

Texas School Public Relations Association

2014-2016 Strategic Plan

Executive Committee approved June 26, 2014

2014-2015 Scorecard, May 7, 2015



As presented to the Executive Committee
June 25, 2014

Mission Statement

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.*

TSPRA 2014-2016 Strategic Plan Team

Denise Blanchard, President
Helen Williams, Chair & President-Elect
*Patti Pawlik-Perales, Immediate Past President**
Tim Carroll, Past President
Candace Ahlfinger, Past President
Charlotte LaGrone, Member, At-Large
Ashley Holt Patterson, Member, At-Large
Linsae Snider, TSPRA Executive Director
Deborah Laine, Education Foundation Chair-Elect

*unable to attend June 18, 2014 meeting

TSPRA 2014-2015 Strategic Plan Desktop Review Team

Lorette Williams, President
Ian Halperin, Chair & President-Elect
Denise Blanchard, Immediate Past President
Steve Valdez, Past President (2010-2011)
Candace Ahlfinger, Past President (2005-2006)
Beth Trimble, DeSoto ISD, Member, At-Large
Kristyn Hunt, Port Arthur, Member, At-Large
Linsae Snider, TSPRA Executive Director

TSPRA Strategic Plan 2014-2016

TSPRA Goal 1: Create a unique identity for TSPRA as the school public relations resource of choice.

Objective 1: Promote the organization as the school public relations leader in Texas.

Initiatives/Action Items	Person(s) Responsible
1.1.1 Initiate and facilitate activities that promote effective public relations in Texas public schools.	President, Vice-Presidents and Executive Director
Evaluation/Accountability	
<ul style="list-style-type: none"> • EduLege is shared among members to district key cabinet members in a large number of districts (exact number is unknown as members have never been surveyed). • TASBO, TAGT, TEPSA, TAPSA and TCASE reference the EduLege with their members. • Assistance provided to Connally ISD with media issue (contact made through TASA New Superintendents' Academy). • TSPRA provided 1.5 hours of training to new superintendents in the TASA New Superintendents' Academy. • Rockwall asked for assistance in recruiting potential candidates for top communication position. • TSPRA Resource Center continues to be a resource at both TASA/TASB Convention and Midwinter. • TSPRA supports TASA/TASB with eight concurrent sessions and Midwinter with 12 concurrent sessions. • CTPS program and resources continue to be popular among non-member schools resulting in approximately 50 requests. • CTPS Proclamations were read on both the Senate and House of Representative floors on March 3, 2015. • Joe Weckerly, Cy Fair ISD, Carol Vaughn, HCDE, Phillip Sulak, Lamar CISD, Tommy Brown, Alvarado ISD served as TSPRA guest authors for the TASA INSIGHT. • Worked with <i>Texas School Business</i> to feature Pascual Gonzalez, Northside ISD, Elaina Polsen, Clear Creek ISD, and Rachel Frost, Terrell ISD in a featured article about the crucial roll of communications departments in school districts. • <i>Texas School Business</i> featured Lorette Williams, Corpus Christi ISD and 2015-2016 TSPRA President. • <i>Texas School Business</i> showcased the TSPRA conference in a two-page photo spread. • <i>Breitbart</i> referenced the <i>EduLege Tracker</i> in an article dated April 21, 2015 reporting information on school districts and lobbying efforts. • TSPRA will present a concurrent session on dealing with the media at the TASA Summer Leadership Conference in June 2015. 	

TSPRA Goal 1: Create a unique identity for TSPRA as the school public relations resource of choice.

Objective 2: Seek active partnerships with educational organizations and businesses.

Initiatives/Action Items	Person(s) Responsible

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1.2.1 Initiate and facilitate activities to collaborate with the National School Public Relations Association (NSPRA), TSPRA's parent organization.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • TSPRA received 2014 Mark of Distinction recognition for CTPS. • Support provided to NSPRA in selection of 2017 conference site. • Chapter reports were submitted to South Central VP for each NSPRA executive committee meeting. • 2014-2015 TSPRA President, Denise Blanchard, Linsae Snider and 42 Texans attended the 2014 NSPRA Conference in Baltimore. • Registration for Lorette Williams, 2015-2016 TSPRA President and Linsae Snider have been submitted to attend the 2015 NSPRA Conference in Nashville. • Number of TSPRAns registered to attend the 2015 NSPRA conference will be reported at the June EC meeting. • Seven TSPRA members were slotted to conduct concurrent sessions at the NSPRA conference (three past presidents). • TSPRA assisted in recruiting 14 first-time NSPRA members through the NSPRA incentive program. • Jim Cummings, 2014-2015 NSPRA President, attended the TSPRA conference, provided greetings, presented a concurrent session and attended several functions. • Secured sponsorship from Peachjar enabling TSPRA to award a \$2500 scholarship to a member of three years in both organizations to attend the 2015 NSPRA Conference in Nashville. • TSPRA is collaborating with NSPRA in recruiting candidates regarding promotion of the APR beta-testing opportunity. • TSPRA member, Julie Thannum, APR, to become 2015-2016 NSPRA President-Elect, by voting acclamation at Nashville Conference. 	

