

# The "Mark of Distinction" Recognition Program for NSPRA Chapters

## Entry Form

(Please include this information with each individual entry)

Chapter Name: Ohio School Public Relations Association (OHSPRA)

Chapter President: Crystal Davis

### *President's contact information*

District/Organization: Ohio School Boards Association

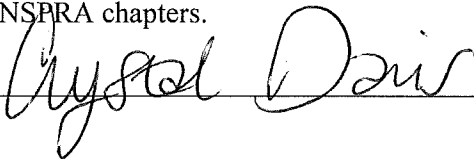
Address: 8050 N. High St., Suite 100

City/State/Zip Code Columbus, Ohio 43235

Telephone: 614-540-4000, ext. 272 e-Mail: cdavis@ohioschoolboards.org

### 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: OHSPRA (Ohio School Public Relations Assoc.)

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 \_\_\_\_\_
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**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 SKILLBUILDING

OHSPRA advocates for the field of school PR by demonstrating and publicizing the expertise and importance of communication experts and supporting their continuous improvement and professional development.

The association's mission is to facilitate support for and trust in education through comprehensive communications, public relations, and marketing efforts. To accomplish this, OHSPRA provides multiple opportunities throughout the year to allow its members to gain relevant, industry-related knowledge, network and form strong relationships with colleagues across the state. The association also promotes collaborative partnerships that provide innovative opportunities to allow members to be on the cutting edge of school PR and current educational initiatives.

For the past few years, OHSPRA has focused extensively on improving the quality of our professional development offerings, and providing a strong fiscal foundation for the chapter. After a review of the [2015-16 OHSPRA PD plan and chapter Goals set at the 2015 Board Retreat](#) during the Board of Directors retreat in June 2016, the OHSPRA Board determined they had met [35 goals/targets](#) in 2015-16, including (to name a few), launching OHSPRA's new website to better serve our members by continuing the move towards all-electronic awards entries and judging, membership applications/invoicing and member surveys; and trimmed expenses while crafting a plan to boost sponsorship dollars that will better support high-quality PD programming in the future.

Throughout the course of the 2016-17 year, we've added additional financial securities by changing the way we budget for Spring Conference to designate more sponsorship money to help pay conference expenses; raising the price of award entries; eliminating the Early Bird membership option, which was not working well; raising the price of Spring Conference to bring the cost more in line with what other similar associations are charging; eliminating the networking social event at OSBA's Capital Conference, which has not been well-attended the past few years; and upping the amount of sponsorship dollars brought in to an amazing \$16,500 this year! All of this has put the chapter in a much more fiscally secure position and (for the first time in several years) has allowed the Board to focus more on providing strong PD programming than worrying about the budget.

The OHSPRA Board of Directors is comprised of some of Ohio's top school communicators, allowing the Board to keep up with the latest news and trends. While maintaining current partnerships with other educational and communication organizations (Ohio Department of Education, SchoolMessenger, Ohio School Boards Association, Buckeye Association of School Administrators, Public Relations Society of America), the Board desired to develop even more partnerships and sponsorships to implement professional development events for our [139 members](#) and 89 member districts/organizations. Additional sponsorships were formed in 2016-17 with entities such as The Impact Group and eSchoolView, while continuing our partnerships with groups such as Sandy Hook Promise, PeachJar, MyVRSpot, SiteImprove and Battelle for Kids.

As in the past, in 2016-17, OHSPRA PD events and initiatives included a day-long October workshop which brought in more than three times the registrants when compared to the same workshop last year (22 participants in 2015 and 63 in 2016!); presentations by OHSPRA members during two sessions at OSBA's Capital Conference; a mentor program for those new to school PR; an awards program to help members benchmark practices and advocate for their positions (provides recognition and feedback on how to improve and what to keep doing well); and a 2-day Spring Conference in March ([#AmplifyYourStory](#) — [more than 110 attended](#) in 2017). OHSPRA also provided a conference scholarship to help a member who could not afford conference.

Chapter communications focused on providing PD by highlighting best practices, news and resources in our “Snapshot” (including member spotlights) newsletter, on [Facebook](#) and [Twitter](#) and in refining the [website](#), which launched in April 2016. Our members now enjoy a faster website with a responsive, sleek design and more robust resources available in the members-only [Networking Center](#) (sends emails to all members who have signed up) and [Resource Center](#), which allows members to share and store communication materials for the future use. (You can [log in](#) with username and password of kbasson).

#### **Handling Transgender, Race and Bullying Issues in Schools Workshop with OSBA (October 2016)**

[OSBA promotional email](#) (sent to OSBA members)

[OHSPRA promotional email](#) (sent to OHSPRA members)

[Agenda](#)

[Presentations](#)

[Presenter bios](#)

[Advertisement in OSBA “Briefcase” Newsletter](#)

[Survey responses to workshop](#)

[Workshop pictures](#)

#### **Workshops and events at OSBA Capital Conference (November 2016)**

[OSBA Capital Conference Website](#)

[Workshop survey evaluations](#)

[Workshop presentations](#)

[Promotional blurbs](#)

#### **Spring Conference (#AmplifyYourStory, March 2017):**

[Program Agenda/session descriptions](#)

[Call for presenters Google Docs application form](#)

[Web page](#)

[Conference registration form](#)

[Spring Conference Email Blasts to Members, Non-Members and Superintendents](#)

[All conference presentations](#) (login with username and password of kbasson)

[Conference/awards survey summary data](#) (You can view individual or summary results by clicking the appropriate tab near the top)

[OHSPRA Facebook promos](#)

[Twitter promo](#) (more at [OHSPRA Twitter](#) and [#AmplifyYourStory](#))

[Conference feedback](#)

\*Nearly every Snapshot newsletter (below) contained a Spring Conference promo

## Conference scholarship

[Promo in newsletter](#)

[Scholarship application](#)

[Scholarship award email](#)

## Contest and Awards Program (Achievement Awards, March 2017)

[2017 winners web page](#) (with links to winning projects)

[Past recipients award web page example \(from 2016\)](#)

[Awards ceremony speech](#)

[Awards Email Blasts to Members, Non-Members and Ohio Superintendents](#)

[Achievement Awards Ceremony Presentation](#)

[Recognition Tweets](#) (more at [OHSPPRA Twitter](#) and [#Amplify Your Story](#))

[Example awards judging forms](#)

[Example entry form](#)

## “Snapshot” Newsletter — quick information for busy professionals

[August 2016](#) — Welcome back to school, Exemplary Chapter Award announcement, member spotlight, new website announcement, Fall Workshop announcement, Spring Conference save the date)

[November 2016](#) — Capital Conference presentation promo, Publication Exchange promo, Fall Workshop recap, awards promo, call for nominations for Spring Conference, membership renewal reminder, website promo/tips

[February 2017](#) — Spring Conference promo, awards promo, member spotlight, Resource Center promo

[May 2017](#) — Spring Conference survey promo, award winner promo, membership renewal reminder, election results announcement, Resource Center promo

## Partnerships/Sponsors

[Sponsorship Action Plan](#)

[Sponsorship Menu](#)

[Sponsor web page/listing](#) (links to sponsors)

[Partners web page](#) (links to partners)

[Sponsor feedback](#)

## Pictures

[June 2016 OHSPRA Board Retreat](#)

[October 2015 Fall Workshop pictures](#)

[March 2017 Spring Conference](#)

[March 2017 Awards pics](#)

## Misc.

[2016-17 Meeting Minutes](#)

