

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

Entry Form

(Please include this information with each individual entry)

Chapter Name: Wisconsin School Public Relations Association (WSPRA)

Chapter President: Sarah Heck

President's contact information

District/Organization: CESA 2

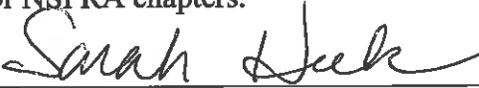
Address: 1221 Innovation Drive

City/State/Zip Code Whitewater, WI 53190

Telephone: 262.473.1448 e-Mail: sarah.heck@cesa2.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, 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

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION MARK OF DISTINCTION RECOGNITION PROGRAM

2017 APPLICATION

WSPRA – Wisconsin School Public Relations Association
www.wspra.org

Section II – Special Focus Areas

2. SPECIAL PR/COMMUNICATION PROGRAM, PROJECT OR CAMPAIGN

WSPRA BRAND REDESIGN CAMPAIGN

Introduction

The WSPRA board of directors had anecdotal evidence that, despite being the premier school public relations organization in Wisconsin for nearly 50 years, the chapter did not have strong name recognition around the state. As a result, the board launched a brand redesign to create a new chapter logo and tagline that better represented the chapter and presented a fresh visual brand.

The purpose of the redesign was:

- To clearly define WSPRA's purpose as a statewide school public relations resource
- To refresh the both the visual and written brand
- To increase statewide awareness of the chapter among the key audiences of school PR professionals, school district administrators, and school support staff
- Through attraction, not promotion, add new members

Research

The WSPRA board used two communications strategies to accomplish these objectives: a board workshop and a member survey. Through research, the board analyzed the needs of key audiences, and worked to better define answer the question, "who is WSPRA"?

- **Member Survey:**
 - The board conducted an emailed member survey and received 67 responses. Among other feedback, members rated WSPRA highly for reputation, networking opportunities, peer support and relevant professional development.
- **Board Workshop:**
 - The board held a special visioning session to analyze the member survey results, establish the chapter's key differentiators, and formulate a value statement.

Results

New value statement/tagline

Wisconsin's professional network for strategic school communications.

Adding membership value:

The board brainstormed ideas for adding value to membership, such as partnering with other statewide school district organizations, offering a speaker’s bureau/experts, and increased member outreach.

Support for creative services: the board allocated funds for graphic design services for the chapter mark, and to create new marketing communications materials shown below, including display banners, pocket folders, promotional items and the e-newsletter. The new logo and tagline is now displayed on the chapter’s [Twitter](#) and [Facebook](#) accounts, on the [website](#), and in the design of the chapter e-newsletter, the WSPRAgram.

BEFORE AND AFTER



Previous LOGO AND TAGLINE



New LOGO AND TAGLINE

Horizontal Orientation



Vertical Orientation



Social Media Icon



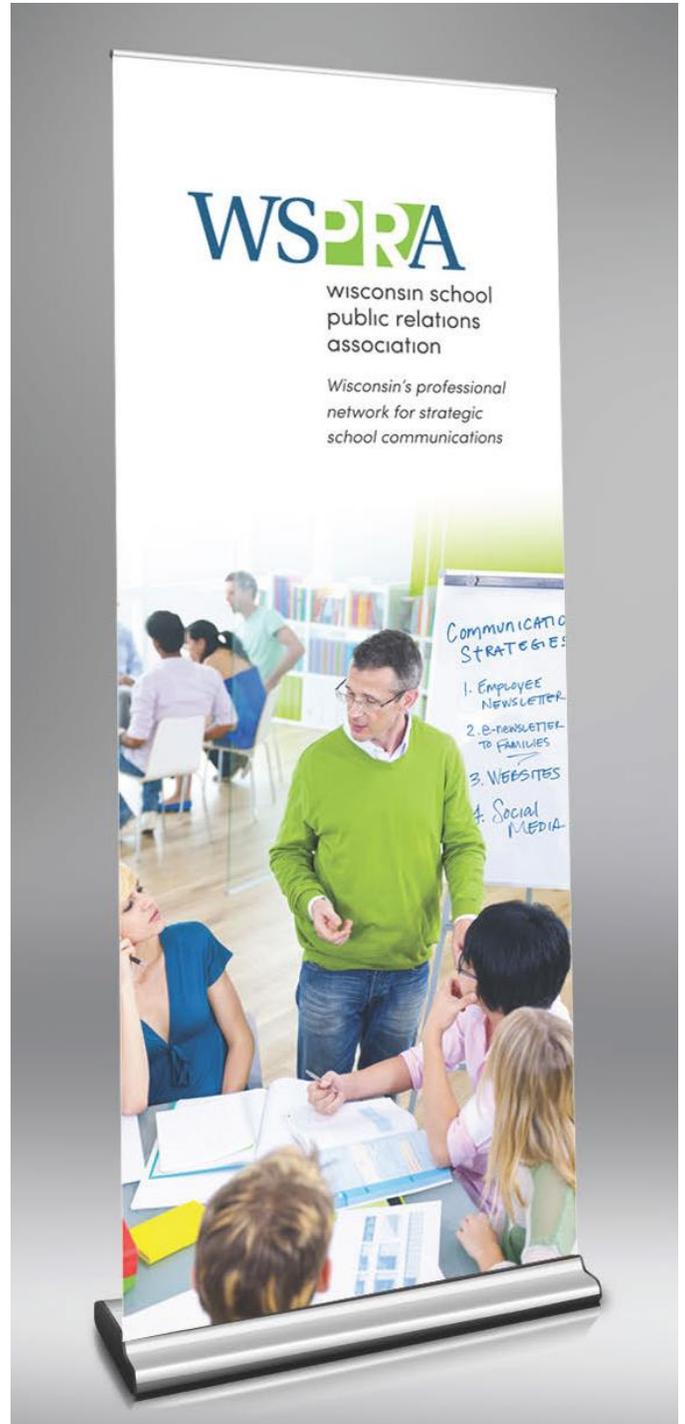
Newly Branded Materials



WSPRA Folder



2016 Fall Conference Name Badge



Pull-Up Banner

Additional examples of WSPRA's rebranded materials are available [here](#).