

The “Mark of Distinction” Recognition Program for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: _____

Chapter President: _____

President’s contact information

District/Organization: _____

Address: _____

City/State/Zip Code _____

Telephone: _____ e-Mail: _____

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: _____

Please complete and include the information below for each individual entry

_____ **Section I: Membership Building**

- Current number of chapter members _____
 - 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



MOSPRA – Missouri School Public Relations Association

1731 East Elm St.
Jefferson City, MO 65101
MOSPRA_director@iCloud.com

Michelle Cronk, MOSPRA President
Kansas City, MO

Lana Snodgras, MOSPRA President Elect
West Plains, MO

**2015 National School Public Relations Association Mark of Distinction
Chapter Recognition Awards**

Special Focus Area: Special PR/Communication Program, Project or Campaign - 2015-2018
Strategic Plan – “Becoming Indispensable to Missouri School Public Relations Professionals.”

Explanation and Overview

The Missouri School Public Relations Association is an organization comprised of professionals in the fields of communication, public relations, marketing and school administration who support the education of elementary and secondary-aged students by building trust and goodwill within the communities we serve.

At the annual Board Member retreat in January of 2015, the MOSPRA Executive Board collaborated to re-establish and narrow the Strategic Plan for years 2015 through 2018. The Strategic Plan set forth MOSPRA’s vision to become the leading professional organization and its indispensability to Missouri school public relations professionals and other educational leaders. Additionally, the Executive Board has hopes that the association will be the recognized standard and authority on school communications and public relations in the state of Missouri.

In response to the ideas envisioned by the Executive Board, two main core values were identified that guide MOSPRA’s mission to support the education of elementary and secondary-aged students in Missouri. First, MOSPRA will continue to provide a network of professional to afford support and assistance to those who serve their districts in the field of communications and public relations. Second, MOSPRA will remain committed providing professional development opportunities to those seeking to better serve their school districts in the field of communications and public relations.

Statement of Strategic Plan Goals & Objectives

In order to achieve the Missouri School Public Relations Association's mission, the Strategic Plan for years 2015 through 2018 focuses on improving Membership Services and Membership Growth.

Goal 1: Membership Services

It is imperative that members receive quality services as part of their participation in the association. High caliber services and support in the areas of communications, public relations, marketing and specific areas of school administration will be the expected standard of members. The following are keys to providing membership services in the upcoming years: MOSPRA Executive Board Members, MOSPRA Executive Director, Spring and Fall Conference chairs, Colleague Connections chair, APR Chair.

Objective 1.1 Document Vault

A document vault will be created and housed on the MOSPRA website in 2015 and will be continuously updated with a variety of communications documents and templates provided by MOSPRA and NSPRA members. These resources will reflect best practices in a host of school communications categories.

Strategy 1.1.1

Designate a chairperson to manage document vault on website.

Strategy 1.1.2

Seek MOSPRA Communications Contest Award winners from the last five years to submit award-winning pieces as well as other pieces from high-performing/recognized school communications departments.

Strategy 1.1.3

Reach out to MOSPRA members on a regular basis and request that they share successful communications efforts from their districts.

Strategy 1.1.4

Identify and link NSPRA resources found on NSPRA website.

The success of Objective 1.1 will be noted through the number of various communications materials and templates accessible to members through the MOSPRA website; updates to vault that reflect contributions from MOSPRA communications contest winners as well as other communications materials provided by members. Additionally, data noting quality, ease of use and volume of use of the vault will be collected from membership using annual and event-specific surveys.

Objective 1.2 Professional Development Opportunities

MOSPRA will strive to provide ongoing, hands-on professional development at the state and regional levels through statewide conferences and regional meetings.

Strategy 1.2.1

Fall and Spring conference chairs, working in coordination with the executive director, will coordinate professional development sessions that will enhance skills related to school communications and public relations for members and non-members. Sessions will reflect best practices within specific focus areas of public relations and

communications and promote networking opportunities. Co-chairs, in partnership with the executive director, will secure sponsorships from vendors to defray costs.

Strategy 1.2.2

Regional directors will coordinate regular meetings for members and non-members that offer networking opportunities and focused presentations and discussions on relevant school public relations topics within the region.

