



Minutes
CPRS-NS Board Meeting
November 12, 2024 – 5:00 p.m.
In Person

Attendees: Sarah Robertson, Alison Gillan, Lauren Sinclair, Tien Pham, Dawn Delaney, Kate Comeau, Katie Feltmate, Najah Dhuny, Lauren Fraser, Olivia Ward, Ceilidh McMeekin, Tiffany Chase

Regrets: Remo Zaccagna, JoAnn Alberstat

1. Welcome

- President, Sarah Robertson, called the meeting to order at 5:06 p.m.

2. Approval of Minutes

- A motion to approve the minutes from the Oct 7 meeting was moved by Alison and seconded by Katie. The motion was carried.

3. Icebreaker (Lauren S. and Najah)

- Lauren S. and Najah led a group discussion about the impact of direct-to-audience comms channels like podcasts, in light of what U.S. media dubbed the “podcast election”. The group had a lively discussion about the challenges and opportunities, including the increased popularity in podcasts, and the ability to target specific/niche audiences, and the challenges associated with pitching, providing high quality content, official languages, the amount of prep time needed and measurement.

4. Consolidated Budget (Kate)

- A budget proposal, based on guidance provided by Kate and draft operating plans, will be reviewed at the December meeting, and a vote will take place.

5. Information Security Proposal (Katie)

- Katie presented a proposal to migrate CPRS NS from Google to Office 365. The main benefit would be increased security and board members would have CPRS email addresses and the MS Suite of tools.



- The Board discussed a need for further clarification on both one-time and ongoing costs, and what is included. (ie: document migration from Google Drive to Sharepoint, number of email addresses, long-term fees, etc.)

6. Membership (Ceilidh)

- Ceilidh met in person and virtually with MPR and BPR candidates from the Mount to finalize having student representatives on the Board. Kiana Crummy (MPR), and Suwela Vassoa (BPR) will become the student representatives, and will be invited to board meetings going forward.
- Membership survey results were also discussed.
- There were 11 responses to date, with 90.9 % members indicating they are satisfied with their membership, and noting professional development, networking and accreditation as the top reasons to join.
- Members in Nova Scotia indicated they were not interested in APR accreditation, however, it was noted that 54% of our members are already accredited. Board members agreed on the need to continue promoting the designation.
- The survey will remain open and a final push will be sent out to drive participation.

7. Canva Pro account and New Professional Development offering (Lauren F.)

- Najah was acknowledged for her work on the PD committee, and the Board welcomed Najah as a PD co-chair with Lauren F.
- The next PD event is scheduled for November 21 at the Brewery Market, and features a panel on Navigating Policy Landscapes & Mastering Effective Government Engagement. Approximately 35 tickets were sold to date, and the Board will continue to promote the event.
- The cadence of professional development events was discussed, and the need to strike a balance between what members want and our capacity to deliver, given the heavy workload required in organizing and promoting events and significant costs for some venues/catering.
- Other ideas for future PD sessions included volunteerism, crisis communications, AI and ethics.
- The Board also agreed to purchase a CanvaPro account using existing budget, to help collaborate on designs/promotions for events, and to create a better cohesion, brand guideline adherence, and alignment for the future.
- The Board also discussed exploring sponsorship for future events using models from other Local Societies, and budgets for advertising events. Several ticket sales for the Nov. 21 event came from an ad that was boosted on LinkedIn. Social Media ad budget exists within the Communications line item.

8. President's Update (Sarah)



- Sarah introduced the President's Special Committee, the Emerging Professional Advisory: Olivia and Najah
- Holiday social: Molly and Remo looking into venues and dates. Promotions to begin ASAP. Have reached to IABC Maritime for potential co-hosting.

9. Other Business

- The Board approved the spend for the Holiday Social via email following the last board meeting. The social will take place on December 17 from 5:00-7:00 p.m. at Seaport Social.

10. Next Scheduled Meeting

- Monday, December 9, 12:00 PM-1:00 PM

11. Adjournment

- Kate motioned to adjourn. The meeting ended at 6:36 p.m.