

# FPRA

## CHAPTER MANAGEMENT REPORT

2021-2022



*Orlando Area Chapter*

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*Orlando Area Chapter*

## Two-Page Summary

The FPRA Orlando Area Chapter (FPRA Orlando) board of directors began its year in September 2021 optimistic about the future of our chapter and continuing our mission to help our members do their jobs better. With a solid foundation of both new and tenured board members, and with COVID-19 cases decreasing in our area, we were ready to make the 2021-2022 board year #FPRAGreaterThan ever.

After more than a year of virtual-only programming and observing various challenges our membership was facing (such as layoffs, job changes, relocation, personal hardships, etc.) due to the COVID-19 pandemic, we decided to send a member survey in July to find out what our members were looking for from their FPRA Orlando membership leading into the new chapter year. Based on the data, overall membership satisfaction was generally high; however, we collected a few additional data points that helped influence our chapter efforts:

- Our members had a strong desire to return to in-person programming and networking (one of the top benefits of FPRA Orlando membership), but were frustrated due to fluctuations in COVID-19 cases in our area. This led to varying comfort levels of returning to in-person meetings of any kind (similar to most chapters at this time).
- Some members expressed concerns with chapter culture (echoed in anecdotal feedback to chapter leaders) and there was an obvious difference between the needs of early career and more seasoned members.
- Local company budgets were still in flux and no longer including association membership dues as part of their budgets. Therefore, some of our members had to consider either paying completely (or partially) out-of-pocket to cover their membership cost or not renew all together. This led to an increase in questions regarding additional member-only benefits that were unique to FPRA Orlando.

With those key points in mind, we focused our efforts on the following objectives:

- Find safe and unique ways for our members to network and further their professional development while remaining flexible based on current conditions in the environment and producing financial returns for the chapter's treasury.
- Engage our tenured members through various chapter channels such as programming, leadership engagement and career recognition.
- Provide various FPRA Orlando member-only benefits throughout the year to further engage with our members and increase membership value.

After discussing our priorities for the year, FPRA Orlando's board of directors braced for the unknown and were determined to remain flexible, strategic, mindful and creative when planning for the new year. Leveraging the institutional knowledge and experience of our tenured board members, we created a plan that would help us remain fiscally responsible through a mix of both in-person (when appropriate) and virtual programming, addressed our members' desire to connect with us and their fellow PR colleagues in a safe way, lean into the needs of our senior-level practitioners in the chapter, increase membership value and continue to position FPRA Orlando as the leading and preferred professional network for Communications professionals in the Central Florida area (our chapter goal).

Our strategies and tactics for the year included various ways to achieve the objectives listed above, along with other areas of focus that continue the chapter's mission. The top highlights of this year include (but aren't limited to) the following (see next page):

## Two-Page Summary

- Securing more than \$4,000 in cash and in-kind sponsorships for monthly programs and membership initiatives, including securing a year-long membership coffee meeting partnership with Foxtail Coffee Co. (provided their venue as a meeting location, free coffee and member-only discounts on specialty beverages and food items for members only as part of their agreement).
- Averaging 20+ members in attendance for a total of six (6) virtual and five (5) in-person professional development programs (with limits on capacity due to venue policies).
- Distributing two professional scholarships, two student-to-professional scholarships and donating \$350 to the Florida Public Relations Education Foundation.
- Raising more than \$3,200 for student scholarships over two separate fundraising campaigns, surpassing our original goal of \$1,500 by 114% - the most fundraised in recent chapter history.
- Facilitating workshops during the Fall and Spring “semesters” for members seeking to earn their APR, with workshops averaging 10-12 participants featuring statewide member attendance and resulting in two (2) Orlando Area chapter members earning the credential.
- Executing a sold-out Image Awards gala with 78 professionals in attendance (earning more than \$4,500 in ticket sales), securing \$1,400 in cash and in-kind sponsorships, and presenting 17 awards.
- Gaining more than 20 brand-new members by capitalizing on the fluctuating job market through personal outreach and membership events.
- Hosting five (5) member-only events, including a yoga session, three coffee meetings with guest speakers and an Instagram Reel tutorial virtual event.
- Maintaining our ongoing commitment to Diversity, Equity and Inclusion through monthly speaker selection, highlighting state DEI efforts, providing member resources and fostering the board position’s responsibilities as the only chapter in the state with a dedicated DEI board position.
- Continuing our chapter’s strong social media presence featuring 58% growth on our LinkedIn page and more than 500 new followers across all channels (Facebook, Twitter, Instagram and LinkedIn).
- Launching our brand-new website chapter website with 500+ more page views than the previous year with the old website.
- Re-designing our monthly newsletter, the PRclaimer, with a different layout and updated content our members wanted to see (based on data we collected in our annual survey), resulting in an average increase in both open rate (+3.29%) and click-through rate (+.14%).
- Inviting six (6) members of the EC to our monthly chapter board meetings to discuss their roles at the state level and their personal FPRA journeys.
- Implementing a nomination committee of tenured chapter members to recruit and secure the slate of board positions for the 2022-2023 year, while working with them to consolidate our board positions from 17 to 14 to ensure chapter security for future years.

While our chapter experienced its fair share of challenges, the milestones and accomplishments of this year’s board of directors (following several years of uncertainty) have made our chapter **#FPRAGreaterThan** ever before and has built a stronger foundation for the future of our chapter in the Central Florida area. We will close out the board year with some of our strongest programs to date and prepare our incoming chapter leadership for another successful year.



