

National School Public Relations Association

2015 Chapter Operations Survey

In early 2015, NSPRA's Regional Vice Presidents surveyed their region's chapter officers to discover how each chapter in their region operates. While not every chapter chose to participate, the vast majority of them provided insight into their membership, conferences, and other factors impacting chapter operations. As a benefit to chapter leaders, we have developed this report to summarize what we learned and to assist chapters in planning their operational growth.

Executive Summary

Approximately three-quarters of our chapters participated, and we have learned information that will be helpful in building stronger relationships between NSPRA and the chapters. The following summary is for chapters in the following states: Ala., Ariz., Calif., Colo., Conn., Fla., Ga., Iowa, Ill., Kan., Minn., Miss., Mo., Neb., N.J., N.Y., N.C., Okla., Ore., Penn., S.C., Tenn., Texas, Utah and Wash.

Most chapters kept annual dues for full, individual membership below \$100. The lowest membership rate was \$25 in Tennessee and the highest was \$295 in New Jersey. The most common membership rate was \$50.

Many chapters offered more than one membership type, most commonly institutional membership that allowed up to three people to join at a reduced rate from an individual professional membership. Some chapters include membership dues in conference registration.

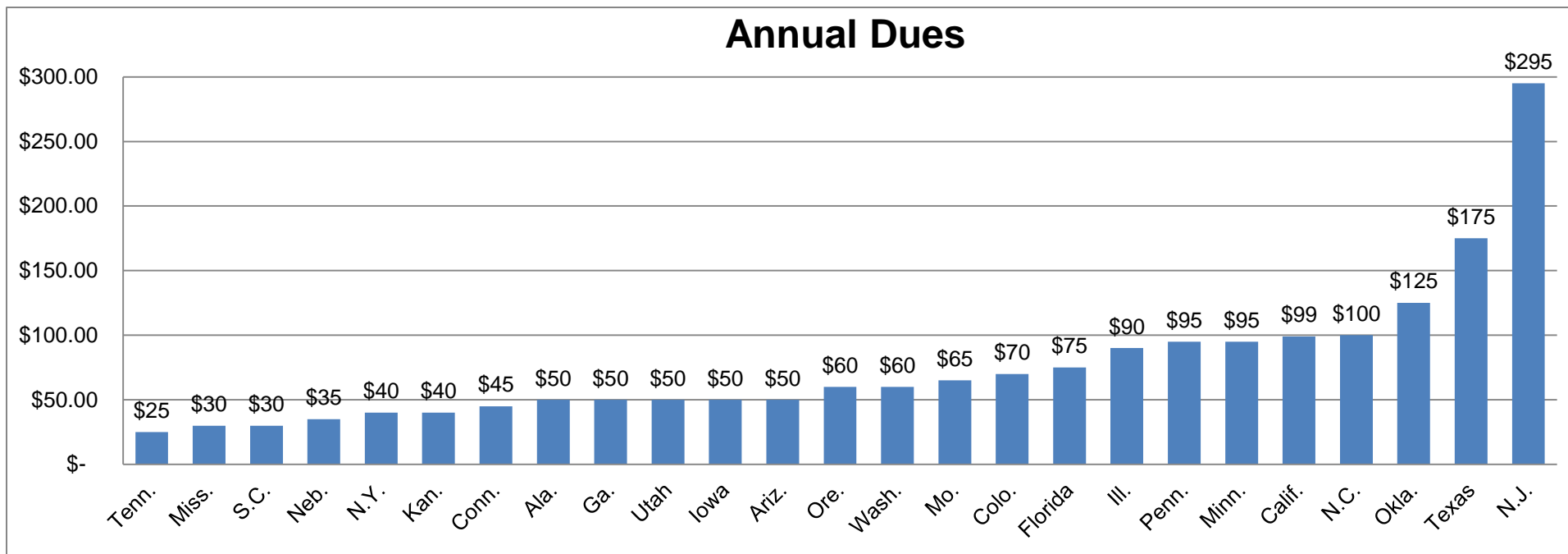
The majority of chapters responding had between 100-200 members. Only one chapter, Texas, had more than 200 members. Eight chapters had fewer than 50 members, mostly in the north and southeast.

