



Ocala Chapter

2023-2024

Chapter Management Report

Submitted by Lindsay Tozer, FCRM, MA, BPMP, ECMS
Ocala Chapter President

2023-2024: Chapter Management Report

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Ocala Chapter President

June 7, 2024



Welcome

to the Ocala Chapter of the Florida Public Relations Association, serving Citrus & Marion Counties. Founded in 1980, the chapter showcases a strong membership representing industries including government, non-profit, radio, education, healthcare, legal, corporate, real estate, and small business. Nestled in the Horse Capital of the World®, we want our members to set their own pace for engagement, leadership and professional development with a sense of belonging, purpose and meaning. Our chapter members are dedicated to the local community and lead meaningful service projects each year.



CONNECT



www.fpraocala.org
fpraocalachapter@gmail.com

CHAPTER LEADERSHIP *Yours in service,*

Lindsay Tozer, FCRM, MA, ECMS, BPMP | President

Greg Davis | President-Elect

Tammy Gantt | Immediate Past-President & IDEA

Wendy Williams | Secretary

Beverly Brown, APR | Treasurer

Sara Shepherd | Assistant Treasurer

Danielle Veenstra | VP of Communications

Tom Hyle | VP of Membership

Stacie Causey & Bobbi Perez | VPs of Programs

Kevin Christian, APR, CPRC* | VP of Accreditation

Starley Ard, MFCEP | Hospitality Chair

Laura Byrnes, APR, CPRC* | Chapter Historian

**serves on the State Executive Board*

PROFESSIONAL DEVELOPMENT:

In-person monthly meetings are held every second Friday, unless otherwise noted.



11:30 a.m. - 1 p.m.



2531 East Silver Springs Blvd., Ocala, FL



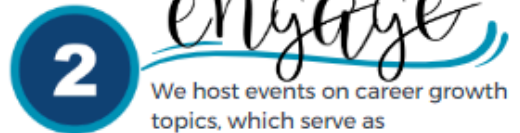
Thank you to our meeting location sponsor!



Coffee Talk, COMMference & other events scheduled throughout the year.

NEW MEMBER

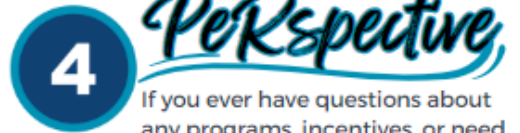
Next Steps



We host events on career growth topics, which serve as opportunities for meaningful networking and peer exchange.



Pursue Professional Accreditation and Certification, enter award programs, register for state webinars, and attend conference.



If you ever have questions about any programs, incentives, or need advice, reach out to the board. We also send out chapter surveys and greatly appreciate your feedback.



The 2023-2024 year for the Florida Public Relations Association (FPRA) Ocala Chapter was marked by several notable events and achievements. The chapter hosted its annual "passing the gavel" banquet on August 18, 2023, where Lindsay Tozer was inducted as the 50th chapter president. The event, themed "Best of Show," also included a keynote address by FPRA State President Wendy Crites Wacker, APR, CPRC and recognized various chapter achievements.

Throughout the year, the Ocala Chapter focused on professional development, with regular meetings and events aimed at enhancing the skills of its members.

The FPRA Ocala Chapter has made significant strides from September 2023 to June 2024, marked by increased membership, enhanced professional development opportunities, impactful community involvement, and recognition for public relations excellence. These accomplishments reflect the chapter's dedication to advancing the profession and serving its members and the community effectively.

Community Engagement and Outreach: We have successfully enhanced our presence within the community through a series of impactful events and initiatives. Our "COMMference - A conference for communicators" event, which attracted over 50% participants who are prospective members, was particularly noteworthy fostering strong community relations and showcasing the importance of public relations.

Sponsorships: The chapter secured a location sponsorship from Taylor College for our monthly professional development meetings. This support has been crucial in facilitating the chapter's ongoing educational initiatives and events, saving us in upwards of \$2000/year that we were previously paying for the room at the College of Central Florida. Meetings held this year at Taylor College's new location in Marion County provided us a stable and professional environment for members to gather and learn.

Furthermore, we were able to secure three additional sponsorships mid-year from Symmetry Coffee Co., A&A Campbell Group and the University of Florida, College of Journalism and Communications.

