

**MISSION**  
 Dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in the state of Florida.

**Improve Organizational Effectiveness and Efficiency**

**1. Ensure continuity of FPRA's vision and mission**

- A. Maintain the highest professional standards and ethics in the management of the chapter
- B. Identify and cultivate potential leaders for sustained chapter viability
- C. Elevate and promote brand standards for the chapter

**2. Manage growth and sustainability**

- A. Ensure the sustainability of current chapter structure and membership

**3. Ensure that research guides the planning and implementation of programs and services**

- A. Regularly survey members on satisfaction with chapter and benefits
- B. Monitor the competition and industry landscape
- C. Review/update Strategic Plan every three years, or as needed

**4. Ensure financial viability of chapter**

- A. Diversify revenue streams
- B. Develop an investment plan

**Develop and Maintain Membership and Benefits**

**5. Increase the perceived value of membership**

- A. Provide services to meet identified member needs
- B. Foster consistent programming that enhances professional development and networking for all levels of professionals
- C. Engage and involve senior-level members
- D. Provide and promote leadership development

**6. Make membership retention a priority**

- A. Employ sound retention processes

**7. Expand and diversify chapter's membership base**

- A. Implement a membership development plan annually
- B. Develop a means to market chapter-specific programs and benefits to non-members
- C. Strengthen relationship between chapter and students
- D. Communicate the broader definition of membership

**Develop and Enhance Identity**

**8. Increase the visibility and enhance the reputation of FPRA and chapter**

- A. Advance the mission of FPRA
- B. Recognize and promote excellence in the PR field and among members and the general public
- C. Leverage recognition programs as unique assets

**9. Enhance the relevance and importance of accreditation and certification**

- A. Promote/communicate value of accreditation and certification programs
- B. Recognize accredited/certified and newly accredited/certified members

**10. Enhance the relevance and value of Counselors' Network**

- A. Provide value-added, members-only opportunities for senior-level, CPRC FPRA members