Initiatives/Action Items	Person(s) Responsible
1.2.2 Initiate and facilitate activities that seek partnerships with national, state and regional educational organizations.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • TSPRA has a judging seat on the Texas TOY selection/judging team. • Met with Nina Menis, NSFA Executive Director, during the TSPRA Conference to brainstorm ways the two organizations can collaborate. • Nina Menis, NSFA Executive Director, attended the TSPRA Conference and presented a concurrent session. • TSPRA serves as a member of the "Circle of Brilliance" think tank that represents TASBO, TCASE, TEPSA, CTAT, TAHPERD, TCA, TLA, TCEA, TMEA and the Fast Growth Coalition. • Attended and participated in the TASB "Good News Group" consisting of TEPSA, TASSP, TPTA, TASBO, TASB, TASA, TCASE, TAGT, and FOTPS. • Consulted with Dax Gonzalez, TASB, and AASB president for communications related division, pertaining to the upcoming national conference being held in Texas and potential speakers. • TSPRA asked to present at UT/TASA Summer Leadership Conference on June 29, 2015. • TSPRA has secured two seats on the 2015 Texas Teacher of the Year judging team (pending). • TSPRA providing technical assistance in the development of TASBO's Emerging Leader's Program. • TSPRA provided media and communications training to first-time superintendents through its Academy each year in November. 	

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- Dennis Bega, US DOE, accepted invitation to attend and speak at TSPRA Conference.
- TSPRA continues to provide guest writers for the TASA INSIGHT magazine.
- TSPRA contributes training to the Texas Teachers of the Year, a program sponsored by TASA.

Initiatives/Action Items	Person(s) Responsible
1.2.3 Initiate and facilitate activities that seek partnerships with businesses to support TSPRA.	Executive Director, Executive Committee, Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • Current TSPRA sponsors and partners include: SchoolMessenger, Schoolwires, Blackboard, K12 Insight, RBFCU, H-E-B, News for My School, The Print Center at Region 4, Stantec, 3D-ED, Relatrix, Elementary Schoolmate, LivingTree, O’Connell Robertson, School Spirit Pays, Laurel Ridge Treatment Center, TASB, Education Funding Partners, Peachjar, TCU Certified Communicator Program, EST Group, Eskimo Joe’s Promotional Products, and Imprint Resources. • Showcased 30 exhibitors in 32 booths at annual conference. New for 2015 were: eSchoolview, Journey Education, Laurel Ridge Treatment Centers, Yokel Scholastic and Visiwick. • 18 exhibitors contributed door prizes for the BINGO game. • TSPRA purchased a half-table at the Friends of Texas Public School “Friend of the Year” Gala and was attended by Denise Blanchard, TSPRA President, Ian Halperin, TSPRA President-Elect, Helen Williams, TSPRA, and Tim Carroll, TSPRA Past President. • TSPRA Executive Director serves as one of eight judges for the H-E-B Excellence in Education district awards and visited five of the eight finalist districts. • TSPRA assisted H-E-B public affairs team in selecting judges to serve on the EIE school board selection team. • Continued to utilize services of Horizon Meeting Planners to assist with conference location, hotel, and contract. • Worked with San Antonio CVB and Marble Falls CVB to assist with conference resources and amenities. • Negotiated three-year contract with Blackboard (Parentlink) for conference and year round mobile app. • Created conference opportunity for five top-level sponsors to participate in the “corporate showcase” sessions. • Partnered with Peachjar to offer NSPRA scholarship to TSPRA member with minimum of three years minimum in both TSPRA and NSPRA. • Sponsorships for EC luncheons are secured through June 2016 (EJPPG, LivingTree, SchoolMessenger, Peachjar). • We continue to work with High STEPPS in learning about “start up companies” and suggesting groups for their beta testing. • TSPRA has informed members of SchoolReach, SchoolMessenger, 3D-ED, and Blackboard information webinars through eBlasts. 	

