

The “Mark of Distinction” Recognition Program for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: _____

Chapter President: _____

President’s contact information

District/Organization: _____

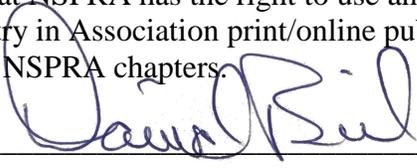
Address: _____

City/State/Zip Code _____

Telephone: _____ e-Mail: _____

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: _____

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 _____
-

_____ **Section II: Special Focus Areas**

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

_____ Category B – chapter has 50% or more NSPRA membership

_____ 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



Mark of Distinction Application
May 2018

Membership Building

Research and Planning

Due in part to demographics, NSPRA numbers for the NW region seem small compared to other parts of the nation. Yet we recognize the valuable benefits NSPRA membership provides to school public relations professionals and other education leaders as they plan and implement their public relations programs. As we considered ways to increase NSPRA membership, we discovered that WSPRA membership over the past few years has hovered around 100 to 120 members. New members would sign on each year, but membership numbers never seemed to grow. Evaluating the stagnant nature of membership growth suggested that WSPRA could benefit by simply contacting districts that hadn't renewed their memberships—and, in turn, increase our NSPRA numbers.

1. Retain WSPRA members to increase our base by 20% this year
2. Grow NSPRA membership in our state by 20% this year

Implementation

Strategy 1: Retain WSPRA members to increase our base

- Contacted previous WSPRA members personally to encourage membership renewal
- Added college student memberships
- Added retired school PR professional memberships
- Added institutional memberships for organizations with three or more people

Strategy 2: Grow NSPRA membership in our state

- Launched an NSPRA chapter membership incentive program
- Asked each WSPRA conference registrant if they were an NSPRA member. If attendees weren't a member, they were asked if they would like information about becoming an NSPRA member. Board members followed up with each individual that requested information.
- Made NSPRA membership announcements at the WSPRA fall, winter and annual conference
- Tom DeLapp, who presented at our annual conference, provided a \$100 savings for all new NSPRA memberships.
- Increased scholarship opportunities for WSPRA members to attend the NSPRA summer conference by awarding four \$1500 scholarships and one \$2500 scholarship to WSPRA members so they could experience the benefits of becoming a NSPRA member.

Evaluation

Strategy 1: Retain WSPRA members to increase our base

- The year started with 118 members. While new members were welcomed to WSPRA, many former members hadn't renewed. Board members made personal phone calls to each former member that hadn't renewed membership for the current year. Most districts chose to renew, and membership grew beyond previous years.
- [WSPRA membership grew by 30% this year](#)

Strategy 2: Grow NSPRA membership in our state

- NSPRA membership grew by 17% this year

Alignment with NSPRA Goals

- Encouraging NSPRA membership allows school public relations professionals across our state to gain skills essential to an effective public relations program. (Goal 1.1)
- Increasing the number of NSPRA summer conference scholarships awarded by WSPRA supports our membership goals and helps recipients become recognized and valued as trusted leaders in their field. (Goal 1.2 and Goal 2.3)
- Promoting NSPRA membership also gives WSPRA members access to additional resources essential to their work. (Goal 1.3)