The top three goal pillars for this year were:

- Credentialing Pursuits

- The FPRA Ocala Chapter made significant strides in credentialing pursuits, emphasizing professional development and recognition within the public relations field. We focused on the following initiatives:
 1. **Promotion of Accreditation Programs:** Actively encouraged members to pursue the Accredited in Public Relations (APR) and the Certified Public Relations Counselor (CPRC) credentials, and organized informational sessions and workshops to educate members about the benefits and process of obtaining these credentials.
 2. **Support and Resources:** Aiding members in their credentialing journeys, we provided study groups, mentorship programs, and access to study materials. Experienced members who had already obtained their credentials offered guidance and shared their experiences to motivate and assist others.
 3. **Recognition of Achievements:** We celebrated the achievements of members who earned their credentials through recognition at chapter meetings, newsletters, and social media platforms. This not only acknowledged the hard work of credentialed members but also inspired others to follow in their footsteps.

- Member Development

- Member development was a key focus area, ensuring that members had opportunities to grow professionally and personally. We implemented several strategies to support this goal:
 1. **Educational Programs and Workshops:** We organized a series of educational programs, workshops, and webinars on various topics relevant to public relations. These sessions were designed to enhance members' skills, keep them updated on industry trends, and provide practical knowledge they could apply in their work.
 2. **Mentorship and Networking Opportunities:** We encouraged the FPRA Counselor's Network mentorship programs, pairing seasoned professionals with newer members. This mentorship not only helped new members navigate their careers but also fostered a sense of community and shared learning within the chapter. Networking events allowed members to connect, share ideas, and build relationships that could lead to collaborative opportunities.
 3. **Professional Growth Initiatives:** We encouraged members to take on leadership roles within the chapter, such as serving on committees or in leadership positions. These roles provided hands-on experience in leadership and management, contributing to members' professional growth.
 - Engaging Chapter Experiences
 - Creating engaging chapter experiences was essential to maintaining a vibrant and active membership. The chapter prioritized the quality of interactions and events to foster strong relationships among members:

- Engaging Chapter Experiences. **Engagement Is About Relationships.**

- Creating engaging chapter experiences was essential to maintaining a vibrant and active membership. We prioritized the quality of interactions and events to foster strong relationships among members:
 1. **Interactive and Diverse Events:** We hosted a variety of events, including guest speaker sessions, panel discussions, free webinars, Coffee Talks, social gatherings, and community service activities. By offering a mix of professional and social events, this ensured there was something for everyone, catering to diverse interests and needs.
 2. **Personalized Member Engagement:** Understanding that engagement is about relationships, we made efforts to personalize interactions with members. We reached out to new members with

welcome messages, conducted surveys to understand member needs and preferences, and followed up with members to ensure their expectations were being met.

3. **Community and Collaboration:** We fostered a sense of community by encouraging collaboration and participation in chapter activities. Members were invited to contribute ideas for events, participate in planning committees, and share their expertise through presentations or workshops. This inclusive approach helped build a sense of ownership and investment in our success.

Key Highlights

Accreditation

Promotion of APR and CPRC

Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC) serve as hallmarks of professionalism and proficiency within the field of public relations. The FPRA Ocala Chapter's proactive initiatives during the 2023-2024 year exemplify a concerted effort to elevate standards and promote continuous learning among its members.


Central to the chapter's strategy was the organization of workshops and informational sessions designed to demystify the accreditation process. By disseminating knowledge about the benefits and requirements of APR and CPRC, the chapter empowered its members to pursue these credentials with confidence. Education served as the cornerstone of this endeavor, equipping practitioners with the necessary tools to enhance their competencies and advance their careers.

The implementation of APR education programs underscored the chapter's commitment to mentorship and professional development. Pairing seasoned accredited professionals with aspiring candidates not only facilitated knowledge transfer but also fostered a sense of community and support within the organization. Through personalized guidance and practical advice, participants were better equipped to navigate the complexities of the accreditation journey, from preparing for the panel presentation to successfully completing the examination.

In addition to educational support, the FPRA Ocala Chapter demonstrated its dedication to removing financial barriers to accreditation. By subsidizing exam fees for committed candidates, the chapter incentivized participation and underscored the value placed on continuous learning and professional growth. This financial assistance not only alleviates economic burdens but also reinforces the chapter's investment in the success and advancement of its members.

The initiatives undertaken by the FPRA Ocala Chapter underscore the transformative power of accreditation in fostering excellence and professionalism within the field of public relations. By prioritizing education, mentorship, and financial support, the chapter not only promoted the attainment of APR and CPRC but also cultivated a culture of lifelong learning and continuous improvement. As a result, members are not only equipped with the credentials to excel in their roles but also empowered to contribute meaningfully to the advancement of the profession as a whole. We currently have several chapter members at various stages in the process and are extremely grateful that Kevin Christian, APR, CPRC is staying on at the local level and at the State level as the VP of Accreditation.