# 2021-2022 Board of Directors

ORLANDO AREA CHAPTER



Comprised of 19 Members  
Photos from Board Installation and  
September Board Retreat

## Accreditation

Our chapter approaches accreditation slightly different than the majority of other FPRA chapters in that we partner with PRSA's Orlando chapter to facilitate twice-a-year "semester" study sessions, jointly support APR candidates throughout the study/prep process and panel presentations, and earning their APR.

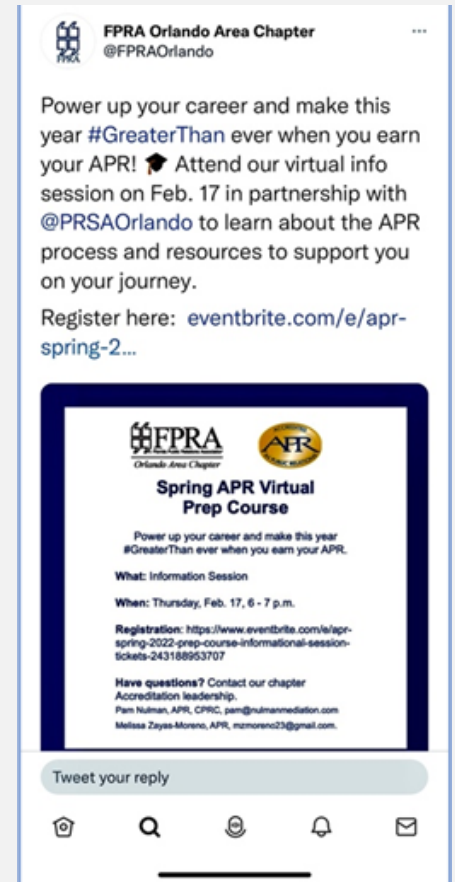
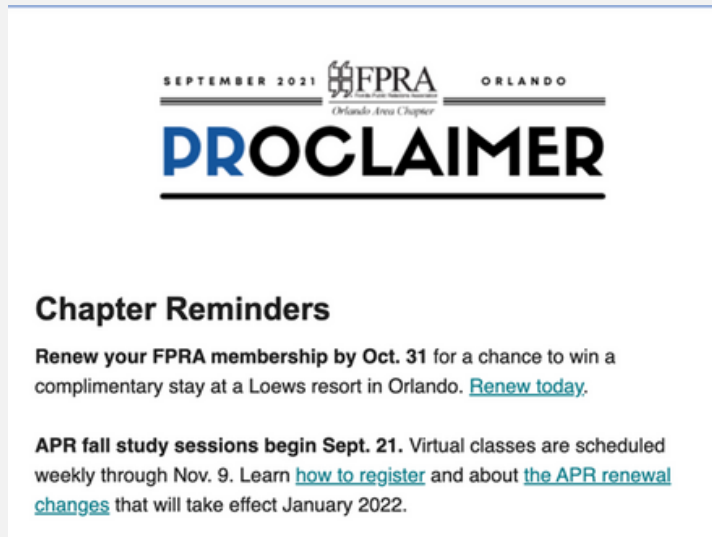
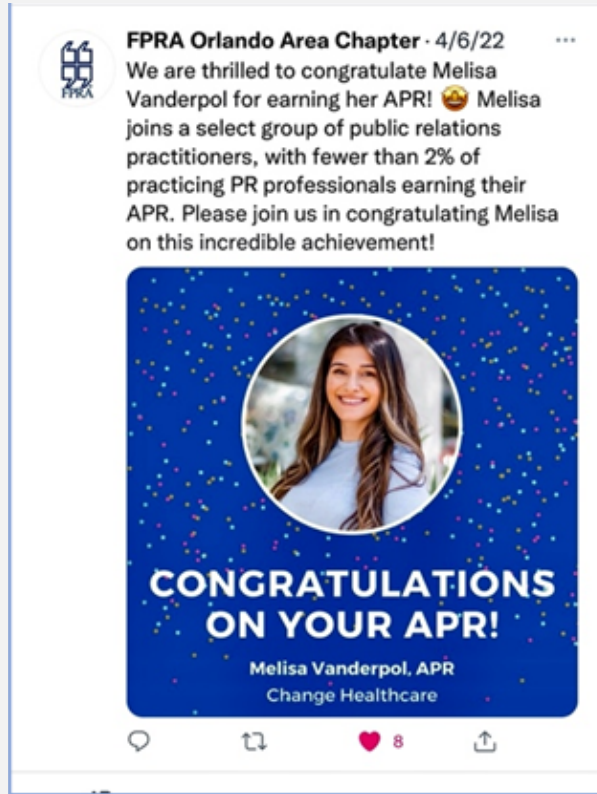
As the country returns to more "historical" and "traditional" communication modes, we opted to keep the majority of study/prep sessions virtual due to positive feedback from participants who appreciated the convenience. We did experiment holding one session in the spring – our RPIE session – in person and it was extremely well-received and attended. We continued to have strong participation in our prep workshops during both the fall of 2021 and spring of 2022, however, we have encountered challenges moving participants through the process to ultimately earn their APR. Although we haven't conducted formal research to determine potential causes for the "stalling" occurring, anecdotally, what we're hearing is life is very busy and candidates are moving earning their APR to the back burner as social activities, travel, etc., all rebound.

Our chapter also embraced the new APR tagline: Power Up Your Professional Life in our promotions and numerous members participated in CPRC and APR months by sharing testimonials carried through state FPRA and local FPRA social channels.

We were fortunate this year to have two FPRA members serve as CO-VPs of Accreditation for our chapter. Heading into 2022-2023, the board of directors will begin using the title of VP of Credentialing, instead of Accreditation, to align with the state association by coupling the CPRC credential with the APR credential under one position.

