Meeting Date: March 19, 2016, Arlington, VA

Public Relations Committee, Lisa Van Horn Chair

The Public Relations (PR) Committee is responsible for outreach and public relations to the public, like interest groups and our membership.

Charges:

Review Current NSPS brochures and update and expand as necessary. We have collected all the material and will complete the review.

Continue to promote and develop Geocaching programs and encourage the state affiliate members to participate as a method of promoting surveying. No Actions taken at this time

Coordinate the establishment and Maintenon of geocache sites at various locations around the country. No action Taken

Promote, encourage and help organize speakers bureaus as a resource for the state affiliates.

No action taken

Maintain and coordinate with the NSPS Membership Development committee. While no action has been taken with the with the Membership committee, we have concentrated on trying to organize and provide all state affiliates with the materials and tools to inform their membership with all the positive things NSPS is doing for the them and the surveying profession as a whole. We have created banners and have tried to make everyone aware of their responsibilities of informing their membership. I have encouraged states to try to have a adjoining state director as a dignitary to their states annual meeting to inform our members about the work of NSPS. Many states did request materials and banners that Trisha mailed to them. My experience in this exchange of help worked quite well and the membership was pleased to have the opportunity to converse with a delegate from NSPS.
Work with the Education Committee to ensure that the student competition and the student participants are adequately publicized in national and local publications. The competition is being held just prior to this meeting. The Public Relations committee will make sure photos and or video will be taken for use in task.

Create and judge submission for the Public Relations award.

11 Projects were submitted and in the process of being reviewed.

Recommendations:

The President asks for volunteers to judge the Public Relations award.

The committees work with some national survey related magazines to feature the projects submitted for the Public Relations award.

Look into hiring an outside source or working with a journalism school to help create the articles for publication in magazines and on News and Views.

Create a area on the webpage to share all the type of Public Relations items for all members to use as a starting template for their own projects.

Creation of a Press Release to highlight members of the NSPS Board of Directors and submit them to their local papers.

Work with the Executive directors to create a speakers bureau
Motions to be considered by The Board of Directors:

None at the time of this time, but after the committee meets we may.

Committee Members:

Pat Beehler, Mike Besch, Tony Blumentritt, Tim Burch, Carl CdeBaca, Steve Dale, Melinda Gilpin, Tricia Kules, Frank Lenik, Dan Martinez, Trish Milburn, Bob Miller, Danny Simmons, Frank Thousand

Well at least these are the individuals that came to the last committee meeting in Ohio, so I assume they are members

Respectfully,

Lisa Van Horn, March 6, 2016