Accreditation serves as a catalyst for elevating standards and promoting excellence within the field of public relations. The initiatives implemented by the FPRA Ocala Chapter during the 2023-2024 year exemplify a proactive approach to advancing professionalism and fostering continuous learning among its members. By investing in education, mentorship, and financial assistance, the chapter demonstrated its commitment to empowering practitioners to achieve their full potential and contribute to the ongoing evolution of the profession.

 **FPRA Ocala Chapter**
November 21, 2023 · 🌐

Join us for "Coffee Talk" on Wednesday, Jan. 3!
!! NOTE: There will be no Coffee Talk in December !!

Coffee Talk is a networking series where speakers lead discussions on communications practices while caffeinating before work. No presentations, just networking and conversations.

To start the new year off, Kevin Christian, APR, CPRC, will give us an opportunity to set our New Year's resolution toward accreditation! Bring your questions and Kevin will have the answer!

📅 Date: Wednesday, Jan. 3
🕒 Time: 8 – 9 a.m.
📍 Venue: Symmetry Coffee and Crepes

To reserve your seat around the coffee table, please email fpraocalachapter@gmail.com or contact Greg Davis.

We hope to see you there!



Achievements

During the leadership year, the FPRA Ocala Chapter saw significant success with members' engagement in study sessions and conversations with our VP of Accreditation. Even though we haven't had a success at the time of this report submission, there are several members in the pipeline and actively working towards their exams. This marked an impressive increase from previous years, showcasing the effectiveness of the chapter's promotional and support initiatives.

Leadership Development

Leadership development lies at the heart of the FPRA Ocala chapter's mission. By prioritizing preparation, mentorship, and continuous learning, the chapter ensures that its officers are equipped to navigate the complexities of leadership effectively. Moreover, by fostering a culture of inclusivity and empowerment, the

chapter encourages all members to actively participate in leadership roles, thereby enriching the organization and propelling it towards greater success.

Preparation and Training

To ensure that officers were well-prepared for their roles, the FPRA Ocala Chapter conducted a comprehensive leadership orientation at the beginning of the year. This orientation covered essential topics such as chapter governance, strategic planning, and financial management. Led by Frank Roberts, Chief Operations Officer for the Citrus County Clerk of the Circuit Court and Comptroller, the board leadership retreat kicked off with an engaging exercise. Prior to the retreat, Lindsay Tozer provided the questionnaire for "[Wired that Way](#)".

Facilitated by Frank, the board embarked on a journey of self-discovery and team cohesion through the "Wired that Way" personality profile. This experience served as a catalyst for building a cohesive bond among board members and fostering deeper engagement within the team.

Through the "Wired that Way" personality profile, board members gained insights into their own behavioral tendencies and communication styles, as well as those of their colleagues. This heightened self-awareness facilitated more effective communication, improved collaboration, and enhanced mutual understanding within the team.

By understanding each other's strengths, preferences, and areas for growth, the board members were able to leverage their differences to achieve common goals. This process of embracing diversity and capitalizing on individual strengths fostered a sense of unity and camaraderie within the team, strengthening the overall cohesiveness of the board.

Furthermore, the "Wired that Way" personality profile sparked meaningful discussions and facilitated open dialogue among board members, creating a supportive environment where everyone felt valued and heard. This increased level of engagement propelled the board towards greater productivity and innovation, as members felt empowered to contribute their unique perspectives and ideas.

The personality profile proved to be a transformative experience for the FPRA Ocala chapter board, enabling them to build a cohesive bond, enhance communication, and foster deeper engagement within the team. Through self-discovery and mutual understanding, the board members were able to harness their collective strengths and work together more effectively towards achieving their shared objectives.

We carried this theme through to our mid-year retreat, focusing on skills such as effective communication, conflict resolution, and team building. The board engaged in an enlightening session centered around the "**Own Your Behaviours, Master Your Communication, Determine Your Success | Louise Evans | TEDxGenova**" aka the [5 Chairs](#). This TED Talk delves into the concept of self-awareness and effective communication through the metaphor of five imaginary chairs representing different behavioral styles.

Following the viewing of the TED Talk, Lindsay facilitated a spirited discussion where we analyzed and reflected on our own behavioral tendencies as well as those of their peers. Drawing inspiration from the 5 Chairs model, we identified which chair(s) resonated with our own communication style and discussed how it influenced our interactions within the board and the chapter, both separately and collectively.