Seven chapters held regular meetings twice a year, six quarterly, four monthly, and three annually or with some other frequency. More than half of the reporting chapters (12) held annual conferences. Four chapters held conferences twice a year, three held conferences on some other schedule, and Connecticut held a conference less often than every other year. Most chapters do not hold joint conferences with other groups or associations, but those that do partner with other NSPRA chapters or other state school leader groups like school boards or administrators.

Most chapter conference registrations cost less than \$200. Washington, Texas, Florida, and Missouri's spring conference cost more than \$200 for members to attend. Two-thirds of responding chapters report attempting to subsidize or defray the cost to attend the chapter conference through lower hotel room rates or meal or beverage sponsorship.

All but three chapters report recruiting sponsors for chapter conferences – New Jersey, Connecticut, and Utah do not. Sponsor fees for chapter conferences most often fall between \$501 and \$1,000.

Annual Dues



How much are annual chapter dues for full membership?

Northwest – Oregon: \$60
 Northwest – Washington: \$60
Average for Northwest region: \$60

Southwest – Arizona: \$50
 Southwest – California: \$99
 Southwest – Colorado: \$70
 Southwest – Utah: \$50
Average for Southwest region: \$67.25

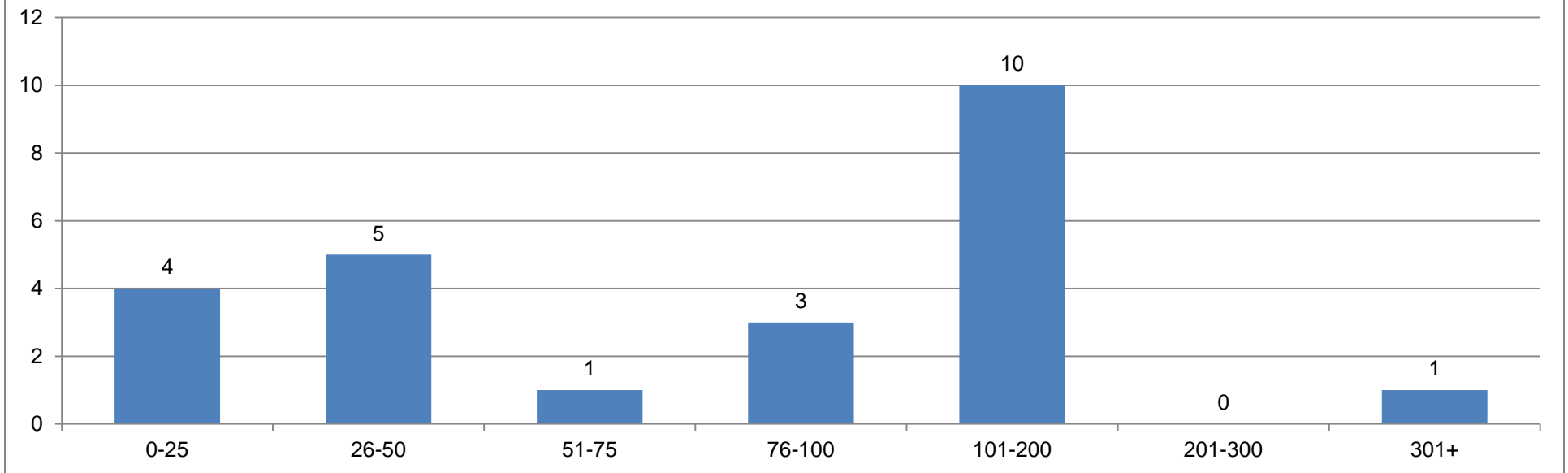
North Central – Nebraska: \$35
 North Central – Iowa: \$50
 North Central – Illinois: \$90
 North Central – Minnesota: \$95
Average for North Central region: \$67.50

