



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

INSpra Strategic Plan

2011 - 2014

Mission Statement:

The mission of the Illinois Chapter of the National School Public Relations Association (INSpra) is to strengthen support for Illinois public schools and to improve education for students through responsible public relations.

Goal 1: Provide professional development opportunities in school public relations/ communication strategies.

Strategies:

- Offer regular workshops, seminars, and presentations based on input received from annual membership survey and past event evaluations
 - Measure: Evaluations will be conducted after each program.
 - Responsibility: Programs
- Provide public relations counsel for members – i.e., INSPRA Member Needs Help service
 - Measure: Counsel opportunities will be evaluated in the annual membership survey.
 - Responsibility: President
- Develop web-based resources to assist members with communications strategies and plans
 - Measure: Website offerings will be evaluated in the annual membership survey.
 - Responsibility: Communications
- Support any cohorts and/or individuals preparing for professional accreditation (APR), with the goal of having one new accredited INSPRA member per year
 - Measure: APR Candidates will be asked to discuss the support they received upon completion of the certification process.
 - Responsibility: President / NSPRA APR Designee
- Offer professional development opportunities for veteran PR practitioners
 - Measure: Development opportunities will be evaluated in the annual membership survey.
 - Responsibility: Membership

Goal 2: Sustain INSPRA's current membership and develop opportunities to expand the membership base

Strategies:

- Identify and reach out to districts without an INSPRA member and determine if they have a PR professional on staff
 - Measure: Membership Chair(s) will review progress with this task annually.
 - Responsibility: Membership and Regional Directors
- Identify and reach out to INSPRA members and member districts who do not renew their membership
 - Measure: Membership Chair(s) will review progress with this task annually.
 - Responsibility: Membership and Regional Directors
- Produce a new member welcome letter/packet outlining resources and opportunities
 - Measure: Membership Chair(s) will review progress with this task annually.
 - Responsibility: Membership
- Work with Regional Directors in making contact with new members in their assigned region
 - Measure: Membership Chair(s) and Regional Directors will work together in reviewing progress with this task annually.
 - Responsibility: Membership and Regional Directors
- Work with Regional Directors in organizing and coordinating regionally-based networking opportunities
 - Measure: Membership Chair(s) and Regional Directors will work together in reviewing progress with this task annually.
 - Responsibility: Membership and Regional Directors
- Offer mentoring program and professional development for those new to the profession
 - Measure: Membership Chair(s) will review progress with this task annually.
 - Responsibility: Membership
- Develop strategies for reaching out to member districts in regions outside a reasonable driving distance from INSPRA programs.
 - Measure: Membership Chair(s) will review progress with this task annually.
 - Responsibility: Membership, Regional Directors, and Programs
- 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, Secretary/Treasurer

Goal 3: Expand coalitions/partnerships with other educational organizations to support INSPRA's mission and goals

Strategies:

- Foster partnerships with groups such as IASB, ISBE, IASA and IASPA 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 and Communications

- 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: President

- Develop relationships with other NSPRA state chapters, i.e. Communications Contest judging, workshop opportunities
 - Measure: President will review success with partnerships annually.
 - Responsibility: President, Programs, Communications Contest Committee Chair

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
 - 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
- Obtain alternative sources of revenue as available, including event partnerships and printing sponsorships
 - Measure: Secretary/Treasurer will evaluate annually.
 - Responsibility: Secretary/Treasurer, Event Chair(s) for Communications Contest, Distinguished Service Awards, and Foundations Conference

Goal 5: Annually assess the status of progress toward the strategic plan

Strategies:

- Assign Strategic Plan review to the President-Elect who will monitor and measure progress toward the Plan
 - Measure: President-Elect will report on Plan progress at all regular Board meetings.
 - Responsibility: President-Elect

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

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