



NSPRA Chapter/Committee Leaders' Meeting

Sunday, July 6, 2008

8:00—11:45 a.m.

Chapter Best Practice Roundtables

10:00 a.m.

Leadership Development

Brad Domitrovich, Bandera ISD, TSPRA President (bdomitrovich@banderaisd.net)
and Judy Farmer, TSPRA Executive Director (judy@tspra.org)

Leadership development focuses on the development of leadership as a process. This includes the interpersonal relationships, social influence process, and the team dynamics between the leader and team members. Leadership development can build on the development of individuals (including followers) to become leaders. In addition, it needs to focus on the interpersonal linkages between the individuals on the team.

Thoughts on leadership:

Qualities—Being enthusiastic, proactive and reflective
Hire for attitude. Teach necessary skills. Develop talent. Create value. See it grow.

- How volunteer leadership development benefits the individual members of an association/organization
 - Ability to progress with levels of commitment and responsibility within the association/organization
 - Opportunity to develop additional contacts throughout state and country
 - Demonstrates to supervisor(s) interest in seeking wider range of responsibilities
- How volunteer leadership development benefits an association/organization
 - Encourages member commitment
 - Participation in activities that further the goals of the association
 - Involved members bring others into the organization and encourage their active participation
 - Encourages membership renewal
- Recruiting volunteers for leadership positions within the association/organization
 - Know what you are looking for—develop a list of characteristics for the ideal candidate
 - Ask for recommendations from staff and current and past volunteers.

- Have a system for capturing names—a central location where names are kept from year to year
- Use a calling card—list the name of the person who makes the recommendation.
- Realize “no” sometimes means “not now”
- Be flexible
- Develop mentoring programs and buddy systems
- Send appreciation letters of volunteer board members’ service to superintendent and board president

Committee members
 Committee chairs (consider co-chairs)
 Officers

- NSPRA Suggestions/Tips (from the *Chapter Leadership Guidebook*)

Committee Members

- Mentor new volunteers so they feel comfortable.
- Provide enough support so they don’t feel overwhelmed.
- Ask them personally.
- Establish well-defined, clear goals and deadlines.
- Rotate responsibilities.

Officers

- Contacts by current officers “carry weight” and build relationships.
- Honestly communicate the requirements.
- Promote the benefits of being an officer.
- Mentor new board members and provide support.

- What TSPRA does to recruit committee members and officers

- “Volunteer to Serve”—Special link on TSPRA website, www.tspra.org
- Active Membership and Mentoring Committee
- Special events at annual conference—New Members Gathering
 - Photographs of new members prominently displayed at conference
- Provides an APR Insights Workshop at annual conference

APR INSIGHTS 2007

Agenda – February 23, 2007

- 8:30 – 8:50 Introduction To Accreditation Process & Examination
Presented By Tim Carroll, APR, Allen ISD
- 8:50 – 9:25 Communication Models
Presented By Tony Thelford, APR, Irving ISD
- 9:25 – 9:45 PR Basic Concepts & History of PR
Presented By Judi Saxton, Ph.D., APR, Mount Pleasant ISD
- 9:45 – 9:55 Break
- 9:55 – 10:20 Media Relations & Crisis Communications
Presented By Tim Carroll, APR, Allen ISD
- 10:20 – 10:35 Ethics & Legal Research
Presented By Tim Carroll, APR, Allen ISD
- 10:35 – 11:20 Planning & Research
Presented By Monica Faulkenbery, APR, Northside ISD
- 11:20 – 11:30 Questions & Answers
Monica Faulkenbery & Tim Carroll

Introduction to the Accreditation Process



By Tim Carroll, APR

Who is eligible?

- Members of NSPRA, PRSA TPRA & partner organizations
- Non-members who belong to member organizations of the North American Public Relations Council (NAPRC)
- UAB recommends, but does not require, five to seven years experience. (PRSA requires 5-7 years paid, full-time professional)

First Step: Eligibility

- Initiate process at personal discretion
- Print eligibility form from PRSA website
- Apply for Eligibility (form + \$25 fee)
- Receive notification of eligibility from PRSA
- Access candidate's preparation guide, Q/A, reference materials, local preparation courses, mentoring and coaching

Readiness Review Questionnaire

- Download Readiness Review Questionnaire
- Complete at own discretion
- Three sections:
 - Your organization and your role
 - Your experience
 - Your assessment of your readiness for the written portion
- Request a Readiness Review through PRSA
- Submit 4 copies of Questionnaire to local APR Chair minimum of 15 business days in advance

Readiness Review

- Includes a portfolio review and an advance questionnaire
- Assess whether or not a candidate is ready to succeed on the written portion of the Exam
- Conducted locally by a Readiness Review Panel
 - 3 accredited members
 - Panelists coach each candidate
 - Determine strengths, weaknesses
 - Identify specific areas to focus on
 - Recommend to UAB to advance or not to advance
- Candidates can take written only after they advance from Readiness Review

Assistance is available

- Request Coaching, Mentoring and Support Services through APR Chair as desired
- There is an on-line study course at prsa.org
- Request another Readiness Review Panel if needed (can do it after 90 days of previous one)

The Exam

- If advanced, you receive unique ID# to be used to schedule examination
- You schedule it with Prometric Testing within one year of approval date
- Use credit card for payment (\$385; \$110 refunded)
- Computer-delivered and scored
- 100 percent multiple-choice questions
- Takes only three hours
- Results in weeks, not months

What's included?

The new Examination process tests 60 specific KSAs (Knowledge, Skills & Abilities) in 10 areas of professional practice; 16 are tested in the Readiness Review, 44 in the written portion

Knowledge, Skills & Abilities

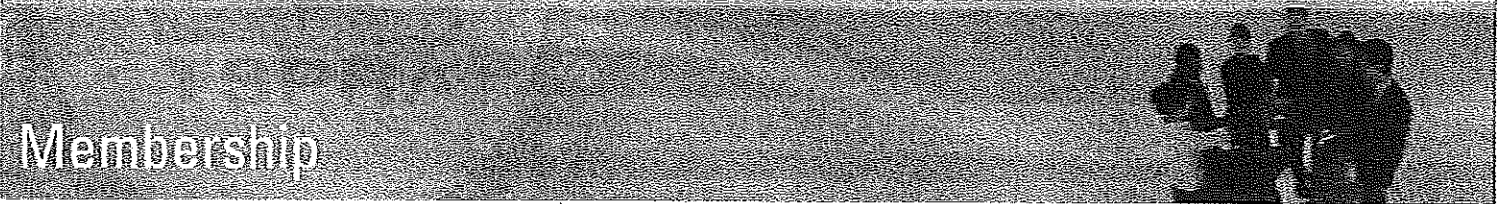
- 30% Research, planning, implementing, evaluating
- 15% Ethics & law
- 15% Communication models & theories
- 10% Business literacy
- 10% Management skills & issues
- 10% Crisis communication management
- 5% Media relations
- 2% Using information technology efficiently
- 2% History of and current issues in public relations
- 1% Advanced communication skills



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Volunteer to Serve

TSPRA's strength is in our members and you can help the association by serving on committees, volunteering to present or work at the annual conferences, mentor new members, host workshops in your district, or by submitting your work to the Document Vault. Look through the list below and if you would like to lend your talents to a particular area, contact the state office at info@tspra.org

Search

MEMBERS ONLY SECTION

- JOIN TSPRA
- UPDATE MEMBERSHIP INFO
- VOLUNTEER TO SERVE
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"I feel that the greatest reward for doing is the opportunity to do more."

Ammerman Training	Nominating Committee
Accreditation (APR)	NSPRA Award Entry
Audit Committee	NSPRA Membership Liaison
Bylaws	Past Presidents Council
Celebrate Texas Public Schools	Professional Awards
Document Vault	Scholarship Committee
Education Foundation Division	Strategic Planning
Exec. Director Evaluation Committee	TASA/TASB Convention Booth
Legal/Legislative Workshops	Teller Committee
Marketing Committee	
Membership/Mentoring Committee	

2009 Annual Conference in San Antonio

Presenters	Star Awards Ceremony
Facilitators	Star Awards Decorations/Coordination
Electronic Media Production Track	Conference Photographers
Web Track	AV Team
Foundation Track	New Member Luncheon
Post Conference	Sign-Up Dinners
Boot Camp	Publications Exchange

Roundtables	Evaluations
Vendor Outreach/Display	Sponsorships
Conference Hospitality	Registration & Set Up
Door Prizes	

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