South Central – Kansas: \$40
 South Central – Missouri: \$65
 South Central – Oklahoma: \$125
 South Central – Texas: \$175
Average for South Central region: \$101.25

Northeast – Connecticut: \$45
 Northeast – Pennsylvania: \$95
 Northeast – New Jersey: \$295
 (includes conference)
 Northeast – New York: \$40
Average for Northeast region: \$118.75

Southeast – Alabama: \$50
 Southeast – Georgia: \$50
 Southeast – Mississippi: \$30
 Southeast – North Carolina: \$100
 Southeast – South Carolina: \$30
 Southeast – Florida: \$75
 Southeast – Tennessee: \$25
Average for Southeast Region: \$51.43
Average chapter dues: \$79.74

Membership Size



What is the size of your chapter's membership?

Northwest – Oregon: 26-50
 Northwest – Washington: 101-200

Southwest – Arizona: 76-100
 Southwest – California: 201-300
 Southwest – Colorado: 101-200
 Southwest – Utah: 0-25

North Central – Nebraska: 0-25
 North Central – Iowa: 26-50
 North Central – Illinois: 101-200
 North Central – Minnesota: 101-200

South Central – Kansas: 51-75
 South Central – Missouri: 101-200
 South Central – Oklahoma: 101-200
 South Central – Texas: 301+

Northeast-Connecticut: 0-25
 Northeast – New Jersey: 26-50
 Northeast – Pennsylvania: 101-200
 Northeast- New York: 101-200

Southeast – Alabama: No response
 Southeast – Tennessee: 0-25
 Southeast – Georgia: 26-50
 Southeast – Mississippi: 26-50
 Southeast – Florida: 76-100
 Southeast – South Carolina: 101-200
 Southeast – North Carolina: 101-200

Please list all membership types available within your chapter.

Northwest – Washington:

One type of membership.

Northwest – Oregon:

One type of membership.

Southwest – California:

Professional \$99
Institutional \$199 (up to 3 members)
Associates \$59
Student \$59

Southwest – Arizona:

Professional only

Southwest – Colorado:

Institutional memberships, up to 3 from the same organization is \$175.
Additional are \$35 within the same organization

Southwest – Utah:

One type of membership.

South Central – Kansas:

Professional (\$40)
Institutional (\$100 per district)

South Central –Missouri:

Individual membership
District membership

South Central – Oklahoma:

Institutional (\$125 for up to 3 members per institution, \$30 for each additional)
Personal (\$50)

South Central – Texas:

TSPRA (Professional, Associate, Institutional)
Ed Foundation (Professional, Associate, Institutional)
Affiliate
Retiree
Non-Member Free/District Manager/Honorary

North Central – Illinois:

Individual (\$90)
College/Retired/Former professionals (\$45)

North Central – Iowa:

Student – 0 members
Professional – 43 members
Lifetime – 6 members

North Central – Minnesota:

Regular (\$95)
Student/Retiree (\$10)

North Central – Nebraska:

One type of membership.

Northeast – Connecticut:

Individual (\$45)
District (\$75)
NSPRA members are gratis.

Northeast – Pennsylvania:

Individual (\$95)
Institutional (\$150 for 3 memberships)
Student (\$20)
Emeritus (\$35)

Northeast – New Jersey:

One type of membership.

Northeast- New York:

Individual (\$40)
Institutional (\$90 for up to three members)

Southeast – Alabama:

Institutional - \$100 (up to three members)
Individual: \$50
Associate/Affiliate: \$25 (pro-Common Core group, Alabama School Boards Association)

Southeast – Georgia:

One type of membership.

Southeast – Mississippi:

One type of membership.

Southeast – North Carolina:

Individual Membership - \$100/year
Institutional Membership - \$150/year, 3 people per district.
In alternating years, we offer one-price membership/conference package deals.

