

**The “Mark of Distinction” Recognition Program**

**for NSPRA Chapters**

**Entry Form**

**(Please include this form with each individual entry)**

Chapter Name: MOSPRA

Chapter President: Michelle Cronk

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**Right to Use Materials Statement**

On behalf of the Chapter, I agree that NSPRA has the right to use any materials, project/program examples, etc., submitted in this entry in Association print/online publications, on the web site, and as “best practice” resources for NSPRA chapters.

Signature of Chapter President:



**Application Process Checklist**

X Each entry includes this cover form and the Page 2 entry specifics form.

X CD-R, CD-RW or flashdrive containing PDF files of the overview and documentation materials.

X Entry documentation is also submitted in a 3-ring binder or folder. Please do not use plastic sleeves for each individual page. Limit use of plastic sleeves to presenting materials that are less than 8x10 page size or over-sized and difficult to three-hole punch. If several entries are combined in the binder, each entry must be clearly separated and marked appropriately.

X Chapter president has signed the “right to use materials” statement on the entry form.

X Entry is postmarked no later than May 15 and sent to NSPRA, Chapter Mark of Distinction Program, 15948 Derwood Road, Rockville, MD 20855.

**“Mark of Distinction” Entry Form – Page 2**

**Entry Specifics**

Chapter: MOSPRA

Please complete and include the information below for each individual entry

\_\_\_ Section I: Membership Building

Current number of chapter members: 180

NSPRA-provided membership baseline number as of June 1 \_\_\_\_\_

Number of chapter members who belong to NSPRA as of April 30 \_\_\_\_\_

Section II: Special Focus Areas

\_\_\_ Category A – chapter has less than 50% NSPRA membership

Category B – chapter has 50% or more NSPRA membership

\_\_\_ 1. Professional Development/PR Skill Building

2. Special PR/Communication Program, Project or Campaign

One-time project/program (completed within a single year)

\_\_\_ Continuing annual project/program (repeats each year; demonstrate  
new/improved/revised components)

\_\_\_ Multi-year project/program (one-time only with defined start and end dates)

\_\_\_ Multi-year phased project/program (components implemented in clearly defined  
phases each year)

\_\_\_ 3. Coalition-Building/Collaborative Communication Effort

# **2014 NSPRA Mark of Distinction Chapter Recognition Award**

## **MOSPRA – Missouri School Public Relations Association**

*Special Focus Area: Special PR/Communication Program, Project or Campaign*

### **Explanation and Overview of Program**

The Missouri School Public Relations Association (MOSPRA) awards scholarships to its members pursuing professional development in return for a presentation on experience gained through regional, state or national conferences. MOSPRA is committed to improving school communication through providing opportunities for professional development for our members. Typically, members who apply for the scholarships are those whose districts have limited funds to attend PD opportunities. MOSPRA will provide up to \$3,000 per year in scholarships for our members to attend both state and national conferences. Another \$500 will be presented as through the Jim Dunn Professional Development Scholarship. All MOSPRA Scholarships will be reviewed by the Scholarship Committee and a recommendation regarding recipients will be provided to the MOSPRA Executive Board for approval.

### **Chapter Goals and Objectives for Program**

- MOSPRA is committed to improving school communication through providing opportunities for professional development for our members.
- Recipient will host a workshop based on knowledge gained through professional development at a regional meeting, fall conference, or spring conference with other MOSPRA members.

### **Timeline and Calendar of events/Activities**

October – Fall Conference Scholarship Applications Due

October – Scholarship Committee Awards Scholarships

December – Spring Conference, Jim Dunn Scholarship, and NSPRA Scholarship Applications Due

January - Scholarship Committee Awards Scholarships

### **Communication Plan Related to Program**

Regional Meetings Agenda Item

MOSPRA Moment e-Newsletter (see attachment)

MOSPRA Moment e-Reminder

MOSPRA Website Page (on-going)

MOSPRA Facebook Page posts

## **Documentation of Related Materials**

See attachment

## **Identification of Target Audience**

The target audience for our scholarship program is our MOSPRA membership. As an organization, we are not “in the business” or making money, so we feel that funds we take in through membership, contest, and conferences should go back out to benefit our membership. The scholarship program is designed to encourage attendance at both state and national conferences, specifically, NSPRA and the MOSPRA fall and spring conferences. Members who may not be able to attend such conferences due to budget constraints are given the opportunity to attend. We hope that by awarding these scholarships, members and their school districts see a benefit to MOSPRA membership fee. We also hope that by encouraging attendance at state and national conferences, our members see both the value in continued professional development and the wealth of knowledge available at these conferences. We also ask our scholarship recipients to “pay it forward” by presenting a workshop at a regional meeting or conference based on the knowledge gained through use of the scholarship.

We also provide scholarships for our President and President-Elect to attend NSPRA. These scholarships are invaluable as they give our elected board members the opportunity to network, gain necessary knowledge to lead our chapter, and represent our chapter at the national level.

