

2015

Mark of Distinction Entry



**The “Mark of Distinction” Recognition Program
for NSPRA Chapters**

Entry Form

(Please include this information with each individual entry)

Chapter Name: Georgia School Public Relations Association (GSPRA)

Chapter President: Laura Nurse, APR

President's contact information

District/Organization: Gwinnett County Public Schools


Address: 437 Old Peachtree Rd. NW

City/State/Zip Code Suwanee, GA 30024-2978

Telephone: 678-301-6018 e-Mail: laura_nurse@gwinnett.k12.ga.us

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 website, and as “best practice” resources for NSPRA chapters.

Signature of Chapter President: 

Application Process Checklist

- Each entry includes this cover form and the Entry Specifics form.
- A single PDF that includes links to related supplemental materials and examples is attached.** (If entering in more than one category, a single PDF for each category entry is attached or sent individually).
- Chapter president has signed the “right to use materials” statement on the entry form.
- Entry is delivered no later than May 15** and sent to awards@nspra.org, subject line “Mark of Distinction.”

Mark of Distinction Entry Specifics

Chapter: Georgia School Public Relations Association

Please complete and include the information below for each individual entry



Section I: Membership Building

- Current number of chapter members 100
 - NSPRA-provided membership baseline number as of June 1 30
 - Number of chapter members who belong to NSPRA as of April 30 36
-



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

GSPRA's Support for the SPARK! Campaign

In the summer of 2014, GSPRA entered into a formal partnership with the [Georgia Vision Project](#) (GVP) to support the SPARK! Campaign, an advocacy campaign to celebrate public education in Georgia and to change the perception of our schools by changing the conversation about our schools. The Georgia Vision Project is a joint venture of the [Georgia School Boards Association](#) (GSBA) and the [Georgia School Superintendents Association](#) (GSSA), formed in 2009 to create a comprehensive and coherent vision for public education in the state of Georgia.

GSPRA has committed time, talent, and resources to support the work of the SPARK! Campaign by providing a "toolkit" with ideas, examples, and inspiration from around the state, including logos, videos, a monthly idea generator for celebrating education, web resources, and examples. The digital [SPARK! Campaign Toolkit](#) is housed on the GSPRA website for use by districts around the state, many of which do not have a PR professional on staff. The toolkit includes a mix of statewide promotional pieces (video, print, etc.), promotional planning tools, and inspiring examples from our members.

The toolkit includes the following main elements:

- [The SPARK! logo](#)... Multiple formats, suggestions for use.
- [Videos](#)... Videos with positive messages about education, branded with the SPARK! logo, and for use statewide.
- [How to Tell Our Story](#)... A month-by-month idea generator for celebrating education in our communities. (included)
- [Collection of Related Web Resources](#)... Links to related materials from state and national organizations, as both resources and inspiration.
- [Examples of Success Stories](#)... Stories and videos that tell the success stories in our districts. Submitted by GSPRA members, these materials can be used as inspiration as you look for success stories in your own district.

These sections will be refreshed as additional resources are identified and as GSPRA members provide additional examples. In the future, the Toolkit will be expanded to include other tools and examples to support the campaign. Possible items include fact sheets, brochures, sample letters to the editor, sample guest editorial and columns, sample blog post, sample superintendent's message, sample principal's message, key messages and talking points for leaders and key communicators, social media conversation starters, sample radio and television public service announcements (PSAs), sample PowerPoint, and sample SPARK! posters.

Districts are welcome to review the contents of the Toolkit for inspiration. GSPRA members are encouraged to submit materials (videos, stories, print materials, newspaper articles that were pitched, etc.) that illustrate how our schools and districts celebrate public education success stories.



Audience, Role, and Focus

The SPARK! Campaign is designed to highlight academic success stories through public service announcements, billboards, and media coverage. SPARK! aims to stir a students' devotion for learning, to inspire enthusiasm in teachers and to elicit a commitment from parents, business leaders and community members who may not know the best ways to stay active in a child's education. SPARK! facilitates these partnerships with the goal of showcasing the strengths of the Georgia public school systems.

This public education advocacy program is targeted to the general public, particularly families and community members, as well as educators and education leaders, business and civic leaders, and lawmakers and other public decision-makers.

GSPRA's role is to support the advocacy campaign with development and dissemination of new and existing promotional materials and to provide advice and counsel on outreach efforts.

- GSPRA will design and maintain an online toolkit to support the campaign with ideas, examples, and inspiration.
- GSPRA will provide guidance and counsel regarding statewide PSAs and other materials developed for statewide use.
- GSPRA will serve in an advisory capacity to the statewide Georgia Vision Project.
- GSPRA will be an active partner in outreach efforts to form additional partnerships.

GSPRA's collaboration with the Georgia Vision Project promotes advocacy for public education in our state, and supports the development of beneficial relationships among organizations that advocate for our schools. The overall focus of the campaign is to build support and trust for our schools, focusing on the success of our students, staff, and schools. This focus dovetails perfectly with the NSPRA mission.

Activities and Timeline

Planning:

GSPRA developed a communications plan for the SPARK! Campaign in the fall, previewing the plan with Dr. Stan DeJarnett, GVP executive director, in September, and revisiting the plan (included) in March for updates and additions. Based on the meeting in spring, additional materials (alternate logo, posters) are in development (samples included). GSPRA has committed to ongoing support for the campaign.

Toolkit:

In support of the campaign, GSPRA members have submitted more than 75 items to the Toolkit to date. Additional items will be added on an ongoing basis, both examples submitted by GSPRA members and materials produced by GSPRA specifically in support of the campaign (videos, posters, etc.).

Presentations:

Tim Hensley, APR, GSPRA's liaison to the GVP Advisory Board, along with GSPRA President Laura Nurse, APR, and Past President Sloan Roach made a presentation (included) to superintendents and school board members at the winter conference of the [Georgia School Boards Association](#) (GSBA) and the [Georgia School Superintendents Association](#) (GSSA) on Dec. 4. In addition, Laura presented on the Toolkit to the GVP Advisory Board meeting in December. Tim will represent GSPRA and present an update on the Toolkit at the summer GSBA/GSSA Conference in June.

Partnerships:

GSPRA's SPARK! Campaign committee is chaired by Tim Hensley, APR, GSPRA's liaison to the GVP Advisory Board. Tim and GSPRA President Laura Nurse, APR, represent GSPRA on the GVP Advisory Board.