This exercise not only deepened the boards' understanding of themselves but also fostered a greater appreciation for the diversity of communication styles present within the group. By openly sharing observations

and insights, we gained valuable perspectives on how our behaviors impact communication and ultimately, success in both personal and professional contexts.

Moreover, the discussion served as a platform for building stronger connections and enhancing collaboration within the FPRA Ocala chapter. By acknowledging and embracing the unique strengths and perspectives represented by each "chair," we cultivated a culture of mutual respect, empathy, and support within the board.

Overall, the session inspired self-reflection, facilitated meaningful dialogue



Encouraging Member Involvement

The FPRA Ocala chapter fostered a culture of inclusivity and encouragement for all members to take on leadership roles. Members were invited to participate in committees and task forces, providing them with opportunities to contribute to the chapter's success and gain valuable leadership experience. We did not have as much engagement as we had hoped, but are extremely thankful for the members who keep coming back and are staying engaged.

Membership Development

At the time of this report submission, we are up 7 members from where we were this time last year. We currently have 57 members, and last year at this time we had 50.

Retention and Recruitment

We've continued to prioritize initiatives aimed at strengthening the connection between our members and the chapter. Through targeted communication efforts, we've ensured that members receive timely and relevant information. Additionally, our professional development programs and webinars have been well-received, offering valuable opportunities for skill development and knowledge exchange.

To enhance networking opportunities, we've facilitated regular interactions among members through both virtual and in-person platforms. These engagements have not only fostered professional relationships but also cultivated a sense of belonging and community among our membership base.

Recognizing the importance of connection for members, we've implemented strategies to measure and nurture member satisfaction. Feedback mechanisms have been strengthened to capture qualitative insights into members' perceptions and experiences, allowing us to identify areas for improvement and address concerns proactively through our chapter surveys, and personal "reach-out" phone calls and coffee chats. Greg has facilitated these on more than one occasion over the last 2 years, meeting with members and potential members one-on-one as he prepares for his upcoming year as chapter president. I have also personally witnessed our other leadership and board members reaching out to individuals to share the vision and purpose of FPRA to non-members who routinely come to programs.

While participation levels and transaction frequency offer limited insight into the depth of member engagement, we remain committed to fostering meaningful connections and delivering value. Our ultimate aim is to solidify our position as an indispensable partner in our members' professional journey, earning their trust, advocacy, and continued support.

A topic close to Lindsay's heart is bridging the gap with Citrus County and bringing in more members. When the Nature Coast Chapter (*cheers*) closed in 2017, it was at a time when there was leadership burn-out with the members in Citrus, and when Lindsay was asked if she could step in to the President's role a year early, having just gotten through two major surgeries, kidney cancer, and two more surgeries on the horizon, Lindsay was not able to step in to the role at that time, no one else stepped up to lead, and the painful decision was made to close the Chapter.

When Lindsay was asked to serve on the Ocala Chapter board in 2021, she advocated for the chapter to official expand its reach and include "Serving Marion and Citrus Counties" as the tag line and in the chapter official documents.

This year, Lindsay brought a request to the board (which was approved) to re-establish the chapter's Zoom license for a few purposes:

1. To set up a hybrid professional development setting for both counties;
2. To be able to offer webinars as a new member-benefit, and for a low cost to non-members; and
3. To be able to hold board meetings via Zoom in the event Lindsay and VP of Membership Tom Hyle (who also lives in Citrus County) wasn't able to make the 2 hour roundtrip drive for the meeting.

To retain existing members, the chapter prioritized member engagement through regular networking events, professional development programs, and social gatherings. Furthermore, personalized communication strategies, such as welcome packets for new members and anniversary recognitions for long-term members, were implemented to foster a sense of belonging.



FPRA Ocala Chapter

December 7, 2023 · 🌐



We would like to recognize our very own Kevin Christian APR, CPRC on this award! Kevin serves as the [Florida Public Relations Association](#) VP of Accreditation statewide, and also serves locally in the same capacity for our chapter. We are thrilled beyond words for him!



FPRA Ocala Chapter

October 23, 2023 · 🌐



Check out some of our chapter member Jaye's Favorite Things for Ocala Style Magazine. ✨



Ocala Style Magazine

October 14, 2023 · 🌐



FPRA Ocala Chapter

October 23, 2023 · 🌐



Our immediate past president and IDEA chair, Tammy Gantt, was spotlighted in the [Ocala Metro Chamber and Economic Partnership's](#) Portraits of Success series. And if you watch until the end, you might see a very familiar group of people. ✨

Congratulations Tammy! And a thank you to the CEP for showcasing a huge part of the "Horse Capital of the World".