### Results by Numbers:

- Two new APRs – Melisa Inanc, APR, and Despina McLaughlin, APR
- Fall APR Prep Workshops- Eight sessions/average of 10 participants
- Spring APR Prep Workshops- Eight sessions/average of 12 participants
- One (APR) mock panel presentation held
- One (APR) formal panel presentation held
- Four FPRA/APRs participated as APR prep course presenters in the fall and spring workshops
- Three FPRA/APRs participated in mock and formal APR panels as judges
- Our two new APRs to be recognized at June event
- Ongoing support of numerous APR candidates following this year's workshops including mentorships, custom one-on-one content review, Panel Presentation written questionnaire review
- Four newsletter APR/CPRC articles published
- Two dedicated emails distributed
- 30+ social posts related to APR/CPRC activities
- Updated dedicated FPRA Orlando web pages for accreditation and certification with website relaunch





# Leadership Development

## **Board Management**

Board transition meetings took place between July and August, and these meetings were followed by individual coffee chats with the president to get to know everyone on a more personal level. The president-elect and president then met with each board member in August to discuss their responsibilities and our vision for the year ahead. These meetings all led up to our annual board retreat at Universal Orlando Resort – a full day of strategic planning and goal-setting for our year while also incorporating some fun activities (including a group ride on a roller coaster and a behind-the-scenes tour of a Halloween Horror Nights haunted house with the designers to showcase teamwork & collaboration). The day began with an overview of our chapter's history, the history of FPRA, helpful board member tools and overall tips for success as a board member. This was followed by reviewing our membership survey results and a group brainstorming session where the board shared incredible ideas that would translate into success for our robust membership in Orlando. We also created a strategic plan and programming plan for the chapter year that was updated each quarter - the results of this strategic plan are included throughout this report.

To keep our board members engaged and aligned, we've implemented the following since September:

- Launched a WhatsApp group for general board member communication.
- Opened a Slack channel for our board to conduct quick calls to action and communication on chapter projects.
- Continued bi-weekly meetings for the chapter President, President-Elect and Immediate Past President to discuss leadership/chapter updates.
- Began monthly one-on-ones for each board member with either the president, president-elect and immediate past president.
- Invited six (6) members of the EC to attend our monthly board meetings to discuss state association business and their FPRA journeys.
- Scheduled quarterly meetings with our EC liaison, chapter president and president-elect.
- Invited committee members to attend our board meetings to build our leadership pipeline.

## **Nominating Committee**

To maintain the integrity of our chapter leadership ballots, we implemented a nominating committee, led by the immediate past president, and process to assist with appointing the board slate for the following board year. Taking a page from EC recruitment, this included the publication of an interest questionnaire that all candidates were asked to complete for the committee's review. We received 10 applications for 17 available roles, resulting in a need to either recruit board members or consolidate roles and responsibilities – we did both. Reviewing chapter boards around the state, it was clear we had more roles than almost any other. To achieve more streamlined board management and operational efficiency, we consolidated board roles from 17 to 14 and recruited three additional members to fill them (1 role remains vacant). The new board represents a strong pipeline for leadership, with four new members and one returning board member who has expressed interest in being a future president-elect.

## **Internship Program**

This year, we had our first-ever chapter intern in the fall and spring semester who contributed tremendously to our efforts and success. Internship projects included monthly chapter event recap blog posts for our website, social media graphics and content creation, writing press releases, research for the chapter board, media list creation, event planning support and more. This program was led by our chapter Secretary, who served as internship supervisor - providing a way for her to grow her leadership skills. By incorporating a chapter internship program, we also were able to nurture our future leadership pipeline. In exchange for the intern's service, we provided a one-year student membership scholarship.

## Membership Development

95 Members (20 brand-new members)

PY: 103 members

After a whirlwind year of job changes, relocations and continuing budget cuts, our chapter is still the fourth largest in the state by membership numbers. When planning our membership strategy, we referred to our annual survey to understand our members' needs in-depth. Coupled with a brainstorming session from our board retreat in September and a meeting with several past chapter presidents (led by our immediate past president), we implemented a number of tactics to recruit new members, retain existing members and enhance member engagement at all levels:

- **Welcome everyone personally:** Each new member was welcomed by our membership team with a personal welcome email and an opportunity for a 1-1 coffee chat where we learned about them and shared all FPRA has to offer. We also connected them with the resources to make the most out of their membership, including member-only events, APR mentors and more.
- **Host member-only events for additional value:** We organized three (3) member-only coffee meetings that featured special guest speakers, including Carolyn Maue to discuss her new leadership book, a multimedia journalist from the NBC affiliate in Orlando discussing her career and pitch ideas for PR practitioners, and a local lobbyist discussing the basics of lobbying. We also hosted a private yoga session and dog park meet-up for members to start the New Year as part of our #FPRAFresh campaign and a virtual Instagram Reel tutorial with Cynthia Velasco (chapter member and board of director who produces content as her full-time job) - with an average attendance of 12 members per event.
- **Raise our profile among community leaders:** On Bosses Day (Oct. 16), we sent an eCard to the bosses of our members thanking them for supporting their team members' involvement in FPRA Orlando and detailing the benefits of FPRA to encourage their continued support. With help from our board, we secured information for 30 bosses and achieved a 23% eCard open rate.
- **Distinguish senior and upcoming leaders in the PR community:** To reinforce perceptions of our "Central Florida Public Relations Professional of the Year for Career Excellence" award as a recognition of lifetime achievement for senior-level practitioners, we introduced a new award that would create an avenue for less experienced professionals to still be recognized for their impact on the profession and our community. Called the "ImPress Award for Professional Achievement," the award in its inaugural year was presented at the chapter Image Awards gala to two deserving professionals who have left a lasting mark or impression on our community. We also drafted formal policies for each award and engaged several past chapter leaders in the selection committee.
- **Build a stronger bridge between the local board and EC:** Addressing the cultural issues our chapter has faced, we aimed to build a stronger bridge between Orlando Area chapter leaders and leaders on the EC to form a unified front. Throughout the year, our chapter invited EC members to speak at board meetings, where they shared insight into the priorities of their leadership role and their personal FPRA journeys. The goal was to demonstrate that, just like our board members, they are also members of the association and belong to a home chapter. So far, we have hosted six (6) EC members to date on the topics of professional development, association communications, DE&I, research & planning, member services and the FPRE Foundation.