Dr. DeJarnett has been a presenter at the GSPRA conference in both 2013 and 2014. In addition to providing materials and expertise, GSPRA made a financial contribution of \$250 to support the promotional campaign.

In January, Laura met with Dr. DeJarnett, GSBA's Justin Pauley (a GSPRA member), and representatives from [Positive Athlete Georgia](#) about a collaboration involving SPARK! Positive Athlete is the state affiliate of a growing national group that promotes positive school climate and culture. Positive Athlete has since entered into a formal partnership with GVP.

Since GSPRA became a partner with GVP in promoting the SPARK! Campaign, the list of partners has grown to 41 associations, agencies, and organizations, and more partners are joining all the time.

Other:

Campaign PSAs have run on GPB-TV (PBS), with 30-second videos featuring Georgia's Teachers of the Year have run on both the standard GPB network and the GPB Creates network. And, 15-second audio PSAs about the Georgia Vision Project have run on GPB's radio network. The TV PSAs also are running on two local network TV stations, reaching more than 813,000 Georgia citizens monthly. The PSAs were developed by GVP in partnership with an outside agency, and financial and creative support of partner organizations, including GSPRA.

SPARK! Campaign USB drives were provided to participants at the GSSA Spring Bootstrap Conference. The drives contain all relevant SPARK! public service announcement videos, Rewrite the Story (provided by a GSPRA member district), Talking Points about the positives happening in Georgia's public schools, and other messaging tools local school systems can adapt to fit their local needs.

Partner Agreement (GSPRA and Georgia Vision Project)

GSPRA 2015 Mark of Distinction Entry

The Georgia Vision Project Partner Agreement

The Georgia Vision Project (GVP) initiative, and the Georgia School Public Relations Association (GSPRA) agree to work in a collaborative partnership to promote the work of The Georgia Vision Project for the transformational change and support of public education in Georgia.

The goals of The Georgia Vision Project are to 1) maximize student success in every public school system and 2) elevate the level of trust and support for those public school systems in every Georgia community. In partnership, both parties agree to the following:

- **The Georgia Vision Project's Role**
 - To convene and collaborate with Georgia education stakeholders to keep the work of the GVP relevant and forward thinking.
 - To promote a culture of innovation, creativity, and high performance in public education in Georgia.
 - To promote the value of public education in Georgia.
 - To communicate with GSPRA the work of and the resources available through the GVP.
 - To recognize GSPRA as a Partner, at the appropriate level, on the GVP website, in marketing and other communications, and at presentations, conferences and meetings.
 - Authorize GSPRA to use the GVP and "Spark!" logos in their own marketing and publicity as appropriate.

- **GSPRA's Role**
 - To publicly support the work of the GVP
 - To work collaboratively with GVP to communicate a clear, coherent, and compelling message about the importance of a world-class public education system to the future of Georgia.
 - Authorizes GVP the use of GSPRA's name and logo in marketing and promoting the work of the GVP.

- **Additional Partnership Opportunities**

GSPRA is encouraged to consider the following opportunities to further support and promote the work of the GVP:

1. Financial Support

Make tax deductible contributions in support of the "Spark!" campaign.



Annual Recognition levels:

- Diamond Level Sponsorship: \$50,000 and above
- Platinum Level Sponsorship: \$25,000 - \$49,999
- Gold Level Sponsorship: \$10,000 - \$24,999
- Silver Level Sponsorship: \$5,000 - \$9,999
- Spark! Premier Donor: \$1,000 – \$4,999
- Spark! Donor: \$1 - \$999

Contributions to the Georgia Vision Project are made to the Georgia School Boards Association, fiscal agent for the Georgia Vision Project.

2. Conference/Event Programing

GSPRA includes the GVP and the "Spark!" campaign in their conference/event programming. This is defined as one or both of the following:

- GSPRA conference/event themes are linked to the Georgia Vision Project and/or "Spark!" Campaign.
- GSPRA provides a representative of the GVP with a presentation opportunity at conferences scheduled during the year covered by this agreement.

3. Advertising and Promotion

- GSPRA provides space for GVP and "Spark!" campaign in its newsletters, magazines and/or other regular communication media. GVP will abide by space and subject guidelines established in a written agreement.
- GSPRA includes a link to the Georgia Vision Project website on its homepage.

Term

This agreement shall begin on the date of execution and continue through the next June 30th. The agreement shall automatically renew for additional one-year terms beginning each July 1st and ending June 30th of the following year.

Termination

Either party may terminate this agreement, with or without cause, upon providing 60 days written notice to the other party.

Accepted by:

The Georgia Vision Project
on behalf of fiscal agent GSBA

**The Georgia School Public Relations
Association (GSPRA)**

By _____

By _____

Printed Name _____

Printed Name _____

Title _____

Title _____

Date _____

Date _____

**Communications
Planning for GSPRA's
Support of
SPARK! Campaign**

GSPRA 2015 Mark of Distinction Entry

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

March 18, 2015 Update, SPARK Planning Meeting: Dr. Stan DeJarnett (GVP), Laura Nurse, APR (GCPs and GSPRA), and Tim Hensley (Floyd and GSPRA)

Challenges

- Need to resell constantly because of turnover among superintendents and board members.
- Fourth year of GVP and most lawmakers are unaware of the project, messaging, etc.
- Partners are not sharing GVP and related messages with their members.
- Large organizations expect to lead discussion by virtue of size, but aren't stepping up (may need direction to focus their energies)
- Partners have initiatives and messages of their own, so not spending time/energy to promote a shared message
- Partners may not yet see the value of shared messaging.
- Messaging not getting out to enough people so that folks recognize that there is a vision for public education in Georgia.
- Those who are aware of GVP and/or SPARK may not recognize the relationship.
- Districts without PR staff need promotional tools they can use with little or no additional work.
- Partners may need prepared materials and suggestions for customizing so that uniform message resonates with partner members.

