



**The Illinois Chapter of the  
National School Public Relations Association**

**Strategic Plan  
2019 - 2021**

**Mission Statement**

The mission of the Illinois Chapter of the National School Public Relations Association (INSPRA) 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 10 or more professional development opportunities in school public relations/communication strategies each year.**

### Strategies:

- Offer regular workshops and presentations based on input received from annual membership survey, past event evaluations and current member needs and offer virtual and in-person networking opportunities.
  - 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 and encourage members to use sign up for and use NSPRA's Member Connect service.
  - Measure: Opportunities to receive PR counsel will be evaluated in the annual membership survey.
  - Responsibility: **Vice President of Membership**
  
- Develop and promote web-based resources, such as INSPRA's Document Library, 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/Vice President of Programs**
  
- 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

**Maintain INSPRA's membership and develop opportunities to expand the membership base.**

### Strategies:

RETENTION: Retain existing INSPRA members, with a goal of losing less than three members per year.

- o Exit survey to members leaving INSPRA to determine factors contributing to dropping the membership.
- o Review of annual survey for returning INSPRA members related to membership satisfaction.
- o Responsibility: **Membership Vice President(s)** and **Regional Directors**

EXPANSION: Identify and reach out to districts without an INSPRA member, and secure membership from at least one new district each year.

- o Once per year, provide districts without INSPRA members materials on reasons to join, relevant to districts with PR staff and without.
- o Follow-up conversation(s) with districts contacted regarding membership.
- o Responsibility: **Membership Vice President(s)** and **Regional Directors**

NEW MEMBER ENGAGEMENT: Ensure new members receive INSPRA welcome materials and are connected/engaged with INSPRA during their first 1-2 years.

- o New member welcome email sent in summer/fall to all new members
- o Implementation of revised mentorship program
- o Survey on new member satisfaction in winter, late spring annually.
- o Responsibility: **Membership Vice President(s)**, **Regional Directors**

RE-ALIGNMENT OF GROUPS: Implement district-specific instead of regional groups to better serve INSPRA members.

- o Rearrange "regions" as district-specific groups (2 elementary, 1 unit, 1 high school, 1 non-traditional school district)
- o Use annual survey to determine if engagement is greater using this method over the regional director organization.
- o Responsibility: **Membership Vice President(s)** and **Regional Directors**

ANNUAL SURVEY: Develop and distribute annual membership survey to assess needs and progress toward Strategic Planning goals

- o Measure: 40-percent or greater participation
- o Responsibility: **President**, with input from all board members

### 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), and applicable for profit companies with a focus on exploring presentation/panel opportunities at their state meetings and utilizing their expertise at INSPRA events.
  - o Measure: President will review success with partnerships based on the following criteria:
    - President will connect via telephone or in person with the president, CEO, or other official of each above-listed (and other applicable) organization by August 1 of the year in which they take the office of President.
    - President will enact at least one professional development collaboration between INSPRA and one of the above-listed (or other applicable) organizations within their year of presidency.
  - o Tracking of Measure: [This spreadsheet](#) will be maintained to track the progress of the connections prescribed above.
  - o Responsibility: [President-Elect](#), [President](#), [Vice President of Communications](#), [Vice President of Programs](#)
  - o Additionally, President shall reach out to these organizations (i.e. call each group) when we have a professional tip or strategy to offer so they recognize our value.
  
- Develop and enhance reciprocal relationships with other NSPRA state chapters for professional development opportunities such as communications contest judging, workshops, seminars and conferences.
  - o Measure: President will review success with partnerships annually based on the following criteria:
    - President will connect via telephone or in person with the president, CEO, or other relevant official of each of the following NSPRA Chapters by August 1 of the year in which they take the office of President to seek opportunities for collaboration:
      - Wisconsin
      - New York
      - Indiana
      - Michigan
      - Missouri
    - Commit to maintain the reciprocal relationships previously developed between INSPRA and other NSPRA state chapters (e.g. judging of communications contests and distinguished service awards) by developing and maintaining a list of collaborations from the previous INSPRA year and connecting with said organizations to seek opportunities for continued or enhanced collaboration for

the current INSPRA year.

- o Tracking of Measure: [This spreadsheet](#) will be and maintained to track the progress of the connections prescribed above.
- o Responsibility: **President**, **Vice President of Programs**, **Contest Committee Chairs**

## GOAL 4

### Ensure the long-term financial stability of INSPRA.

#### Strategies:

- Develop a five-year financial plan that takes into account investments, profit and loss, revenue, and expenses.
  - Review the annual budget and revenue numbers to determine if INSPRA has a sufficient operating budget for the calendar year.
  - Review current interest rates and long term interest rates to determine the best rate in which to invest.
  - Review interest rates at the time the investment comes due to determine if there are better investments opportunities.
  - 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.
  - Review cash reserves each year to ensure the chapter has reserves equaling to 20 percent of its budget.
  - Review scholarship opportunities for members
  - Review gift donations to member districts and other districts nationwide affected by a catastrophic event.
  - Responsibility: **Secretary/Treasurer**
  
- Annually review fee structures, and evaluate all programs for cost effectiveness.
  - Review all committee budgets to ensure they are in alignment with past budgets and that they offer members sufficient value for their membership.
  - Discuss annually options of enhancing or reducing committee expenses based on projected income.
  - 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: Past President will evaluate annually and reach out to sponsors, developing relationships to ensure the long-term success of the program.
  - Responsibility: **Past President, Board of Directors**

## GOAL 5

**Foster and model quality communications and engage in activities that demonstrate best communications practices through the use of various communication tools.**

### Strategies:

- Each year, provide members with at least 12 timely resources to improve their practice in school communications and to recognize and draw public attention to best practices in the field.
  - Measures: Various resources (including Communications Contest entries, journal articles, opportunities to enter non-INSPRA contests and examples of best practices) provided to members through multiple communication outlets.
  - Responsibility: **Vice President of Communications**
- At least 70 percent of annual survey respondents who submit a Member Needs Help post receive responses that ensure they get the assistance requested.
  - Measures: Annual survey to measure the percentage of members who received the assistance requested through Member Needs Help.
  - Responsibility: **Vice President of Communications**
- To regularly engage the membership, increase the number of followers each year through INSPRA social media platforms by 5 percent.
  - Measures: Number of followers on each INSPRA social media platform.
  - Responsibility: **Vice President of Communications**
- Annually advance and promote the profession of school public relations and communications through the sharing of school PR expertise at eight PR industry events/publications.
  - Measures: Number of PR industry events/publications in which INSPRA members served as content area experts as noted through the annual survey.
  - Responsibility: INSPRA membership
- Promote INSPRA members as experts in their field by sharing information about INSPRA members serving as content area experts in PR industry events/publications at least 10 times a year through INSPRA communication platforms.
  - Measures: Number of mentions on INSPRA communication platforms.
  - Responsibility: **Vice President of Communications**
- To advance the school communications profession, an APR professional will encourage INSPRA members to improve and enhance their skills by demonstrating the RACE/RPIE process five times a year.
  - Measures: Number of communication opportunities/demonstrations provided each year
  - Responsibility: **Vice President of Communications**