

PSEA PUBLIC INFORMATION (PUBLIC RELATIONS) COMMITTEE CHARGE AND SOP

Scope: The PSEA Public Relations Committee is a standing committee tasked with promoting the enrolled agent profession and supporting PSEA media relations. Its work typically builds upon the work done by prior committees but may be given other specific charges by the PSEA President. Members are appointed by the PSEA President for a one-year term. Their primary focus is to develop strategies that elevate public recognition and awareness of enrolled agents and PSEA members.

Term: The committee's work commences on July 1 with installation of the new PSEA officers and directors and ends on June 30 of each year.

Members: Chair and no less than 2 members

Charges & Responsibilities:

- Develop strategies to enable PSEA members to fully appreciate and celebrate their status as America's Tax Experts.
- Increase public awareness of enrolled agents as America's Tax Experts.
- Develop and provide content for PSEA newsletters.
- Review and recommend changes to the PSEA website to increase its usefulness to PSEA members and the public.
- Develop strategic alliances with state and local media (radio, TV, print).
- Manage PSEA's presence on social media such as Facebook, Twitter and Linked In.
- Report all proposed committee recommendations to the PSEA Board for approval prior to implementation.
- Collaborate with any PSEA committees as appropriate to fulfill these charges.
- Refer to the Public Relations Committee SOP for more information on the process.

PSEA PUBLIC RELATIONS COMMITTEE SOP

Composition of the Public Relations Committee

The Public Relations Committee is generally comprised of at least three members appointed by the PSEA President. The members should have experience with media relations, promotion or publicity, whether at the local, affiliate or national level.

The PSEA Board of Directors (Board) continually seeks to identify members with strong leadership abilities. Participation in this committee is an excellent opportunity for the chair and PSEA members of the Board to evaluate members who demonstrate the requisite skills necessary to serve PSEA in the future in this or another capacity. Please keep this in mind and if a committee member exhibits extraordinary skills, please discuss with the PSEA President.

Duties of the Public Relations Committee

The Public Relations Committee is a standing committee whose work builds upon the work done by prior committees. It is responsible for the overall oversight of the promotion and awareness of enrolled agents and PSEA members as America's Tax Experts. The committee manages PSEA media and promotional strategy according to a specific charge given by the President.

Timeline

The committee's work commences at the start of the new PSEA governance year on July 1. This marks the effective start of the committee's charge, which generally ends when the next committee's charge is effective, approximately one year later.

Shortly after the start of the fiscal year, the committee should convene to discuss its overall charge and specific strategies to achieve the initiatives. Priority is generally given to unfinished projects from the previous year, but that may change depending upon PSEA's operating environment and the President's specific charge.

The chair will schedule committee meetings as needed to accomplish its objectives for the fiscal year. The meeting schedule for the Committee's work should allow the Committee to meet its specific charges in a timely fashion and also be sensitive to the needs of its members. The chair should confirm that the meeting schedule is agreeable to the committee members and will modify it as appropriate. The committee should remain cognizant of any Board plans and intentions in its work. The chair will provide all members of the committee with a schedule of committee meetings and distribute agendas for each meeting.

The chair or a committee member may prepare a draft report of its recommendations for proposed action. Generally, the completed committee report will be distributed to the full committee for comments / revisions before distribution to the Board. The final committee report is then submitted to the Board for approval.

An invitation to the chair is extended when the chair's presence at the Board meeting is required by the President. If the President requests the chair attend a meeting, his / her travel expenses will be reimbursed according to the established reimbursement policies found within the PSEA Policy and Procedures Manual.