
**Send Us Your Commitment of Intent by September 15, 2010
for This FREE Survey**

NSPRA Research Project Offer to NSPRA Member Districts

Thanks to a new partnership with K12 *Insight*, Inc., NSPRA is seeking districts to participate in a communication survey of parents and non-parent community members about school communication. NSPRA's Communication Accountability Program (CAP) Committee is working with K12 *Insight* to deploy this survey and make its results available during the 2010-2011 school year. K12 *Insight*, a new NSPRA partner, specializes in all aspects of research in the context of public education.

Case of NSPRA Survey

This survey will be conducted every 2 years and will provide baseline data to NSPRA so we can effectively advocate on behalf of our members and provide thought leadership on behalf of school communication professionals. Your support of this survey is critical.

We will seek input on a variety of communication issues such as content, frequency, and distribution methods including information on use of print and e-communication services. The survey will give participating districts an analysis of the preferred methods and frequency of communication, particularly as technology continues to transform communication at an unprecedented pace.

Your Role

Participating districts will work with K12 *Insight* by providing the e-mail addresses of their target

audiences. All district responses will be shared only with the participating districts. NSPRA will receive a compiled listing of responses from participating districts by type (rural, suburban, urban, etc.) and by enrollment size categories. The compilation will serve as the foundation for a report by the NSPRA CAP Committee at the 2011 NSPRA Seminar in San Antonio and a special Back-to-School release on what the trends are in school communication.

No Cost to NSPRA Member Districts

Thanks to K12 *Insight*, there is no cost for this survey offered by NSPRA's CAP Committee. This offer is only for NSPRA member districts that have full individual or institutional memberships. If districts choose to add survey items that are particular to their needs, the participating district must cover those costs.

The survey will be offered in English and Spanish. Other languages can be offered but customization charges will apply.

The scientific survey will be designed by K12 *Insight* professionals. K12 *Insight's* technology has powerful analytical capability that goes much further than any of the common web-based solutions now available. Your local results can boost effective and efficient communication efforts at a time when all of our schools need more understanding and support. Since this study is in the design phase, if you participate now, you will have a chance to influence the design of the survey.

This is a golden opportunity for NSPRA members, thanks to our partnership with K12 *Insight*, Inc. Your district will receive a free professional survey on the local communication function that will help you better understand those you communicate with every day. Also, NSPRA can start building a highly relevant database of what is working in our field to be more helpful to its members and in the long term, to our profession. It is truly a "win-win" situation but we can only guarantee this offer to the first 100 school districts that apply. We are attempting to gather results from every region of our country. Help yourself and help NSPRA make a critical impact on the substantive nature of research in building more support for your schools. Fill out your commitment of intent today!

Tim Hensley, APR, NSPRA President

Tentative Timeline for the 2010-2011 Survey Project

Receive NSPRA member commitment of intentSeptember 15, 2010
Receive comments on developmentOctober 15, 2010
Implement local surveyNovember to April 1, 2011
Distribute district resultsAs completed
Announce NSPRA's national resultsJuly 2011 (San Antonio Seminar)
Send Back-to School media releasesAugust 2011

Your Commitment of Intent

To participate in this FREE survey, please fill in the information below and return it to us by September 15, 2010:

Email us at: capsurvey@nspra.org
Fax it to us at: (301) 519-0494
Mail it to us at: NSPRA Survey
15948 Derwood Road
Rockville, Maryland 20855

Your school district name _____

Address _____

Phone (____) ____-____ Fax (____) ____-____

Superintendent _____ Email _____

Professional communicator _____ Email _____

Enrollment _____

Self-description. *Select one:*

- Rural
- Suburban
- Urban
- Exurban

<http://www.k12insight.com/>

<http://nspra.org/>