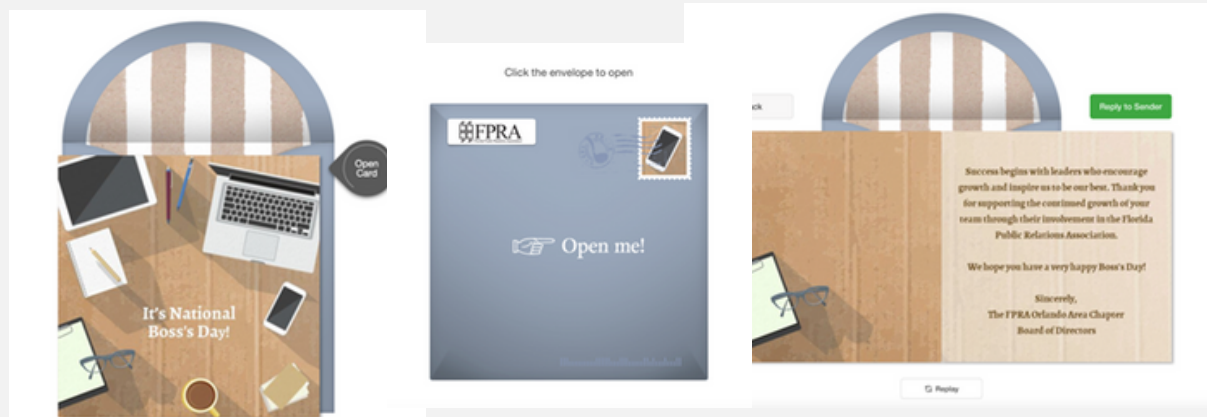


## Membership Development

95 Members (20 brand-new members)

PY: 103 members

- **Celebrate our legacy:** In conjunction with President's Day, we invited three past chapter presidents to speak on a panel about leadership in public relations. One of the discussion topics was memories or milestones that defined their presidency, allowing them to reflect fondly upon association involvement and share historical/institutional knowledge with current members in attendance at the event. Each speaker also emphasized the impact FPRA leadership had on their careers, which we hoped might influence future leaders.
- **Attract early renewals with strong campaign:** Our membership team created a renewal campaign that included personal emails, calls and reminders to all current members, more than 30+ pieces of communication across social media, email, website and events, and a prize of a hotel stay at one of Universal Orlando's resort hotels going to one lucky member. Following this campaign and the renewal deadline, we achieved a 79% renewal rate.
- **Offer membership scholarships:** We provided two membership scholarships this year via an application process that showcased their chapter involvement, future interests with the chapter and financial need. We highlighted one of these scholarship offerings as a Diversity, Equity and Inclusion scholarship to reach underrepresented communities - the only difference in this application was a question about what DE&I meant to the candidate. Camelo Communication sponsored the DE&I scholarship.
- **Looking at our members beyond their roles:** In January 2022, we wanted to show our members that we care about both their personal and professional growth with a campaign titled #FPRAFresh. During this month, we hosted member-only events (including a private yoga session and a dog park meet-up) along with tips from their fellow members on various topics (such as nutrition, organization, mindfulness, content planning and top books) via our social media channels to help them start the year #FPRAFresh. Overall, the campaign reached 7,000+ people with 250+ likes, 25+ comments and 50+ shares across all social media platforms (campaign included 25+ total posts across all channels).
- **Follow up with new members:** To keep new members connected to our chapter, our membership team reached back out to them between six to nine months after they joined to check in, remind them of any upcoming monthly program and membership events, and ask for chapter feedback.



## FPRAFresh



**FPRA**  
Florida Public Relations Association  
Orlando Area Chapter

- Choose a time and location each day to practice mindfulness through formal meditation (sitting in meditation for ten minutes or longer).
- Don't worry if you can't shut your mind off while meditating. This is normal and happens to people who have been meditating for years.
- The goal is not to shut your mind off while meditating. The real goal is to be present to your experience in the moment by coming back to your object of focus (a feeling, word or your breath) each time you become aware of your thoughts while meditating.

#FPRAFresh

It's a new year and FPRA Orlando is here to help you start #FPRAFresh!





Professional growth is what we're all about – but peak performance begins from within. All month long, our chapter will be hosting events along with sharing tips & tricks to help you start 2022 #FPRAGreaterThan ever.

