

## North Pacific District

**Minutes for PRSA North Pacific District Call**  
**Wednesday, July 29, 2015**  
2 p.m. Mountain ~ 1 p.m. Pacific ~ Noon Alaska

### On the call:

- Chair: Betsy Hays, APR, Fellow PRSA
- Chair-Elect: Pete Codella, APR
- Treasurer: Mar Junge
- Nominating Committee Rep – John Mitchell, APR
- Ronele Dotson, APR, PRSA Director, North Pacific District
- Central California – Jill Wagner, APR, or Katie Rodgers
- Greater Salt Lake – Julie Marie Bradford
- Idaho – Nicola McIntosh
- Portland Metro – Taraneh Fultz, APR & Mark Mohammadpour, APR
- Sierra Nevada – Anne McMillin & Jane Holman

### Approval of Meeting Minutes – Terry LaBrue, APR, Secretary

- Minute approval tabled until August call.

### Approval of Treasurer's Report/Update – Mar Junge, Treasurer

- Last month we wrote one check to Brad Hillard – new APR in Portland Metro Chapter!
- In August we will reordering checks (in prep. for expenses for District Conference :)
- Jane motioned to approve report
- Anne seconded motion
- Report approved!

### National Report - Ronele Dotson, APR, PRSA Director, North Pacific District

- PRSA reviewing RFPs for branding firms – selection coming soon
- Website revamp – in process in conjunction with other strategic planning
- Wrapping up with revised questions for APR exam (new exam available in January 2016)
- Student membership fees are being revised. New structure released soon.
- Task forces are looking at everything PRSA does and how to do it better and most cost-effectively. Technology a big part of this discussion.

### Updates:

- NP District Conference: Pete Codella, APR (Chair-Elect)
- conference website: <http://prsanorthpacificdistrict.org/conference>
- conference theme: Reboot and Retool in Reno - A strategic communications conference presented by the Public Relations Society of America North Pacific District
- conference venue is set - Peppermill Resort Hotel; contract is signed
- registration pricing: purchased in 2015 = member \$200, non-member \$300, student \$75; beginning 1/1/16 = member \$300, non-member \$400, student \$150

- 4 sponsor levels (only 3 are included online now though)
- we'll add a PRSSA liaison to our committee

**Presentation:**

**“How to Involve Millennials”**

**Taraneh Fultz, APR**

**Thoughts and advice from the Portland Metro Chapter’s millennial president! 😊**

How to involve millennials?

Who are millennials?

- Individuals born after 1979
- According to the Bureau of Labor Statistics, as of April 2014 there were:
  - approximately 14 million 20- to 24-year-olds and
  - almost 32 million 25- to 34-year-olds employed in the United States
- In the Portland chapter, almost 40% of dues-paying members are millennials.

How do you want to involve them?

Today, I'm focusing on volunteers.

The Case Foundation produces an annual Millennial Impact Report -- it's a good read, if you're not familiar with it -- and it has some findings that can help inform a Chapter's volunteer strategy.

- As we all know by now, our Chapters live and die based on our volunteer workforce.
- So what inspires millennials to work -- and stick around? When you take compensation and benefits out of the equation,
  - 53% say it's having their passions and talents used to their fullest
  - 20% say it's bonds with coworkers
  - 20% say it's belief in the organization's mission and purpose.

So let's explore this a bit.

*Using passion and talents to their fullest*

- No matter what your age, when you're volunteering, you want to volunteer for something that is tangible. Something that has a defined scope of work and a defined time commitment. (Millennials are also new to the workforce, so if you can give that volunteer role a job title and a job description, they can use it on their resume under "work experience" and not volunteer causes, and that's appealing.)
- Here in the Portland Chapter, we spent several months last year defining all of the different ways members and future members can volunteer with our chapter. We found that there were 156 opportunities to plug in. Some of them are two hours for the entire year. Others can be more like two hours a day -- hello fellow Chapter presidents! -- but regardless of how bite-sized they are, there are a lot. It's overwhelming for the board and for volunteers.
- So if you want to staff those volunteer needs, you need to think of yourself as a match maker.
  - Your job? Take these millennials out to coffee.
  - Ask them what their PR plan is for themselves.
  - Find out what they're passionate about.
  - Find out what they've learned they're naturally good at.
- Once you know these things, I recommend you match them with a volunteer role that allows them to show off their talent first and their passion second.

- Remember, they're newer to the profession. They're building a network. They're trying to gain credibility among their peers, and the people that might hire them.
  - Showing off their talent gives them a safe, comfortable place to get started.
- And once they're picking up steam, you can move to the next phase:

#### *Bonds with coworkers*

- In the same Case Foundation report, they found that 78% of millennials prefer volunteering in groups over volunteering independently.
- **This is the hardest part of involving millennials.** You have a demanding job. You have a demanding family. And now you have a demanding volunteer.
- In the first quarter of this year, I averaged 18 coffee dates a month. And that was after months of recruiting board members. My husband was not pleased. So, if you want your spouse to stay happy, I don't recommend that method.
- What does work? Pick a Starbucks, any Starbucks, and bring them to you.
  - In our chapter, we call these Fireside Chats. On the first Saturday of every month, I sit at a coffee shop for two hours, and I invite members and volunteers to come talk to their Chapter president about whatever they want to talk about. Some members even bring their kids.
  - Most important? Extend a personal invite. Do not call. Email or text please. We millennials do not like phones.
- Committees are the best place to form these bonds. But there's the rub: Since we're so busy, trying to coordinate schedules to get everyone in the same room at the same time is almost impossible. So break into groups for skill building.
  - Like most adult learners, millennials learn better by doing. They like to be in the same room as you, laptops side-by-side, working through the tool. So, if you're going to have one of them take over the newsletter, let's say, grab your laptops, find a free wifi spot, and do it together.
  - When in person won't do, there's always Google Hangout.

#### *And the last reason millennials stay? Belief in our Mission and Purpose*

We are a member organization. And our reason for existing is to advance the practice of public relations, both as a profession and as an individual member. Like with our own organizations, if we bring our volunteer work back to our mission, it helps with engagement. It also helps us to prioritize what efforts to fund or focus on.

Past president and PRSA Fellow adapted WIFFIM from what's in it for me to what's in it for members. Each volunteer, though their position description or committee charter, has direct line of sight into how their role impacts our business strategy and our mission to benefit members. I highly recommend doing this for your Chapter, too, and not just to involve millennials.

In closing:

- If you build the relationship, the outcome will follow.

<http://casefoundation.org/wp-content/uploads/2014/11/MillennialImpactReport-2014.pdf>

**Adjourn**