Ocala Metro Chamber and Economic Partnership

October 19, 2023 · 🌐



FPRA Ocala Chapter

October 24, 2023 · 🌐



Our very own, Toni James, APR, CPRC, PACEsetter Award winner [Beverly Brown, APR](#) sharing information about [Taylor College](#)! #focusforward



Taylor College

October 24, 2023 · 🌐

Director of Career and Student Services Beverly Brown highlights how Career and Student Services at Taylor College can help TC students and local employers!



FPRA Ocala Chapter

October 30, 2023 · 🌐



🎉👏 Congratulations to [Beverly Brown](#), APR, Director, Career & Student Services with [Taylor College](#) as she celebrates her **5** year [Florida Public Relations Association](#) member anniversary this month.

Beverly is an experienced professional with a passion for public relations and serves as Treasurer for the chapter board. In August 2022, she was awarded the Toni James, APR, CPRC, PACEsetter of the Year Award. At the Mid FL Image Awards in April 2022, Beverly received a Judges Award in the digital tools of public relations division social media category for the Taylor College Facebook Engagement Plan.

In her personal life she has authored a book, 'God Speaks...a true story' - an inspirational story of hope and healing based on the loss of her only child: <https://www.godsspeaksthebook.com/>

She is also part of a team of contributing authors who write for 'Journeys With Christ,' an online daily devotional. Journeys with Christ is designed to encourage people and to share the Gospel: <https://www.journeyswithchrist.org/>

[#focusforward](#) [#youbelongatFPRA](#)





FPRA Ocala Chapter is at Fresh Start Donuts.

March 6 · Beverly Hills · 🌐



We had a great time this morning for our [Coffee Talk \(Citrus edition\)](#) with [Lindsay Tozer](#) this morning at [Fresh Start Donuts!](#)

[#youbelonghere](#) [#MyFPRA](#) [#focusforward](#)



Membership Communications

Keeping Members Informed

We utilized a multi-channel communication strategy to ensure that members were well-informed and engaged. Regular newsletters, email updates, surveys, and a revamped chapter website provided timely information on upcoming events, professional development opportunities, and chapter news. Social media platforms, including [Facebook](#), [Twitter](#), and [LinkedIn](#), and Slack (new) were actively used to share updates, a closed channel for the chapter board, highlight member achievements, and foster online engagement.

We also reinstated a more robust monthly newsletter for members, which included a “President’s PeRspective”, which was also made available on the website.

Stay Connected (separately all linked below)

- [PRESIDENT’S PERSPECTIVE – SEPTEMBER 2023](#)
- [PRESIDENT’S PERSPECTIVE – OCTOBER 2023](#)
- [PRESIDENT’S PERSPECTIVE – NOVEMBER 2023](#)
- [PRESIDENT’S PERSPECTIVE – THANKFUL](#)
- [WISHING YOU A JOYOUS HOLIDAY SEASON!](#)
- [NEW YEAR RESOLUTIONS](#)
- [WHY DO YOU LOVE PUBLIC RELATIONS?](#)
- [DON’T FORGET TO BE AWESOME!](#)
- [CHAPTER CHRONICLES: CONNECTING, EMPOWERING, THRIVING!](#)

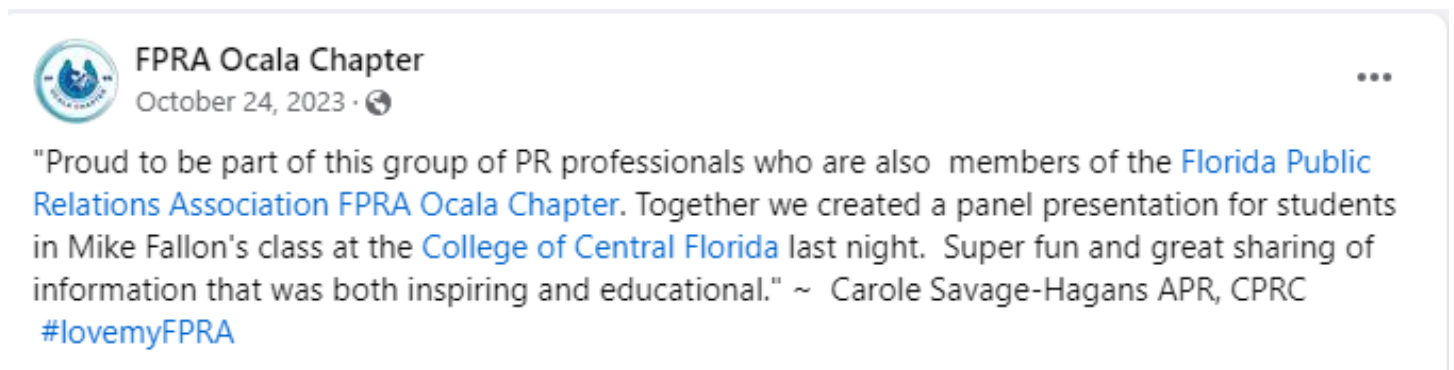
- [PROGRESS, POSITIVITY, AND ENDLESS POSSIBILITIES.](#)