Southeast – South Carolina:

Individual (\$30)
Institutional (\$110-up to five members)
Retiree (free)

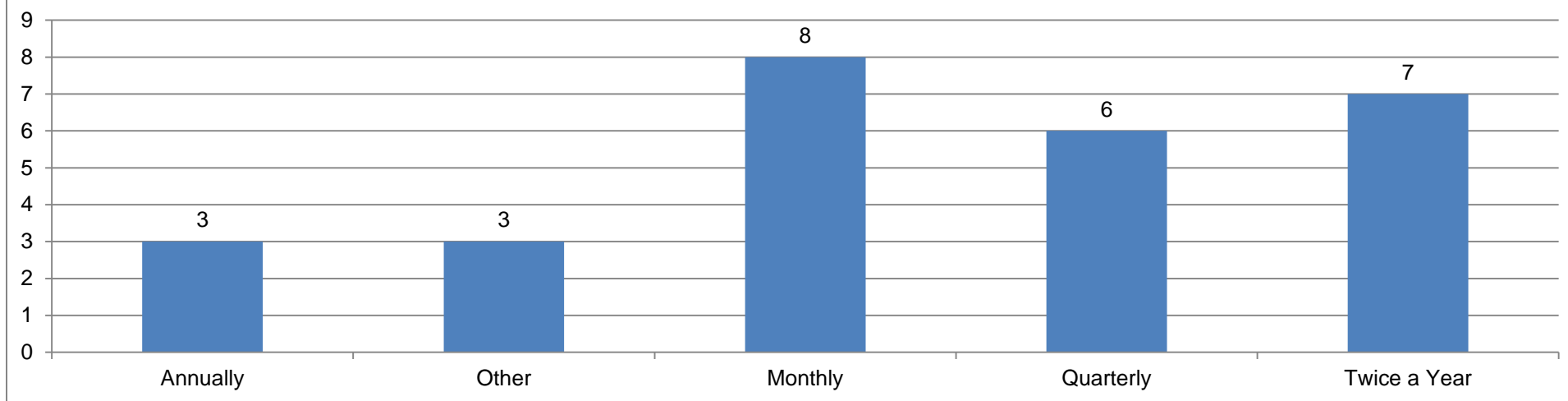
Southeast – Florida:

One type of membership.

Southeast – Tennessee:

Institutional - \$100 (allows up to three non-NSPRA members to join the same organization);
Individual - \$25 (if a member of NSPRA and \$50 if not an NSPRA member)

Regular Chapter Meetings



How often do you hold regular chapter meetings?

Northwest – Oregon: Other
 Northwest – Washington: No response

Southwest – Arizona: Monthly
 Southwest – California: Monthly
 Southwest – Utah: Monthly
 Southwest – Colorado: Other

North Central – Illinois: Monthly
 North Central – Iowa: Monthly
 North Central – Minnesota: Monthly
 North Central – Nebraska: Monthly

South Central – Missouri: Regional meetings held monthly during the school year in Kansas City and St. Louis areas. Meetings for MOSPRA's two other regions are more sporadic.

