

The "Mark of Distinction" Recognition Program for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: New York School Public Relations Association

Chapter President: Bill Cameron

President's contact information

District/Organization: Corning-Painted Post Area School District

Address: 165 Charles St.

City/State/Zip Code: Painted Post, NY 14870

Telephone: (607) 654-2721 e-Mail: bcameron@cppmail.com

Right to Use Materials Statement

On behalf of the Chapter, I agree that NSPRA has the right to use any materials, project/program examples, etc., submitted in this entry in Association print/online publications, on the website, and as "best practice" resources for NSPRA chapters.

Signature of Chapter President: 

Application Process Checklist

- Each entry includes this cover form and the Entry Specifics form.
- **A single PDF that includes links to related supplemental materials and examples is attached.** (If entering in more than one category, a single PDF for each category entry is attached or sent individually).
- Chapter president has signed the "right to use materials" statement on the entry form.
- **Entry is delivered no later than May 15** and sent to awards@nspra.org, subject line "Mark of Distinction."

Mark of Distinction Entry Specifics

Chapter: NYSPPRA

Please complete and include the information below for each individual entry

 Section I: Membership Building

- Current number of chapter members _____
- NSPRA-provided membership baseline number as of June 1 _____
- Number of chapter members who belong to NSPRA as of April 30 _____

 X **Section II: Special Focus Areas**

 X Category A – chapter has less than 50% NSPRA membership

 Category B – chapter has 50% or more NSPRA membership

 X 1. Professional Development/PR Skill Building

 2. Special PR/Communication Program, Project or Campaign

 One-time project/program (completed within a single year)

 Continuing annual project/program (repeats each year; demonstrate new/improved/revised components)

 Multi-year project/program (one-time only with defined start and end dates)

 Multi-year phased project/program (components implemented in clearly defined phases each year)

 3. Coalition-Building/Collaborative Communication Effort

To the National School Public Relations Association Mark of Distinction Selection Committee:

On behalf of the New York School Public Relations Association, I respectfully submit our entry form and associated materials in the category of **Professional Development/PR Skill Building** with the goal of NYSPRA earning a “Mark of Distinction” designation by the National School Public Relations Association.

I am proud of the effort and focus of our current leadership team in not only growing the New York chapter, but in providing increased membership value through professional development activities, frequent communication from leadership, and the development of a five-year strategic plan.

In terms of requirements and criteria as stated on the program description and guidelines for NSPRA chapters, New York meets all of them:

- We maintain a minimum of 10 NSPRA members (63 of 193 NY members are also in NSPRA)
- We met twice officially as a chapter with an agenda/minutes (Oct. 13, 2017 and Mar. 18, 2018) and officers met for a retreat to develop a strategic plan (Sept. 21, 2017)
- We submitted an annual cash flow report prior to the Oct. 30, 2017 deadline (fiscal year 2016)
- We submitted our chapter membership list prior to the Oct. 30, 2017 deadline
- We submitted the names of our newly elected chapter officers on May 17, 2017
- We adhere to chapter bylaws

As NYSPRA President, I am pleased to say the New York mission aligns with NSPRA’s mission, goals and objectives. We work to promote the importance of effective communications at district and school levels, we enhance the role of the school public relations professional, provide staff development and support for chapter members and other leaders in New York, and advocate for students and schools through coalition-building and engagement efforts that connect schools and communities. I offer the following as evidence of this work:

- **Building our Professional Development Foundation with a Strategic Plan:** The NY officers met in Corning, NY, September 21, 2017 for a Board retreat to develop a 5-year strategic plan. The session was facilitated by consultant and strategic planning expert Mike McDonald. It was beneficial to have a non-PR facilitator who viewed the organization from a different perspective. The team performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis that resulted in several areas of focus including membership growth *and increased membership value (professional development opportunities)*.
- **Bylaws Changes that Support our Professional Development Outreach:** Under the guidance of NSPRA, NYSPRA made three significant bylaws changes in 2017. The one that supports professional development growth and opportunities was opening membership beyond New York State to areas such as Ontario and New England where local NSPRA chapters may not exist. Once approved by our membership and NSPRA, we immediately saw growth with new members from Canada. Our new out-of-state members will be able to take advantage of our professional development offerings at a membership rate.
- **The Annual Conference is the Focus of our Professional Development:** Our 2018 Annual Spring Conference featured an incredibly well received keynote speaker, Dr. Kara Alaimo. We also held a full two-day program (a first) of professional development learning for 64 NYSPRA members

