

POLICIES AND GUIDELINES OF THE VOLUSIA/FLAGLER CHAPTER OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION

(Revised December 6, 2007)

POLICIES AND GUIDELINES

Policies and guidelines may be amended by a two-thirds vote of the Board of Directors. A notice of an amendment made public in writing is required to the chapter membership.

The Volusia/Flagler Chapter will abide by the FPRA Code of Ethics and follow all State Association policies including, but not limited to, the Branding Policy, Discrimination and Harassment Policy, Membership Renewal Process Policy, and Problem Resolution Policy.

ARTICLE I: ORGANIZATIONAL STRUCTURE

Section 1. Chapter Positions: The following list of positions indicates a general line of communication with vice presidents reporting to the president. It is recommended that the president-elect work closely with the vice president of membership, that the immediate past president work closely with the student liaison, that the vice president of programs work closely with the vice president of public relations and secretary, and that the vice president of communications work closely with the vice president of Web services and vice president of membership.

President
Immediate Past President
President-Elect
Vice President of Membership
Vice President of Programs
Vice President of Special Projects
Vice President of Accreditation and Certification
Vice President of Chapter Communications
Vice President of Technology
Vice President of Public Relations
Vice President of Finance
Secretary
Historian/Student Chapter Liaison

ARTICLE II: BOARD MEETINGS

Section 1. Attendance: Board members are expected to attend every board meeting. If a board member is unable to attend, he or she is responsible to make arrangements to participate via conference call and/or provide a detailed report of activities to the president or president-elect before the meeting. If a board member misses two consecutive unexcused board meetings, or four board meetings in a chapter year, the absence must be addressed by the Board of Directors.

Section 2. Meeting minutes. Minutes must be taken during every board meeting by either the secretary or another board member. Minutes taken will be e-mailed to the entire board no later than one week prior to the following board meeting.

ARTICLE III: FINANCE

Section 1. Reimbursement/Expenditures: Prior to spending any monies that will require reimbursement, two-thirds approval from the Board of Directors must be obtained. Approval can be obtained during a board meeting or via e-mail. To receive reimbursement, a receipt of purchase for an approved expenditure must be submitted either at or prior to a board meeting. Request for reimbursement for non-approved expenditures must be justified and approved by two-thirds vote of the Board of Directors.

Section 2. Financial Records: The vice president of finance is responsible for maintaining an electronic and hard copy of the chapter's finances. The electronic version will be used to create monthly statements and maintain an annual budget. A hard-copy version will keep on record all bank statements and receipts, plus a printed version of the monthly statement and budget. Records should be kept for five years and passed on to each vice president of finance.

Section 3. Scholarship: Each year when budgeting allows, the Volusia/Flagler Chapter will award at least one \$500 scholarship to a qualifying college student from Volusia or Flagler counties. It is recommended this scholarship be tied to an event that allows for independent financing.

Section 4: Quarterly State Board Meetings and Annual Conference: It is the intention of the Volusia/Flagler Chapter to provide funding for the president and president-elect to attend all quarterly state board meetings. Expenses covered include mileage, hotel, and up to a \$40 allowance for food. Original receipts and a Mapquest travel sheet must be provided for reimbursement. When the treasury has a balance of less than \$3,000 at the beginning of the chapter year, the priority for budgeting travel will be placed on providing representation at the quarterly meetings. In regards to attending the annual conference, it is recommended that attendance not be funded if the cost of sending a representative will cost more than 25 percent of the treasury balance. Furthermore, if it is only financially viable to send one representative to conference, that representative should be the incoming president.

ARTICLE IV: PROGRAMMING

Section 1. Frequency: The Volusia/Flagler Chapter will make a concerted effort to host an event for its members every month.

Section 2. No-shows: Individuals who RSVP for a program and do not attend will be invoiced unless they give at least a 24-hour notice to the chapter secretary or before a final head count must be submitted to a caterer.

ARTICLE V: COMMUNICATIONS

Section 1. Newsletter: The chapter must e-mail and post online at least six newsletters each chapter year.

Section 2. E-mail communications. The chapter must e-mail information about upcoming meetings to members.

Section 3. Web site: The chapter's Web site must be current and updated at least monthly. Job bank listings will be posted and removed when filled.

ARTICLE VI: MEMBERSHIP

Section 1. Communications: The vice president of communications is ultimately responsible for all communication between the chapter and its members. The vice president of membership should submit membership-related articles and notices to the vice president of communications.

Section 2. Applications: The vice president of membership is responsible for the handling of all applications and the maintenance of member and non-member databases.

Section 3. Follow-up: The vice president of membership is responsible for implementing a course of action for the strategic follow-up of program attendees who are not members of the chapter. This also applies to follow-up with existing members during the renewal period: October 1 through December 31.

