

Texas School Public Relations Association

2018-2020 Organizational Goals

2018-2019 Strategic Planning Committee approved on June 4, 2018
Plan originally submitted to Executive Committee on June 14, 2018
Executive Committee approved July 30, 2018



As presented to the Executive Committee
July 25, 2018

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 2018-2020 Strategic Plan Team

Kristin Zastoupil, President [West Central]

Monica Faulkenbery, APR, Chair & President-Elect [SASPRA]

Melissa Tortorici, Immediate Past President [HASPRA]

Beth Trimble, CPC, At-Large Vice President-Place 1 [SPRINT]

Kristyn Cathey, At-Large Vice President-Place 2 [HASPRA]

Arianna Vazquez-Hernandez, CPC, At-Large Vice President-Place 3 [Gulf Coast]

Julie Thannum, APR, Carroll ISD, Past President (2000-2001) [SPRINT]

Patti Pawlik-Perales, Alamo Heights ISD, Past President (2013-2014)) [SASPRA]

Erin McCann, Crandall ISD, Member, At-Large [SPRINT]

Corey Ryan, Leander ISD, Member, At-Large [CASPRA]

Linsae Snider, TSPRA Executive Director

Alternate: Valerie Foster, Sanger ISD/EF[SPRINT]

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TSPRA Goal 1: Positioning TSPRA and its school communications professionals as the valued resources of choice.

Objective 1: Ensure that the EC leadership is reflective of the members' needs and interests

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
1.1.1 Recruit potential Board and Committee members who reflect the diverse expertise/experience of our members, ie: young and new to the profession and veteran members, and those who have expertise in social media, video production, crisis communication, <u>open records</u> , education foundations, community partnerships, media relations, and/or marketing as well as any new and emerging areas of interest.	Nominating Committee	Recruitment during spring and summer months prior to and during August call for nominations. Recruit areas mentioned or announced during February TSPRA Conference in preparation for following year	
Evaluation/Accountability			
Scorecard: <ul style="list-style-type: none"> • EOY survey: <i>The TSPRA EC and committee members represent my job and role within my school district.</i> [Strongly Agree, Agree, Disagree, Strongly Disagree] 		April-May, 2019-2020	

Objective 2: Identify new opportunities to promote TSPRA's visibility in the State

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
1.2.1 Create regional/volunteer crisis teams	1.2.1 EC	1.2.1 EC to submit names at September EC meeting. President to appoint committee by Oct. 15.	1.2.1

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1.2.2 Provide regionally developed talking points of current and trending issues unique to areas by using regional meeting time for development.	1.2.2 Area VPs	1.2.2 Regional talking points to be included in written reports to EC.	1.2.2
1.2.3 Continue the production of EduLege as a resource for members	1.2.3 TSPRA Staff	1.2.3 bi-weekly or as appropriate	1.2.3
1.2.4 Expand logo rebranding to include signage, letterhead, social media, web presence, exhibit collateral. TSPRA-branded attire & incentive items.	1.2.4 TSPRA Staff	1.2.4 Budgeted item for 2018-2019	1.2.4 Ongoing and in budget
1.2.5-Initiate and facilitate activities that foster partnerships with national, state, and regional organizations and businesses to help build relationships and share resources.	1.2.5 Executive Committee & Executive Director	1.2.5	1.2.5 Linsae attended her first TSAE Board meeting in SA in June 18
1.2.6 Consider inviting Superintendents, and/or District administration (full or half day) to the TSPRA Conference and other professional development offerings to help facilitate relationships.	1.2.6 Conference Planning Committee & Executive Director	1.2.6	1.2.6
Evaluation/Accountability			
See scorecard. <ul style="list-style-type: none"> Track how many school PR jobs are filled by TSPRA members, head of department 			

Objective 3: Strengthen internal organizational communication

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
1.3.1 Encourage communications among regions through joint webinars.	1.3.1 Area VPs	1.3.1 June EC, Sept. EC, Feb. EC agenda items 2018-2019	1.3.1

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<p>1.3.2 Provide talking points about specific components of the organization to EC.</p> <p>1.3.3 Conduct a website makeover by investing in products relevant to the association market with outcome friendly to both an internal and external audience and back-end operations both manageable and cost-effective</p>	<p>1.3.TSPRA Staff</p> <p>1.3.3 TSPRA State Office</p>	<p>1.3.2 6 times annually beginning June 218</p> <p>1.3.3 May 2019 full implementation by 2020</p>	<p>1.3.2</p> <p>1.3.3</p>
Evaluation/Accountability			
See scorecard.			