Opportunities

- **GSSA**
 - GSSA conference (April 19 Bootstrap)... Thumb drive for all superintendents with collateral from GVP, PSAs, Toolkit materials
- **GSPRA**
 - Blast to GSPRA members in mid-April, Ask your superintendents about materials received at Bootstrap
- **New website**
 - Google analytics on new website (bring installed now)
- **PSAs**
 - **WXIA**
 - 813,000 impressions in month of February
 - Running on occasional basis, station providing some freebies
 - Morning news, lunch news, 10 p.m. news, Saturday news (7-8 per week)
 - Cost of \$2,000 per month, paid through May
 - **GPB**
 - 15-second radio spot (GVP-provided script, read by on-air announcer in stations in statewide network at no cost)
- **GPB (continued)**
 - TV spot audio available but doesn't lend itself to 15-second PSA
 - Video PSAs will be shown in sequence with others in a queue, certain number of times at \$750 per month
 - Statewide coverage looks local to consumers
 - Sustainable marketing plan at \$1,500 per month... existing funding can cover five months... If skip June, can run through September
 - With additional funding and new PSAs (ready for fall), try to run Friday nights in the fall during HS football coverage. Possibly use on-camera interview during halftime to highlight SPARK brags in local schools; possibly partner with Positive Athlete Georgia to help fund participation (culture and climate focus)
- **Newsletter for Partners**
- **Outreach to Partners**
 - Helped fund original work, but not currently engaged
 - Some groups (partners and non-partners) are starting to form around themes from GVP recommendations.
- **Outreach via GaDOE**

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

Possible Solutions

- **Partner Meeting**
 - Bring together key individuals (leaders and lobbyist/spokesperson from partners to address shared messaging)
 - Group partners around themes to ensure that developed messages will resonate for participants
 - Develop common messages around themes
 - Start focus on themes of Teaching and Learning and Culture and Climate
- **Shared promotional pieces**
 - Craft general promotional pieces for identified themes
 - Pieces would tie SPARK/GVP together (a campaign of the GVP with website and/or QR code)
 - Pieces could be standalone (with statewide theme) or include room for partner organization/district logo and name
 - Items would be in ready-to-use format but could be customized
 - Possibly provide suggestions for ways to customize
 - Initial items might include:
 - Promotional guide (how-to for using materials, with suggestions)
 - Advertisements (different sizes)
 - Posters
 - Billboards
 - Radio PSAs (local radio, announcements during games, etc.)
 - Other items for future:
 - Samples principal/superintendent/partner president messages tied to calendar
 - Sample blog posts tied to calendar
 - Sample letter to the editor
 - Sample guest editorial tied to calendar
 - Sample social media tied to calendar
 - Sample PowerPoint for use with business and community
 - Packaged infographics
 - Talking points flyer
- **Social Media Campaign**
 - Facebook/Twitter (GSBA currently handles)
 - Consider asking students (UGA PR program) to develop a social media campaign
 - Use SM to engage internal/external audiences
 - Use (or expand on) existing calendar
 - Possibly have SM-savvy members of partners be part of a working group that manages the campaign
 - Ask partner groups to help promote and participate in SM campaigns using shared hashtags (ex., #GaSPARK, #SPARKeducation, #SPARK-EDinGA)
 - Coordinate tweets/retweets to keep SM conversations going
 - Gather results and share (Storify and other platforms)
- **Visual presence**
 - Consider value of a single logo
- **Possible shared tagline and variations for partners**
 - Teachers + Leaders + Innovation = Success
 - Music Teachers + Leaders + Innovation = Success
Music Teachers know the score
 - Teachers + Business Leaders + Innovation = Success
Thanks to the business partners who support our schools
 - Teachers + Parents+ Leaders + Innovation = Success
We appreciate our parents and their involvement in our schools
 - Math Teachers + Leaders + Innovation = Success
Math teachers are part of the equation for successful students
 - Science Teachers + Leaders + Innovation = Success
Good teachers have the formula to prepare students for college and careers
 - Tech Ed Teachers + Leaders + Innovation = Success
Our teachers prepare students for college and careers

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

To Do in March and April

- Template for promo package (like Be There)... GSPRA
- 15-second spots... Stan and Tim
- Options for single logo... GSPRA

To Do in Future

- PSAs/ads/billboards with successful graduates... Stan (sources... Positive Athlete, HOF from districts, alumni groups, foundations)

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

Toolkit Proposal prepared on behalf of GSPRA by Sloan Roach and Laura Nurse, APR, of Gwinnett (red reflects first steps by GSPRA, blue reflects GVP work)

Possible Toolkit Elements

- **SPARK logo...** Multiple formats, suggestions for use COMPLETED
 - **SPARK Fact Sheet...** Provided as PDF for posting on website COMPLETED
 - **SPARK Brochure...** Produced at state level
 - **SPARK video...** In multiple formats (embed on website, link for electronic newsletters, etc.); produced at state level COMPLETED
 - **How to Tell Your Story...** A month-by-month idea generator (see attached sample) COMPLETED
 - **Sample Letter to the Editor**
 - **Sample Guest Editorial**
 - **Sample Blog Post**
 - **Sample Superintendent's Message...** One for use in internal publication for staff and one for external use for parents and community
 - **Sample Principal's Message...** For use in school-based publications for parents and community
 - **Key Messages and Talking Points...** For leaders, key communicators
 - **Collection of Related Web Resources...** Materials from SPARK, GVP, GSPRA, NSPRA, GSBA, GSSA, PTA, etc. ONGOING
 - **Set of Infographics...** Illustrating Georgia's good news in education (improving grad rate, gains on assessments, etc.) INCOMPLETE
- **Social Media Conversation Starters...** Ways to use Facebook, Twitter, Instagram, Flickr, and other platforms to tell our shared story in Georgia (#SPARKEdinGA) (see attached sample)
 - **Sample Radio and Television PSAs...** Scripts for local radio and television PSAs, files of recorded PSAs with statewide focus COMPLETED
 - **Sample PowerPoint...** For use with business and community presentations; include slides with statewide focus and template slides to localize (possibly make available for principals to share with staff and parents)
 - **Sample SPARK Poster Project...** Similar to the Read campaign, show how districts can use photos of their own students, staff, and community members to promote simple SPARK message; provide template in a Microsoft product (Word or Publisher) that embeds logo and message but allows district to add school name or district name, school or district logo, and photo WORKING
 - **Examples of Success Stories...** Not just Ivy-bound valedictorians... include first generation college grads or high school grads, kids who overcame obstacles, kids whose career/tech classes or internship have led to apprenticeship and ability to help family financially, relationships between kids and teachers/counselors/coaches that made a difference, former students returning to teach, non-traditional teachers, etc. ONGOING
 - **Multi-language Options...** What general statewide SPARK materials can be translated into other languages (and how would that be funded)?

