

# How to get the most out of your NSPRA membership

## Choose What Works for You!

As you will see below, the array of benefits developed for school communication professionals and other leaders offers many quick-read resources tailored to your local school district and building needs. It's up to you to choose what works for you.

In addition to the editorial samples of leading practices and counseling that these resources offer, you also have access to member-only sections of the NSPRA website where you can find the right resources to save you time and get a jump on your next project. Plus, you will receive member discounts on resources, the annual Seminar, PR Power Hours and more during your membership year.

Make sure the email address we have on file is up-to-date and correct. We don't want you to miss any of our important messages throughout the year. To update your contact information, go to [www.nspr.org/user](http://www.nspr.org/user).

## You can look forward to enjoying the many benefits of being an NSPRA member:

### NSPRA This Week

Three Tuesdays a month during the school year

- Timely tips on a wide range of issues prepared by leading NSPRA professionals in the field
- At least 2 news stories each week that deal with issues and controversies that may be headed your way in the weeks and months ahead
- Free or economical resources we've found to help you do your job and save money and time
- Five quotes — inspirational, humorous, or "slice-of-life" — for members to use in their own newsletters and websites



### PRincipal Communicator

Print newsletter published monthly during the school year. In a quick-read style, it gives principals and staff public relations tips, strategies and tactics

- Tips principals can use immediately to improve PR in their schools
- Ten quotes to use in daily bulletins, plus a list of dates to celebrate in the month ahead
- A lead story on timely topics such as open house events and how to reach the hard to reach
- Best practices as well as a focused approach on a single topic called *PRactically Speaking*



### NSPRA E-Network

Membership e-newsletter (published monthly except for July)

- *Leading Off*, a feature article on an issue needing strategic communication or solid tips and tactics to improve your program. Written by NSPRA veterans, you get first-hand knowledge of how districts solve communication challenges
- *Trend Tracker*, an article featuring insight on the trends we see emerging around the country. It deals with technology tools, as well as issues on budget communication and more
- *The President's Corner*, commentary from NSPRA's President
- *Community Connections*, an occasional offering of strategies and tactics on diversity communications
- Other communication resources — case studies, products, announcements of special programs and scholarships, and more



### NSPRA's Member Messages

Published periodically on timely relevant issues and happenings

- Learn what's covered in the Annual PDK/Gallup Poll before it's officially released
- Catch the latest research or new opportunities just for NSPRA members



## Valuable Development Opportunities and Discounts

### PR Power Hours

With these hour-long programs, generally held on one Friday a month during the school year, learn in a conversational and interactive forum about best practices from top experts in school communication.



### Our Annual Seminar

To be held this year in Chicago from July 17-20, you can seize the time to network, learn from, and connect with the nation's leaders in school communication. Because you're a member, registration is discounted.

### Communication Matters for Leading Superintendents

Published 6 times a year and written to meet the needs of busy superintendents

- Insight for superintendents on how to build a comprehensive communication program
- Strategies and tactics on key issues that have been successful for other superintendents throughout the United States and Canada
- Lessons from practices and research from people in the corporate world
- Sample policies and other helpful items to save time in implementing a communication program



### NSPRA Counselor

Published periodically, it takes a comprehensive look at a single key issue

Past issues covered:

- Your 10-Question Common Core Readiness Test
- Turning Up the Volume – Advocacy in Action
- Without Ongoing Community Engagement, School Closures Can Devastate
- Making the New Media Work for Your District
- Accountability, Transparency and Engagement



## Read Two Blogs for More Insight

### NSPRA: Social School Public Relations

This blog explores using social media to meet school communication goals. Sharing their expertise with social media tools, a team of member bloggers posts weekly. Sign up for email updates at <http://socialschoolpr.wordpress.com/>

### Always Something

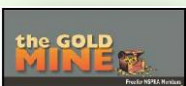
Written by NSPRA Executive Director Rich Bagin, APR, this blog addresses current education issues and related communication strategies. It appears monthly in eNetwork. Sign up for email or RSS updates at <http://schoolpr.wordpress.com/>

# You have the best ideas at your fingertips

## Visit NSPRA's Website Often

Take advantage of all that [www.nspr.org](http://www.nspr.org) offers. As a member, you now have access to more information and resources designed just for you. Helpful features in the members-only area include:

