



California Council of IAIP

**Public Relations Report
October 2021**

The CA Council Public Relations team has been charting our C.O.U.R.S.E. **C**ommunity **O**utreach **U**sing **R**esources **S**kills and **E**ducation. The main objective for Public Relations is to provide ideas to members for Community Outreach, Using the Council website for Resources, using our Skills to communicate and provide Educational opportunities.

The Public Relations team has enjoyed serving the members this past year and we look forward to another productive year of involvement, communication, growth and fellowship.

The Council's goal and purpose is for the members of California to be able to visit the Council website for information on upcoming events across the state and region, links to other important websites, current forms and documents. Please share your news and events with us. Posting your events and meeting dates helps create awareness of your association and increases attendance.

The Pandemic did not deter members from Community Outreach. Members purchased lunch to drop off at women's shelters, did a fundraiser to buy a Karaoke machine for a local senior center, walked for Alzheimer's awareness, delivered food baskets, collected clothes to support job seekers so they may look their best for interviews.

California members are always stepping up to volunteer on Regional and International levels. We serve on Task Forces, Chair Special Interest Groups and serve as Regional RVP and Regional Directors and liaisons. Special congratulations to Christine Chandler Tillett, aPHR, CLP, CDP, CRIS, TRIP, MLIS, CIIP on her election to Region VII RVP.

PR will continue to focus on updating the CA Council History Manual with additional photos and memories. Keeping records of our past and our present will directly benefit our future. If you have not checked out the history manual please do. The heartfelt memories of our past Council Directors and the photos they have shared are truly priceless.

At the beginning of our two year term we made a promise to the members to keep the website and social media pages updated, keep the documents current, share new Education programs, Safety and Legislation articles. We also promised to share community action ideas, publish IAIP events,

promote awards and scholarships. And we promised to communicate! We do hope you felt the Public Relations team kept that promise.

Please do not hesitate to contact me if you have any questions regarding the material available on the web site or wish to add association and member events and we will be happy to help.

Respectfully submitted,
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2021 Public Relations Liaisons:

Public Relations: Annette Ing-Firmeza

Communications: Kim Cameron, CPIW, CLP

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Safety: Elaine Sorensen, AIS, CIIP