Strategy 1.2.3

Detailed records and resources of annual conferences and regional meetings will be shared with Executive Board and executive director. These documents will be catalogued and provided to future board members. (The development of processes is imperative to the executive board.)

Strategy 1.2.4

Some regional meetings and conference sessions will include voiceovers and/or will be videotaped for members to access through a link on the MOSPRA website.

Data will be collected from membership using annual and event-specific surveys in order to demonstrate the contributions of professional development opportunities to member services.

Objective 1.3 Professional Development: Mentoring and Support

It is the intention of MOSPRA to provide ongoing professional development and support through individual mentoring opportunities specific to targeted members.

Strategy 1.3.1

Revitalize the Colleague Connections program for new members to orient them to MOSPRA.

Strategy 1.3.2

An Accreditation in Public Relations (APR) chairperson will provide resources and support to members seeking to obtain their APR.

Strategy 1.3.3

A PR boot camp will provide intensive training at a pre-conference half-day session for members and non-members new to school PR.

Strategy 1.3.4

MOSPRA members will provide crisis management and communication support to member districts experiencing large-scale crises upon request.

As an indicator of adequate progress in the areas of mentoring and support, data will be collected from membership using annual and event-specific surveys.

Objective 1.4 Communications to Members

Strategy 1.4.1

MOSPRA Update electronic newsletters will provide standardized content that will highlight upcoming events, member spotlight, guest op-ed and/or helpful tips.

Strategy 1.4.2

MOSPRA will use its automated calling system to reach out to members on key matters.

Strategy 1.4.3

MOSPRA regional directors will use the associations mass email service to maintain lines of communication with members and non-members.

Strategy 1.4.4

MOSPRA will use social media, including Facebook and Twitter, for such things as information about special events and public relations tips.

Strategy 1.4.5

The MOSPRA app will become a more useful tool for members.

An annual membership survey will indicate satisfaction/growth in these areas and the contributions made to the quality of member services.

Goal 2: Membership Growth

As it is necessary to reach the maximum number of communities within the state, MOSPRA will aim at increasing membership growth. MOSPRA expects to grow as an organization by attracting school communications and public relations professionals, superintendents, and other school administrators and administrative assistants. The following are keys to accelerating membership growth: MOSPRA Executive Board Members, MOSPRA Executive Director, Spring and Fall Conference chairs and Colleague Connections chair.

Objective 2.1 Professional Development to Attract New Members

A PR boot camp will provide intensive training at a pre-conference half-day session for members new to school PR and other school administrative professionals.

Strategy 2.1.1

A PR boot camp will provide intensive training at a pre-conference half-day session for members new to school PR and other school administrative professionals.

Strategy 2.1.2

Partnerships with other educational associations (MASA, MSBA, MNEA, MPTA) will offer networking opportunities and partnerships.

Strategy 2.1.3

Connections with other area professional associations (PRSA, IABC, CSPRC) will offer networking opportunities and partnerships.

Strategy 2.1.4

MOSPRA members will offer webinars on specific communication topics for non-member superintendents and other potential members.

Strategy 2.1.5

MOSPRA members will reach out to school districts that do not have designated communications professionals on staff.

MOSPRA executive board will track membership growth (including the development of new communications programs in districts in the state of Missouri).

Explanation of How Strategy Relates to NSPRA's Goals and Objective

MOSPRA's strategic plan focuses on improving membership services and membership growth. This effort speaks to many goals and objectives set forth by NSPRA, particularly around having the skills they need to plan and implement an effective public relations program and

access to professional products, services and resources. We also address the objectives of skills needed to plan and implement an effective public relations program and advocating for effective public relations in education organizations. Each of MOSPRA's goals and objectives in our strategic plan will help our chapter be the professional organization that is indispensable to school public relations professionals and other education leaders in the state of Missouri.

Timeline and Schedule

Timeline and Calendar:

MOSPRA is active throughout the year and offers chapter members a variety of events to stay educated, informed and professionally challenged through a variety of outlets.

Goal 1: Increase membership in MOSPRA

Strategy 1.1.1

In August, MOSPRA begins its annual Membership Drive. Educators and school public relation officials are presented the benefits of a statewide professional network dedicated to strengthening public education – and communities – in Missouri.