TSPRA Goal 2: Ensure TSPRA is proactively meeting the needs of its members.

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Objective 1: Improve and expand the quality of services to members.

Initiatives/Action Items	Person(s) Responsible
2.1.1 Utilize social media tools and other electronic media to disseminate relevant information to members on a timely basis.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • The appointment of a social media chair is a standing position on the conference planning committee. • TSPRA Conference Twitter hashtag was #tsprastrong with over 200+ postings and photos by members, sponsors and exhibitors. • John Tarrant, Weatherford ISD, served as conference social media chair with access to both Facebook and Twitter for postings. The conference vendor relations committee utilized Twitter to announce door prize recipients. • TSPRA Facebook has been utilized to showcase regional meetings, conference photos, important reminders, newsworthy events and EC business. • TSPRA Facebook page has 444 likes and Twitter has 1681 followers (as of April 17). • CTPS Facebook has 211 likes (as of April 17). • TSPRA Facebook cover page was updated utilizing a word cloud depicting the diversity of expertise within our organization. • TSPRA eBlasts has afforded members information through 63 electronic communications between July – May 5, 2015. • The TSPRA eNewsletter is published weekly September – May and monthly June-August, resulting in 32 published copies. • The “Good to Know” section of the TSPRA website homepage is updated weekly. • The TSPRA membership database is accessible to all members via log in • The TSPRA Executive Committee board books are compiled electronically and available for to the EC in a secure section on the website • Electronic submission of Star Awards entries is in its fifth year. • TSPRA website moved to a responsive site in March 2015 • TSPRA prepared to invest \$35,000-40,000 in the next six months to enhance the electronic tools resulting in a more efficient and satisfying user experience. 	

Initiatives/Action Items	Person(s) Responsible
2.1.2 Promote and support the efforts of members to pursue advanced professional accreditations.	President, Vice-Presidents, Executive Director and APR Accredited Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • K12 Insight sponsored an APR reception during the 2015 conference with invitations to the 21 TSPRA APR’s and 11 invitations being sent to retired TSPRA APRs. • TSPRA continues to offer an APR preparation pre-conference session and this year included 17 registrants • An APR survey was sent on May 6, 2015 to 44 APR preconference attendees since 2008 to collect data 	

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<p>toward progress.</p> <ul style="list-style-type: none"> • APR study group has been established in San Antonio. • Information was shared with TSPRA APRs regarding the recruitment of APR candidates for the beta-testing of the new exam to be launched in January 2016.

Initiatives/Action Items	Person(s) Responsible
2.1.3 Inform members on legislative matters and related statewide issues that are targeted at members in a timely manner.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • 55 EduLeges were been published between July 1, 2014 and May 1, 2015 with and expectation of 30 more by the end of June 2015. • CTPS Committee, chaired by Emily Parks, prepared for and arranged for CTPS proclamations to be read on both the Senate and House floors on March 3, 2015, in celebration of Texas Independence and Texas Public Schools. • Andy Welch, EduLege writer, briefed SPRINT and HASPRA members via Skype during regional meetings on legislative related matters. • TASA, TASB, Texas Tribune, Texas ISD tweets are retweeted to TSPRA followers. • TSPRA Facebook page has included legislative videos and posters produced by Raise Your Hand Texas. • eBlasts sent to members on occasions that the governor's office and/or POTUS have issued half-staff flag orders. 	

TSPRA Goal 2: Ensure TSPRA is proactively meeting the needs of its members.

Objective 2: Ensure TSPRA office and TSPRA leadership is responsive to members' needs.

Initiatives/Action Items	Person(s) Responsible
2.2.1 Utilize and maintain a website that will serve as a marketing tool and resource center for the organization.	Executive Director and staff
Evaluation/Accountability	
<ul style="list-style-type: none"> • TSPRA website was refurbished in March 2015 with a responsive template. • The membership database and registration systems will be updated during June 2015. • <i>Good to Know</i> section is updated weekly with relevant industry related information • Nomination applications for professional awards, scholarships and Star Awards entries are now submitted through an online template. • The TSPRA website includes a link to the CTPS website for easy access. • Professional Award recipients, sponsors, tweets, calendar, and access to surveys rest on the home page. 	