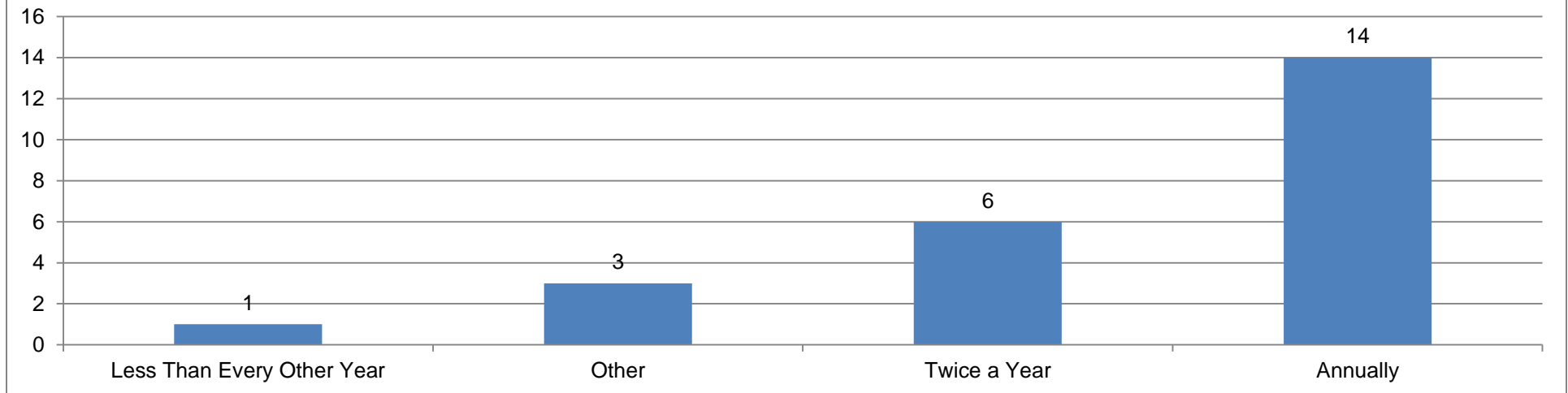
South Central – Oklahoma: Quarterly
 South Central – Texas: Twice a year (Each TSPRA region is required to meet at least twice per year, some [Dallas and Austin] meet monthly. General membership meets at the annual conference.)

South Central – Kansas: No response

Northeast – New Jersey: Quarterly
 Northeast – Connecticut: Twice a year
 Northeast – Pennsylvania: Twice a year
 Northeast – New York: Twice a year

Southeast – Alabama: Quarterly
 Southeast – South Carolina: Quarterly
 Southeast – Mississippi: Quarterly; Twice a year
 Southeast – Tennessee: Quarterly; Twice a year
 Southeast – Florida: Twice a year
 Southeast – Georgia: Annually
 Southeast – North Carolina: Annually

Frequency of Chapter Conferences



How often do you host chapter conferences?

Northwest – Oregon: Twice a year
 Northwest – Washington: Other

Southwest – Colorado: Twice a year
 Southwest – Arizona: Annually
 Southwest – California: Annually
 Southwest – Utah: No answer

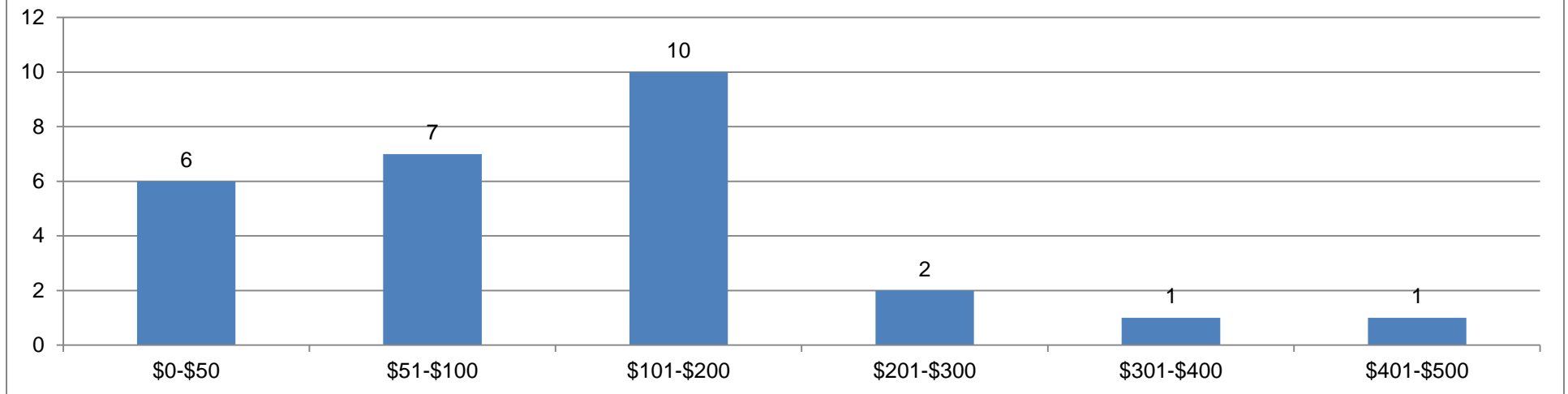
North Central – Illinois: Annually
 North Central – Iowa: Twice a year
 North Central – Minnesota: Twice a year
 North Central – Nebraska: Annually

