

NSPRA Mission, Goals, Objectives and Beliefs

MISSION

Policy 105.

The National School Public Relations Association (NSPRA) is a professional organization dedicated to building support and trust for education through responsible public relations that leads to success for all students.

Adopted: July 1994

Revised: July 1996, July 1998, July 2002

GOALS, OBJECTIVES AND BELIEFS

Policy 110.

Goal 1. NSPRA will be the professional organization that is indispensable to school public relations professionals and other education leaders.

Objectives:

1. NSPRA members will have the skills they need to plan and implement an effective public relations program.
2. NSPRA members will be recognized and valued as critical members of school/district leadership teams.
3. School communication professionals will use NSPRA products, services and resources.
4. NSPRA members will exhibit commitment and dedication to the Association.

Goal 2. NSPRA will be the recognized leader and authority on school public relations.

Objectives:

1. NSPRA (staff and members) will be visible throughout the educational community.
2. NSPRA will be the primary source of expert information and knowledge on school public relations.
3. NSPRA members, superintendents and other educators will understand the positive impact of an effective communication program on student achievement and on a district's mission.
4. NSPRA members will use new and emerging communication technology to expand outreach and engage families and communities in the schools.
5. NSPRA will have beneficial relationships with other organizations.
6. NSPRA will advocate for effective public relations in education organizations.

Revised: July 2002; March 2006; March 2008

BELIEFS

NSPRA believes public relations:

- Is a crucial leadership function essential to the success of education.
- Is rooted in honesty, integrity, accuracy and ethical behavior, and is always in the public's interest.
- Serves as the conscience and soul of the organization.
- Strives to build consensus and reach common ground.

- Is a fiscally responsible investment.
- Provides counsel and services to all segments of the staff and community.
- Is the shared responsibility of everyone in education and their communities.
- Develops two-way meaningful, trusting relationships with all audiences.
- Requires continuous professional growth to meet the accelerated pace of societal and technological change.
- Enables education to function at its best by bringing schools and communities together.
- Is a critical component for success in the teaching/learning process.
- Serves the public accountability function for the school district.

Adopted: July 1994

Revised: July 1996; July 1998; July 2002; March 2006