from New York and Ontario (up from 58 in 2017). Members also heard an uplifting and relevant message from NSPRA President Tom DeLapp, who we welcomed to our conference for the second year in a row. Our post-conference survey data indicated the keynote address was a huge hit with our membership, and she provided very helpful information that they can use in their day-to-day school PR effort. Our survey also invited feedback on future professional development topics and themes.

- **The Annual Contest Showcases Best Practices:** New York's Annual NYSPRA Communications Contest provides a professional opportunity for PR practitioners to submit their best communication efforts from the previous year, judged by PR colleagues in other chapters or others in the field of PR. We have a dedicated, paid Contest Coordinator who handles this massive annual task, which results in recognizing the work of NYSPRA's members. In addition, winning entries and associated materials will be featured on our forthcoming new website, as a way to enhance professional development and learning for our members.
- **Internal Communication to Support Professional Development:** As President, I provide frequent email messages to our membership about chapter news, events and other information related to school PR that may be helpful. We also now have a part-time, paid Communications Coordinator, established during the term of Immediate Past-President Angela Marshall. The position helps our chapter with consistent messaging, stronger internal organization, and higher quality document production. This spring, our Communications Coordinator, Monica Lester, has worked to redesign our website with a goal to launch at the end of May. A major new feature, as referenced above, will provide a place for members to learn and network in the form of an award recipient showcase with contact information, to share best practices across many PR categories.
- **Social Media Outreach to Share Professional Development Best Practices:** Via our continually growing Twitter feed @NYSPRA, we not only tweet best school PR practices, but also we are the go-to Twitter feed for good news coming from New York's schools. We retweet school news and information in an effort to highlight educational achievements and spread the word about all of the great things happening in our schools. As a result, we have gained followers across education including teachers and administrators. We are working to familiarize others with the role of school PR practitioners. NYSPRA also has an active members-only Facebook group that is a place to network and share best practices.

Summary: Our leadership team is committed to excellence and positioning New York as one of the premier school PR chapters in the nation. We are hopeful our recent effort and continued focus on professional development is worthy of earning us a "Mark of Distinction" in the eyes of NSPRA. We have already realized growth, increased engagement and received positive feedback from our members. We will continue to do our part in New York to support our students through effective communications at the school and district level.

Thank you for your time and consideration,

William B. Cameron, President
New York School Public Relations Association

Web links and links to supporting documents:

Current website:

<http://www.nyspra.org/>

Future website: (in progress):

<https://nyspra.wildapricot.org/>

Annual 2018 Conference Program:

<https://www.dropbox.com/s/7ty0enzutx48r4x/NYSPRA%20March%202018%20Agenda.pdf?dl=0>

Annual 2018 Conference Mailed Postcard Reminder:

https://www.dropbox.com/s/4no56is5tjopn9p/NYSPRA_2018conf_postcard_R3_for-web.pdf?dl=0

Annual 2017 Contest Call for Entries:

https://www.dropbox.com/s/ytqwzq971pie42j/NYSPRA_Call4Entries17_web.pdf?dl=0

Annual 2017 Contest Awards Luncheon Winners and Program:

https://www.dropbox.com/s/tnj1fkpi4m84n8m/38th_NYSPRA-prgrm%204.pdf?dl=0

Message Examples from President and Vice President:

Call for Conference Presentations:

https://www.dropbox.com/s/j7yjf6co2dlkm8u/MessageFromPresident_Call%20for%20presentations.pdf?dl=0

Announcement of NYSPRA's Strategic Plan:

https://www.dropbox.com/s/s7gkloavn352zjf/MessageFromPresident_StrategicPlan.pdf?dl=0

Join NSPRA!

https://www.dropbox.com/s/jwjcm2ztmdxbkir/MessageFromVicePresident_CalltojoinNSPRA.pdf?dl=0