**FPRA**  
Florida Public Relations Association  
Orlando Area Chapter

#FPRAFresh

## FPRA | LEADERSHIP IN PUBLIC RELATIONS

Virtual Roundtable Talk with FPRA Orlando Area Chapter Presidents

 <b>BOB O'MALLEY</b> RAILROAD CONSULTANTS	 <b>JOE CHABUS, APR, MBA</b> MCDONALD'S
 <b>SUSAN D. ENNIS, APR, CPRC</b> GIRL SCOUTS OF CITRUS COUNCIL	 <b>CAROLYN MAUE</b> THE MAUE CENTER (MODERATOR)

WEDNESDAY, FEB. 16 | 8:15 A.M. NETWORKING | 8:30 A.M. PROGRAM START

## Membership Communications

Our board of directors took member communication seriously and considered our annual survey when deciding which platforms to use for various chapter initiatives. Led by our membership team, the following tactics were implemented to ensure we stayed in touch with our members and they were informed of our chapter activities:

- **Reconnecting in meaningful ways:** According to our membership survey, our members had a deep desire to reconnect with one another in a safe setting. After more than a year of virtual programming, we planned a membership mixer happy hour event at a local brewery (outside to calm COVID-19 concerns) in October during renewal season to begin that process. With 30+ members in attendance, including three prospective members, we gave attendees a scavenger hunt list upon arrival that required member signatures, leading to deeper connections and interaction, in order to participate in a random drawing for prizes from FPRA Orlando and our partners at Foxtail Coffee Co.
- **Highlight member accomplishments:** Supported through our social media channels, monthly newsletter and our chapter remarks during monthly programs, we highlighted our members in a variety of ways, including showcasing members through a monthly blog post on our website, utilizing our member-only Facebook group to highlight local member achievements and welcoming new members, and celebrating member accomplishments (including earning their APR, industry recognition, new jobs and promotions). In total, we recognized 30+ member accomplishments this year so far.
- **Member-only Facebook group:** We continued to utilize our member-only Facebook group to share important chapter updates, such as monthly program information and member-only events, and provide further value to our members by posting new job listings in advance, available pro-bono work, scholarship opportunities, member celebrations and more.
- **Launch of rebranded monthly newsletter:** Based on our membership survey results, a majority of our members receive their news from our chapter via email. To further invest in this method of communication, we rebranded our monthly newsletter with a new layout, new member-relevant content and more. Based on the PY, we saw an increase on average in both open rate (+3.29%) and click-through rate (+.14%). We've received several compliments from members about our updated newsletter and pulled this quote from a former chapter president who sent this message via email: "Please pass along my admiration and appreciation to whoever puts together the monthly PRoclaimer newsletter for FPRA's Orlando Area Chapter. Today's edition was informative, comprehensive and visually appealing! I read every word! Thanks for all the hard work that goes into keeping members updated." — Chris Gent, APR, CPRC

## External Communications

The Central Florida area is home to PR practitioners with varying backgrounds, levels of expertise and long-term career plans - with professionals consistently leaving/returning to the city. With so many membership associations in the area, we continue to prioritize our external communications to further build our brand recognition and earn favor with professionals looking to join a local organization. We achieve this through a variety of different channels that help us earn brand awareness in distinct ways.

- **Launch of new website:** Since late 2020, our chapter has been working behind the scenes to refresh our chapter website with a new layout, web pages and navigation to better align with our chapter needs. Through various site maps, copy revisions and buildout over a span of 10 months, our new website finally launched in November 2021. We moved both our layout and domains from WordPress and BlueHost to SquareSpace only, saving a total of \$266 per year. Since its launch, the website has generated more than 4,500 visits (up from 4,000 on the old website) and has listed more than 65 jobs (vs. 41 in PY) on the Job Bank page (the most popular page on the site).
- **Lead with email marketing:** Email continues to be the no. 1 method of reaching our members (per our annual survey results). With a database of 716 subscribers, we've sent more than 70 emails so far this year to promote our chapter initiatives - achieving a higher open rate (averaging between 20-30%) than the industry average (between 1-10%).
- **Maintain strong social media presence:** Throughout the board year, our social media channels averaged three posts per week and experienced new levels of growth and engagement, particularly on our LinkedIn page (total followers grew by 58%).

### Results by Numbers (Social Media):

- LinkedIn:
  - 1.Total Impressions: 34,100
  - 2.Total Unique Page Visitors: 466
  - 3.Total New Followers: 164
- Facebook:
  - 1.Total Engagement (Likes, Shares, Comments): 2,771
  - 2.Total Page Views: 1,079
  - 3.Total New Followers: 42
- Instagram:
  - 1.Total Impressions: 3,618
  - 2.Total Likes: 1,857
  - 3.Total Comments: 137
  - 4.Total Shares: 167
  - 5.Total Saves: 20
  - 6.Total New Followers: 53
- Twitter:
  - 1.Total Impressions: 81,130
  - 2.Total Profile Visits: 8,367
  - 3.Total Mentions: 101
- **Partnership with PRSA Orlando:** We continue to maintain a strong working relationship with the local PRSA chapter on various events and chapter initiatives throughout the year. They were most recently a sponsor of our Image Awards gala and are partnering with us once again on our signature Media Mashup event in June. We also host quarterly meetings with their leadership to identify any partnership opportunities and ensure the monthly programming of both organizations doesn't overlap and/or interfere.
- **Media Relations:** Throughout the year, we sent a total of three (3) press releases surrounding important chapter announcements, such as the winners of our top Communications awards, our local Image Award winners and our chapter's Joe Curley Rising Leader nominee. We also sent one (1) pitch to local media following our board's installation. In total, our chapter received nine (9) media placements from outlets such as the Orlando Sentinel, WESH 2 News, Credit Union Times, Southeastern CU News and more.



# Congratulations,



## Leah Santiago

FOR BEING RECOGNIZED ON QWOTED'S TOP 100 LIST OF PROFESSIONALS!

**Paula Verónica** uploaded a file.  
Admin · 3 May at 08:00 · 🌐

🌟 Pro bono PR Opportunity for local nonprofit

Hi FPRA Orlando Community! A local organization about to open its newest community center is looking for some help generating buzz around its grand opening.

