better suited for the program than 1st year students; opening the process up to students in all years of study could be a more viable option.

9. President's Update

- The May 28th AGM will take place at MSVU at no cost in rooms 301/302 from 5:00 p.m. until 7:00 p.m., with Tracy Rand as the confirmed keynote presenter. Tien offered to assist with setup.

- JoAnn indicated that the Board slate is filling up, with the Call for Proposals ending April 23.
- The Board discussed qualifications for Board positions, concluding that further advice is required to determine eligibility for executive and Board Chair positions. Shelley Murphy volunteered to contact Mary Barker, former Board member and Archivist.

10. Other New Business

- The draft AGM agenda was discussed and there were no changes proposed. The Board discussed Committee reporting during the AGM, offering an opportunity for all Committee Chairs to present. JoAnn thanked the student reps who were participating for the last time this year.

11. Next Scheduled Meeting

- The next board meeting is scheduled for May 13th at 12:30 p.m. via Zoom.

12. Adjournment

- Tiffany Chase moved a motion to adjourn. The meeting adjourned at 1:32 p.m.