ARTICLE VII: NOMINATING COMMITTEE GUIDELINES

Section 1. Rationale: The Nominating Committee is charged with the responsibility of presenting a slate of nominees for the chapter's Board of Directors, with the goal of securing nominees who are willing and capable of providing the dynamic leadership necessary. Candidates should be persons who have the greatest competency and necessary attributes to direct the management of the affairs of the Volusia/Flagler Chapter. The committee must be aware of what is required of each elective position and the relationship of those positions to the chapter.

Section 2. Qualifications for Committee Membership. The Nominating Committee shall consist of the immediate past president as chair, and two others appointed by the chair. Those on the Nominating Committee may serve as directors of the chapter, but not as president or vice president of finance in the coming year. No member of the Nominating Committee should have served on the Nominating Committee more than three years consecutively. Also, no member of the Nominating Committee may appear on the slate of officers. The president-elect should serve in an ex-officio capacity to give input.

Section 3. Qualifications for Board Nominees. The following guidelines are suggested for the noted specific positions:

- President-Elect: Must have served on the Board of Directors for at least one year (not necessarily the immediate past year). Accreditation is a plus, but not a requirement.
- Vice President of Accreditation and Certification: Must be accredited.
- Vice President of Communications: Must have strong skills in written communications and design.
- Vice President of Public Relations: Must have strong skills in writing news releases and dealing with the news media.

Section 4. Procedure. Since the president-elect automatically assumes the role of president, the Nominating Committee is required to fill the offices of president-elect, all the vice president positions, and the historian/student chapter liaison.

The committee should determine collectively which current board members will be asked to serve another term and which board members do not wish to remain on the board at the end of the chapter year. Committee members should analyze what is available in the way of background and experience among the current Board of Directors and what additional

experience and skills are needed to ensure a balanced board.

In March, the committee will e-mail a questionnaire to eligible prospects to determine willingness to serve and ensure that the proposed candidates can fulfill the duties of a board member as set forth in the job descriptions.

Members of the Nominating Committee are required to participate actively in all committee meetings, sharing fully in discussion and decision-making. These meetings may be telephone conference calls or e-mail discussions, but it is suggested to have at least one meeting with everyone in attendance. The chairman will divide contact assignments among the committee members, who are obligated to keep the chairman apprised of progress in securing nominees who have been agreed upon by the committee.

The committee's discussions must be confidential to protect the reputation and good will of those being considered for office.

Section 5. Submission of the Slate. The Nominating Committee shall prepare a slate of candidates for chapter board members, and shall report these nominations in writing to the Board of Directors at the monthly board meeting in May.

Section 6. Presentation of Slate to the Chapter. Following approval by the Board of Directors, the immediate past president shall e-mail the slate of officers to the entire chapter membership by May 15. At the end of the list, it must be noted that additional nominations may be made by written petition signed by at least fifteen percent of the qualified voting membership of the chapter and filed with the secretary before the June board meeting. If additional nominations are made, they shall be included on the ballot, which shall be e-mailed to members immediately following the June board meeting.

*Approved by the Board of Directors of the Volusia/Flagler Chapter of the FPRA
December 6, 2007*

FLORIDA PUBLIC RELATIONS ASSOCIATION CODE OF ETHICS

As a member of the Florida Public Relations Association, I subscribe to the belief that inherent in the practice of public relations is the obligation of a public trust which requires of these principles:

1. A member shall conduct his or her professional life in accord with the public interest.
2. A member shall exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. A member shall deal fairly with the public, with past or present clients or employers and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
4. A member shall adhere to the highest standards of accuracy and truth, avoiding extravagant claims for ideas and words borrowed from others.

- 5.** A member shall not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.
- 6.** A member shall not engage in any practice, which has the purpose of corrupting the integrity of channels of communication or the processes of government.
- 7.** A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.
- 8.** A member shall not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest.
- 9.** A member shall not guarantee the achievement of specified results beyond the member's direct control.
- 10.** A member shall not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.
- 11.** A member shall not place himself or herself in a position where the member's personal interest is or may be in conflict with an obligation to an employer or client, or others, without full disclosure of such interests to all involved.
- 12.** A member shall not accept fees, commissions, gifts or any other consideration from anyone except clients or employers for whom services are performed without their express consent, given after a full disclosure of the facts.
- 13.** A member shall scrupulously safeguard the confidences and privacy rights of present, former, and prospective clients or employers.
- 14.** A member shall not intentionally damage the professional reputation or practice of another practitioner.

(The FPRA membership approved this uniform code of ethics in 1987 as proposed by the North American Public Relations Council. It replaced the original code adopted in 1959.)