Possible Taglines

SPARK Support for Our Schools	SPARK Enthusiastic Learners	SPARK Connections
SPARK Learning for Our Students	SPARK Future Leaders	SPARK Dreams
SPARK Imaginations	SPARK Critical Thinking	SPARK Celebrations
SPARK Creativity	SPARK Success	SPARK Improvement
SPARK Inspired Students	SPARK a Conversation	SPARK Our Own Stories

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

How to Tell Our Story

Month	Education-Related Observances and Activities	Suggested Promotional Focus	Examples of Activities
August	<ul style="list-style-type: none"> Back-to-school 	<p>Highlight:</p> <ul style="list-style-type: none"> Classroom teachers 	<ul style="list-style-type: none"> Letter to the editor celebrating the school start Profiles of innovative teachers on website, in publications Engage audiences with social media (see below)
September	<ul style="list-style-type: none"> National Preparedness Month Constitution Week/Citizenship Day International Literacy Day Grandparent Day 	<p>Highlight:</p> <ul style="list-style-type: none"> Public education as a cornerstone of democracy Reading, literacy Safety Readiness 	<ul style="list-style-type: none"> Conduct a student video contest on public schools and their role in our country's prosperity Blog post on how our schools prepare students for their future Profiles of successful students on website, in publications Invite grandparents and school "neighbors" without children in schools to attend special activities, team student groups with senior centers ("senior" prom, etc.)
October	<ul style="list-style-type: none"> Computer Learning Month National Principals Month National School Lunch Week National/Ga. School Bus Safety Week 	<p>Highlight:</p> <ul style="list-style-type: none"> Outstanding leaders Technology in schools Support staff 	<ul style="list-style-type: none"> Technology open house with student-produced work and presentations Profiles of outstanding leaders on website, in publications Share fact sheet, make presentation to business community Highlight contributions of support staff in school marquee signs (we love our drivers!, school lunch rocks!, etc.)
November	<ul style="list-style-type: none"> Ga. Apply to College Month Election Day Veterans Day American Education Week National Parental Involvement Day Thanksgiving 	<p>Highlight:</p> <ul style="list-style-type: none"> Classroom teachers Successful graduates Public education as a cornerstone of democracy Involved parents 	<ul style="list-style-type: none"> ThankA Teacher: Encourage students and parents to use social media to thank a teacher (#ThankATeacher, #SPARKEDinGa) Profiles of successful graduates on website, in publications VIP event for very involved parents College-going Celebration
December	<ul style="list-style-type: none"> Bill of Rights Day Legislative Priorities 	<p>Highlight:</p> <ul style="list-style-type: none"> School funding Board Members 	<ul style="list-style-type: none"> Profile of Board on website, in publications Share infographics that show statewide gains Guest editorial about value of public education from elected official

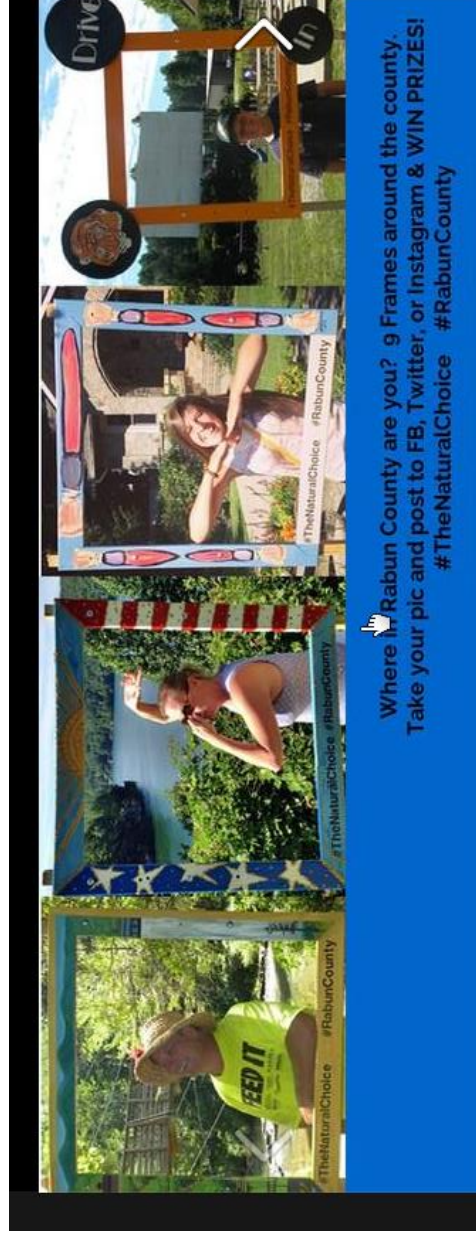
SPARK Campaign Toolkit Proposal, most recent update 3/18/15

January	<ul style="list-style-type: none"> National Mentoring Month Georgia General Assembly opens MLK Day 	<p>Highlight:</p> <ul style="list-style-type: none"> Value of mentors Community partners Importance of civic engagement Volunteerism 	<ul style="list-style-type: none"> Profiles of mentors, partners on website, in publications Invite community for school tours, events, performances Highlight student volunteers who have made a difference in the community Provide volunteer opportunities for community
February	<ul style="list-style-type: none"> National Technical Education Month National School Counseling Week National PTA Founders Day 	<p>Highlight:</p> <ul style="list-style-type: none"> Career education Counselors Home-School Partnership 	<ul style="list-style-type: none"> Profiles of counselors on website, in publications PTA activities The Face of Public Education in Georgia (SPARK photo album via Flickr or Instagram, #SPARKEDinGa) Highlight innovative career/college preparation initiatives
March	<ul style="list-style-type: none"> Music in Our Schools Month Youth Art Month Exceptional Children's Week National Foreign Language Week Read Across America National Agriculture Week National School Breakfast Wk 	<p>Highlight:</p> <ul style="list-style-type: none"> Arts in our schools Language education Special education Allied services 	<ul style="list-style-type: none"> Arts celebration (student and staff work and performance) in the community International festival (FL students, community partners, int'l business) Profiles of special education teachers on website, in publications Invite dignitaries in to read for RAA Promote farm-to-school (SNP, classroom) connections
April	<ul style="list-style-type: none"> School Library Media Month National Environmental Education Week Week of the Young Child National Volunteer Week Natl. Student Leadership Wk Administrative Prof. Week 	<p>Highlight:</p> <ul style="list-style-type: none"> Media centers and information literacy Early childhood learning School volunteers Student leaders Support Staff 	<ul style="list-style-type: none"> Profiles of media specialists on website, in publications Invite public to outdoor classrooms, promote green activities Reach out to pre-K families with kindergarten activities Celebrate volunteers and support staff Highlight student leaders... principal/superintendent for a day, facilitate meeting between student leaders and lawmakers or school board members
May	<ul style="list-style-type: none"> National Physical Fitness and Sports Month/Week Teacher Appreciation Week/Day Appreciation days for SNP, school nurse, school police, custodians, education bosses Graduation 	<p>Highlight:</p> <ul style="list-style-type: none"> Classroom teachers and leaders Appreciation for all staff Graduates ready for college, career, and life 	<ul style="list-style-type: none"> Ask graduates to "Share Your Dreams"... show how your schools helped prepare students to pursue their dreams Video with Teacher of the Year Celebrate teachers and staff SPARK photo frames at your schools, SPARK photo booth at school field days or other events