<https://www.myrecoveryconnections.org/>

If interested, please email contact Carol Cowan: [carolcowan@cfl.rr.com](mailto:carolcowan@cfl.rr.com)

PDF  
**Recovery Community Center Grand Opening - Sponsorship Opp.pdf**

👍 Cynthia Velasco, Chris Gent and 1 other 1 comment Seen by 35

👍 Like 🗨 Comment 📧 Send

All comments ▾

**Ashlynn Webb**  
👤 Jeannie Rivera !

👍 Like 🗨 Reply 4w

Write a comment...



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[Contact Us](#)



The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.



DECEMBER 2021

# PROCLAIMER

### Chapter Reminders

**What does the future hold?** Register for FPRA's free Dec. 9 webinar, "Future of PR and Communications: Trends in PR and Communications That Will Affect How, Why and Where You Do Your Job," with **Stephen Dupont, APR**. [Register now.](#)

**Join FPRA Orlando for a Dec. 15 webinar** on navigating your career with HR and PR leaders sharing advice and techniques cultivated through decades of experience, sponsored by [Curley & Pynn](#). [Register now.](#)

**Credit Union Times**

CREDIT UNION TOPICS RESOURCE CENTER MARKETPLACE DIRECTORY CU TECH HUB LUMINARIES



**Valerie Moses**

The Florida Public Relations Association's (FPRA) Orlando Area Chapter recognized **Valerie Moses**, senior relationship manager for the \$2.6 billion, Lake Mary, Fla.-based **Addition Financial Credit Union**, with the Joe Curley Rising Leader Award nomination. The award honors up-and-coming individual FPRA members who demonstrate emerging leadership traits along with dedicated active involvement in FPRA chapter activities. Since 2013, Moses has served in the community engagement and partnerships department at Addition Financial, managing the credit union's public relations efforts and relationship with the University of Central Florida (UCF). Moses currently serves as the FPRA chapter's vice president of communications/social media, and was recently recognized as Member of the Year for the 2020-2021 term. She is also a graduate of the LeadershipFPRA Class VI, a leadership development program facilitated by FPRA for public relations practitioners in Florida. She holds an MBA from UCF and is co-chair of the Harbor House of Central Florida Young Professionals board.



# Professional Development

Our chapter hosted seven (7) professional development programs during the 2021-2022 year. In a mix of virtual and in-person meetings, members were able to connect and learn from top communications leaders throughout the country. Topics included Social Media Strategy, Community Relations, Career Growth, Leadership in Public Relations, Branding, Internal Communications and Executive Communications.

Our programming team brought speakers from international brands like Crumbl Cookies, Travel + Leisure, McDonald's, Girl Scouts and more. The selection of topics and speakers resulted in an average of 20+ attendees per event and brought in approx. \$2,000 for the chapter treasury.

Looking ahead, in collaboration with PRSA Orlando, we're hosting our annual Media Mashup event on June 16, a half-day professional development program featuring top communicators and journalists from the Central Florida region. In July, the chapter will host a professional development program about legislative session and how PR practitioners can guide their companies through legislative policy updates, featuring a panel of lobbying professionals in the healthcare, tourism and appropriations industries.

**NOVEMBER PROGRAMS**

Community Relations Partnerships with Second Harvest Food Bank of Central Florida

Live Webinar  
Wednesday, Nov. 10  
Networking: 10:45 - 11 a.m.  
Program: 11 a.m. - 12 p.m.

FPRA Orlando Gives Back  
Member Volunteer Outing

Tuesday, Nov. 16  
8:15 - 11:30 a.m.  
411 Mercy Drive, Orlando, FL 32805



**SWEET SOCIAL MEDIA STRATEGY WITH CRUMBL COOKIES**

LIVE WEBINAR WEDNESDAY, SEPTEMBER 22  
NETWORKING: 10:45 - 11 A.M.  
PROGRAM: 11 A.M. - 12 P.M.

ANNA TIBBITTS  
PR MANAGER - CRUMBL COOKIES

**Rebrand Playbook with TRAVEL+ LEISURE**

Wednesday, March 16, 2022  
Networking: 8:00 a.m.  
Program: 8:30 a.m. - 9:30 a.m.  
Location:  
Central Florida Hotel & Lodging Association

Vanessa Picariello, APR  
Senior Director, Brand Publicity

Felipe Arboleda, PMP  
Director, Brand Management

## Chapter Income

After a few years of investing in our members for chapter retainment and security, not charging for monthly programs and battling community budget cuts in financial giving, we included financial management as one of our top objectives for the new board year.

As of June 1, we've calculated a 38% increase in our reserves. This was achieved through timely monthly programming topics, both cash and in-kind sponsorships, the increase in new memberships (and higher membership rebates) and strategic spending. Through our proactive planning, we've been able to invest back into our membership by offering:

- Two professional membership scholarships.
- Two student-to-professional scholarships.
- Stipends to support the participation of 1-2 members in LeadershipFPRA.
- Scholarships for two members to attend FPRA Annual Conference.

## Sponsorships

In an effort to continue to increase membership value, our chapter identified several new opportunities for this year's sponsorship offerings outside of monthly programs and traditional chapter activities - totaling more than \$4,000 in cash and in-kind sponsorships.

