



NSPRA Chapter/Committee Leaders' Meeting Sunday, June 28, 2009

Chapter Best Practice Roundtables

Strategic planning **WithOut Tears (SWOT)**

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- Revising the Strategic Plan is written in the by-laws, to be conducted every other year by a team chaired by the president-elect
- The idea to conduct a SWOT survey as part of our organization's Strategic Plan process was spurred by an NSPRA conference call (in April 2008)
- In the summer of 2008, an eight-member team developed the Plan over the course of the summer using a different approach than in years past:
 - We began the effort with the results of a membership SWOT (strengths, weaknesses, opportunities and threats) survey
 - We changed the format of the Plan to reflect a school district's strategic plan
 - We rewrote the executive director's job description and evaluation instrument so they are direct products of the Plan, much like a superintendent's evaluation is tied to the district's strategic plan

- Area vice presidents were provided a copy of the Plan, plus an accompanying communications plan and fact sheet to assist with rolling it out to membership at the regional meetings
 - TSPRA's Strategic Plan is a standing item on every Executive Committee agenda, with agenda items tied to specific goals
 - The Plan was presented to the general membership at TSPRA's annual conference in February 2009.
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- The Plan was streamlined from five goals to three: ensure the fiscal stability of the organization; strengthen the organizational health of the Association and promote the organization as a leader at the local, regional, state and national levels. Each initiative/activity of each objective in the Plan lists individual(s) responsible and a date for accomplishing it.
 - Though it isn't a goal, communication is a theme throughout the entire plan, a response to concerns of weak communication expressed in the SWOT survey.
 - With the help of the communications plan, TSPRA leadership continues to keep the Plan alive with attention during Executive Committee meetings

Ultimate outcome: Through a solid plan, healthy initiatives and activities, TSPRA is gradually becoming a stronger organization. Communication continues to improve, finances remain stable and TSPRA enjoys a hearty reputation at all levels.