SPARK Campaign Toolkit Proposal, most recent update 3/18/15

Social Media Conversation Starters

- Use SM to engage internal/external audiences.
- Ask people to post on your Facebook page or tweet, using #SPARKEDinGa as hashtag.
- Share resulting “quotes” on your website, in promotional copy.
- Gather results and share with Storify (<https://storify.com/>) or other platform.
[Ex: <https://storify.com/sroach/why-gcps-should-win-the-broad-prize>]
- How does your teacher SPARK learning? (students)
- How does your child’s teacher SPARK learning? (parents)
- How do you SPARK learning for your students? (staff)
- How can we SPARK support for our schools?
- What makes our public schools great?
- What makes XXXXXXXXXXXX School great?
- How can our community get more involved in our schools?
- How has a teacher made a difference in your life/your child’s life?
- What do you imagine in your future? (students)
- How will you know you’ve been a successful teacher? (teachers)
- What do teachers do to SPARK your imagination? (K-5 students)
- What do you want to do when you grow up?
- How have your teachers prepared you for the future?
- How do you prepare students for their future?
- How can parents and teachers work together to support students?
- How does the media center at your school SPARK learning?



Place SPARK “frames” around the district. Ask people to take their photos in the frames and post them online with the hashtag.

GSPRA's Presentation on SPARK! Toolkit to GSBA/GSSA Conference

GSPRA 2015 Mark of Distinction Entry

**SPARKING SUPPORT FOR
GEORGIA'S PUBLIC SCHOOLS**
TIM HENSLEY, LAURA NURSE, AND SLOAN ROACH



WHAT IS THE SPARK! CAMPAIGN?

An advocacy campaign to celebrate public education in Georgia and to change the perception of our schools by changing the conversation about our schools.

The campaign is designed to:

- ▶ Ignite
- ▶ Transform
- ▶ Fortify



Igniting Public Education in Georgia

WHO IS INVOLVED IN THE SPARK! CAMPAIGN?

The Georgia School Public Relations Association (GSPRA) is partnering with the Georgia Vision Project to support the SPARK! Campaign.



WHAT'S IN THE CAMPAIGN TOOLKIT?

The SPARK! Campaign Toolkit is filled with ideas, examples, and inspiration from around the state.

The Toolkit is located on the GSPRA website at

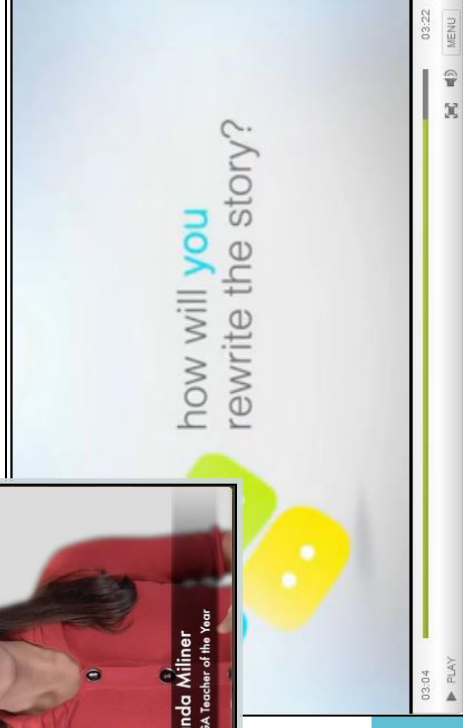
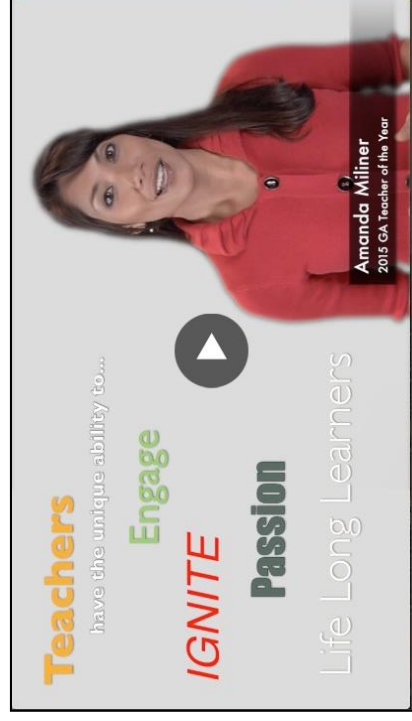
<http://gspra.org/SPARKtoolkit>



WHAT'S IN THE CAMPAIGN TOOLKIT?

▶ The SPARK! logo

▶ Videos



WHAT'S IN THE CAMPAIGN TOOLKIT?

