



The Illinois Chapter of the
National School Public Relations Association

Strategic Plan 2015 - 2018

Mission Statement

The mission of the Illinois Chapter of the National School Public Relations Association (INS^{PR}A) is to provide a source of connection, collaboration and professional development for school communicators in order to strengthen support for Illinois public schools, which leads to greater student success.

Goal 1

Provide professional development opportunities in school public relations/communication strategies.

Strategies:

- Offer regular workshops and presentations based on input received from annual membership survey, past event evaluations and current member needs.
 - Measure: Evaluations will be conducted after each program and through the annual membership survey.
 - Responsibility: Vice President of Programs

- Provide public relations counsel for members through services such as INSPRA Member Needs Help and the INSPRA Mentor Program.
 - Measure: Opportunities to receive PR counsel will be evaluated in the annual membership survey.
 - Responsibility: Vice President of Membership

- Develop web-based resources to assist members with communications strategies and best practices.
 - Measure: Website offerings will be evaluated in the annual membership survey and through website analytics.
 - Responsibility: Vice President of Communications

- Support cohorts and individuals preparing for professional accreditation (APR) through mentoring and scholarships.
 - Measure: Upon completion of the certification process, APR Candidates will be asked to complete a survey evaluating the support they received.
 - Responsibility: INSPRA APR point person

GOAL 2

Sustain INSPRA's membership and develop opportunities to expand and engage the membership base.

Strategies:

- Identify and reach out to districts without an INSPRA member, and determine whether they have a PR professional on staff.
 - Measure: Membership Vice President(s) will review progress with this task annually.
 - Responsibility: Membership Vice President(s) and Regional Directors
- Continue to identify programs and institutions that develop potential future school public relations professionals, and connect with the leaders of those programs.
 - Measure: A list of contacts will be maintained, and communication with those contacts will be evaluated.
 - Responsibility: Membership Vice President(s)
- Identify and reach out to INSPRA members and member districts who do not renew their membership.
 - Measure: Membership Vice President(s) will review progress with this task annually.
 - Responsibility: Membership Vice President(s) and Regional Directors
- Produce a new-member welcome letter/packet outlining INSPRA resources and opportunities.
 - Measure: Membership Vice President(s) will review progress with this task annually.
 - Responsibility: Membership Vice President(s)
- Make contact with new members.
 - Measure: Membership Vice President(s) and Regional Directors will work together in reviewing progress with this task annually.
 - Responsibility: Membership Vice President(s) and Regional Directors
- Organize and coordinate regionally based networking opportunities.
 - Measure: Membership Vice President(s) and Regional Directors will work together in reviewing progress with this task annually.
 - Responsibility: Membership Vice President(s) and Regional Directors
- Offer mentoring program and professional development for those who are new to the profession.
 - Measure: Membership Vice President(s) will review progress with this task annually.
 - Responsibility: Membership Vice President(s)

- Develop strategies to reach out to member districts in regions outside of a reasonable driving distance from INSPRA programs.
 - Measure: Membership Vice President(s) will review progress with this task annually.
 - Responsibility: Membership Vice President(s), Regional Directors and Programs Chair(s)

- Conduct a membership survey to assess needs and progress toward goals.
 - Measure: The survey will be conducted annually, with results discussed during the Board planning meeting and referenced as needed throughout the year.
 - Responsibility: President, with input from all Board Members

- Host an annual meeting to share the organization's accomplishments and Strategic Plan with the membership at large.
 - Measure: President will lead meeting planning and presentation.
 - Responsibility: President, President-Elect and Secretary/Treasurer

GOAL 3

Expand and enhance partnerships with other organizations to support INSPRA's mission and goals.