Lindsay also brought back the [5-Takeaways](#) which were published in the monthly newsletter and on the website.

External Communications

[Community Promotion and Outreach](#)

The FPRA Ocala Chapter engaged in several external communications efforts to promote its activities and the public relations profession within the community. The chapter partnered with local media outlets to secure coverage of its events and initiatives, resulting in increased visibility. Additionally, members participated in speaking engagements at local schools and civic organizations, sharing the story of FPRA and the importance of public relations.



Our VP of Communications Danielle Veenstra, has put together a robust communications plan that we have started to implement, and will continue to develop.

Goal: The primary goal of our communications plan is to enhance the visibility and reputation of the Ocala Chapter of the Florida Public Relations Association (FPRA), both within the public relations industry and the local community.

Audience:

1. **Current Members:** Existing members of the Ocala Chapter who need regular updates, event notifications, and resources.
2. **Prospective Members:** PR professionals in Ocala and the surrounding areas who are not yet members but could benefit from joining FPRA.
3. **Community Partners:** Local organizations, businesses, and non-profits with whom we collaborate on community service projects.
4. **Local Media:** Journalists and media outlets in Ocala and the broader region who can help amplify our messages.

Key Messages:

1. **Professional Development:** Emphasize our commitment to enhancing the skills and knowledge of PR practitioners through educational programs, workshops, and certifications like APR and CPRC.
2. **Networking Opportunities:** Highlight the value of our chapter in connecting PR professionals locally and across the state.
3. **Ethical Practices:** Showcase our dedication to upholding the highest ethical standards in the field of public relations and how we get a seat at the table to implement those standards.
4. **Community Engagement:** Stress our involvement in community service projects that benefit the local area.

Channels:

1. **Website:** Maintain an updated and user-friendly website that serves as a central hub for information, resources, and event registrations.
2. **Social Media:** Utilize platform chapter platforms including Facebook, Twitter, LinkedIn, and Instagram to share event updates, member highlights, and industry news.
3. **Email Marketing:** Send out regular newsletters to members with event announcements, educational content, and community service project updates.
4. **Press Releases:** Distribute press releases to local media outlets for major events, awards, or community initiatives.
5. **Events:** Host in-person and virtual events to engage with members and the community.
6. **Collaborations:** Partner with local media for interviews, guest articles, or joint events.
7. **Community Service Projects:** Document and promote our involvement in community service initiatives through social media, press releases, and website updates.

Tactics:

1. **Content Calendar:** Develop a content calendar to ensure consistent messaging across all channels.
2. **Member Spotlights:** Feature member success stories and contributions on our website and social media to foster a sense of community.
3. **ProDev Webinars/Workshops:** Organize webinars and workshops on relevant PR topics for members and non-members.
4. **Community Outreach:** Collaborate with local nonprofits and organizations to expand our community service efforts.
5. **Media Outreach:** Cultivate relationships with local journalists and offer them exclusive access to our events and resources.
6. **Metrics and Evaluation:** Regularly assess the effectiveness of our communications efforts through website analytics, social media engagement, and member feedback.

Goal: Social Media Outreach and Brand Recognition

Objective 1: Create and Share Compelling Content – Including Video:

- Develop a content calendar for the next 3 months with a mix of key messages (professional development, networking, and ethical practices/articles).
- Create eye-catching graphics, videos, and infographics to accompany each post.
- Ongoing: Schedule and post at least three times a week on each platform (Facebook, LinkedIn, and Instagram).

Objective 2: Engage in Conversations and Encourage Interaction:

- Respond promptly to comments, messages, and mentions. Initiate conversations by asking questions or conducting polls – specifically on our group pages.
- Ongoing: Encourage followers to share their experiences and insights related to our key messages.

Objective 3: Share Valuable Resources

- Begin a series of sharing valuable PR-related articles, guides, or tips on socials and in our newsletters.
- Ongoing: Encourage followers to suggest topics or resources they would like to see.

