Georgia School Public Relations Association:
Branding GSPRA
Statement of Work
Project Start: May 2018
Project End: October 2018

SITUATIONAL ANALYSIS

Synopsis

Since its charter in 1973, the Georgia School Public Relations Association (GSPRA) has been the leading professional organization for school communicators and school-community relations specialists in the state of Georgia. The organization carries with it a distinct history of providing top-notch industry-related conferences and knowledge sharing platforms to help its 85- plus members navigate communications and non-members provide quality community relations to their organization.

We currently communicate with our membership via emails, conferences, social media, and the GSPRA website. GSPRA members look at the organization as an expert in the field of communications, PR, and community relations. It is imperative that when members, and non-members, seek to make contact with GSPRA they find a fresh, updated visual identity that they can relate to as:

- Having members that are industry leaders
- Having a knowledgeable membership base
- Having communication professionals that are subject matter experts

But is the GSPRA brand hitting these targets or throwing darts at an empty bull's-eye?

It is to this end that the GSPRA Board of Directors supports *Branding GSPRA*.

Branding is a large part of how our customers (members and non-members) perceive the organization. Branding GSPRA would be a critical step in visually acknowledging the professional expertise our customers will experience when they come into contact with the organization.

Purpose

The purpose of rebranding the visual identity of GSPRA is to:

- Refresh the visual and written brand of GSPRA
- Give character to the organization so we are respected in our sphere of influence and beyond
- Set expectations that GSPRA is a progressive organization that provides professional value to communicators and non-communicators.

RESEARCH

Survey/Informal Polls/SWOT Analysis

Initial research and SWOT Analysis performed by GSPRA members showed that:

- Previous GSPRA Boards discussed implementing a new logo and website but the focus was more on professional learning and membership drives
- Logo was created before 1997
- An informal poll during the 2018 one-day conference showed 80% of attendees felt the current logo and website were dated
- Discussion points from the informal poll showed that members thought it would be a good idea to show a forward-thinking organization through visual collateral
- Review of NSPRA member SPRA's throughout the country showcased a variety of visual identity elements – some current, some dated
- GSPRA partnered with Blackboard in 2008 to create the current website
- Current contract with Blackboard (on the website) has dated back 10 years and there have been minimal changes to content, photos, and color.
- Strengths of knowledge and expertise is not conveyed with the current website and logo
- GSPRA Board designated a small budget to commit to a professional graphic artist that can provide extensive knowledge and direction in logo creation.

PLANNING

Goal

GSPRA has name recognition and awareness among its members, but the internal and external audiences lack the connection to the GSPRA brand and what it offers them outside of the two-day conference. The organization's mission is to "advocate for public education and to provide expertise, resources and support, empowering school systems to communicate effectively and build strong relationships."

In this digital age, providing resources, expertise, support, and building relationships begins with a web search. It is in support of the mission that the GSPRA Board set the goal of the *Branding GSPRA* campaign:

> *To create a visual identity that attracts communication professionals seeking an organization with member expertise in the areas of progressive school public relations, community relations, marketing and communications.*

Audience/Public

Primary Audience: GSPRA Members and Communication Professionals in School PR
Secondary Audiences: Superintendents, School District Personnel with non-communication positions, non-GSPRA Members

Objective

To achieve the stated goal, the GSPRA Board will set the following objectives:

- GSPRA Board will revamp and introduce a new logo by October Conference 2018
- GSPRA Board will introduce a new website by October Conference 2018 to house organization information.
- GSPRA Board will produce one digital marketing collateral piece that showcases the benefits of GSPRA by October Conference 2018

Strategies

Partnership Engagement: Work with Blackboard to glean information on website redesign feasibility and provide information/training on new website.

Member Engagement: Create meaningful opportunities for members to become involved in communicating the importance of GSPRA membership by using digital media content curated on the new website.

Digital Media: Utilize digital (website and social) media to increase awareness and share GSPRA resources with members, non-members, and other communication professionals.

Board Member Engagement: Provide training for Board Members through Blackboard and grassroots efforts so they can update digital media sites.

IMPLEMENTATION

Activity/Budget

To achieve the stated goal, GSPRA Board members will review a working budget after initial analysis of website refresh options.

Activity	Status	Cost
Website Refresh	Complete	In Kind - Blackboard
Board members attend branding sessions @ NSPRA for insight	Complete	In Kind Time/Cost – Two GSPRA board members attended NSPRA and shared information with Board
Weekly meetings w/Blackboard	Complete	In Kind Time – President Elect and VP of Communication
Work w/Graphic Designer to create three designs	Complete	In Kind Time – VP of Communication

Create one 'benefits of GSPRA' video	Complete	In Kind Time and Video/Editing equipment – President Elect
Conference Materials ordered	Complete	In Kind Time - VP of Professional Learning and VP of Communications
Swag Design and Printing Cost: Notepads, Folders, Bags, Pens, Cups	Complete	$1000
GSPRA-logo cookies	Complete	$200
Graphic Designer submits final logo	Complete	$300
Prepare graphics for website reveal @ Fall Conference	Complete	In Kind Time – President Elect
Presentation of new brand @ Fall Conference	Complete	President

TOTAL COST: $1,500 + 25 hours of Board in-kind time

EVALUATION

Results

Output: Reveal of New Logo
Output: Revamp/Reveal of New Website
Output: Digital Marketing Video piece sent to members
Outcome: 3 communicators 'rejoined' GSPRA during spring drive-in event
Outcome: Members and non-members review website – 1 new member joined based on information found on the new website

- Supporting Documentation Continued Next Page -

Supporting Documents

Old Logo

New Logo

Old Website

[New Website](#)

[GSPRA Benefits Video](#)

Haley Charlton @haleyecharlton · 19 Oct 2018
Excited to attend my first #GSPRASPLASH conference this year! @GSPRA #SchoolPR

Georgia School Boards Association @gsbacomm · 19 Oct 2018
Excited to be at the 2018 @GSPRA Conference on Jekyll Island! #GSPRASplash

So ready to welcome our members tomorrow! #GSPRASplash

5:44 PM - 18 Oct 2018