Strategy 1.1.2

Tout and market benefits of membership in the Missouri School Public Relations Association offers many benefits, including:

- A directory of public relations practitioners from across the state
- Regional meetings for networking and skill building
- Assistance to all public relations programs, especially one-person and part-time departments
- State conference in partnership with the Missouri Association of School Administrators (MASA), with nationally known seminar leaders and speakers
- Newsletters with news about MOSPRA members and events
- A voice in developing state education policy
- Professional accreditation availability
- A chance to serve and promote the ideals of professional public relations
- Opportunities to network with public relations colleagues, the media, school board members and superintendents at annual "Thank the Media" luncheons
- A link with the National School Public Relations Association (NSPRA), the national organization for professional school public relations practitioners

Strategy 1.1.3

Specifically market MOSPRA to school superintendent's across the state through a membership letter. Actively encourage communications directors, communication specialists and other communications managers to engage their superintendent about the benefits and value of belonging to MOSPRA.

Goal 2: Missouri School Board Association Conference

Strategy 1.1.1 Present on public relations topics

Offer MOSPRA chapter members as session presenters so their expertise on communications issues to school board members throughout the state may be shared.

Goal 3: MASA/MOSPRA Spring Conference

Strategy 1.1.1 Increase awareness of during conference sessions

MOSPRA is a co-host with the Missouri Association of School Administrators (MASA) of a three-day conference that offers learning sessions on school communications as well as sessions focusing on current education topics for administrators. A concerted effort is made to attract superintendents and other administrators to the public relations sessions, educating that audience on important communication topics as well as the value of the school public relations professional.

Strategy 1.1.2 Present MOSPRA Administrator of the Year award

Presented at the MASA/MOSPRA Spring Conference, the recipient should not be in an official PR position, but be employed by an institution that has a member of MOSPRA. The recipient should have made a significant contribution to school public relations.

Goal 4: Presence at MOASBO (Missouri Association of School Business Officials) Conference

Strategy 1.1.1 Increase awareness of during conference sessions

Offer MOSPRA members as session presenters at association-specific conferences, offering our expertise on communications to other important decision makers throughout the state.

Goal 5: Outreach to non-member districts

Strategy 1.1.1

The MOSPRA organization has four regions: western (Kansas City area), mid-state, Ozark (southwest) and eastern (St. Louis area). The goal is to continually market MOSPRA and tout the benefits of joining the organization by personal communication and electronic communication throughout the year.

Goal 6: Presentation at other statewide education organization conferences

Strategy 1.1.1 Offer MOSPRA members as session presenters at association-specific conferences, offering our expertise on communications to other important decision makers throughout the state.

Communication Plan Related to Program:

Regional Meetings Agenda Item
MOSPRA Moment e-Newsletter
MOSPRA Moment e-Reminder
MOSPRA Website Page (on-going)
MOSPRA Facebook Page posts

Documentation and Copies of All Related Materials:

MOSPRA 2015 -2018 Strategic Plan attached



Strategic Plan 2015-2018

Mission:

We are an association of professionals in the fields of communication, public relations, marketing and school administration who support the education of elementary and secondary-aged students by building trust and goodwill within the communities we serve.

Vision:

- MOSPRA will be the professional organization that is indispensable to Missouri school public relations professionals and other educational leaders.
- MOSPRA will be the recognized standard and authority on school communications and public relations in the state of Missouri.

Core Values:

- Provide a network of professionals to afford support and assistance to those who serve their districts in the field of communications and public relations.
- Provide professional development opportunities to those seeking to better serve their school districts in the field of communications and public relations.

Goal 1: Membership Services

It is imperative that members receive quality services as part of their participation in the association. High caliber services and support in the areas of communications, public relations, marketing and specific areas of school administration will be the expected standard of members.

The following are key to providing membership services:

- MOSPRA Executive Board Members
- MOSPRA Executive Director
- Spring & Fall Conference chairs
- Colleague Connections chair
- APR Chair

Objective 1.1 Document Vault

A document vault will be created and housed on the MOSPRA website in 2015 and will be continuously updated with a variety of communications documents and templates provided by MOSPRA and NSPRA members. These resources will reflect best practices in a host of school communications categories.

Strategy 1.1.1

Designate a chairperson to manage document vault on website.

