

Chesapeake Chapter Bylaws

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION

June 2023

Article I. Chapter Name

This organization shall be known as the Chesapeake Chapter, or informally as CHESPRA, hereafter referred to as the Chapter, of the National School Public Relations Association, hereafter referred to as the Association.

Article II. Obligations

This Chapter will conduct its operation in accordance with the Constitution and Bylaws of the Association.

Article III. Purposes and Objectives

The chapter is organized and shall be operated exclusively for charitable, scientific, and educational purposes, as may qualify it as exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1954, or any corresponding provision of any future United States Internal Revenue Law. More specifically, such purposes include, but are not limited to:

- The purposes and objectives of the Chapter shall be: (1) to serve the citizenry of Maryland, Virginia, West Virginia, and the District of Columbia by promoting understanding of the goals, aims, accomplishments, and needs of the schools within these four jurisdictions; and (2) to provide professional development for its members.
- The Chapter shall seek to accomplish its purposes and to achieve its objectives: (1) by encouraging the use of sound public relations practices by all those at work in the schools within the Chapter jurisdiction; (2) by placing before the citizens facts and viewpoints that will lead to better understanding, appreciation, and support of their schools; and (3) by developing materials that will assist the schools within the Chapter jurisdiction in building an increased public understanding of the role of public education.

Article IV. Membership

There shall be three membership categories to help individuals, school districts and other organizations take advantage of CHESPRA's services. Fees are established by the Chapter's Executive Board.

Section 1. Full Professional Memberships/Organizational Subscriptions

CHESPRA offers full professional memberships as well as full-service subscriptions (for those organizations that prefer an organizational subscription for access to CHESPRA publications, services and benefits).

- Professional membership - Additional members of the same organization can join CHESPRA at a reduced rate. Professional members are individuals who have full-or part-time responsibility in educational public relations or are business leaders. Professional members may hold Chapter office and vote on issues that come before the Chapter.

- School Service Subscription Level 1 (Organizational). The School Service Subscription Level 1 allows up to five members who have full-or part-time responsibility in educational public relations or are business leaders, of the same organization, to join CHESPRA, with all the same rights of professional membership.
- School Service Subscription Level 2 (Organizational). The School Service Subscription Level 2 allows up to 10 members who have full-or part-time responsibility in educational public relations or are business leaders of the same organization, to join CHESPRA, with all the same rights of professional membership.

Section 2: Associate Memberships

Associate memberships are available for non-PR and non-central office staff, including principals and administrative assistants, for example. Associate members are not eligible to vote or hold office in the chapter.

- Individual, associate membership.
- School Service Subscription Level 3 (Organizational). The School Service Subscription Level 3 allows up to five for non-PR and non-central office staff, of the same organization, to join CHESPRA, with all the same rights of individual, association membership.

Section 3: Special Class Memberships

Special class memberships are available to full-time students and retirees. Special class members are not eligible to vote or hold office in the chapter.

- Student membership. Student members are individuals who are pursuing full-time course work in public relations or education at accredited colleges or universities.
- Retiree membership. Retired members are individuals who retired from full-or part-time positions with a responsibility in educational public relations or business leaders.

Article V. Officers

Section 1. Elected officers of the Chapter shall be president, president-elect, vice president/membership, vice president/public relations, secretary, and treasurer. In addition, an APR counselor and regional officers will be appointed by the Executive Committee. All officers must be current professional members of the Chapter.

Section 2. The term of office for all officers shall be one year and shall begin at the June Executive Board Retreat to be held no later than June 30 each year. Neither the president nor the president-elect offices may be held for consecutive terms by the same individual. Other officers, except the Treasurer and APR chair, vice president/membership, vice president/public relations, and regional officers shall not be eligible to serve more than two consecutive terms in the same office.

Section 3. Vacancies in elected offices shall be filled by appointments made by the president with the approval of two-thirds of the Chapter's Executive Board.

Section 4. The Chapter president, president-elect, treasurer, and vice president/membership shall be members of the National Association. All other Chapter officers and members are encouraged to be members of the National Association.

Section 5. Officer Responsibilities

a. The President shall preside at all regular and special meetings of the Chapter and the Executive Board.

They shall appoint all committee chairpersons, subject to the approval of the Executive Board. They shall exercise general leadership and supervision in the affairs of the Chapter and shall maintain a liaison with the Association and Regional Vice President. They will ensure the chapter submits reports to NSPRA as required annually by national policy. The president shall perform all other duties commonly associated with this office.

b. The president elect shall be responsible for arranging appropriate programs for the meetings of the Chapter, preparing and distributing program announcements, and coordinating meeting locations and sponsors. They shall perform all duties of the president in the event of the president's absence or inability to act, and may appoint a committee, which they will chair, to assist with conference location logistics and sponsorship recruitment functions.

c. The vice president/membership shall maintain the Chapter's membership records, send out annual dues notices, and promote membership to appropriate individuals with particular emphasis on maintaining a membership representative of the Chapter's diversity. They shall perform such other duties as may be assigned by the president, and may appoint a committee, which she or he will chair, to assist with membership functions.