Elevating Professional Development and Networking: A Year of Growth and Enrichment

The FPRA Ocala chapter embarked on a transformative journey in enhancing professional development opportunities for its members, marking a significant milestone in its commitment to excellence. Throughout the year, we dedicated our efforts to exploring the multifaceted landscape of public relations (PR) by delving into the seven different types of PR, offering a diverse array of monthly programs featuring industry experts from across the state.

Focus on the Seven Types of PR:

The chapter's professional development initiatives took on a structured approach, revolving around the exploration of the seven different types of PR. These types encompassed strategic communications, media relations, community relations, internal communications, crisis communications, public affairs, and online and social media communications. By dissecting each facet of PR, the chapter provided members with a comprehensive understanding of the discipline, equipping them with the knowledge and skills necessary to navigate diverse communication challenges.

Robust Schedule of Monthly Programs:

Central to our professional development efforts was a robust schedule of monthly programs, meticulously curated to cover a broad spectrum of relevant topics within the realm of PR. Each program featured esteemed industry experts hailing from various corners of the state, bringing a wealth of knowledge, insights, and real-world experience to the table. These sessions served as invaluable learning opportunities, offering members and the broader community a platform to engage with cutting-edge PR practices, emerging trends, and innovative strategies.

Enriching Learning Experiences:

The monthly programs were not mere lectures but immersive learning experiences designed to stimulate intellectual curiosity and foster meaningful dialogue. Participants were encouraged to actively participate, ask questions, and share their perspectives, creating a dynamic and interactive learning environment. From interactive workshops to engaging panel discussions, each event was carefully crafted to cater to the diverse interests and learning preferences of the audience, ensuring that every attendee walked away with actionable insights and practical takeaways.

Embracing Emerging PR Trends:

In line with our commitment to staying at the forefront of the industry, the professional development initiatives placed a strong emphasis on emerging PR trends. By inviting industry leaders and subject matter experts to share their expertise, we ensured that its members were well-equipped to adapt to the evolving PR landscape.

Topics such as digital transformation, AI, influencer marketing, reputation management, and data analytics were explored, providing members with the knowledge and skills needed to thrive in an increasingly complex and interconnected world.

Financial Management

Financial Stability

At the start of the year, the chapter's financial status was stable, with a modest reserve fund. To ensure continued financial health, the chapter implemented strict budgetary controls and regularly reviewed financial reports. Lindsay updated the [Sponsorship Package](#) and distributed on the website and to numerous businesses and organizations. Sponsorship efforts resulted in: 4 chapter sponsors, a successful COMMference that raised funds beyond membership rebates and professional development meetings. At the time of this report submission, we are about the same now as where we were at the beginning of the year. That said, we have some additional significant fundraising to do for our end of the year Annual Awards Banquet/Gala on August 30th. With the sunsetting of the local image awards, this event will be an evening banquet (black-tie optional) dinner & gala, honoring our past, present and future. Our past presidents will be specifically honored during our dinner event. We will also be announcing our **2024 Wilton F. Martin, Sr. Communicators of the Year** award winners, our **2024 Toni James, APR, CPRC, PACEsetter Award** winner, recognizing our Golden Image award winners & nominees, and I'll be handing out some special (and new) President Awards. Julie Frey, APR will be in attendance for our board installation and to give a brief speech and a closer look to the coming year of her state presidency.



Community Service

Support for Non-Profits

The FPRA Ocala Chapter actively engaged in community service by supporting local non-profits through various initiatives. Members volunteered their time and expertise to provide public relations services for community

events and campaigns in both Marion and Citrus Counties respectively. The chapter also organized a food drive fundraising event that generated significant donations for the [Interfaith Emergency Services](#), demonstrating our commitment to giving back to the community.

Non-profits our members engage with include, but are not limited to:

- Marion County Education Foundation
- Phil Royal Legacy
- Service Dog Alliance of Florida
- PACE Center for Girls, Marion
- PACE Center for Girls, Citrus
- Jessie's Place Citrus
- Kimberly's Center
- Ocala Marion County Community Foundation
- Citrus County Education Foundation



“Other”

Reclassification of voting board members to “VP”, in alignment with other chapters throughout the state:

The FPRA Ocala chapter embarked on a strategic initiative to reclassify its voting board members from the title of "Director" to "VP" (Vice President), aligning its structure with other chapters across the state. This

reclassification marked a significant step forward in streamlining operations, enhancing clarity, and fostering consistency within the organization.