South Central – Missouri: Twice a year
 South Central – Kansas: Annually
 South Central – Oklahoma: Annually
 South Central – Texas: Annually

Northeast – Pennsylvania: Annually
 Northeast – New York: Annually
 Northeast – Connecticut: Less than every other year
 Northeast – New Jersey: Other

Southeast – Florida: Twice a year
 Southeast – Alabama: Annually
 Southeast – Georgia: Annually
 Southeast – Mississippi: Annually
 Southeast – South Carolina: Annually
 Southeast – Tennessee: Annually
 Southeast – North Carolina: Other

Cost to Attend Largest Conference



What does it cost to attend your chapter's largest conference?

Northwest – Oregon: \$101-\$200

Northwest – Washington: \$201-\$300

Southwest – California: \$0-\$50; \$101-\$200

Southwest – Colorado: \$0-\$50

Southwest – Arizona: \$0-50

Southwest – Utah: No answer

North Central – Illinois: \$51-\$100

North Central –Iowa: \$51-\$100

North Central – Minnesota: \$101-\$200

North Central – Nebraska: \$51-\$100

South Central – Kansas: \$51-\$100;
\$135 for non-members

South Central –Missouri: \$100 (fall conference); \$250 (spring conference)

South Central – Oklahoma: \$101-\$200

South Central – Texas: \$301-\$400

(Conference fees do not include pre-conference sessions (\$95) or a ticket to the banquet)

Northeast – Connecticut: \$0-\$50

Northeast – Pennsylvania: \$101-\$200

Northeast- New York: \$101-\$200

Northeast – New Jersey: No response

Southeast – Tennessee: \$0-\$50

Southeast – Alabama: \$0-\$50

Southeast – Mississippi: \$0-50;
\$51-\$100

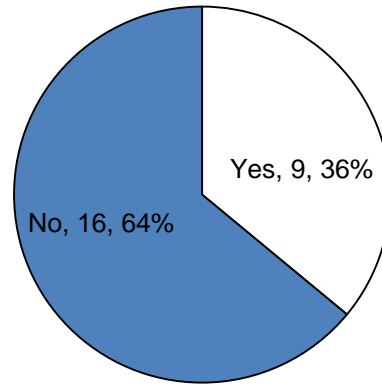
Southeast – Georgia: \$51-\$100

Southeast – North Carolina: \$101-\$200

Southeast – South Carolina: \$101-\$200

Southeast – Florida: \$401-\$500

Do You Hold Joint Conferences?



Do you hold any joint conferences with other groups or associations?

Northwest – Washington: Yes
Northwest – Oregon: No

Southwest – Arizona: No
Southwest – California: No
Southwest – Colorado: No
Southwest – Utah: No

North Central – Nebraska: Yes
North Central – Illinois: No
North Central – Iowa: No
North Central – Minnesota: No

South Central – Missouri: Yes
South Central – Kansas: No
South Central – Oklahoma: No
South Central – Texas: No

Northeast – New Jersey: Yes
Northeast – Connecticut: No
Northeast – Pennsylvania: No
Northeast – New York: No

Southeast – Alabama: Yes
Southeast – Mississippi: Yes
Southeast – North Carolina: Yes
Southeast – South Carolina: Yes
Southeast – Florida: Yes
Southeast – Tennessee: No
Southeast – Georgia: No

If you hold joint conferences, please describe them.

Northwest – Oregon: Periodically hold a joint conference with WSPRA.

Northwest – Washington: Every other year, they do an elections conference with Seattle Northwest Securities. Also with OSPRA.

