

PRSA COLLEGE of FELLOWS

2014-2016 Strategic Plan

Vision

Public Relations is a lead discipline in driving strategic goals and achieving excellence in every organization. The College of Fellows will recognize excellence in that discipline and endeavor, by example and service, to help other professionals attain it.

Mission

The College of Fellows supports PRSA's mission to unify, strengthen and advance the public relations profession, build value and demand for, and global understanding of, public relations. The College recognizes and honors public relations professionals who embody and sustain professional excellence and, as such, establishes the highest in professional standards. As the College is the preeminent association for public relations and communications professionals within the Society, it also is positioned to offer expertise to PRSA, with a special focus on mentoring, while also supporting advocacy, outreach to higher education, and leadership.

Goals

Professionalism

Strengthen the profession:

- Elevate and honor excellence in professional practice and character
- Serve as focal point for PRSA's mentoring programs, coordinating efforts through the BOD, staff and other PRSA groups, establishing standards, and striving for continuous improvement
- Encourage COF member involvement in PRSA academic, industry, and communications activities

Community

Raise awareness of COF as PRSA's preeminent group that recognizes and honors PR professionals:

- Conduct research of PRSA member awareness of COF at all levels throughout the Society
- Create more visibility for COF at PRSA events, especially International Conference
- Actively draw on COF members as resources for PRSA

Leadership

Working with and through the College's liaison to the PRSA Board of Directors, the College will be an advocate for the profession and will align the strategic initiatives of its Mission with those of PRSA in the areas of mentoring, education and leadership

Thought Leadership

Establish COF as primary thought leaders of the industry:

- Conduct research of PRSA member awareness of COF at all levels throughout the Society
- Benchmark COF thought leadership against other professions and honorary societies
- Establish "best practices" for leveraging COF members as thought leaders
- Elevate the discussion about Learning to Teach (LTT) via COF thought leaders

Engagement

Increase member participation in COF activities:

- Emphasize mentoring as COF's highest engagement priority; provide opportunities for mentors to serve
- Educate COF members about the LTT initiative and promote participation

Recognition

Create a more visible stage for COF and its members:

- Create a national award for mentorship as a new PRSA individual award
- Through collaboration with other PRSA Committees, establish a Legends Committee procedure to induct iconic, truly legendary professionals — not accredited but who could otherwise be Fellows