Objective 4: Ensure transparency of all organization operations

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
<p><u>1.4.1</u> Regional areas will communicate more robustly and about the structure and protocols in place that govern the organization. (ie: review the strategic plan, provide detail about star awards application process and judging, discuss specific bylaws throughout the year, and provide more in-depth information about the organization using resource developed in 1.3.2.</p>	<p>Executive Committee</p>	<p>6 times annually and reported in written reports to EC</p>	
Evaluation/Accountability			
See scorecard.			

TSPRA Goal 2: Provide relevant programs and services to ensure the long-term stability of the organization.

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Objective 1: Increase the use of *new or emerging* technologies for member professional development and networking

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress
2.1.1 Create an ad hoc committee to plan content, and technology for developing online professional development and/or facilitation of joint regional meetings.	2.1.1 Ad Hoc Committee <u>appointed by President</u> to include <u>At-Large VPs</u> , TSPRA Staff	2.1.1 President to appoint committee by Oct. 15 2018-2019 Development 2019-2020 Implementation	2.1.1
2.1.2 Explore potential membership packaging fee that would include TSPRA membership plus access to all online tools provided throughout the year.	2.1.2 Budget Committee, TSPRA Staff, Executive Committee	2.1.2 2018-2019 Development 2019-2020 Implementation	2.1.2
2.1.3 Create a social media committee to social media and online online tools for member networking.	2.1.3 President; President-Elect, Immediate Past-President, Social Media Ad Hoc Committee, TSPRA Staff and Budget Committee	2.1.3 2018-2019 Development 2019-2020 Implementation	2.1.3
2.1.4 Investigate features for enhancing or retooling the TSPRA Document Vault.	2.1.4 <u>At-Large VPs</u>	2.1.4 2018-2019	2.1.4 By May 2019 decision should be made about the future of Document Vault.
Evaluation/Accountability			
See scorecard.			

Objective 2: Facilitate personal growth and connections for members

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
2.2.1 Provide clear expectations of duties and facilitate training for anyone coming into a leadership role & provide follow-up.	2.2.1 Executive Director, Immediate Past President, Past Presidents, <u>President</u> , Outgoing VPs	2.2.1 Feb EC meeting prior to June EC meeting	2.2.1
2.2.2 <u>Incorporate personal growth, life work balance and leadership development sessions as part of the annual</u>	2.2.2 Conference Planning <u>Committee</u> , Executive Committee	2.2.2 2019-2020	2.2.2 Conference Agenda

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conference and year-round opportunities.			
2.2.3 Connect members to members of similar type or comparison group districts throughout the state	2.2.3 TSPRA Staff	2.2.3 Ongoing operational by 2019	2.2.3 Starting with new members, current members by request only
2.2.4 Promote and support the efforts of members to pursue advanced professional degrees and certifications.	2.2.4 TSPRA State Office, At-Large VPs	2.2.4	2.2.4
Evaluation/Accountability			
See scorecard.			

Objective 3: Transition Celebrate Texas Public Schools (CTPS) to a messaging campaign to support public education

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
2.3.1 Redirect CTPS Committee to transition from traditional CTPS to messaging campaign.	President, At-Large VPs	President to appoint committee by Oct. 15 Committee reports survey results to EC in September and presents plan to EC by February	
Evaluation/Accountability			
See scorecard.			

Objective 4: Ensure long-term financial stability of the organization

Initiatives/Action Items	Person(s) Responsible	Timeline	Progress/Notes
2.4.1 Continue to contribute to savings/reserve funds to reach and maintain a minimum of one year's operating expenses.	Executive Director, Budget Committee, Executive Committee	2.4.1	2.4.1
2.4.2 Dedicate time to and continue to create fund-raising/sponsorship opportunities to reach 20-25% of operating budget annually.	Executive Director, Budget Committee	2.4.2	2.4.2
Evaluation/Accountability			

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See scorecard.		
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