

Setting Strategic Direction and Building Capacity to Challenge Your Practice

In 2006-07 WSPRA set some multi-year goals

1. Expand partnerships
2. Expand and engage membership (create the awareness of and support for quality public relations for member districts)
3. Define and promote services to members
4. Evaluate operational procedures for optimal effectiveness
5. Market/promote WSPRA

Overall the past three years, WSPRA has done the following to meet our goals.

2006-2007

Expand partnerships

- Met with the new Executive Director of the Wisconsin Association of School Boards (WASB) to discuss collaboration. WSPRA has a unique relationship with WASB. WASB shares secretarial/graphic and web resources with WSPRA.

Define and promote services

- WSPRA revised logo and all materials, including a brochure.
- Hired a web designer to revise the Web site.
- Continued to promote and present Image Builders and Breakers

Evaluate operational procedures for optimal effectiveness

- Collaborated with WASB to use staff accountant to assist WSPRA in developing and maintaining a budgeting process.

2007-2008

Expand partnerships

- Participated in statewide safety conferences.
- Met with WASB Board of Directors to further partnership.
- Produced a video – A holistic approach for the Wisconsin Association of School District Administrators (WASDA).

Expand and engage membership

- Sought out members beyond the Board to write articles for WSPRAgram, Web site and WASB's School News.
- Participated with WASB in presenting at its conference "Effective Parent Involvement Strategies"

Define and Promote Services to Members

- Held a great fall conference.
- Added a new spring workshop on crisis communications. Board created a toolkit for sale to other districts.
- Board created resources for Web site, including a tip of the day.
- Continued to promote and present Image Builders and Breakers.

Market/Promote WSPRA

- Purchased new art display for convention booths.
- Had a booth at WASB Convention, advertised spring workshop.

2008-09

Expand partnerships

- Participated with WASB in presenting at its conference on rebounding from failed referenda.
- Established a regular meeting schedule with WASB to enhance planning and work in areas of mutual benefit.
- Sought out members beyond the Board to write articles for WSPRAgram, Web site and WASB's School News.
- Explored having 2009-10 conference in conjunction with Wisconsin Association of School Personnel Administrators (WASPA).
- Worked with Wisconsin Education Association Council to promote American Education Week in November.
- Provided Image Builders and Breakers at WASPA Spring Conference.

Expand and engage membership

- Developed a Leadership Communication 101 pre-workshop prior to fall conference.
- Held a great fall conference.
- Trained Board members in Image Builders and Breakers to expand capacity.
- Increased use of E-blasts to get pertinent information to members.
- Established a marketing committee.
- Held a spring one-day workshop on referenda.
- Held a strategic planning session around social media usage by WSPRA.

Define and promote services to members

- Held a Board meeting with Judy Whalen to discuss marketing objectives
- Conducted a membership survey
- Continued to promote and present Image Builders and Breakers.
- Signed a one year retainer with MarketingSavant for social media training for Board and members.

Market/Promote WSPRA

- Placed an ad for conference in *Teaching Today* magazine & WASB publication.

2009-10 – WHERE DO WE GO FROM HERE?

Expand partnerships

- Plan to participate in WASB conference with a presentation around "Communication for Referendum Success— Three Perspectives"
- Will participate in statewide safety conferences.
- President and Ex. Director planning to present to WASB Board this fall.
- Discussing with WASB creating joint webinars.

- Will look to continue to work with WEAC on American Education Week promotion.
- Will be inviting Iowa, Illinois and Minnesota SPRA chapters to our one-day spring workshop.

Expand and Engage Membership

- Holding a joint fall conference with WASPA.
- Planning to deploy a WSPRA widget to get our Tips of the Day to members' desktops.
- Will begin to use Twitter later this summer.
- Serious efforts will be spent on succession planning.

Define and Promote Services to Members

- Spring one-day workshop will be focused on training members on social media (include practice and policy).
- Redesign Image Builders and Breakers into a Part I and Part II.
- Develop webinars for members to purchase from the website.
- Improving our Spectrum Award program to garner more feedback from judges.
- WSPRA moving to an e-newsletter which will allow us to direct members through links to website for useful tools (e.g, letter to parents). August edition will be focused on Swine Flu.

Evaluate operational procedures for optimal effectiveness

- WSPRA President-elect and Executive Director met with WASB Executive Director and Communications Manager to develop a better workload flow through WASB staff.
- Board to reconsider by-laws and current officer election process.

Market/Promote WSPRA

- Redesign Image Builders and Breakers brochure.
- Send new Image Builders and Breakers brochure to CESA with letter to encourage regional presentations through CESA to provide the program more cost-effectively to districts.

Benefits of the Strategic Plan

- Able to improve membership drive information because we can focus on what members will specifically receive from WSPRA this year.
- Gives direction to new president and well as new board members.
- Revisited every year to evaluate whether goals still make sense, so stays fresh in order to meet challenges of current public education environment.
- Gives the organization more depth.