How to Tell Our Story



How to Tell Our Story

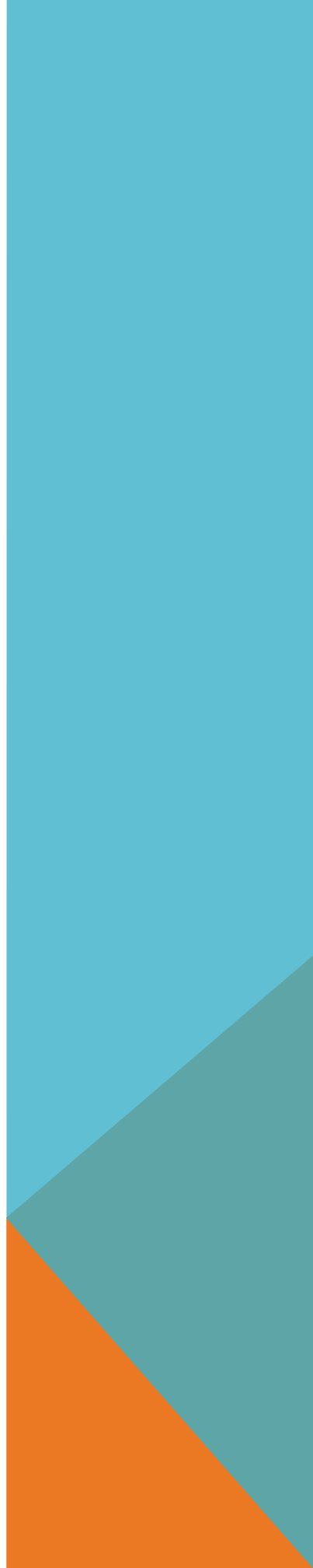
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October	<ul style="list-style-type: none"> Computer Learning Month National Hispanic Month National School Safety Week National/Ga. School Bus Safety Week 	<p>Highlight:</p> <ul style="list-style-type: none"> Outstanding leaders Understanding leaders in schools Support staff 	<ul style="list-style-type: none"> Technology open house with student-produced work and presentations Profiles of outstanding leaders on website, in publications Share fact sheet, make presentation to business community Highlight contributions of support staff in school routines/signs (we love our drivers!, school lunch menu)
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December	<ul style="list-style-type: none"> Bill of Rights Day Legislative Priorities 	<p>Highlight:</p> <ul style="list-style-type: none"> School funding Board Members 	<ul style="list-style-type: none"> Profile of Board on website, in publications Share infographics that show statewide gains Guest editorial about value of public education from elected official

Part of the SPARK Campaign Toolkit, produced by the Georgia School Public Relations Association, 10/14



WHAT'S IN THE CAMPAIGN TOOLKIT?

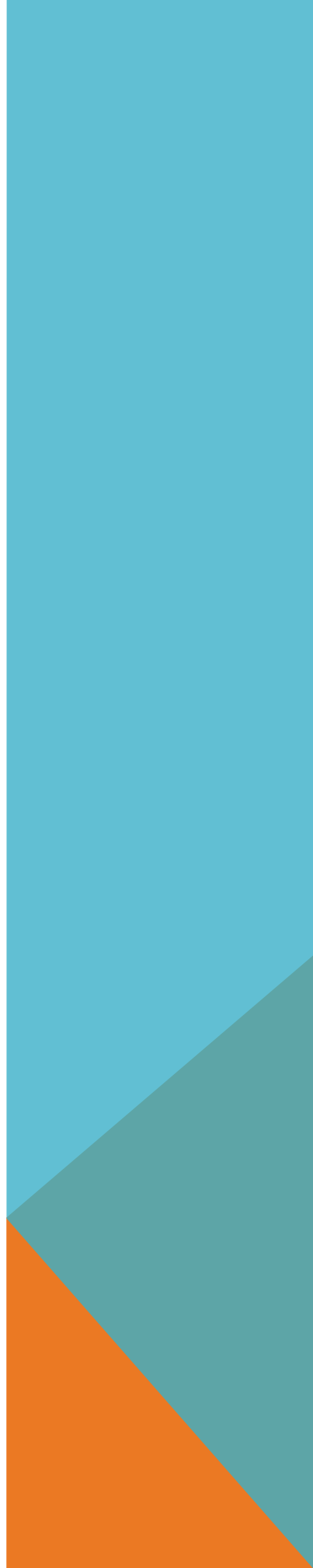
- ▶ Collection of Related Web Resources
- ▶ Examples of Success Stories



WHAT WOULD YOU LIKE TO SEE IN THE TOOLKIT?



WHAT STORIES CAN YOU ADD TO THE TOOLKIT?



WHAT'S NEXT?

Watch for periodic updates to the Toolkit, including new tools to support the SPARK! Campaign.

- ▶ Fact sheets
- ▶ Brochures
- ▶ Sample letter, guest editorial, column
- ▶ Key messages and talking points for leaders and key communicators
- ▶ Social media conversation starters
- ▶ Sample radio and television public service announcements (PSAs)
- ▶ Sample PowerPoint
- ▶ Sample blog post, superintendent's message, and principal's message
- ▶ Sample SPARK! posters.



QUESTIONS?

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“SPARKING SUPPORT FOR GEORGIA'S PUBLIC SCHOOLS”

*Using GSPRA's SPARK! Campaign Toolkit
to Promote Public Education in Georgia*

Tim Hensley, Laura Nurse, and Sloan Roach of GSPRA



SPARK! Campaign Toolkit Materials

- **Promotional Handout**
- **Talking Points**
- **How to Tell Our Story Promotional
Calendar**

GSPRA 2015 Mark of Distinction Entry

Sparking Support for Georgia's Public Schools

Using GSPRA's SPARK! Campaign Toolkit to Promote Public Education in Georgia



The Georgia School Public Relations Association (GSPRA) is partnering with the *Georgia Vision Project* to support the SPARK! campaign, an advocacy campaign to celebrate public education in Georgia and to change the perception of our schools by changing the conversation about our schools. GSPRA—the professional organization for the state's school PR practitioners—is the “voice” for public education in Georgia. GSPRA has committed the time, talent, and resources of its 90+ members to support the work of the SPARK! Campaign.

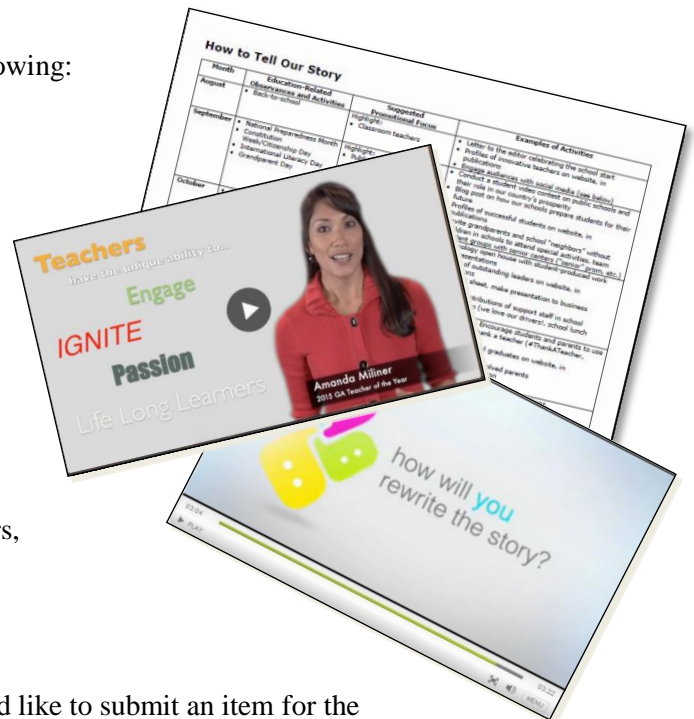


With this campaign, we will focus on the successes of our graduates, the inspired work of our teachers, and the support of our communities for their schools. We will do that through real data and stories about how public schools all over our state are stepping up to the challenge of preparing our students for college, career and life.