Strategies:

- Foster partnerships with groups such as the Illinois Association of School Boards (IASB), Illinois State Board of Education (ISBE), Illinois Association of School Administrators (IASA), Illinois Association of School Personnel Administrators (IASPA), Illinois Association of School Business Officials (IASBO) and Public Relations Society of America (PRSA), with a focus on exploring presentation/ panel opportunities at their state meetings and utilizing their expertise at INSPRA events.
 - Measure: President will review success with partnerships annually.
 - Responsibility: President, Vice President of Communications, Vice President of Programs

- Increase INSPRA's visibility and leadership in the public education arena through participation in the Illinois Education Roundtable (ILERT).
 - Measure: President will review success with partnerships annually.
 - Responsibility: Central Regional Director, or other similarly located INSPRA member designee

- Develop and enhance reciprocal relationships with other NSPRA state chapters for professional development opportunities such as communications contest judging, workshops, seminars and conferences.
 - Measure: President will review success with partnerships annually.
 - Responsibility: President, Vice President of Programs, Contest Committee Chairs

GOAL 4

Ensure the long-term financial stability of INSPRA.

Strategies:

- Develop a long-range financial plan that includes investments (CDs, etc.).
 - Measure: Secretary/Treasurer will evaluate annually. Recommendations will be made to the entire Board for review and approval.
 - Responsibility: Secretary/Treasurer
- Establish a level of financial reserves to support future operating expenses, and research opportunities to invest money back into the membership when possible.
 - Measure: Secretary/Treasurer will evaluate annually. Recommendations will be made to the entire Board for review and approval.
 - Responsibility: Secretary/Treasurer
- Annually review fee structures, and evaluate all programs for cost effectiveness.
 - Measure: Secretary/Treasurer will evaluate annually, in partnership with Program Chair(s) as needed.
 - Responsibility: Secretary/Treasurer, Programs, Membership
- Annually review the Sponsorship program, always tapping into new revenue sources from vendors for the program.
 - Measure: Secretary/Treasurer will evaluate annually.
 - Responsibility: Secretary/Treasurer, Board of Directors

GOAL 5

Foster and model quality communications and engage in activities that demonstrate best communications practices.

Strategies:

- Member communication
 - Maintain a website that is regularly updated to give members information about programs, events and activities and offers resources for members to improve their practice in school communications.
 - Measure: Website communication will be evaluated through website analytics.
 - Responsibility: Vice President of Communications
 - Keep membership e-mail distribution lists up to date and send regular e-mail communication to all members.
 - Measures: An e-mail distribution list will be maintained.
 - Responsibility: Management Services (reviewed by Vice President of Communications)
 - Provide opportunities for members to connect with INSPRA information and each other through social media.
 - Measures: Opportunities will be evaluated through the annual membership survey, as well as member comments and complaints.
 - Responsibility: Vice President of Communications, Management Services
- Industry communications
 - Participate in education and PR industry events (such as NSPRA and Triple I seminars).
 - Measures: Generate a list of appropriate events, and track chapter member participation.
 - Responsibility: President and President-Elect
 - Champion best communications practices by submitting content to relevant publications, blogs, etc.
 - Measures: Track chapter member participation in submitting articles, blogs, etc. to be published.
 - Responsibility: Vice President of Communications
- Promote best practices
 - Through contests, awards and other means, recognize and draw public attention to best practices in the field of school public relations and communications. Identify and promote non-INSPRA contests that will allow INSPRA members to showcase their work and learn about best practices.
 - Measures: Track the number of applications annually to the Distinguished Service Awards (DSA) and the Communications Contest, and report this information to the Board of Directors.
 - Responsibility: Chairs of related events and Management Services

- Measures: Evaluate the number of opportunities shared with members.
 - Responsibility: Board of Directors to identify opportunities; Vice President of Communications to post on website and social media
- Through scholarships, discounted fees and other relevant means, encourage practitioners to improve and enhance their skills.
 - Measures: Evaluate the number of members who have earned APR status and the number of members who are pursuing APR status.
 - Responsibility: INSPRA APR point person
- Actively learn about and add new media as part of the organization's media mix.
 - Measures: Review media mix annually during the summer planning meeting.
 - Responsibility: President and Vice President of Communications

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