



Canadian Public
Relations Society

Nova Scotia Society

Overview

CPRS-NS Strategy Session

August 7, 2024 - 5:00 p.m.

In person

Attendees: Sarah Robertson, JoAnn Alberstat, Lauren Sinclair, Katie Feltmate, Tien Pham, Ceilidh McMeekin, Najah Dhuny, Alison Gillan, Tiffany Chase, Remo Zaccagna

Regrets: Dawn Delaney, Kate Comeau, Olivia Ward

- Strategy session was held to introduce Board Members to each other in person, and plan for the year ahead.
- Committee Chairs presented their work plans for the following committees: Awards, Communications, Membership, Professional Development.
- Discussions centred around membership engagement, partnership opportunities, as well as mentoring.
- The student awards were also discussed, including the idea of extending it beyond first year students.
- CPRS President Sarah Roberston discussed the society's goals and overview of the priorities going forward, including the consideration of input from Life Members and APRs.
- There was agreement amongst the Board on a desire to create province wide networks and connections, beyond the Halifax Regional Municipality, and to offer quality learning and development opportunities.
- The plan for 2024/25 board meetings was discussed, and agreed that they would be a mix of in-person and virtual meetings held monthly.