To support the campaign, GSPRA has developed a **SPARK! Campaign Toolkit** which will be maintained on the GSPRA website. The Toolkit is filled with ideas, examples, and inspiration from around the state. <http://gspira.org/SPARKtoolkit>

In the toolkit, you will find a number of elements, including the following:

- ▶ **The SPARK! logo...** Multiple formats, suggestions for use.
- ▶ **Videos...** Videos with positive messages about education, branded with the SPARK! logo, and for use statewide.
- ▶ **How to Tell Our Story...** A month-by-month idea generator for celebrating education in our communities.
- ▶ **Collection of Related Web Resources...** Links to related materials from state and national organizations.
- ▶ **Examples of Success Stories...** Stories and videos that tell the success stories in our districts. Submitted by GSPRA members, these materials can be used as inspiration as you look for success stories in your own district.



If you have a suggestion for something that is needed or if you would like to submit an item for the Toolkit, let us know! Send your suggestion or submission to sparktoolkit@gmail.com.

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GREAT TEACHERS + STRONG LEADERS + INNOVATION = SUCCESS!

Did You Know?

More than 1.7 million (92%) of Georgia's school age children attend one of our state's 2,200+ public schools. These young people are our state's future workforce - our future entrepreneurs, artists, scientists, lawyers, researchers, teachers and civic leaders.

On Achievement:

1. The latest U.S. high school graduation rate of 81% is the highest in the history of public education in this country and it's up 8 percentage points from just six years ago. We are on track to reach 90% by 2020. Georgia is making strides, with an average graduation rate of 72.5%, up 5.1 percentage points from just three years ago.
2. Our state's flagship research universities boast that their entrance standards increase every year for entering freshmen. Did you know that more than 80% of the in-state freshmen enrolled at the University of Georgia graduated from a Georgia public high school?
3. In Georgia, 1 in 4 public high school juniors and seniors took at least one Advanced Placement (AP®) Exam in 2014, up from 1 in 10 a decade ago. Our more rigorous standards have given more students access to college-level coursework all over Georgia. As a result, Georgia public school students are earning college credit and advanced placement in college classes in record numbers.

On Teachers:

1. More than 112,000 teachers serve in Georgia public schools.
2. 2 in 3 (67%) hold an advanced degree in their field.
3. Across Georgia, school systems are enhancing their staffs with teachers who have completed alternative preparation programs. These teachers come from distinguished careers in other areas – business, technology, military service, medicine – and bring a wealth of experiences to our classrooms.

On Leaders:

1. Strong, stable leadership in our public schools have led to improved student performance and elevated community trust and support. This leadership has resulted in national recognition such as Gwinnett's 2014 Broad Prize and the Clarke's 2015 National Superintendent of the Year.
2. Strong board/superintendent partnerships have distributed leadership to local school governance teams, improving parent and community engagement. Fulton County, Decatur City and Marietta City Schools are three metro Atlanta systems that have promoted local school governance through the Charter System model.
3. Georgia school systems grow future school and system leaders through strong professional development and leadership programs, for example, Gwinnett's Quality Plus Leadership Program.

On Innovation:

1. Public schools all over Georgia are innovating. We teach courses such as computer programming and Mandarin Chinese, and have robotics labs in schools all over the state. Not just high schools - we have those same innovative programs at all levels – primary, elementary and middle schools.
2. Currently, 337 charter schools are currently operating in Georgia, including community start-ups as well as public schools that have voluntarily opted for charter school and/or charter system status.
3. More than 21,600 students are enrolled in the Georgia Virtual School, an online learning community. This number increases every year.
4. Georgia is one of only 20 states nationwide that have adopted graduation requirements consistent with the American Diploma Project's definition of college and career ready, and one of a handful of states in the country that requires four years of both math and science for graduation from our public schools.

BOTTOM LINE:

Public schools are an essential cornerstone of every community. Our schools are as necessary to the well-being of our communities as utilities, public safety and healthcare. Strong public schools make strong communities, and strong community support makes successful schools.

How to Tell Our Story

Month	Education-Related Observances and Activities	Suggested Promotional Focus	Examples of Activities
August	<ul style="list-style-type: none"> Back-to-school 	Highlight: <ul style="list-style-type: none"> Classroom teachers 	<ul style="list-style-type: none"> Letter to the editor celebrating the school start Profiles of innovative teachers on website, in publications Engage audiences with social media (see below)
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October	<ul style="list-style-type: none"> Computer Learning Month National Principals Month National School Lunch Week National/Ga. School Bus Safety Week 	Highlight: <ul style="list-style-type: none"> Outstanding leaders Technology in schools Support staff 	<ul style="list-style-type: none"> Technology open house with student-produced work and presentations Profiles of outstanding leaders on website, in publications Share fact sheet, make presentation to business community Highlight contributions of support staff in school marquee signs (we love our drivers!, school lunch rocks!, etc.)
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January	<ul style="list-style-type: none"> National Mentoring Month Georgia General Assembly opens MLK Day 	<p>Highlight:</p> <ul style="list-style-type: none"> Value of mentors Community partners Importance of civic engagement Volunteerism 	<ul style="list-style-type: none"> Profiles of mentors, partners on website, in publications Invite community for school tours, events, performances Highlight student volunteers who have made a difference in the community Provide volunteer opportunities for community
February	<ul style="list-style-type: none"> National Technical Education Month National School Counseling Week National PTA Founders Day 	<p>Highlight:</p> <ul style="list-style-type: none"> Career education Counselors Home-School Partnership 	<ul style="list-style-type: none"> Profiles of counselors on website, in publications PTA activities The Face of Public Education in Georgia (SPARK photo album via Flickr or Instagram, #SPARKEDinGa) Highlight innovative career/college preparation initiatives
March	<ul style="list-style-type: none"> Music in Our Schools Month Youth Art Month Exceptional Children's Week National Foreign Language Week Read Across America National Agriculture Week National School Breakfast WK 	<p>Highlight:</p> <ul style="list-style-type: none"> Arts in our schools Language education Special education Allied services 	<ul style="list-style-type: none"> Arts celebration (student and staff work and performance) in the community International festival (FL students, community partners, int'l business) Profiles of special education teachers on website, in publications Invite dignitaries in to read for RAA Promote farm-to-school (SNP, classroom) connections
April	<ul style="list-style-type: none"> School Library Media Month National Environmental Education Week Week of the Young Child National Volunteer Week Natl. Student Leadership Wk Administrative Prof. Week 	<p>Highlight:</p> <ul style="list-style-type: none"> Media centers and information literacy Early childhood learning School volunteers Student leaders Support Staff 	<ul style="list-style-type: none"> Profiles of media specialists on website, in publications Invite public to outdoor classrooms, promote green activities Reach out to pre-K families with kindergarten activities Celebrate volunteers and support staff Highlight student leaders... principal/superintendent for a day, facilitate meeting between student leaders and lawmakers or school board members
May	<ul style="list-style-type: none"> National Physical Fitness and Sports Month/Week Teacher Appreciation Week/Day Appreciation days for SNP, school nurse, school police, custodians, education bosses Graduation 	<p>Highlight:</p> <ul style="list-style-type: none"> Classroom teachers and leaders Appreciation for all staff Graduates ready for college, career, and life 	<ul style="list-style-type: none"> Ask graduates to "Share Your Dreams"... show how your schools helped prepare students to pursue their dreams Video with Teacher of the Year Celebrate teachers and staff SPARK photo frames at your schools, SPARK photo booth at school field days or other events