Overall, the desired outcomes we reap from our scholarship program are as follows:

- An emphasis on the value of on-going professional development
- Membership value for our members and their school districts
- Exposure to knowledge and information available at state and national conferences
- Provide experiences that a member may not otherwise be able to have

## **Documentation/demonstration of measurable outcomes, effectiveness and success of the program/activity:**

- Expanded scholarship opportunities to include three categories of awards:
  - NSPRA Scholarships (\$500 individual awards)
  - MOSPRA Scholarships (\$250 and \$500 individual awards)
  - Jim Dunn Scholarship (\$500 individual award)
- Increased MOSPRA’s annual scholarship budget by 45%, from \$5,500 to \$8,000 in 2013-14.
- Scholarships for professional development currently represent 27% of all budgeted annual expenditures.
  - NSPRA Scholarships: \$5,000 annual budget
  - MOSPRA Scholarships: \$2,500 annual budget
  - Jim Dunn Scholarship: \$500 annual budget

- Increased number of NSPRA scholarships awarded by 40% from six to 10 in 2013-14.
- Increased total number of scholarships awarded by 45% from 11 to 16 in 2013-14.
- Resulted in positive feedback from scholarship recipients and increased participation at regional, state and national professional development conferences including MOSPRA's fall and spring conferences as well as the annual NSPRA Convention.
- Sample testimonials from scholarship recipients:

- *"I used to tell stories for a living as a broadcast journalist. However, I shifted careers and decided to tell stories from another perspective – education. While I certainly thought my previous job would be quite similar to my new job, there were vast differences. I had great support from my staff and colleagues adjusting to the change.*

*However, the greatest support I received was through fellow MOSPRA members. I have not only attended every MOSPRA luncheon within my area since starting my position, but I have been fortunate enough to attend the Spring and Fall Conferences. School public relations officials from schools large and small helped me broaden my horizons and deepen my knowledge. Workshops provided valuable information I was able to use back in my district. Speakers helped spark passion and intrigue into bettering myself as a public relations specialist.*

*Attending the Fall and Spring conference was only made possible through the generosity of MOSPRA's scholarship program. While I do come from a large district, the Communications Department's budget is always tight. The scholarships I received from MOSPRA helped in ways I could have never imagined at the time. As I respond to crisis, help formulate communication plans and strategies and look for new ways to engage with my community, I can look back on what I learned through MOSPRA and its wonderful members. They've embraced me into their family, and it only continues to grow as more and more schools see the need to become part of that family. I look forward to my ongoing education through the organization." – Jay Scherder, Rockwood School District*

- *"The scholarship helped me advance my professional work because it allowed me to attend the MOSPRA Fall Conference. Attending the conference allowed me to get "plugged-into" the state's top school public relations professionals. Since I am new, it was important for me to make these valuable contacts so I can better communicate with those that have been in the field longer and that have more experience." – Stevie Stryker, Nixa Public Schools*
- *"During my first year in school public relations I received a scholarship from MOSPRA to attend my first NSPRA conference. I utilized these funds to attend the pre-seminar workshop for new professionals. I cannot describe how much knowledge I gained from that workshop that would not have otherwise been possible without that scholarship. The workshop started me out in the right direction in my school public relations career and I am very thankful I could attend." – Amy Haynes, Park Hill School District*

- *“In tight state budget times, the scholarship from MOSPRA allowed me to attend the 2013 NSPRA Conference. Attending the conference allowed me to network and collaborate with my colleagues while learning much more about best practices in school public relations. The visit convinced me to get my APR and continue my professional learning long after the conference.” – Sarah Potter, Missouri Department of Elementary & Secondary Education*

## **Explanation of How Program/Activity Relates to NSPRA’s Goals & Objectives**

One of the primary goals of the Missouri School Public Relations Association is to provide our members access to quality professional development. Understanding that school districts often face budgetary constraints that limit the access classified staff have to workshops and other training, association leadership felt a need to offer scholarships and other monetary support to further the training of members and, thus, enhance the role of school communications in districts throughout the state.

The scholarship program has helped members attend local, state and national professional development workshops and strengthened the school communications professionals in our organization.

# MOSPRA

THE MISSOURI SCHOOL PUBLIC RELATIONS ASSOCIATION



## MOSPRA SCHOLARSHIPS

### ■ Overview

[Home](#) > [Resources](#) > [MOSPRA Scholarships](#)

### MOSPRA Scholarships

MOSPRA will provide at least \$3,000 per year in scholarships for our members to attend both state and national conferences. Another \$500 will be presented as part of the Jim Dunn Scholarship Program (see Jim Dunn Scholarship under the Resources menu).

All MOSPRA Scholarships will be reviewed by the Scholarship Committee and a recommendation regarding recipients will be provided to the MOSPRA Executive Board for approval.

#### State Conference Scholarships

Fall Conference Scholarships, Maximum of \$250 for each scholarship  
Due Oct. 7, 2013

Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Preference will be given to those that have not received the MOSPRA Conference Scholarship in the last two years. Scholarship may be used to pay for conference registration, hotel, and/or travel for the MOSPRA conference.

Spring Conference Scholarships, Maximum of \$250 for each scholarship  
Deadline: Dec. 2 (**NOW ACCEPTING APPLICATIONS**)

Presentation Date: Dec. 15

Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Preference will be given to those that have not received the MOSPRA Conference Scholarship in the last two years.

Scholarship may be used to pay for conference registration, hotel, and/or travel for the MOSPRA conference.

[Online Application](#)

#### NSPRA Conference Scholarship

Maximum of \$500 for each scholarship

Deadline for application: December 2 (**NOW ACCEPTING APPLICATIONS**)

Presentation Date: Dec. 15

Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Preference will be given to those that have not received the NSPRA Conference Scholarship in the last five years

Requirements: Recipient must present a workshop based on knowledge gained at NSPRA for members at a regional meeting, fall conference, or spring conference

Scholarship may be used to pay for conference registration, hotel, and/or airfare for the NSPRA National -Seminar.

[Online Application](#)

