

# 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](mailto: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



## MARK OF DISTINCTION PROGRAM FOR NSPRA CHAPTERS

### SPECIAL FOCUS AREA: PROFESSIONAL DEVELOPMENT/PR SKILL-BUILDING

The mission of the Ohio School Public Relations Association is to facilitate support for and trust in education through comprehensive communications, public relations, and marketing efforts.

To accomplish this mission, OHSPRA advocates for the field of school PR by demonstrating and publicizing the expertise and importance of school PR experts and supporting their continuous improvement and professional development. This is done through multiple opportunities throughout the year that allow OHSPRA members to grow individually, network and form strong relationships throughout the state, and collaborative partnerships that provide innovative opportunities that allow members to be on the cutting edge of school PR and current educational initiatives.

For the past three years, OHSPRA has focused on aligning with Nationals and providing a strong foundation for the chapter. After a review of the [2014-15 OHSPRA PD plan](#) and [chapter strategic plan during the Board of Directors retreat](#) during the Board of Directors retreat in June 2015, the OHSPRA Board had determined they had met [58 goals/targets in 2014-15](#) (including updating the chapter's [bylaws, policies and procedures](#) with guidance from NSPRA; and adding additional financial securities). With this progress, the Board felt we again had the financial and organizational stability to refocus on providing strong PD opportunities that are of value both to OHSPRA members and non-members. ([see minutes from retreat](#))

The OHSPRA Board of Directors is a collection of Ohio's top school communicators, allowing the Board to keep a pulse on the upcoming news and trends. By focusing on current partnerships formed with other educational and communication organizations (Ohio Department of Education, SchooMessenger, Ohio School Boards Association, Buckeye Association of School Administrators, Public Relations Society of America), the Board determined it was imperative to [develop more partnerships](#) to continue to provide valuable information and resources to our [160 members](#) and [107 member districts/organizations](#). This would support the chapter in planning and implementing more professional development events during the year. Therefore, multiple additional partnerships and sponsorships were formed in 2015-16 with entities such as Sandy Hook Promise, PeachJar, Scope, MyVRSpot, Cerkl, OnScene Productions, SiteImprove, CampusSuite, INSPRA (Illinois Chapter of NSPRA—partnered to judged PR contest), and Battelle for Kids. These partnerships allowed OHSPRA to provide members with more access than ever to resources, tools, and knowledge that would help them and inspire them to communicate in new, and hopefully better and more efficient, ways.

As in the past, in 2015-16, OHSPRA PD events and initiatives included a day-long October workshop, consultations ("PR Doctor") and a free networking event during the November Ohio School Boards Associations Capital Conference (the largest education conference in the state of Ohio), a mentor program for those new to school PR, an awards program to help members benchmark practices and advocate for their positions (not only provides trophies, but feedback on how to improve and what to keep doing well), pushes for [NSPRA memberships](#), OHSPRA early bird membership discounts, and a 2-day spring conference in April ([#OHSPRA16—more than 100 attended in 2016](#)). Additional opportunities in 2015-16 included a diversity communication workshop in March and a workshop with SchoolMessenger on phone communication regulations, newsletters, and websites—to be held in June 2016.). OHSPRA also provided a conference scholarship to help members who could not afford conference and ensure all members have equal access to PD opportunities.

Chapter communications also focused on providing PD by highlighting best practices, [news](#), resources, [learnings](#) in the newsletter, “Snapshot” (including member highlights), on [Facebook](#) and [Twitter](#) (including [#ShareYourStory](#)), and [redesigning](#) the [website](#) (launched April 2016) to include more robust resources in a [members-only Networking Center](#) for assistance and resources (sends emails to all members who have signed up) and a [Resource Center](#) that allows members to share and store communication materials for future use of members—[log in](#) with username and password of kbasson).