Alignment with Statewide Standards:

Recognizing the importance of cohesion and standardization across FPRA chapters statewide, the decision to reclassify voting board members to "VP" was driven by a desire to align with established norms and practices. By adopting a uniform nomenclature, the Ocala chapter strengthened its connection to the broader FPRA community, facilitating smoother collaboration and communication with other chapters.

Clarity and Transparency:

The reclassification initiative brought clarity and transparency to the roles and responsibilities of voting board members within the FPRA Ocala chapter. The title of "VP" carries with it a clear designation of leadership and authority, providing a more accurate representation of the pivotal role these individuals play in guiding the chapter's strategic direction and decision-making processes.

Enhanced Prestige and Recognition:

Elevating the title of voting board members to "VP" enhances the prestige and recognition associated with these leadership positions. By bestowing the title of "VP" upon voting board members, the chapter reaffirms its commitment to honoring their contributions and acknowledging their significance within the organization.

Streamlined Governance Structure:

The reclassification of voting board members to "VP" contributes to a more streamlined governance structure within the FPRA Ocala chapter. This alignment facilitates greater clarity in organizational hierarchy and reporting lines, simplifying administrative processes and enhancing efficiency in decision-making and implementation.

Unified Vision and Identity:

By adopting a consistent naming convention for voting board members, the FPRA Ocala chapter reinforces its commitment to a unified vision and identity. This alignment fosters a sense of unity and cohesion among chapter members, reinforcing their collective purpose and shared commitment to advancing the field of public relations.

The reclassification of voting board members from "Director" to "VP" represents a strategic decision that underscores the FPRA Ocala chapter's dedication to alignment, clarity, and unity. By embracing standards and best practices, the chapter enhances its effectiveness, visibility, and impact within the broader FPRA community, positioning itself for continued growth and success in the dynamic field of public relations.

Elevation of Accreditation to a VP position

As the field of public relations continues to evolve, accreditation serves as a cornerstone of professional development and recognition. Elevating the Accreditation Chair to the status of chapter VP acknowledges the significance of this role in guiding and supporting members on their journey towards accreditation.

This reclassification underscores our dedication to fostering excellence and advancing the practice of public relations within our community. This transition will enhance the visibility, impact, and effectiveness of our accreditation efforts, further solidifying the FPRA Ocala chapter as a leader in professional development and advocacy for PR practitioners.

2 new chair positions created

- Chapter Historian: The FPRA Ocala chapter is excited to introduce a new leadership position aimed at preserving our chapter's rich history and legacy. This newly created role reflects our commitment to honoring the past while embracing the future, and underscores the importance of documenting and celebrating our chapter's milestones, achievements, and contributions to the field of public relations.

As Chapter Historian, the individual appointed to this position will serve as the custodian of our organization's historical records, artifacts, and memorabilia. They will be responsible for collecting, organizing, and archiving materials that chronicle the chapter's evolution, including photographs, meeting minutes, event programs, and other relevant documents.

In addition to preserving our history, the Chapter Historian plays a crucial role in promoting awareness and appreciation of our chapter's heritage among current and future members. They will have the opportunity to create digital archives and develop educational materials that showcase our chapter's unique story and contributions to the profession.

Furthermore, the Chapter Historian will collaborate closely with chapter leaders and members to gather oral histories, conduct interviews, and capture firsthand accounts of significant events and milestones. By engaging with our community and fostering a sense of connection to our shared past, the Chapter Historian will help to strengthen our chapter's identity and foster a greater sense of belonging among members.

The creation of the Chapter Historian position represents an important step forward in preserving and promoting our organization's legacy. We are excited to welcome a dedicated individual to this role and look forward to the valuable contributions they will make in documenting, celebrating, and sharing the history of the FPRA Ocala chapter.

- IDEA (Involvement/Inclusion, Distinction/Diversity, Evenness/Equity, and Accessibility). This chair position covers 4 main areas:

Involvement by working to be supportive and inclusive of different groups of individuals, regardless of their diversities (age, gender, ethnicity, physical ability and neurodiversity).

Distinction/Diversity - Ensuring that the chapter embraces all members and prospective members, and enables them to make meaningful contributions to the chapter and FPRA at a State level.

Evenness - Striving to develop a sufficiently inclusive culture/environment, such that all members feel their voices will be heard.

Accessibility is the design, construction, development and maintenance of location, information and communication technology, programs and services so that all people, including people with disabilities, can fully and independently use them.

This chair position was voted and approved to add to our Leadership team at the October 2023 Chapter Board meeting.