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Initiatives/Action Items	Person(s) Responsible
2.2.2 Provide professional learning opportunities and resources to serve the “interest focus” membership-	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • 2015 TSPRA Conference reached an all time high attendance with 591 in attendance, in spite of an ice storm that hit across Texas. <ul style="list-style-type: none"> ○ Six legal sessions ○ Three distinguished lecturers ○ Univision on-site tour ○ Five pre-conference sessions ○ 38 concurrent sessions • Conference planning committee slotted all concurrent sessions with representation from PR/Communications, EF, EMP, web/creative, and community partnerships. • Continue to explore the best resources for replacing the Ammerman Media and Crisis Communications training. • SchoolMessenger, K12 Insight, and Blackboard have provided webinars with invitations sent to TSPRA members via the eBlasts. • Conference evaluations and feedback are weighed heavily as future conferences are planned. • The bylaws committee produced an extensive FAQ document addressing member questions related to proposed bylaws/standing rules amendments that received unanimous membership approval at the 2015 General Membership Meeting. 	

Initiatives/Action Items	Person(s) Responsible
2.2.3 Require TSPRA Executive Committee to fulfill duties and requirements as directed by the Bylaws and Standing Rules of the organization.	President and Executive Director
Evaluation/Accountability	
<ul style="list-style-type: none"> • An intentional attempt is made to provide EC and committee chairs with references to TSPRA Bylaws/Standing rules with all board book, electronic motions, committee assignments, etc. as a means to provide “why” we do business the way we do business. • Incoming EC members are invited to attend the February EC meeting as a matter of training and mirroring predecessors. • Specific job descriptions have been written for vice-presidents. • A uniform template is being used to submit vice-president board reports. • A two-day EC meeting has been scheduled in June for the past three years to provide board orientation/training. This was eliminated for the June 2015 meeting due to conflicts in finding suitable hotel accommodations. • TSPRA State Office shares new member information with regional VPs. • At-Large VPs are assigned as liaisons to standing and ad hoc committees for the purpose of EC reporting and recommendations. • The 2014-2015 bylaws committee brought to membership a recommendation for vote to amend the current bylaws and standing rules so that all areas of expertise might be equally represented on the executive 	

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- committee and within our organization, resulting in the addition of a third at-large vice-president position.
- At-large vice president job descriptions now include roles and responsibilities related to representation of the diverse areas of expertise associated with TSPRA membership.
 - The 2014-2015 bylaws committee thoroughly reviewed the existing TSPRA Bylaws/Standing Rules with recommendations to amend according to current day practices.

TSPRA Goal 2: Ensure TSPRA is proactively meeting the needs of its members.

Objective 3: Develop leadership within the organization.

Initiatives/Action Items	Person(s) Responsible
2.3.1 Build leadership and mentorship opportunities for the organization's members.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • 2015 Rookie Boot camp assigned a "conference mentor" to each Rookie attendee and all were assigned prior to the conference. • The "blue ribbon process" recommended for regional input in EC positions has allowed for aspiring leaders to serve on the EC. • Six of nine area vice-presidents have appointed zone coordinators. • TSPRA president formally asked for volunteers desiring to serve on TSPRA committees. 	

Initiatives/Action Items	Person(s) Responsible
2.3.2 Provide skill sessions on leadership at annual conference.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • Tim Carroll, APR, Valerie Foster, Julie Thannum, APR, et el, and Pascual Gonzalez, presented concurrent sessions at the 2015 conference designed for "upper-level" positions and those aspiring for heads of 	

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department positions.

Initiatives/Action Items	Person(s) Responsible
2.3.3 Communicate the Strategic Plan at state and regional levels.	President, Vice-Presidents and Executive Director
Evaluation/Accountability	
<ul style="list-style-type: none"> • The TSPRA President-Elect addressed the 2014-2016 Strategic Plan through two eNewsletter articles. • Because the Strategic Planning Committee is a TSPRA standing committee, it is a standard agenda item on all EC meeting agendas. • As the TSPRA membership was educated on the pros/cons and “whys” of the proposed TSPRA Bylaws/Standing Rules amendments, mention was made in both the FAQ and in the General Membership Meeting that the TSPRA Strategic Plan would serve as a source for determining areas of expertise to address when slating at-large positions on the ballot. • The Nominating Committee is charged with reviewing the current TSPRA Strategic Plan prior to any discussion about the slating of officers. • The Strategic Planning committee conducts a desktop review of progress made with the strategic initiatives during odd years and the TSPRA President-Elect provides a written report for the June board meeting. 	

