

Top Things to Know as a Chapter Leader

Thank you for taking on the role of a SPRA chapter leader! Whether you are the president, president-elect, past-president, treasurer, secretary, membership chair or serve in some other leadership capacity, your commitment is appreciated and will make a difference for your chapter members.

This tip sheet provides a quick overview of core responsibilities for chapter leaders. More information about each of these areas, plus additional resources to help you as you lead your chapter are available on the NSPRA Chapter Leaders Hub website at www.nspra.org/membership/chapters.



SUPPORT YOUR MEMBERS

Whether it's through regular communication, professional development opportunities or networking, your number one job is to be there for your members.

MEET REGULARLY

As a Board, regular meetings enable you to plan activities, monitor finances, respond to member issues and take care of chapter business. Notes from these meetings serve as both a source of institutional history and a track record of what's been done or is coming ahead.



SET GOALS

At the start of each new Board year, invest time in developing goals or a strategic plan. In the spirit of school PR best practices, consider using the RPIE process (research, plan, implement, evaluate) to help ensure you are meeting members' needs.

PROMOTE THE VALUE OF SCHOOL PUBLIC RELATIONS.

Take advantage of the opportunity to serve as the voice of school PR in your state - whether through partnerships with other educational organizations, providing talking points for members to use in their districts or other means. Not only does it raise the visibility of our role, but it can help bring in new members for your chapter and for NSPRA.



MANAGE THE CHAPTER'S MONEY.

Fiscal stewardship is important, so be sure to establish good business practices to manage, track and report on the money you receive from memberships, conferences and other chapter activities.

FOLLOW NSPRA RULES AND POLICIES.

All chapters serve according to NSPRA policies and bylaws. These include requirements for annual financial reports, award nominations and chapter membership list submissions by specified dates.