SPARK! Toolkit Materials in Development

- **Logo Redesign Options**
- **Posters (using draft logo)**

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Logo Redesign (Ongoing)

At a planning session for GVP/SPARK in March, we talked about logos and branding for the initiative. Right now, SPARK and GVP have competing logos that do not tie SPARK to GVP.



For the work that GVP has asked GSPRA to do (template design to use for ads, posters, billboards, etc.), a replacement logo has been developed for SPARK that brings it all together.

For campaign promotional pieces, we would use the tagline of Teachers + Leaders + Innovation = Success (or a variation for Music Teachers, Science Teachers, etc., for partners).

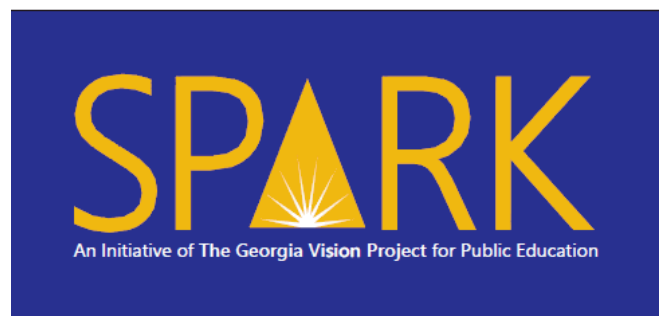
The GSPRA SPARK! Committee recommends that GVP use its new logo (above) on the GVP website and for GVP-specific work. The new SPARK logo would be used for the promotional campaign. It includes reference back to GVP in the logo itself.

SUGGESTED LOGO OPTIONS

Below are two versions in two formats. The first is the format for use on a white background, and the second is for use on a color background.

VERSION 1: Keeps the triangular "ray" element from SPARK and the font, maroon and gray colors, and "book" element from GVP.

VERSION 2: Keeps the triangular "ray" element from SPARK and the font and colors from GVP. It replaces the "book" element with a similar element representing a spark.



SPARK

An Initiative of **The Georgia Vision Project** for Public Education

SPARK

An Initiative of The Georgia Vision Project for Public Education

Teachers+Leaders+Innovation=Success

Public schools are
an essential
cornerstone of
every community.

Strong public
schools make
strong communities,
and strong
community support
helps build
successful schools.

Contact your local
school to learn
how you can
support our
students today!

SPARK

An Initiative of **The Georgia Vision Project** for Public Education
www.gavisionproject.org/

Teachers+Leaders+Innovation=Success

More than
1.7 million (92%)
of Georgia's
schoolchildren
attend one of
our state's 2,200+
public schools.

These young
people are
Georgia's future
workforce...

our future
entrepreneurs,
artists, scientists,
lawyers, doctors,
researchers,
engineers, teachers,
and civic leaders.

Contact your local
school to learn how
you can make a
difference for our
students' future!

An Initiative of **The Georgia Vision Project** for Public Education

SPARK

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www.gavisionproject.org/

Related SPARK!

Campaign Links

- Georgia Vision Project
- GVP Partners
- About the SPARK! Campaign
- Overview of SPARK! Campaign Toolkit
 - ◆ SPARK! Logos
 - ◆ SPARK! Videos
 - ◆ How to Tell Our Story
 - ◆ Web Resources
 - ◆ Success Stories (examples)
- SPARK! Campaign on GVP website
- GVP on NSPRA's "All In for Public Education" web page
- GVP featured in *NSPRA This Week* newsletter
- Rewrite the Story Video

GSPRA 2015 Mark of Distinction Entry

Related Links

- **About the SPARK! Campaign:** <http://gspra.org/domain/92>
- **Overview of SPARK! Campaign Toolkit:** <http://gspra.org/Page/299>
 - **[The SPARK! logo](#)**... Multiple formats, suggestions for use.
 - **[Videos](#)**... Videos with positive messages about education, branded with the SPARK! logo, and for use statewide.
 - **[How to Tell Our Story](#)**... A month-by-month idea generator for celebrating education in our communities.
 - **[Collection of Related Web Resources](#)**... Links to related materials from state and national organizations, as both resources and inspiration.
 - **[Examples of Success Stories](#)**... Stories and videos that tell the success stories in our districts. Submitted by GSPRA members, these materials can be used as inspiration as you look for success stories in your own district.
 - **Mailbox for Toolkit submission:** sparktoolkit@gmail.com
- **SPARK! Campaign on Georgia Vision Project website:**
http://gavisionproject.org/?page_id=2219
- **Georgia Vision Project on NSPRA's "All In for Public Education" web page:**
<http://www.nspra.org/all-in/advocacy-campaigns>
- **Georgia Vision Project featured in NSPRA *This Week* newsletter:**
http://www.nspra.org/files/newsletter/nspra_this_week/NTW-2014-09-02.html
- **Rewrite the Story Video:**
<http://link.brightcove.com/services/player/bcpid1525654889001?bckey=AQ~~,AAA5-lfZIE~,YsAbjfjEZqnm81AvVrwWijaa- W0afev&bctid=3849427152001>