- **Common Core Communication Network**, a 2-part resource with a robust collection of communication tools to discuss Common Core, developed by NSPRA members and leaders plus an online discussion board through Yahoo! Groups
- **All In for Public Education**, advocacy resource if you seek strategies and tactics to build more support for public education
- **NSPRA Gold Mine**, a digital repository of the best advice, presentations, and work
- **Job opportunities** as well as a place for you to post communication positions
- **Resources on crisis communication** including weather-related crises, school shootings, and others
- **Archives** of NSPRA print and electronic newsletters
- Access to an online directory of NSPRA members
- **Special Alerts** and more, as we regularly add new information



## Download Free NSPRA Member Resources

**Communication E-Kit for Superintendents**, a practical toolkit so superintendents can quickly peruse tips to ensure their districts are at the forefront of successful communication. You will learn how to defend the need for public relations, how to find the right school PR practitioner, and how to use the public relations function to help support learning and instruction. If you want to be able to validate the importance of communication in your school community, this e-kit is for you. It is a brief resource to start and build a communication program for your schools. [www.nspr.org/communication-e-kit-superintendents](http://www.nspr.org/communication-e-kit-superintendents)



**Grassroots Organizing Toolkit**, a toolkit to help your school district with this type of community engagement. It provides tips, tactics, templates, and resources to build grassroots support. [www.nspr.org/grassroots-organizing-toolkit](http://www.nspr.org/grassroots-organizing-toolkit)



**Social Media E-Kit**, a deceptively small-but-mighty e-kit featuring more than 30 links to some of the best, most practical advice from members and others on social media best practices. If this resource were in print, it would contain more than 400 pages of knowledge to refer to for all of your social media planning needs. [www.nspr.org/social-media-e-kit](http://www.nspr.org/social-media-e-kit)



Just enter the web address, sign in to the website with your member information, and follow the directions to download the free member kits.

## Connect with Our NSPRA App

Download the app at <http://bit.ly/1AABNG1>, by scanning the QR code with a QR reader on your mobile device, or search for NSPRA in the Apple App Store or Google Play Store.



Because you're an NSPRA member, you can use the app to access special members-only content, such as the member directory and LinkedIn group. Use your NSPRA username and password for member-only app content.



The NSPRA app features much more content to all users, NSPRA member or not:

- **Top Stories** — 5 most recent stories, pulled from NSPRA's blogs and social media feeds
- **Stream** — all stories featured chronologically from our social media feeds
- **Join Us** — a mobile-friendly way to become an NSPRA member
- **Notifications** — push messages that bring you to the app to access new information
- **Book Store** — link to the online book store on NSPRA's website
- **Chapter Directory** — a directory of NSPRA Chapters + officers
- **Suggestions** — send in suggestions to NSPRA staff about how to improve our profession and our association
- **News** — read all stories from our social media feeds
- **Common Core** — link to our Common Core Communication Network
- **All In for Public Education** — link to our All In advocacy page
- **PR Power Hours** — link to register for our PR Power Hours and learn more about them
- **Get Your District App Today** — contact our app provider about getting your district app
- **Facebook** — link to our Facebook page
- **Twitter** — link to our Twitter account
- **Pinterest** — link to our Seminar pinboard
- **Settings** — customize the app to your specifications

## Brag About and Share Your Work

NSPRA gives you the chance to brag about and share communication strategies and tactics you've successfully developed for your schools. We firmly believe that we are all in this together. If you share your best work, we strengthen programs for all NSPRA districts.

Just send your submissions to [editorial@nspra.org](mailto:editorial@nspra.org).

## Enjoy Insurance Discounts

You can enjoy discounts on auto, life, pet health, identity, liability packages and more from the Trust for Insuring Educators (TIE). NSPRA is a member of the trust and we receive no commissions on these rates because they are plowed back into the premium's discount.

To learn more about TIE, go to [www.ftj.com/tie](http://www.ftj.com/tie).

## Try Several Ways to Network

### NSPRA has 33 state and regional chapters around the nation

If you aren't involved with one, check the chapter list on our website. See the NSPRA Info tab on our homepage at [www.nspr.org/chapters-main](http://www.nspr.org/chapters-main).

### Network with other NSPRA members through Facebook, Twitter, and LinkedIn

[www.facebook.com/24350089284](http://www.facebook.com/24350089284)  
[www.twitter.com/nspra](http://www.twitter.com/nspra)

For LinkedIn, go to [www.Linkedin.com](http://www.Linkedin.com), search for NSPRA, and ask to join the NSPRA group.

### Participate in NSPRA committees

Become engaged in committees and project teams dealing with benchmarking and employee engagement.