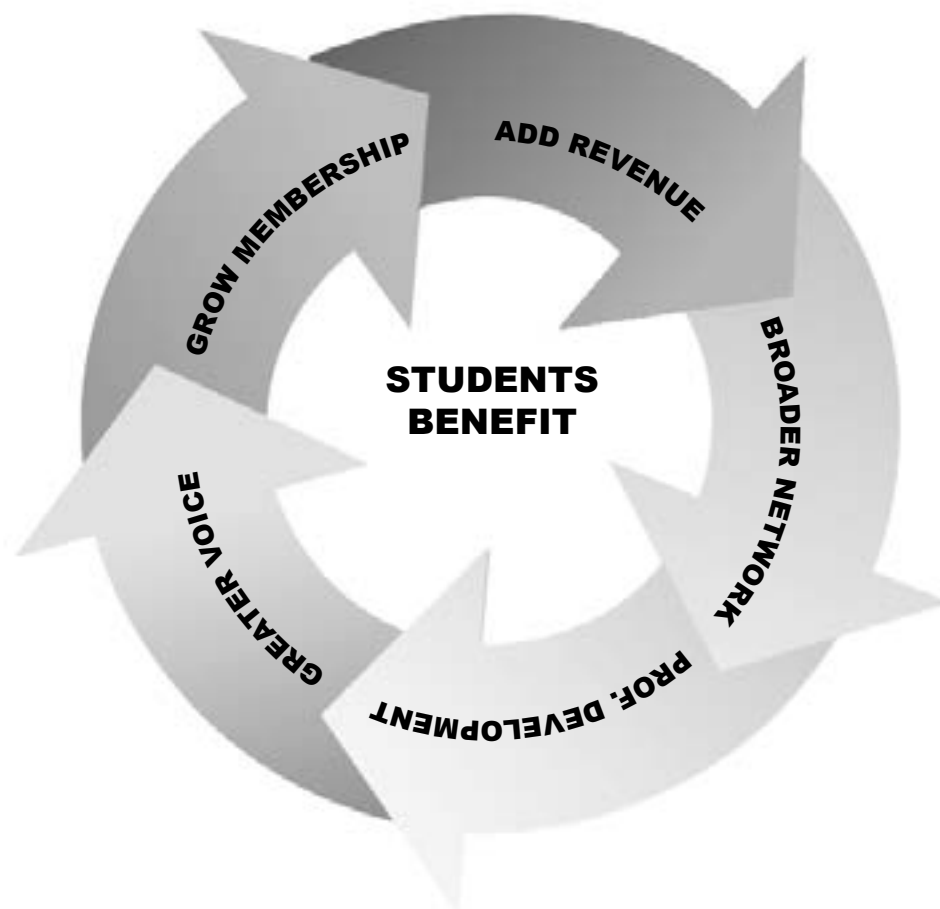


Building Connections for a Stronger State Chapter

Developing relationships with other education associations and organizations is mutually beneficial. By helping other organizations understand best practices in communications, your chapter membership will realize multiple advantages all leading to better educational opportunities for students.



Case Study #1: Missouri Association of School Administrators (MASA)

Start with the people who are often (or may one day be) your direct supervisors.

- Make the initial connection.
- Provide communication sessions for their annual conference.
- Let research illustrate the value your chapter brings to their association.
- Develop framework for joint conference.
- Have representatives at conference planning meetings.
- Secure vendor sponsorships.
- Host joint conference, but maintain element of autonomy.
- Continue to evaluate. Listen to research. Track impact on membership.
- Grow your relationship with regional meeting presentations.

Special note: Develop a separate conference that is PR-centric. This will allow for excellent professional development and generate significant revenue.



Building Connections for a Stronger State Chapter

Case Study #2: Missouri School Board Association (MSBA)

Providing communications assistance to school board members helps them be more effective leaders and illustrates the value of having a communications professional on staff.

- Make the initial connection.
- Provide communication sessions for their annual conference.
- Let research illustrate the value your chapter brings to their association.
- Create a pre-conference special session. (Generate revenue.)
- Always be aware of the relationship between school board members and superintendents:
 - Sessions should emphasize positive collaboration
 - Sessions must avoid placing superintendents in difficult situations.
- Continue to evaluate. Listen to research. Track impact on membership.

Case Study #3: Missouri Association of School Business Officials (MOASBO)

Providing communications assistance to those who oversee school district finances is an invaluable service. School finance is complex -- your help will be appreciated.

- Make the initial connection.
- Provide communication sessions for their annual conference. (Consider co-presenting with a school finance professional)
- Let research illustrate the value your chapter brings to their association.
- Continue to evaluate. Listen to research. Track impact on membership.

Paying in forward: Assisting aspiring and new superintendents

Providing those preparing for educational leadership, or those in their initial years as leaders, will help them as professional and will lead to membership growth for your chapter.

- Make the initial connection.
- Provide communication sessions for college courses.
- Provide communication sessions for new administrators (help initiate an academy for new superintendents if one does not exist)
- Short and long-term return on investment: membership and network growth
 - These people will join your chapter (especially those who are in small districts with no PR professional)
 - Eventually some of these leaders will move to larger district and hire communications professionals
- Continue to evaluate. Listen to research. Track impact on membership.

A strong, well-financed state chapter provides a greater network of skilled professional communicators who will help schools build positive relationships with their community. The end result: students will have greater educational opportunities.

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