Strategy 1.1.2

Seek MOSPRA Communications Contest Award winners from the last five years to submit award-winning pieces as well as other pieces from high-performing/recognized school communications departments.

Strategy 1.1.3

Reach out to MOSPRA members on a regular basis and request that they share successful communications efforts from their district.

Strategy 1.1.4

Identify and link NSPRA resources found on NSPRA website.

Indicator 1.1

The number of various communications materials and templates accessible to members through the MOSPRA website; updates to vault reflect contributions from MOSPRA communications contest winners as well as other communications materials provided by members.

Indicator 1.2

Data noting quality, ease of use and volume of use of the vault will be collected from membership using annual and event-specific surveys.

Objective 1.2 Professional Development Opportunities

Provide ongoing, hands-on professional development at the state and regional levels through statewide conferences and regional meetings.

Strategy 1.2.1

Fall and Spring conference chairs, working in coordination with the executive director, will coordinate professional development sessions that will enhance skills related to school communications and public relations for members and non-members. Sessions will reflect best practices within specific focus areas of public relations and communications and promote networking opportunities. Co-chairs, in partnership with the executive director, will secure sponsorships from vendors to defray costs.

Strategy 1.2.2

Regional directors will coordinate regular meetings for members and non-members that offer networking opportunities and focused presentations and discussions on relevant school public relations topics within the region.

Strategy 1.2.3

Detailed records and resources of annual conferences and regional meetings will be shared with Executive Board and executive director. These documents will be catalogued and provided to future board members. (The development of processes is imperative to the executive board.)

Strategy 1.2.4

Some regional meetings and conference sessions will include voiceovers and/or will be videotaped for members to access through a link on the MOSPRA website.

Indicator 1.2

Data will be collected from membership using annual and event-specific surveys.

Objective 1.3 Professional Development: Mentoring & Support

Provide ongoing professional development and support through individual mentoring opportunities specific to targeted members.

Strategy 1.3.1

Revitalize the Colleague Connections program for new members to orient them to MOSPRA.

Strategy 1.3.2

An Accreditation in Public Relations (APR) chairperson will provide resources and support to members seeking to obtain their APR.

Strategy 1.3.3

A PR boot camp will provide intensive training at a pre-conference half-day session for members and non-members new to school PR.

Strategy 1.3.4

MOSPRA members will provide crisis management and communication support to member districts experiencing large-scale crises upon request.

Indicator 1.3

Data will be collected from membership using annual and event-specific surveys.

Objective 1.4 Communications to Members

Strategy 1.4.1

MOSPRA Update electronic newsletters will provide standardized content that will highlight upcoming events, member spotlights, guest op-ed and/or helpful tips.

Strategy 1.4.2

MOSPRA will use its automated calling system to reach out to members on key matters.

Strategy 1.4.3

MOSPRA regional directors will use the associations mass email service to maintain lines of communication with members and non-members.

Strategy 1.4.4

MOSPRA will use social media, including Facebook and Twitter, for such things as information about special events and public relations tips.

Strategy 1.4.4

The MOSPRA app will become a more useful tool for members.

INDICATOR 1.4

Annual membership survey will indicate satisfaction/growth in these areas.

Goal 2: Membership Growth

MOSPRA will grow as an organization by attracting school communications and public relations professionals, superintendents, and other school administrators and administrative assistants.

The following are key to providing membership services:

- MOSPRA Executive Board Members
- MOSPRA Executive Director
- Spring & Fall Conference chairs
- Colleague Connections chair

Objective 2.1 Professional Development to Attract New Members

Strategy 2.1.1

A PR boot camp will provide intensive training at a pre-conference half-day session for members new to school PR and other school administrative professionals.

Strategy 2.1.2

Partnerships with other educational associations (MASA, MSBA, MNEA, MPTA) will offer opportunities for MOSPRA to provide sessions on effective school communications upon request.

Strategy 2.1.3

Connections with other area professional associations (PRSA, IABC, CSPRC) will offer networking opportunities and partnerships.

Strategy 2.1.4

MOSPRA members will offer webinars on specific communication topics for non-member superintendents and other potential members.

Strategy 2.1.5

MOSPRA members will reach out to school districts that do not have designated communications professionals on staff.

Indicator 2.1

MOSPRA executive board will track membership growth (including the development of new communications programs in districts in the state).