- **FPRA Orlando Job Bank sponsorship program:** This timely offering launched in November 2021 during "The Great Resignation," which saw a massive impact on recruiting efforts for businesses of all sizes, and featured benefits to help companies fill needed positions. Sponsors received exclusive inclusion in the monthly PRoclaimer newsletter under the Job Bank, dedicated social media promotion on our chapter channels and the opportunity to feature the position via a blog post on FPRA Orlando's Blog + News web page. The Job Bank sponsorship program has proven popular, with two companies – &Barr and the North American Veterinary Community – participating for 30-day windows each, and with both companies filling their sponsored openings close to or within the 30-day sponsorship window.
- **Monthly Member-Only Coffee meeting partnership with Foxtail Coffee Co.:** To add additional value to our member-only coffee meetings, our chapter's VP of Sponsorships secured a partnership with Foxtail Coffee Co. to serve as our main sponsor, which included the in-kind use of their venue, complimentary drip coffee for attendees and special member-only discounts on specialty beverages and food items. We expect this sponsorship to live on after this board year based on our great relationship with the brand.
- **Large-scale in-kind sponsorships:** Through strong community partnerships, our chapter's VP of Sponsorships secured multiple in-kind sponsors for various events throughout the year that added value for our members, including:
  1. 75 servings of an exclusive dessert called the "Strawberry Champagne Petite Cake" from popular local bakery, The Glass Knife, for our Image Awards gala.
  2. Local yoga studio YogaMix providing our members with free one-day passes and 50% off monthly or annual memberships during our #FPRAFresh campaign.
  3. Chapter member Carolyn Maue donating five copies of her new book, "Gourmet Leadership: Turn Up the Heat on Your Secret Sauce," which were given to five attendees during our February program on the topic of leadership.
  4. Central Florida Hotel & Lodging Association and GrayRobinson donating their board rooms for two of our chapter programs.



### 30-Day Featured Job Listing Package

#### FPRAOrlando.org Featured Job Listing Sponsorship Package

FPRA Orlando's Job Bank is the most highly visited section of our chapter's website and an excellent way to connect with thousands of prospects.

The FPRA Orlando Job Bank can drive significant traffic to your website and expose your brand to thousands of potential new visitors. In 2020, FPRAOrlando.org enjoyed:

- 14,800+ unique visits (6,000+ to the Job Bank)
- Nearly 17,000 overall page views (6,700+ of the Job Bank)

To increase visibility of an existing job opportunity and boost engagement with potential candidates, Central Florida businesses are invited to engage in FPRA Orlando's 30-Day Job Bank Sponsorship Package, which includes:

- Featured, top-of-list positioning on [www.FPRAOrlando.org/job-bank](http://www.FPRAOrlando.org/job-bank)
- Featured job listing within 'Job Bank' section of chapter's monthly newsletter
- One (1) feature story write-up, hosted on the FPRA Orlando website, which draws an average of 500 unique monthly visitors
- One (1) eNewsletter blast dedicated solely to the sponsoring company's feature story, reaching more than 730 subscribers
- One (1) sponsored post for job listing on FPRA Orlando's social media channels (combined reach of 5,500+)

This package is available to FPRA Orlando Area members for **\$250** and to non-members for **\$350**.





## Community Service

Our chapter continues to support our local and statewide community through various methods of giving.

### **Donations**

This year, our chapter donated \$350 to the FPR Education Foundation by purchasing valentines during the state's "Show a PR Colleague Some Love" Campaign. We purchased 35 valentines and sent them to chapter supporters, members and past-members/leadership.

### **Member Volunteer Event**

Before the holiday season, our chapter coordinated a volunteer event for our members at Second Harvest Food Bank in November, where our members helped sort through 4,000 pounds of food for inclusion in local food pantries.

We hope to build on these community service efforts next year and continue to give back.



## Diversity, Equity & Inclusion

Currently, the FPRA Orlando Area Chapter is the only FPRA chapter statewide to have a dedicated board position for Diversity, Equity and Inclusion. We are proud of the work our board members, led by the VP of DEI, continue to do to further this mission in the Central Florida community. We are also proud to be represented by several FPRA Orlando members who serve on the DEI task force responsible for advancing the association's commitment statewide.

### **Member Scholarship for Diversity, Equity & Inclusion**

We provided two membership scholarships this year via an application process that showcased their chapter involvement, future interests with the chapter and financial need. We highlighted one of these scholarship offerings as a Diversity, Equity and Inclusion scholarship to reach underrepresented communities. As part of this application process, the only difference for this scholarship was the inclusion of a question asking the member what DE&I meant to them. We were able to secure a sponsorship with Camelo Communication for this scholarship based on their passion and support for this cause at the local level.

### **Diverse Venues and Speakers**

Our VP of DEI consistently audits our monthly programming and chapter plans to make sure we're speaking with businesses and speakers that represent the diversity of our community. We've featured dynamic BIPOC speakers as part of our member-only coffee meetings and chose a woman-owned venue for our Image Awards gala, to name a few examples. We continue to evaluate these important factors as part of our chapter commitment to DEI.

### **Social Media Support**

Our chapter continues to recognize important moments in the year for DEI efforts, including Black History Month, Women's History Month and Martin Luther King, Jr. Day, with social media posts and inclusion in the president's message as part of our monthly newsletter.

### **DE&I Resources**

Our VP of DEI continues to share upcoming local festivals, events and national updates and resources on these important topics on our website and with our board members.

There's always more work to do in this area, and we are committed as a chapter to furthering DEI efforts in our profession overall.





# Student Outreach & Scholarships

## **Fundraising**

Our chapter's VP of Student Outreach planned and implemented two different fundraising campaigns to support student scholarships this year:

- For Giving Tuesday, our chapter raised a total of \$1,162.72, surpassing our \$500 fundraising goal by 133%. This was also a 48% increase in total funds raised from our Giving Tuesday campaign during the 2020-2021 board year (\$788.26). Chapter member and past state & local chapter president Roger Pynn, APR, CPRC matched donations up to \$500 for the campaign. Members of our board signed a virtual thank-you card and emailed it to Roger at the conclusion of our campaign as a small gesture of our gratitude.
- For our annual Image Awards Silent Auction to raise funds for student members and their professional development, the VP of Student Outreach and their committee:
  1. Planned, coordinated and managed a nearly three-hour silent auction.
  2. Solicited major donations from 19 companies - including First Watch, Universal Orlando, AdventHealth and Kennedy Space Center - and created 18 baskets for auction.
  3. Sold all 18 baskets and raised a total of \$2,040.83, surpassing our \$1,000 fundraising goal by 104%. This was also an 85% increase in total funds raised from our virtual silent auction during the 2020-2021 board year (\$1,104.00).