TSPRA Goal 3: Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

Objective 1: Increase annual membership revenue.

Initiatives/Action Items	Person(s) Responsible
3.1.1 Market the associate membership to non-public relations school professional.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • TSPRA has approximately 76 associate members. • Associate level memberships are promoted among non-TSPRA members in positions other than school communications, EF, partnerships and EMP related job titles. • Non-member districts/campuses/individuals desiring CTPS resources must join TSPRA at the minimum, associate level, in order to access the resources, resulting in about 50 of the 76 associate memberships. • Associate memberships are promoted when addressing superintendents and individuals from schools not having PR/Communications/EF position on the organizational charts. • A membership flyer has been developed and is revised each year for distribution at TASA/TASB and Midwinter conferences among other events. • Associate membership dues amount to about 10% of the revenue generated for professional dues. • Districts desiring subscription to the EduLege, must be members of TSPRA as this is a member service, 	

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resulting in four new associate level memberships.

Initiatives/Action Items	Person(s) Responsible
3.1.2 Market membership to all eligible professionals.	Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • Dues paying professional level members resulted in 492 members (total dues paying members in 2014-2015 = 634) • There existed 38 institutional memberships in 2014-2015, resulting in 76 associate members. Speculation is that many of these qualified for and should have been classified as professional level memberships. • A recommendation is going the EC in June to ask the Bylaws Committee to consider an amendment go the membership for approval that would make the institutional membership be comprised of three professional level memberships. • The state office staff calls members who renew at the associate level to verify job responsibilities and to recommend professional level when appropriate with job title. When possible (institutional membership being the barrier), most do. 	

TSPRA Goal 3: Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

Objective 2: Increase annual Star Awards entries.

Initiatives/Action Items	Person(s) Responsible
3.2.1 Conduct annual review of categories for Star Awards.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • Three ad hoc committees are reviewing Star Awards categories and will be bringing recommendations to the EC during its June meeting: (1) video categories 29 and 30, (2) Writing categories 17, 18 and 19, and (3) incorporating at least one TAPE award into Star Awards involving Star Awards formatting. • For two consecutive years there have been no entries in the following categories: 40-foundation online webpage, 42-foundation campaign, and 51-crystal foundation special event/celebration. 	

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TSPRA Goal 3: Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

Objective 3: Increase annual conference revenue.

Initiatives/Action Items	Person(s) Responsible
3.3.1 Expand number of conference participants.	Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • 2015 conference, in lieu of a statewide ice storm, resulted in attendance of 591 with approximately 120 of those in attendance serving as exhibitors and “walk-in” presenters. (Conference attendance in 2013-2014 was 567) 	

TSPRA Goal 3: Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

Objective 4: Increase the number of revenue-generating professional development opportunities.

Initiatives/Action Items	Person(s) Responsible
3.4.1 Explore revenue-generating options.	Executive Director President and Vice-Presidents
Evaluation/Accountability	
<ul style="list-style-type: none"> • Four Ammerman trainings were provided in 2014-2015 resulting in \$5650 in revenue. • Conference revenue as of May 1, 2015: \$168,335 (compared to \$123,977 in 2014) 	

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TSPRA Goal 3: Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

Objective 5: Increase revenue from sponsorships, vendors, underwriters and business partners annually.

Initiatives/Action Items	Person(s) Responsible
3.5.1 Continue to recruit and retain conference and non-conference sponsors.	Executive Director and Membership
Evaluation/Accountability	
<ul style="list-style-type: none"> • Non-conference sponsorships added in 2014-2015 included \$1000 in 3D-ED purchasing five eBlasts and space in two eNewsletters. • Conference sponsorships added for 2015 included two additional coffee sponsors (\$1000), APR Reception (\$5000), elevator wraps (\$3000). • Website/Electronic advertising with News For My School resulted in \$9689. [budget=\$8000] • Non-conference sponsor revenue as of May 1, 2015 = \$19,250. [budget=\$16,250] • Conference sponsorship revenue as of May 1, 2015 = \$48,675 [budget=\$48,000] • Conference program advertising revenue as of May 1, 2015 = \$1825 [budget=\$2150] • Exhibit revenue as of May 1, 2015 = \$9500 [budget = 10,000] 	