

MOSPRA



ROGUE GROUPS

2019 NSPRA Mark of Distinction Application
MOSPRA's "Rogue" (Sub-Regional) Groups

Missouri School Public Relations Association (MOSPRA)

Section II: Special Focus Areas: Sub-Regional ("Rogue") Group Meetings

Category A – chapters with less than 50% NSPRA membership

Professional Development/PR Skill Building

Requirements and Criteria:

Chapters must be in "good standing" with the Association, which requires the chapter to:

- o Maintain a minimum of 10 NSPRA members among the membership as required in NSPRA Policy 260.1 Chapters – Purpose and Formation – **CRITERIA MET**
- o Meet at least once during the fiscal year – **CRITERIA MET**
- o Submit the required Annual Chapter Cash Flow Report by Oct. 30 of the year – **CRITERIA MET**
- o Submit a current chapter membership contact list by Oct. 30 of the year – **CRITERIA MET**
- o Submit the names of newly elected chapter officers following an annual election – **CRITERIA MET**
- o Adhere to its chapter bylaws – **CRITERIA MET**

All activities, projects or programs submitted must be completed between May 1 and April 30 and should relate to the chapter purposes stated in the section above.

Introduction and Summary of Program

For many years MOSPRA had three regions: Western (Kansas City area), Eastern (St. Louis area), and Mid-State (in essence, the rest of the state). Holding regional meetings on the east and west side of the state was effective for those who lived close to the cities, but for those in the Mid-State Region, meetings were sparsely attended due to the long drives necessary to attend. In 2009, the southwest part of the state was experiencing significant membership growth and the association determined that part of the Mid-State region would be sectioned off to form the new Ozark Region. By doing this more members were now able to attend monthly regional meetings. Still, there were many who were not able to make the four regional meetings due to their remote locales.

In 2013, Jill Filer, Director of Communications and Community Relations for the Harrisonville School District (in west central Missouri), invited several superintendents, assistant superintendents and communications directors from surrounding districts (mostly rural) to come together for a lunch and learn meeting. A handful of administrators attended the first lunch which included discussion of best practices in school PR and time to share common communication challenges. Over time, the group grew in numbers. It was clear that Filer's group was meeting a real need.

Word spread and Ms. Filer relayed to the MOSPRA Board the success of the meetings. MOSPRA members affectionately called these meetings "Jill's Rogue Group," but the idea was born of necessity, and it was clear that developing these sub-regional groups would help address two of MOSPRA's primary goals: to provide members with quality professional development and to grow membership. With that in mind, the association began to promote the idea which has led to the formation of other groups.

As of 2019 there are four functioning Rogue Groups: West Central, Northwest, Southeast and Jefferson County. There are three more in the development phase: North Central (AKA Mid-State), South Central, and Southwest Corner.

The growth and evolution of the Rogue Groups has been somewhat organic. While pockets of school PR professionals have met over the years, official meetings began as follows for the existing groups: West Central (Fall 2013); Southeast (Fall 2015); North Central (Mid-State) (Summer 2017); Jefferson County (Fall 2017).

Did MOSPRA use the RPIE or RACE methods with this project? Initially, we did not use the comprehensive form of either of these methods, but Filer had done some limited qualitative research to determine need; she planned the events, implemented them, and surveyed participants for the evaluation component (again, more qualitative than quantitative). When the MOSPRA Board studied Filer's program, we did follow the RPIE method to help the other sub-regional leaders develop their own programs.

Rogue Group Award Requirements

Professional Development/PR Skill-Building – Chapter plans and provides a variety of programs/activities throughout the year that are designed to support the professional growth and status of members and improve the communication skills of all educators (administrators, board members, teachers, support staff, etc.). This can include but is not limited to, conferences and workshops, chapter meeting programs, member mentor programs, PR counsel and crisis support efforts, contests and awards, and activities to raise the visibility of the school PR profession.

The entry should show documentation and evidence of chapter programs/activities and clearly explain the program or activity. Judging considerations include:

- o **Impact of overall year-long effort.** Please view the survey provided to those who participate in the MOSPRA Rogue Groups. Results are very positive and have led to continuation and growth of the program. To be clear, this is NOT a one-year program. The program began in 2013 and has grown over the past six years primarily because there is a need for such outreach.

Sub-Regional Rogue Survey

Sub-Regional Rogue Survey in CSV

- o **Chapter goals and objectives for programs/activities.** Chapter goals and objectives for programs/activities. Please see MOSPRA 2018-2021 Strategic Plan, specially section 1.2.3. MOSPRA primary goals are "Membership Services" and "Membership Growth." Both of these goals are directly related to the work of the "Rogue Groups."

Strategy 1.2.3 Designated members will coordinate sub-regional ("Rogue") meetings in the following areas: West Central, Northwest, North Central, Jefferson County, and Southeast. (Additional sub-regional groups may be developed in Southwest Corner and South Central.) These quarterly meetings will address the needs of school districts in those areas who cannot attend the regional meetings.

MOSPRA Strategic Plan, 2018-21

- o **Documentation and copies of conference/workshop/meeting programs and agendas, marketing materials, tip sheets and/or PowerPoint presentations distributed to participants.**

Please see the samples provided below for both of the above noted areas:

West Central Rogue Group Update (The West Central group was MOSPRA's first "Rogue Group." They typically do not have a formal presentation, but rather multiple opportunities to share best practices.)

West Central Agenda (September 21, 2018) (The West Central group was MOSPRA's first "Rogue Group." They typically do not have a formal presentation, but rather multiple opportunities to share best practices.)

West Central Agenda (April 12, 2019) (The West Central group was MOSPRA's first "Rogue Group." They typically do not have a formal presentation, but rather multiple opportunities to share best practices.)

SEMOSPRA 2018 -19 Planning Document (SEMOSPRA is our Rogue Group in the far southeast part of the state. Like West Central, they take their time together to discuss key issues and best practices.)

JeffCo Communications 101 Presentation (The JeffCo group tends to take a more formalized approach to their sessions, including designated presentations.)

JeffCo Digital Strategies Presentation (The JeffCo group tends to take a more formalized approach to their sessions, including designated presentations.)

JeffCo Post Meeting Survey Sample (The JeffCo group tends to take a more formalized approach to their sessions, including designated presentations.)

North Central Update 1 (Note: The North Central group does not meet frequently, so our Rogue Group Coordinator in that area keeps people involved via special updates and tip sheets.)

- o **Identification of target audience and participation/attendance lists.** Our target audience for the "Rogue Groups" include the MOSPRA members in the area, superintendents and other central office administrators, and frankly, any school employee who is interested in helping their district with communications. For example, Leeton School District (student population: 300) sends three employees to the West Central meeting. Those three serve as the administrative assistant to the superintendent, the secretary the the athletic director, and the school nurse!). We do not have a comprehensive list of participants, but have included two sample lists:

West Central Attendee list

SEMOSPRA Group List

- o **Documentation/demonstration of measurable outcomes, effectiveness and success of the program/activity.** Ultimately, our measureable outcome is based on attendance number growth (and, indirectly, how this impacts overall membership growth). That being the case, what started out as a single sub-regional meeting with 6-7 people has grown to four active sub-regional groups and an approximate participation rate of 40-50.

Sub-Regional Rogue Survey

Sub-Regional Rogue Survey in CSV

- o **Explanation of how program/activity relates to NSPRA's Goals and Objectives.**

Like our national association, MOSPRA is dedicated to providing outstanding professional development so that our members will be equipped to provide their districts with top-flight communications, public relations and marketing support; furthermore, we provide professional development and assistance to all school districts in the state, regardless of membership as we know that gives us visibility and credibility statewide.

The work of the MOSPRA "Rogue Groups" allows us to better serve members who may logistically be unable to attend regional meetings. These meetings also illuminate the good work of school communications professionals and, ultimately, has led to membership growth.

o **Other relevant examples of chapter's professional development/PR skill-building efforts.**

MOSPRA is committed to assisting members as they work to achieve expertise in the field of school communications, public relations and marketing.

Sample MOSPRA professional development and skill building efforts:

Fall Conference: MOSPRA hosts an annual Fall Conference that in which one major topic is chosen. Participants have time during the two-day conference to "deep dive" into the subject. [View our Fall Conference history.](#)

MASA/MOSPRA Spring Conference: MOSPRA joins with the Missouri Association of School Administrators to host a powerful four-day conference that includes breakout sessions on communications, legal matters, leadership, technology and much more. [View the 2019 Conference Program.](#)

Colleague Connections (Mentoring)

Assistance with obtaining the APR

Monthly Regional Meetings: The Regional meetings allow those from the Eastern, Western, Ozark and Mid-State areas opportunity to come together to share the work they are doing and to receive professional development.

Annual Summer "One-Person PR Office" Workshops

Final Thoughts: MOSPRA is proud to present our application for the 2019 NSPRA Mark of Distinction. This program, along with other professional growth opportunities, allows our members to better serve their school districts.

For additional information or assistance with any questions, please contact David Luther, MOSPRA Executive Director, PH 573.353.0590 or Email: MOSPRA_Director@iCloud.com.

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