Overall , we raised a total of \$3,203.55 for the board year, surpassing our annual fundraising goal of \$1,500.00 by 114% - the most funds raised in recent chapter history.

## **Scholarships**

Our chapter awarded one (1) student-to-professional scholarship at \$85 to a recent graduate during membership renewal season. We plan to reopen applications throughout the summer around spring and summer graduations to hopefully award 2-3 more scholarships during the remainder of the board year. We also plan to award four (4) annual conference scholarships to cover 75% of the \$585 student registration rate with the funds raised.

## **Awards**

Our VP of Student Outreach also coordinated our chapter's top student award, the Intern of the Year award - which included a marketing campaign, nomination process and appointing a selection committee. We received seven (7) nominations and the winner was recognized in person by their nominating supervisors, our chapter president and the VP of Student Outreach at their current internship office.

## **Quotes, the FPRA Student Chapter at the University of Central Florida**

This year's VP of Student Outreach worked with Quotes on a variety of initiatives to further student engagement at the professional level, hopefully leading to an increase in student-to-professional members upon graduation.

- Worked with eight (8) different members of the Quotes executive board to develop a Quotes Corner blog piece that was featured in our chapter's monthly Proclaimer newsletter (September-April).
- VP of Student Outreach attended multiple Quotes events, including both fall and spring Intern Pursuit (an internship fair for Communications students), their Fall 2021 welcome social, Intern Pursuit "boot camp" to prepare student resumes, and more to offer support for student members and foster a deeper connection with our professional chapter.



#QUOTESCHARGESON 

## INTERNSHIP TO FULL TIME CONVERSION

October 28 | 3:30-4:30 PM.  
Location: NSC 115

**Rachel Ilardi**  
Communications Specialist at Curley & Pynn

**Sarah Kelliher**  
Associate Communications Strategist at Curley & Pynn



  
Florida Public Relations Association  
*Orlando Area Chapter*

Thank you to our community partners that make student membership possible!

## Image Awards

This year, our Image Awards team once again partnered with the Southwest Florida Chapter to swap and judge entries. Our chapter hosted two virtual workshops to assist members with their entries. We co-hosted the second workshop ahead of the submission deadline in partnership with the Southwest Florida Chapter. Our attendees heard from Holly Boldrin, APR, CPRC of Priority Marketing and Cynthia Lambert, APR of MetroPlan Orlando – both of whom were repeat winners in past Image and Golden Image competitions. We also created a resource library on our Google Drive for members to use to their advantage in crafting a compelling entry. The resource was highly popular with leaders from the Capital, Lake County, Southwest Florida and Tampa Bay chapters, who all reached out to ask for the link to share with their chapter members. Finally, we provided a pre-submission review service for our members who wanted expert opinions on ways to improve their entries ahead of the submission deadline. In all, the Orlando Area Chapter received 22 submissions and 17 awards were presented to our entrants. The Orlando Area Chapter judges judged 12 entries from the Southwest Florida Chapter.

Despite having a lower number of entries than in year's past, we had a high turnout for our Image Award ceremony with 78 guests in attendance – a sold out event that was enjoyed by all. People raved about the venue (a woman-owned business) and their excitement to gather again in-person. To keep hand hygiene and our guest's safety top-of-mind, we had local company, Blezoo, donate hand sanitizers bottles to each of our guests in their swag bags.

Additionally, we recognized numerous up-and-coming and longtime industry leaders at our program. We awarded student member Kiara Almanzar with the PR Intern of the Year award, recognized both FPRA Orlando member Despina McLaughlin and industry colleague Jaylen Christie with our inaugural "ImPResS Award for Professional Achievement," and awarded past chapter president Susan Ennis, APR, CPRC with our Central Florida PR Pro of the Year award. To add a special touch to the event, past president and member Jamie Floer, APR, CPRC donated Girl Scouts cookies to each one of our attendees in their swag bags as a nod to Susan's current employer.

We also used this event to fundraise for student scholarships via a silent auction with 18 baskets featuring items donated from businesses across the Central Florida community (such as AdventHealth, City of Orlando, First Watch, Foxtail Coffee, Rollins College and more). The silent auction raised more than \$2,000 for this effort (more information included in the Student Outreach section).

To pull off a successful event, we worked with many different areas of our board. The Image Team worked very closely with the chapter leadership team, the communications team, treasury team, the VP of Sponsorships and the VP of Student Outreach specifically. However, many members contributed to the event's success by volunteering on the day of the event to assist with setup and logistics behind-the-scenes and from afar. We also enlisted Jason Guy, a morning news anchor from WESH-2 News (Orlando's NBC affiliate), to serve as the event's emcee who also covered the event live on-air during his morning segment the following day.

Many members expressed interest in revising their feedback based on the judge's comments to submit to the state's Golden Image Awards competition.









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*Orlando Area Chapter*

**Website:** [www.FPRAOrlando.org](http://www.FPRAOrlando.org)

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**LinkedIn:** /FPRAOrlando

**Facebook:** /FPRAOrlando

**Instagram:** @FPRA\_Orlando

**Twitter:** @FPRAOrlando

