

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: _____

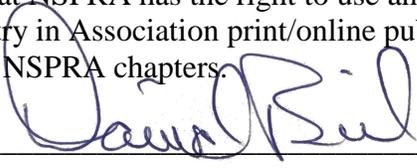
Address: _____

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

Special Focus Area: Professional Development/PR Skill-building

Topic Area: Conference Speakers

To activate links, please go to www.wspra.com and sign in (lower right corner) using the following credentials:

Username: david.beil

PW: schoolpr

Research and Planning

Evaluations submitted by members at our fall workshop, winter workshop, and annual conference during the 2016-17 school year showed that a majority of members wanted more professional development directly from top-tier, engaging speakers. They also asked for more opportunities to learn from colleagues. In response, the WSPRA board developed two strategies to address the need for engaging our members and learning from colleagues.

1. Increase sponsorship revenue in order to afford high quality, sought-after conference speakers
2. Recruit international, national and regional speakers and offer TED-style talks from member school districts

Implementation

Strategy 1: Improve Sponsorship Opportunities

- Reach out to existing and potential sponsors to further develop sponsorship opportunities
- Increase sponsorship revenue by 25% over last year

Strategy 2: Professional Development Opportunities

- The WSPRA [fall workshop](#) started with internal communication expert Sean Williams. Sean is a national speaker, and he led a fun, interactive session, "[Before the Dawn of Time: Trends in Employee Communication](#)." He shared tools to help us meld our internal and external communication plans and taught us about the latest trends in this increasingly important area. This keynote session was followed by three TED-style talks from local school districts:
 - [Why School Communicators Are The Best Staff Recruiters](#)
 - [Rebuilding Trust - After A Strike](#)
 - [Internal Buy-In Before Going To The Voters](#)
- The WSPRA [winter workshop](#) featured national speaker Tom Seeberger for a presentation titled, "[Enriching Relationships One Conversation at a Time](#)." This session was meant to help members

become expert conversationalists so they can save time and money in their organization by knowing what to talk about and how to talk about it. This helps school districts improve evaluations, increase transparency and transform cultures. This presentation was followed by regional speaker Daniel Thigpen, who shared advice for “Reaching and Building Trust with Gen-X and Millennial Families.” The agenda also included TED-style talks from local school districts:

- [Stories That Matter](#)
- [New Communication & Branding Initiatives](#)
- [Video Strategy](#)
- The [annual conference](#) started with international speaker Brian Woodland. Brian challenged us with his presentation titled, “[Everything I Need to Know I Learned from Reality TV: Putting Relationships Back Into Public Relations.](#)” We also featured national speaker and NSPRA president Tom DeLapp with “[Being Indispensable: The Communicator’s Seat at the Leadership Table.](#)” Next, we heard from regional speaker Dane Dellenbach and his presentation, “[People Love Us. Why?](#)” Our annual conference also featured TED-style talks from WSPRA members:
 - [The One You Feed: A Parable, Positive Psychology and Creating A Culture That Supports Success For All](#)
 - The Moral Purpose of Community Engagement – *J. Marie Riche helped attendees reflect on what we learned during the conference and shared ways we can be intentional with our communities.*

Evaluation

Strategy 1: Improve Sponsorship Opportunities

- Further developed keynote sponsorship packages
- Created flexibility for sponsors to participate at the level that worked for their organizations
- Increased sponsorship revenue by 35% (\$18,000 up from \$13,250)

Strategy 2: Professional Development Opportunities

- Increased overall attendance by 16%.
 - Fall workshop attendance: 41 (as compared to 46 last year)
 - Winter workshop attendance: 92 (as compared to 65 last year)
 - Annual conference attendance: 99 (as compared to 84 last year)
- Evaluations on the [fall workshop](#), [winter workshop](#) and [annual conference](#) were strongly positive.

Alignment with NSPRA Goals

- This year’s professional development focus balanced an increase in presentations from well-known, recognized speakers with opportunities to learn from successful colleagues in our own state and helped members gain skills essential to an effective public relations program (Goal 1.1)
- These presentations provided practical advice and information, helping ensure that WSPRA members are recognized and valued as trusted leaders in their field. (Goal 1.2)
- By providing materials from workshops on a password-protected website, WSPRA provides members with resources essential to their work. (Goal 1.3)