### **Crisis Communication Social Media Workshop with OSBA (October 2015)**

- [Promotion](#)
- [Agenda](#)
- [Presentations](#)
- [Presenter bios](#)
- [Advertisement in OSBA “Journal” magazine](#)
- [Survey responses to workshop](#)

### **Workshops and events at OSBA Capital Conference (November 2015)**

- [Website](#)
- [Networking event promo](#)
- [Workshop survey feedback](#)
- [Networking event menu](#) (see sheet 1, bottom tab)
- [Crisis communication presentation outline](#)

### **Diversity Communication Winter Workshop (March 2016)**

- [February 2016 newsletter feature](#)
- [Planning emails](#)
- [Materials/article](#)

### **Spring Conference (#OHSPRA16, April 2016):**

- [Program Agenda/session descriptions](#)
- [Call for presenters](#)
- [Web page](#)
- [Conference registration form](#)
- [1/26/16—Conference Email Blast to Non-Member Districts](#)
- [2/24/16 Spring Conference Email Blast to Members, Non-Member](#)
- [3/3/16-- Spring Conference Email Blast to Members](#) (with bios on presenters and session teasers)
- [3/22/16--Spring Conference Email Blast to Members, Non-Members and Superintendents](#)
- [4/10/16 – Spring Conference Email Blast to Members – Not too late to register](#)
- [4/20/2016 conference/awards attendee feedback survey—email blast to conference attendees and sponsors](#)
- [4/25/16 conference/awards attendee feedback survey—email blast to conference attendees and sponsors](#)
- [All conference presentations](#) (login with username and password of kbasson)
- [Conference/awards survey summary data](#)
- [Conference/awards survey all data](#)

- [OHSPRA Facebook promos](#)
- [Twitter promo](#) (more at [OHSPRA Twitter](#))
- [Conference feedback](#) [Conference feedback](#) [Conference feedback](#) [Conference feedback](#) (more at [OHSPRA Twitter](#))

### **Conference scholarship**

- [Promo in newsletter](#)
- [Scholarship application](#)
- [Scholarship award email](#)

### **Contest and Awards Program (Achievement Awards, April 2016)**

- [Award web page](#)
- [2016 winners web page](#) (with links to winning projects)
- [1/4/16 Awards Email Blast to Members](#)
- [1/7/16 Awards Email Blast to Members, Non-Members and Ohio Superintendents](#)
- [1/21/16 Awards Email Blast to Members](#)
- [1/25/16—Awards Email Blast to Members: Top 5 reasons to enter the OHSPRA Achievement Award](#)
- [1/26/16—Awards Email Blast to Non-Member Districts and Ohio Superintendents](#)
- [1/28/16-- Awards Email Blast to Members, Non-Members and Ohio Superintendents](#)
- [Achievement Awards Ceremony Presentation](#)
- [Achievement Awards Recognition Video](#)
- [Recognition Tweets](#) (more at [OHSPRA Twitter](#))
- [Example awards judging forms](#)
- [Example entry form](#)
- [Awards database](#) (CONFIDENTIAL)

### **Phone, Web, E-newsletter Workshop with School Messenger (June 2016)**

- [Materials](#)
- [Promotional flyer](#)
- More to come

### **“Snapshot”, quick information for busy professionals (newsletter)**

- [August 2015](#) (APR, Back to school, membership, conference save the date/call for presentations, tips)
- [February 2016](#) (conference promo, conference scholarship, communication workshop, crisis communication, tips)
- [May 2016](#) (web redesign and new features, tips)

### **Partnerships/Sponsors**

- [Letter to sponsors](#)
- [Sponsorship Menu](#)

- [Sponsor web page/listing](#) (links to sponsors)
- [Partners web page](#) (links to partners)
- [Sponsor feedback](#)

## **Pictures**

- [June 2015 OHSPRA Board Retreat](#)
- [October 2015 Fall Workshop pics](#)
- [April 2016 Spring Conference](#)
- [April 2016 Awards pics](#)
- [Regional meet ups](#)

## **MISC**

- [2015-16 Meeting Minutes](#)
- [OHSPRA Twitter](#)
- [OHSPRA Facebook page](#)
- [Regional workshop/meet ups promos](#)