



2020-2021

TSPRA Strategic Planning Committee

May 1, 2020

May 18, 2020: Plan approved by 2020-2021 Strategic Planning Committee

June 11, 2020: Plan approved by 2020-2021 TSPRA Executive Committee

Committee:

Veronica Sopher, President-Elect and Chair, Fort Bend ISD [HASPRA]

Veronica Castillon, APR, President, Laredo ISD [Gulf Coast]

Monica Faulkenbery, APR, Immediate Past President, Northside ISD [SASPRA]

At-Large Vice Presidents:

Rebecca Villarreal, APR, At-Large Vice President, Place 1, New Braunfels ISD [CASPRA]

Stephanie De Los Santos, At-Large Vice President, Place 2, HCDE [HASPRA]

Emily Conklin, CPC, At-Large Vice President, Place 3, Highland Park ISD [SPRINT]

Past Presidents:

Denise Blanchard, Amarillo ISD (2014-2015) [Northwest]

Ian Halperin, Wylie ISD (2016-2017) [SPRINT]

Members At Large:

Justin Elbert, Klein ISD [HASPRA]

Tiffany Veno, Garland ISD [SPRINT]

Purpose:

To envision a desired future for TSPRA by determining priorities and allocating resources for the organization's strategic direction for the next fiscal year by identifying three "done-in-a-year" initiatives.

2020-2021 Strategic Initiatives

1. Digital magazine
2. Online Learning program and delivery
3. Relocation of TSPRA offices

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas by:

- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools

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Areas of member diversity and expertise for Nominating Committee consideration for slating the At-Large Vice President, Place 1 Position in the Fall 2020 for 2021-2022 Executive Committee Ballot.

- Web
- Graphic Design
- Education Foundation
- Member with fewer than five years TSPRA Membership
- Young Professional

Initiative #1: Digital Magazine.

Budget: \$2000

Purpose/Definition/Objective:

Create and publish a quarterly online magazine to expand communications of members and member accomplishments, showcase association programs and projects and showcase sponsors for the purpose of providing an additional member benefit as well as marketing TSPRA to others while also serving as an additional revenue generator

Members Involved	Resources Needed
<p>At-Large VP: Stephanie De los Santos, Chair</p> <p>TSPRA Leadership: Veronica Castillon, APR</p> <p>TSPRA State Office: Communication & Marketing Manager</p> <p>Magazine Committee:</p> <ul style="list-style-type: none"> • To be named by TSPRA President by July 10, 2020 • Five-member committee • Expertise/experience with magazine/journalist a consideration for appointment • Magazine Ad Hoc Committee to be yearly appointment of TSPRA President 	<ul style="list-style-type: none"> • Communication & Marketing Manager’s Time • ISSUU subscription • School Revenue Partners – ad sales • Magazine Committee to assist with content budget • Member journalists to contribute articles • Members photographers and videographers to contribute visuals • Member graphic designers to provide creative

Timeline/To Do's/Implementation:

Intent is to generate revenue by the third publication

Publication Name: *Communication Matters*

[Publication of the Texas School Public Relations Association]

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Initiative #1 Continued –

Magazine Committee to collaborate with Communications & Marketing Manager:

- Edit and proof
- Determine regular features
- Determine feature articles
- Solicit feature journalists and photographers
- Assure diversity of articles
- Submit photos

Publication Periods:

- Back to School issue (fall)
- Post Conference issue (spring)
- Summer Issue
- Winter Issue (conference heavy content)

Design and Expectations:

- 36-page magazine
- 14.5 pages ads
- President’s message each issue
- Theme for each issue
- Advertorials for purchase by sponsors
- Complimentary ad for upper level sponsors
- Additional cost for ads with links to websites
- Humor piece
- Tips or how-to section

Progress/Feedback/Evaluation/Next Steps:

Initiative #2: Online learning program and delivery.**Budget: \$5150**Purpose/Definition/Objective:

Invest in the continued professional development of members by expanding opportunities for learning, networking and engagement of members and sponsors through ongoing virtual connections as a means of expanding skill sets, solving and sharing of common problems/issues and making professional connections in an effort to remove barriers of time and travel to deliver timely, job-related and relevant content throughout the year.

Members Involved	Resources Needed
<p>At-large VP: Rebecca Villarreal, APR, Chair</p> <p>TSPRA Leadership: Monica Faulkenbery, APR</p> <p>TSPRA State Office: All staff</p> <p>Ad Hoc Committee:</p> <ul style="list-style-type: none"> To be appointed by TSPRA President by August 1, 2020 Five-person maximum per committee Multiple committees may be necessary to address specific content/needs Ad Hoc Committees to be appointed annually by TSPRA President 	<p><u>Budget:</u></p> <ul style="list-style-type: none"> Upgrade from Zoom Pro to Zoom Enterprise Add Zoom rooms Budget for paid consultants <p><u>Staff Time:</u></p> <ul style="list-style-type: none"> Market, schedule, manage, gather feedback, solicit presenters, contract with consultants, work with committees, etc. <p><u>Committees:</u></p> <ul style="list-style-type: none"> Determine content Recommend presenters/trainers Develop curriculum <p><u>Other:</u></p> <ul style="list-style-type: none"> Facetime live for certain “just-in-time” events

Timeline/To Do's/Implementation:Timeline:

- June, July, August: Plan for fall
- September: Execute September 2020- January 2021 On-Learning (may be unveiled in phases the first year)
- March: Plan for spring
- After spring break: Execute March-June 2021
- NOTE: May-August 2020 – winging it from the state office

For consideration but not limited to:

- First year communications academy (FYCA)
- Lunch & learns (topic discussion related)

- Roundtables (content delivery related)
- New member orientation/introductions
- Addressing diversity of expertise and their learning needs
- Legal updates/training
- Media relations training
- Job-Alike Sessions
- Regional meetings

First Year Communication Academy:

- Develop curriculum
- Determine time/hours/delivery
- Solicit presenters
- Determine pricing

Roundtables, Lunch & Learn, All Other:

- How many? How often? How long?
- Determine content
- Solicit presenters
- Monitor feedback

Always monitor for diversity of content to best maximize all TSPRA job descriptions

Progress/Feedback/Evaluation/Next Steps:

Initiative #3: Relocation of TSPRA Offices**Budget: \$59,500**Purpose/Definition/Objective:

Anticipate necessary relocation of TSPRA offices within the next 3-18 months and recognize the burden of time realized of the three-member TSPRA State Office staff for seeking suitable space, packing, moving, unpacking, setting up new offices and securing change of address on all collateral and being mindful that some regular tasks may be neglected, scheduled for alternative times and/or eliminated during FY 2020-2021 and prepare for the burden such activity could place on TSPRA fiscal stability.

Members Involved	Resources Needed
At-large VP: Emily Conklin, CPC, Chair TSPRA Leadership: Veronica Sopher TSPRA State Office: All staff	<ul style="list-style-type: none"> • Commercial Realtor • Professional Movers • Staff Time • Increase in rent + deposit • Office set-up • Address changes

Timeline/To Do's/Implementation:

- Secure commercial realtor
- Visit possible locales
- Sign lease
- Get pricing from three movers
- Purchase packing materials and supplies
- Pack
- Give notice to TASA
- Arrange for move and relocate and set-up copier, phone system, internet, etc.
- Unpack and set-up new space
- Change address (mail, vendors, associations, hospitality, electronic forms, government entities, stationery, marketing collateral, branding, etc.)

Progress/Feedback/Evaluation/Next Steps: