2015 WSCFF Convention Resolution

SUBJECT: Public Relations Strategic Plan
RESOLUTION #: Substitute 15-08

WHEREAS: At the 2014 Convention, members passed Resolution 14-13, originally submitted by Spokane Local 29, establishing a $50,000 line item from savings to be used for organization and initial operating expenses related to a public relations campaign; and

WHEREAS: The WSCFF Executive board has hired a public relations firm; and

WHEREAS: The WSCFF Executive Board has appointed a Public Relations committee that has completed a public relations public perception survey; and

WHEREAS: The Public Relations Committee has completed its assigned work on a public relations strategic plan that outlines a comprehensive, coordinated, community relations, grassroots plan of action; now therefore be it

RESOLVED: That the WSCFF proceed with enacting the public relations strategic action plan; and be it further

RESOLVED: That the plan is comprehensive and includes the creation of a public website, social media strategies, training for members including internal and external communication strategies, training on media communications, and development of campaigns in a box; and be it further

RESOLVED: That $140,000 for the 2015 fiscal year and $100,000 for 2016 and 2017 be specifically designated for the implementation and staff hours of the public relations plan; and be it further

RESOLVED: That those unused funds shall be retained for public relations purposes; and be it further

RESOLVED: That the WSCFF will give a progress report annually at the WSCFF Educational Seminar.

SUBMITTED BY: Public Relations Committee

Committee	Action Taken	Recommendation
Public Relations		Do Pass
Ways and Means	Assigned Cost`	2015/16-$1.58 per capita 2016/17- $1.13 per capita equivalent 2017/18-$1.13 per capita equivalent
Floor	Adopted	

ASSIGNED DESIGNATION: