

Georgia School Public Relations Association

School PR All Stars: Get Your Head in the Game!
Professional Learning Conference
October 17-18, 2019

Statement of Work
Dated: January 2020

SITUATIONAL ANALYSIS

For at least the past 10 years, the Georgia School Public Relations Association (GSPRA) has provided a professional learning conference for members in school communication. These learning events range from a one and one-half day conference to a two full-day conference; depending on budget and focus of content.

Currently there are 181 school districts across the state of Georgia. Many of these districts are in rural settings with budgets that cannot support a full-time communications position. Some of these districts can support a one-person communications department that is responsible for communication efforts to include:

- Video Production
- Community Outreach
- Strategic Communication
- Newsletter Dissemination
- Employee Communication
- Partners in Education Outreach
- Social Media Planning and Updates
- Special Events Coordination
- Comprehensive Communication Planning

With this in mind, the GSPRA Board recommended hosting a fall two-day conference in 2019 to support the efforts of GSPRA members, district communications positions throughout the state, and other government entities focused on K-12 education.

PURPOSE

The purpose of the fall two-day professional learning event was to provide communications and public relations professionals with content to:

- Promote the importance of effective communication.
- Provide materials and learnings that are valuable to member districts and attendees upon return to home-base.
- Provide professional networking opportunities to showcase GSPRA as the first source for communication needs throughout the state.
- Enhance the knowledge and skills of school public relations professionals throughout the state.

RESEARCH

GSPRA's President, President-Elect, and VP of Professional Development used a mix of formal and informal research to plan the two-day *School PR All Stars: Get Your Head in the Game!* Conference.

The following research was conducted:

- GSPRA Member survey after Fall 2018 conference
- GSPRA Member survey after Spring 2019 conference
- Region Director outreach to members and non-members
- NSPRA session attendance feedback from GSPRA members
- Media analysis of national public relations and communication trends
- Content analysis of the Georgia Partnership for Excellence in Education Top Ten Issues to Watch.

Research data showed:

- Members desire a session with Superintendents
- Members desire more networking opportunities with each other
- Almost 62 percent of survey respondents have one-to-five years in school communication
- A little over 77 percent of survey respondents prefer a full two-day conference
- Breakout sessions are beneficial due to small number of attendees and ability to ask questions
- Topics of interest included Customer Service, Thought Leadership with Superintendent, Crisis Communication and Self-Care

GOAL

GSPRA has historically provided professional development for members on a variety of topics pertinent to the communication professional. 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.

It is in support of this mission that the GSPRA Board ***provide ongoing professional development for members and non-members who are seeking professional and personal knowledge to enhance their skills and promote their district with the most up-to-date communication best practices.***

OBJECTIVE

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

- GSPRA Board will partner with Superintendents to offer one joint session during the Fall Conference held October 17-18, 2019.
- GSPRA Board will research and choose two or three national speakers that can provide learnings on topics of choice for members by July 2019.
- GSPRA Board will offer three registration scholarships for first-time attendees by September 15, 2019.
- 75 percent of the GSPRA 83-member roster will attend the Fall Conference held on October 17-18.
- 85 percent of the current GSPRA 83-member roster will remain members of GSPRA through attending the fall conference or paying membership dues.
- GSPRA Board will offer new Accredited in Public Relations stipends for current members who complete APR designation by two months before the GSPRA conference.

All stated goals and objectives will be met or exceeded by October 18, 2019. At that time, the plan will be complete.

STRATEGIES

Partnership Engagement: Work with members to promote and share information about GSPRA and GSPRA professional learning conference opportunities.

Digital Media: Utilize digital media to highlight member successes, professional updates, best practices, professional learnings, and communication resources throughout the year (see www.gspra.org, Georgia School Public Relations on Facebook, and GSPRA on Twitter)

Member Engagement: Create meaningful and affordable member learning opportunities through the GSPRA group list-serv and in-person.

AUDIENCES

Primary Audiences: GSPRA Members and Communication Professionals in School PR

Secondary Audiences: Members of Neighboring SPRA's, Non-GSPRA Members, Georgia Superintendents

BUDGET

Conference Financials:

Income:

\$1,500	Award Entry Fees
\$17,000	Sponsorships
\$23,000	Registrations
\$41,500	– Total Income from Fall Conference

Expenditures:

\$11,000	Distinguished Speaker Fees (3 Total)
\$10,300	Conference Center Rental (Technology Included)
\$9,000	Food (Banquet Open Bar, Breakfast, Lunch, Dinner Included)
\$2,000	Conference Swag
\$1,000	Other (Tables, Gift Cards, Door Prizes, Printing, etc.)
\$600	Registration Giveaways
\$450	APR Stipends
\$34,350	– Total Conference Expenditures

NET PROFIT: \$7,140

EVALUATION

All stated objectives were achieved or exceeded:

- Partner with Superintendents to offer a joint session during the Fall Conference held October 17-18, 2019. (**Achieved** – Invitation disseminated by Georgia School Superintendents Association (GSSA) and GSPRA members to superintendents. Session was held on the last day of the GSSA conference - see supporting documentation)
- Research and choose two or three national speakers that can provide learnings on topics of choice for members by July 2019. (**Achieved** – three national speakers on topics of Customer Service, Partnering with Superintendent, and PR Superheroes)
- Offer three registration scholarships for first-time attendees. (**Exceeded** – GSPRA offered five total registration scholarships for members)
- 75 percent of the GSPRA membership roster will attend the Fall Conference held October 17-18, 2019. (**Exceeded** – close to 84 percent of the membership attended the Fall Conference)
- 85 percent of the current GPSRA membership roster will remain members of GSPRA. (**Exceeded** – close to 90 percent of membership renewed and/or attended the conference; **Stretch Goal** - there was also an addition of four new members from counties with first time communication personnel)
- Offer new Accredited in Public Relations member stipends for completion of APR designation. (**Achieved** – stipends were budgeted and gifted to three new APR designee's)

SUPPORTING DOCUMENTATION




Georgia School Public Relations Association

2019 Conference Agenda

Thursday, October 17

7:30 a.m.	Registration Opens
8 a.m.	Breakfast
9 a.m.	Welcome Yolanda Stephen, APR, President Suzanne Wooley, Vice President of Professional Development
9:15 a.m.	1st Down: Leadership Principles of Customer Service Juliet Hall Owner, Juliet Hall INC <i>Beth M. Introduction and Thanks</i>
10:15 a.m.	Coffee Break
10:30 a.m.	Breakouts Session A: The Playbook: Best Practices to Win and Engage People Last Name Ending A-M Juliet Hall, Owner, Juliet Hall INC <i>Lenora D. Introduction and Thanks</i> Session B: SERVE Internally Last Name Ending N-Z Amy Rosenberg, KQ Communications <i>Hayley G. Introduction and Thanks</i>
11:30 a.m.	Lunch Buffett and Annual Meeting *Sponsored by PeachJar .
1:30 p.m.	National Distinguished Speaker (GSSA Superintendents are invited to join) "Branding Alongside a Communications Pro" <i>Dr. Michael Lubelfeld, Superintendent, North Shore School District 112</i> <i>Kayden Jacobs, APR to Introduce and Thanks</i>

Fall Conference Sample Agenda (Above)
Annual Awards Banquet Sample Agenda (Right)



Georgia School Public Relations Association

GSPRA Annual Awards Banquet
Thursday, October 17, 2019
7:00 – 8:30
GSPRA: Get Your Head in the Game

Welcome – Yolanda Stephen, APR and Beth McLaughlin

Word from Our Sponsors – Blackboard

Chapter Recognitions

- GSPRA Exemplary Chapter – Presented by Yolanda Stephen, APR
- GSPRA Scholarship Recipients – Presented by Suzanne Wooley, GSPRA VP Professional Development and Conference Chair, Tina Thames, and Michelle Kim
- APR Recipients – Presented by Pat Holloway, APR, APR Accreditation Chair
- Annie Raymond Award – Presented by Yolanda Stephen, APR
- Marie Wofford Professional Growth Award – Presented by Beth McLaughlin
- Outstanding Leadership in School Communications Award – Presented by Yolanda Stephen, APR

DINNER IS SERVED

***2 or 3 Door Prizes to help bring the group back together. We don't have to wait until everyone is finished eating. We can do this as the line dwindles down and we transition into the Award Recognition portion – Suzanne Wooley, Tina Thames, and Michelle Kim

Award Recognitions – Presented by Charles White, Susan Romanick, and Kaden Jacobs, APR

- GSPRA Publications, Photography, and Electronic Media Contest Award Winners: Yolanda Stephen and Beth McLaughlin help pass out awards as needed.

***2 or 3 Door Prizes as a transition for location announcements – Suzanne Wooley, Tina Thames, and Michelle Kim

Spring 2020 Location Announcement – Yolanda Stephen, APR

Fall 2020 Location Announcement – Beth McLaughlin (Suzanne, Tina, Michelle, Yolanda, Kaden, Amy, pass out goodie bag with wolf ears – try to get everyone to open it at the same time on Beth's que.)

***Final Door Prizes: NSPRA Power Hour, NSPRA Discount, GWL Deluxe Family Suite Stay for 5! – Yolanda Stephen, APR and Beth McLaughlin

Closing Remarks – Yolanda Stephen, APR and Beth McLaughlin



GSPRA Invite – School PR All Stars: Get Your Head in the Game! (Above)



Re-cap video of the GSPRA Fall Conference (Left)

Superintendent Session Invite (Below)

A graphic invitation for a superintendent session. On the right, there's a large smartphone illustration showing a "REVIEW" screen with a star rating, a heart icon, and a thumbs-up icon. A woman in a red top and black skirt is pointing at the screen, and a man in a yellow shirt is also pointing. The GSPRA logo is in the top right. The main text on the left reads "YOU'RE INVITED!" in large blue letters, followed by the session title "Branding Alongside a Communications Pro" in bold black. Below that, it lists the speaker: "Dr. Michael Lubelfeld, Superintendent of North Shore School District 112, Illinois." A paragraph of text explains the session's focus on leveraging communication tools. It ends with "Please join us!" and the conference details: "GSPRA FALL CONFERENCE" in blue, "Thursday, October 17, 2019 | 1:30 p.m.", "UGA Conference Center", and "1197 S. Lumpkin Street, Athens, GA 30605".