Southwest – Arizona: We collaborate with ASBA annual conference in December for money.

North Central – Minnesota: In the past, we have offered joint conferences with Minnesota Association of School Administrators.

North Central – Nebraska: We are working on a conference with NCSA (Nebraska Council of School Administrators) this spring.

South Central – Missouri: Spring conference is joint conference with the Missouri Association of School Administrators

South Central – Texas: TSPRA provides 12 sessions for Texas School Administrators' conference

Northeast – New Jersey: Planning an awards event in partnership with Rowan University.

Southeast – Alabama: School Boards Association

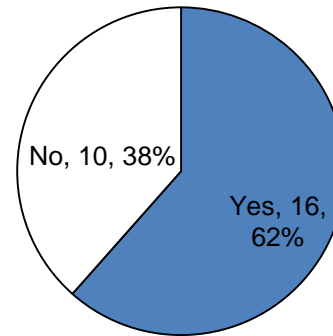
Southeast – Mississippi: Reciprocal judging and sometimes attend Georgia of ALSPRA.

Southeast – North Carolina: Fall conference held jointly with SC/NSPRA; hosted by each in alternating years

Southeast – South Carolina: We rotate every other year with North Carolina.

Southeast – Florida: Florida School Boards and FASA

Does the Chapter Help Defray or Subsidize the Cost to Attend Chapter Conferences?



Does the chapter help defray or subsidize the cost for members to attend your conference through sponsorships or the chapter treasury? Examples include: lower hotel room rates, or meal or beverage sponsorship.

Northwest – Oregon: Yes
Northwest – Washington: No

Southwest – Arizona: Yes
Southwest – California: Yes
Southwest – Colorado: Yes
Southwest – Utah: No

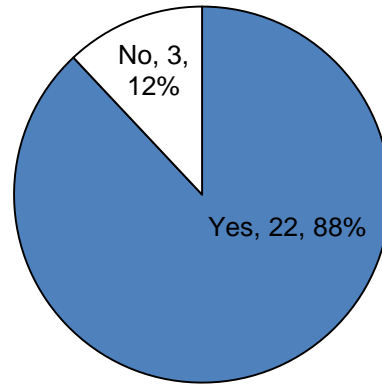
North Central – Iowa: Yes
North Central – Nebraska: No
North Central – Illinois: No
North Central – Minnesota: No

South Central – Missouri: Yes
South Central – Texas: Yes
South Central – Kansas: No;
Scholarships for NSPRA Seminar
South Central – Oklahoma: No

Northeast – Pennsylvania: Yes
Northeast – Connecticut: No
Northeast – New Jersey: No
Northeast- New York: No

Southeast – Alabama: Yes
Southeast – Georgia: Yes
Southeast – Mississippi: Yes
Southeast – North Carolina: Yes
Southeast – South Carolina: Yes
Southeast – Florida: Yes
Southeast – Tennessee: Yes

Do You Recruit Sponsors for Chapter Conferences?



Do you recruit sponsors for your chapter's conferences?

Northwest – Oregon: Yes
Northwest – Washington: Yes

Southwest – Arizona: Yes
Southwest – California: Yes
Southwest – Colorado: Yes
Southwest – Utah: No

North Central – Iowa: Yes
North Central – Nebraska: Yes
North Central – Illinois: Yes
North Central – Minnesota: Yes

South Central – Kansas: Yes
South Central – Missouri: Yes
South Central – Oklahoma: Yes
South Central – Texas: Yes

Northeast- New York: Yes
Northeast – Pennsylvania: Yes
Northeast – Connecticut: No
Northeast – New Jersey: No

Southeast – Alabama: Yes
Southeast – Georgia: Yes
Southeast – Mississippi: Yes
Southeast – North Carolina: Yes
Southeast – South Carolina: Yes
Southeast – Florida: Yes
Southeast – Tennessee: Yes

Range of Sponsor Fees for Chapter Conferences



If you recruit sponsors, what is the range of fees sponsors provide for your chapter's conference?

