

CRHRA ANNUAL BOARD MEMBER REPORT

Submitted By: Debra Antonelli, SPHR, Public Relations Chair
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Reporting Year: 2009 - 2010

2009 – 2010 Accomplishments

Elevated CRHRA's exposure in various media outlets and business organizations. Examples where CRHRA or a CRHRA member provided responses, received recognition, and/or content include:

- 8/21/2009 – Times Union “How to answer the salary requirement question” featuring CRHRA members Jim Amanatides of Tyler Technologies, David Schienberg of Pharmasearch, and Marjorie Adams of the Women’s Employment & Resource Center
- 8/31/2009 – Business Review – “Employers honored for diversity policies, practices” highlighting the 2009 Spectrum Award recipients
- 9/4/2009 – Chamber Visions Magazine – “Success through synergy” featuring CRHRA President Michele Wilkes-Hawkins of Tailwind Assoc.
- 9/2009 – Business Review – 2009-2010 board of directors announced
- 12/19/2009 – Post Star Glens Falls “In recession, holiday bonuses dry up” 1/5/2010 – Daily Gazette – “College defends spending \$30k to set up networking” featuring CRHRA member Dan Moran of Next Act
- 12/2009 – Business Review - candidate quality & resume submissions for job postings featuring CRHRA member and Immediate Past President Alison Rosenblum of Strategic Resources
- 1/9/2010 – Post Star Glens Falls “Show us the money” spotlighting CRHRA member Diane Lustenader of Lake Associates
- 3/18/2010 – Daily Gazette “March Madness bad for business? Experts differ on tournament’s impact on worker productivity” featuring CRHRA member Jay Canetto at NYS Office of the Comptroller
- 3/25/2010 – Siena College Spring Career & Internship Fair; booth represented by CRHRA Katie Garippa
- 4/3/10 – YNN Channel 9 News “A checkup on healthcare for the unemployed” featuring CRHRA member Ruth Yorker of Cool Insuring (TV spot and YNN.com article)
- 4/9/2010 – Business Review “Over 40’s need to expand job search, sharpen tech skills and tone up interview technique” featuring CRHRA members and board directors Tom McKenna of McKenna & Associates and Patrick Martin.
- 5/5/2010 – CBS 6 News Employment Index <http://www.cbs6albany.com/video/?videoId=83148146001&lineupId=1143371293>
- 6/2/2010 – CBS 6 News Employment Index <http://www.cbs6albany.com/video/?videoId=89629081001&lineupId=1143371293>
- 9/2009 – 6/2010 – all programs released to 40+ media outlets. Generally picked up and posted by most.
- CRHRA member representation at MLK job fair resume critiques, WECA human resource and professional panel, and other related job fairs providing resume critique and coaching support.

Developed value-add relationships with various media outlets, specifically Business Review and Daily Gazette. Continue to develop relationships with Times Union and other local outlets.

Continue driving active social networking accounts through Facebook, Linked-In, CRHRA blogspot, and Twitter

Regularly send and or set up calendar events and post CRHRA news to over 40+ media outlets, including both web and publications.

CRHRA ANNUAL BOARD MEMBER REPORT

Submitted newsletter articles, including: <ul style="list-style-type: none"> ▪ Call for PR Volunteers (ran twice), Call for SEP member specializing in Compensation, Call for Social Networking PR , subcommittee member, CRHRA members in the press (3 months), Employment Index Announcement and Thank you, Best Practices Wellness program – GTM, Jumpstart Worksite Wellness, Next Step for Wellness, Social Media Policy, Social Networking Corner, 40 under 40 CRHRA members spotlighted
Expanded committee from seven members to nine members.
Increased and expanded Special Expertise Panel. Increased from 16 to 23. Expanded expertise to include core areas of recruitment, legal compensation, benefits, management, diversity, communications, background investigations, outplacement, and career planning.
Added social networking links to the CRHRA home page.
Increased Advertising of CRHHRA and special events <ul style="list-style-type: none"> ▪ 7/26/2009 - Business Review Ad – 2009 Spectrum Award Event & Awards Announcement ▪ 2/2010 – SUNY Albany Career Fair publication Ad ▪ 3/25/2010 – Siena College Spring Career & Internship Fair – publication Ad

2009 – 2010 Goal Attainment Summary	
Goal:	Increase Special Expertise Panel (SEP) by a minimum of 20%
Result:	Increased panel by 43%
Goal:	Add 1-2 committee members (minimally 1 for social networking/posting events)
Result:	Increased committee by 2 members
Goal:	Increase direct value-add media partnerships by a minimum of 1 outlet
Result:	Focused predominantly on continued development with the Business Review and made progress with Daily Gazette.
Goal:	Find new, low cost ways to market CRHRA and it's mission
Result:	Advertised via Siena College and SUNY Albany career fair publications, increased visibility on social networking sites, including establishing our Twitter account, maintained Albany Chamber membership.
Goal:	Increase media outlet spots
Result:	Currently post events and send announcements to 40 outlets.
Goal:	Advertise in select value-add publications
Result:	Added 3 advertisements in 2009 – 2010 (Diversity Spectrum Awards in Business Review, Siena and U Albany publications)
Goal:	Connect with ASTD, International Society of Employee Benefits Specialists, NYS Personnel Council, School District HR/Association, Retail HR Association
Result:	Did not attain.
Goal:	Provide regular Newsletter articles
Result:	Submitted 14 newsletter articles in 2009-2010
Goal:	Media spots
Result:	13 spots in 2009 – 2010, including 3 television spots. Additional 10+ for program spots in various outlets.

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Concerns/Opportunities

Would like guidance from NYS SHRM and/or SHRM regarding best practices for Public Relations. There are no special committees or volunteer webcasts to address this.

Media outlet Chief Editors and other relationship prospects turn over and getting to the right people at various publications has been challenging.

Recommendations

Continue communication with NYS SHRM to request Public Relations best practices support.