



## ▶ Goal 1

Leading the public relations and communication management profession and demonstrating its significance as a leadership function

### Objective 1: To reinforce the recognition of public relations and communication management as a profession

PRINZ delivers a wide range of opportunities to a diverse membership to learn, share and network to improve their performance as practitioners and professionals. In short, PRINZ membership enables you to become the best professional you can be.

OUTCOMES	MEASURED BY (HOW & WHAT):
CPD commitment and achievement recognised with annual practicing certificate	» RIVER targets: 5% growth year on year
All members agree to abide by the Code of Ethics	» Retain tick box on sign up/reminder at renewal » Review Ethics process every five years, from 2015
Agreed Body of Knowledge up-to-date	» Review and maintain relevance
Best practice public relations/communication management demonstrated	» Award entries – assess finalist level year on year » Case study 'best of' compilation annually » Review Awards to maintain relevance to industry
Members engaged in PRINZ CPD at all levels	» Analyse figures » Aim for 5% growth annually
Demonstrate thought leadership and best practice leadership	» Seek relevant professional forums in which to comment/present » Keep up with global developments and share with members/stakeholders » Use existing opportunities (Awards, Communicator of the Year, Conference, Events, Global Alliance membership) to do this

### Objective 2: To engage in planned, sustainable and mutually beneficial relationship building

PRINZ advocates for members and represents the industry as professional, strategic and ethical.

OUTCOMES	MEASURED BY (HOW & WHAT):
PRINZ is considered the public relations/communication management organisation	» Trends Survey
PRINZ initiates and/or sustains a wide range of relevant relationships	» Measure level of relationship, contact, benefit across all annually
PRINZ sustains and develops a range of mutually beneficial sponsor relationships	» Assess annually and plan new relationships (conference and longer-term) » Plan and deliver sponsor leverage opportunities » Seek sponsor feedback/deliver tangible ROI for sponsors and to members



### Objective 3: To operate effectively within a robust governance structure

With a sound governance and financial foundation, members are assured PRINZ operates in a transparent, business-like manner.

OUTCOMES	MEASURED BY (HOW & WHAT):
PRINZ structure and governance is appropriate and effective	» Annual staff reviews, or more often » All staff participate in RIVER CPD » Governance reviewed (biennial from 2015) » Divisional and National succession plans created and annually reviewed » All staff have job descriptions » Governance roles have role descriptions » Annual business plan is tabled at the National AGM (May-April)
PRINZ is on a sound financial footing	» \$ in bank » Ensure sufficient reserves to trade » Indemnity insurance in place
PRINZ office is run efficiently and effectively	» Membership response targets – set and measure » # of staff vs membership – measure numbers annually » Set and measure renewal process times » Review issues log at least biannually » Planned programmes are implemented and reviewed annually (Awards, CPD, Conference, CoY, Fellows event, new Fellows, AGM, Social media strategy, APR, Membership – group and individual)

## ▶ Goal 2

Ensuring membership engagement

### Objective 1: Members value PRINZ membership

PRINZ understands there is a membership lifecycle and offers opportunities to members at all stages.

OUTCOMES	MEASURED BY (HOW & WHAT):
Level of CPD engagement is growing	» Review CPD offer/s annually – courses, RIVER CPD, APR to maintain relevance » Course attendance % » RIVER participation % » Conference % » APR #s annually
Promotion of best practice and excellence is widespread	» Ensure at least four PRINZ promotional opportunities are undertaken each year – via multiple channels – social media, media, website, event
Members are actively involved	» Volunteering levels » Measure renewals » Members resign and feedback vs lapse
PRINZ understands its members better	» Develop or refine documentation processes » Trends Survey » Database analysis » Membership lifecycle approach articulated

### Objective 2: Members receive appropriate membership support

A strong customer service ethos underpins the PRINZ office function.

OUTCOMES	MEASURED BY (HOW & WHAT):
Membership age, stage and objectives are understood	» PRINZ develops intel' on membership base and plans accordingly » Trends Survey 2014, 2016
Member requests are responded to promptly	» Set timeframes and measure them » Review issues log annually

### Objective 3: Members are able to engage in relevant member-only opportunities

Membership of PRINZ is tangibly, and regularly, recognised and rewarded.

OUTCOMES	MEASURED BY (HOW & WHAT):
PRINZ provides a range of member-only opportunities	» Assess annual programme 6 mthly – events, River, APR, resources, jobs board, mentoring » Varied volunteer opportunities are offered to a variety of members » Volunteer contribution is publicly celebrated
PRINZ formalises existing member-only opportunities	» Mentoring – mentee and mentor programme to be developed » Pro bono work
Members outside main centres are catered for along with those in main centres	» Assess annual programme 6 mthly » Use of social media » Divisional and regional support provided by office – \$ and time contributed » Online offer at least one event/month