Northwest – Oregon: \$501-\$1,000
Northwest – Washington: \$501-\$1,000

Southwest – Arizona: \$0-\$500
Southwest – California: \$5,001+
Southwest – Colorado: \$0-\$500;
\$501-\$1,000

North Central – Iowa: \$1,001-\$2,500
North Central – Nebraska: \$501-\$1,000
North Central – Illinois: \$2,501-\$5,000;
\$5,001+
North Central – Minnesota: \$2,501-
\$5,000

South Central – Kansas: \$501-\$1,000
South Central – Missouri: \$501-\$1,000;
\$1,001-\$2,500
South Central – Oklahoma: \$2,501-
\$5,000
South Central – Texas: \$5,001+

Northeast – Pennsylvania: \$1,001-
\$2,500
Northeast – New York: \$501-\$1,000

Southeast – Alabama: \$2,501-\$5,000
Southeast – Georgia: \$501-\$1,000;
\$1,001-\$2,500
Southeast – Mississippi: \$1,001-\$2,500
Southeast – North Carolina: \$501-
\$1,000; \$1,001-\$2,500;
\$2,501-\$5,000; \$5,001+
Southeast – South Carolina: \$2,501-
\$5,000; \$5,001+
Southeast – Florida: \$501-\$1,000;
\$1,001-\$2,500
Southeast – Tennessee: \$501-\$1,000;
\$2,501-\$5,000

Do any of these answers require further clarification? If so, please share details below.

Northwest – Oregon: Other than the two chapter conferences each year, a planning meeting is held in the summer with all of the OSPRA board members – however, any member can attend if they so choose. Membership rate increases to \$70 after Oct. 15.

Northwest – Washington: Dues are \$60 if paid by October 15. \$70 after that date. Conference with WPSRA is periodically – every 2-3 years. Chapter hosts three conferences a year.

Southwest – Colorado: Most sponsorships for the chapter conference are in the \$500 to \$1,000 range. We received one \$2,000 sponsorship.

North Central – Illinois: The Illinois chapter (INSPRA) hosts an annual Foundations Conference. It is a one-day event and does not involve hotel stays.

North Central – Nebraska: We held our first conference last year and it was very small. We are in the process of planning a conference this spring in the hopes that it will become an annual conference. All answers are based solely on this year's conference.

North Central – Iowa: We don't have a sponsor yet for our spring conference. In the past 4 years we've had sponsors that were about \$2K. We reduced the cost of our conference and offered our awards night for free. This year we are charging \$25 for our awards night.

South Central – Missouri: Membership cost is \$60 for districts with 3+ members.

South Central – Texas: Corporate sponsorships defray cost of conference. Chapter budget provides individual scholarships for registration and accommodations.

Northeast – Pennsylvania: They used to co-sponsor with state school business officials, but that ended in 2013. It was not effective in terms of raising visibility, and the business officials were not very welcoming.

Northeast – New Jersey: Membership includes workshops. For non-members, quarterly workshops cost \$75 each.

Northeast- New York: We customarily held a second chapter meeting/awards luncheon each year in concurrence with the NYS school board association, but they more or less dumped us this year. We are in the process of regrouping.

Southeast – Florida: If three or more people join, they get a discount

Southeast – Georgia: Dues embedded in conference registration

Southeast – Mississippi: The chapter pays NSPRA dues for its officers. \$15 to attend one meeting and charges for the awards program. Annual Conference dinner is \$50 and full session is \$50.

Southeast – North Carolina: Sponsor fees vary depending on the event size & sponsor exclusivity preference. In the past four years, fees have ranged from \$750 to \$10,000. NCSPPRA typically hosts/co-hosts 3-4 chapter events per year. In years when NCSPPRA hosts the joint fall conference, we offer one-price Individual & Institutional membership packages which include one registration for all NCSPPRA events for that year, along with standard memberships. Individual Membership - \$100/year; Institutional Membership - \$150/year, covers three people per district.