d. The vice president/public relations shall be responsible for publishing and distributing chapter news and information, maintaining the Chapter website and social media channels, and informing Chapter members and the Association about Chapter activities and individual accomplishments of its members. They shall perform such other duties as may be assigned by the president, and may appoint a committee, which they will chair, to assist with public relations/marketing functions.

e. The vice president of awards and recognition shall be responsible for managing and promoting chapter award and recognition programs. They shall perform such other duties as may be assigned by the president, and may appoint a committee, which they will chair, to assist with award and recognition activities.

f. The secretary shall keep minutes of all meetings of the general membership and the Executive Board. They shall be responsible for all correspondence as assigned by the president and be generally responsible for the records and files of the Chapter. They shall perform such other duties as may be assigned by the president.

g. The treasurer shall receive and disburse all monies for the Chapter, including membership fees and conference registrations. They shall keep accurate records of the finances of the Chapter and submit regular (monthly) financial reports to the Executive Board and the membership. They shall perform such other duties as may be assigned by the president.

h. The APR chair shall promote and encourage members to pursue Universal Accreditation for Accreditation in Public Relations (APR). The APR chair shall also provide support to members during the accreditation process and will report APR achievements of its members to the Executive Board and membership on a regular basis.

i. Regional officers (one representing Virginia and District of Columbia and one representing Maryland and West Virginia) shall encourage and support membership in their geographic area. The regional officers will work with the vice president for membership to promote an annual membership drive and support new members. The regional officer shall serve as a liaison to the state education departments and will facilitate collaboration among members about regional issues.

Article VI. Executive Board

The Chapter Executive Board shall function as the governing body of the Chapter, assume general responsibility for policy decisions between membership meetings, and carry out directives as voted by the membership. A majority of the Board shall constitute a quorum. The Executive Board shall consist of the elected officers, chairpersons of standing and special committees, the immediate past president, and any Association officer who lives in the Chapter's jurisdiction.

The Executive Board shall prepare an annual report of the Chapter and present it at the annual Chapter meeting. Copies of the report shall be sent to the regional vice president and the Association office.

Article VII. Elections

The election of officers shall take place in the spring at the annual meeting of the Chapter. A Nominating Committee may be formed by the executive board to recruit candidates and coordinate elections.

Article VIII. Committees

Section 1. Standing Committees are those engaged in activities that are permanent in nature in the program of the Chapter. With the exception of any named in this Article, standing committees may be created or dissolved by the president, with the approval of the Executive Board.

Section 2. Ad hoc committees may be appointed by the president with the approval of the Executive Board. Such committees shall have a specific task and a specific time period after which they shall be automatically dissolved.

a. Nominating Committee. There shall be a Nominating Committee consisting of not fewer than three professional members, which shall propose a slate of officers for the Chapter. The Nominating Committee will be formed in December each year.

Article IX. Dues

Dues shall be set by the Executive Board and shall be payable at the beginning of the fiscal year, which shall be designated from September 1 to August 31. Dues paid after June 1 shall be applied to the following dues year.

Article X. Meetings

Section 1. There shall be an annual meeting of the Chapter, held prior to the annual meeting of the Association.

Section 2. A majority of members of the Chapter, or ten members, whichever is smaller, shall constitute a quorum.

Section 3. Business may be transacted by a majority vote of members present at any meeting, providing a quorum is present.

Section 4. The number, time, place, and program of meetings shall be determined by the Executive Board.

Article XI. Prohibited Activities

No part of the earnings of the Chapter shall inure to the benefit of, or be distributed to, its directors, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these Bylaws. Except as provided in Section 501(h) of the Internal Revenue Code of 1954, or any corresponding provision of any future United States Internal Revenue law, no substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including the publishing or distribution of campaign statements) any political campaign on behalf of any candidate for public office.

Notwithstanding any other provisions of these Bylaws, the organization shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding provision of any future United States Internal Revenue law, or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1954, or the corresponding provision of any future United States Internal Revenue law. Upon dissolution of the corporation, the Executive Board shall, after paying or making provision for the payment of all the liabilities of the corporation, dispose of all the assets of the corporation exclusively for the purposes of the corporation in such manner, or to such organization or organizations organized and operated exclusively for charitable, educational, or scientific purposes as shall at the time qualify as an exempt organization or organizations under Section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding provision of any future United States Internal Revenue law, as the Executive Board shall determine.

Article XII. Amendments

Section 1. These Bylaws may be amended by a quorum vote of the membership, providing at least 30 days' notice in writing has been given of any proposed amendment. Amendments shall be submitted in writing to the president for presentation to the Chapter.

Section 2. Approval of the amendments by the Executive Committee of the Association is required before final adoption by the chapter.

Article XIII. Parliamentary Authority

When a question arises concerning procedure, the most recent edition of Robert's Rules of Order shall be used as a guide.

Adopted via electronic vote, May 2023