

2012 NSPRA Chapter Mark of Distinction Awards

MinnSPRA Mark of Distinction Submission 2012 Special Focus Area 2: Special Project (Multi-year phased project) Organizational Improvement and Member Engagement

Summary

In March of 2011, a team of 10 key leaders, past presidents, incoming board members and future leaders met to develop an approach to support the ongoing efforts of the organization and its leaders. The future of MinnSPRA, how it operates and improving engagement with members was the general understanding for the meeting. The goal from this initial gathering was to develop a plan and direction. This initiative was directly connected to goal No. 1 of NSPRA, which is to be “the professional organization that is indispensable to school public relations professionals and other education leaders.” Under this goal, is objective No. 1, which is “NSPRA members will have the skills they need to plan and implement an effective public relations program.” By improving MinnSPRA’s operations, the board can provide better service to members with their public relations efforts.

The guiding questions for this effort were as follows:

- What does the future of MinnSPRA look like?
- How can we get more members involved?
- What can we do differently rather to recreating the wheel?
- What needs to be done to support the infrastructure to ensure appropriate and adequate carry-over of all duties and responsibilities?
- How can we improve annual board transition and training?
- Where is the repository of information?
- What will up us to conduct strategic planning over setting and achieving annual goals?

Following discussion and brainstorming, the team divided into three subcommittees to improve MinnSPRA’s operation at the board level: Organization of Information, MinnSPRA Structure and Job Descriptions, and Member Services Task Force. The group understood that any efforts must align with NSPRA and MinnSPRA Bylaws.

The objectives are:

- 2011-12: Improve operation and management of the MinnSPRA Board of Directors
 - Develop job descriptions for key positions and committees
 - Develop annual organizational calendar
 - Refocus MinnSPRA’s Administrative Services Coordinator to align with this objective
 - 2012-13: Combine calendar, job and committee descriptions and additional information into procedures manual
 - 2012 and beyond: Change the focus of the board from monthly management to outreach with members; develop greater membership participation in planning and development of MinnSPRA programs along with opportunities for involvement

The subcommittees worked until May 2011 at which time they reconvened with the board of directors to review their progress. From their work came the following:

Organization of Information: Incoming MinnSPRA presidents often had to generate all new timelines instead of having this information passed on to them. This subcommittee made specific recommendation on managing and archiving MinnSPRA board information and developed an organizational calendar to ensure all time frames are met, including NSPRA chapter requirements

Member Services Task Force: The subcommittee determined MinnSPRA needed to enhance its administrative support. It developed an RFP for an administrative services coordinator for the organization, along with an improved job description and evaluation process for the position. Part of the role of this position would be work more closely with the president and board on their tasks.

Organization Structure and Job Descriptions: This subcommittee review existing job descriptions of board member positions and developed descriptions for any positions that were not in place. This team also developed committee chair job descriptions for all committees formed within the organization. Those include:

- President
- Past President
- President-Elect
- Secretary
- Treasurer
- Membership Coordinator
- Director-at-Large
- Audit Committee
- Fall Conference Committee
- MinnSPRA Mentor Experience Committee
- Spring Conference Committee
- Nominating Committee
- NSPRA Distinguished Chapter Committee
- Professional Development Committee
- Star Awards Committee

Attachments

[MinnSPRA Board Job Descriptions](#)

[MinnSPRA Committees Descriptions](#)

[Annual Organizational Calendar](#)

[Administrative Services Coordinator RFP and Job Description](#)

[Communication to members about redefined Administrative Services Coordinator position](#)