



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 at least 10 meaningful professional development opportunities in school public relations/communication strategies each year.

Strategies

- Offer six workshops per year that address the most popular topics of interest as indicated on the annual membership survey. *Responsibility: Vice Presidents of Programs*
- Offer an annual conference. *Responsibility: Vice Presidents of Programs*
- Provide a morning workshop as part of the Communication Contest programming with the presentation topic based on the annual membership survey. *Responsibility: Vice Presidents of Programs*
- Provide public relations counsel to members.
 - INSPRA Member Needs Help
Responsibility: Vice Presidents of Programs
 - New Member Program
Responsibility: Vice Presidents of Membership
 - INSPRA Facebook Group
Responsibility: Vice Presidents of Communications
- Offer annual programming for individuals interested in professional accreditation.
Responsibility: INSPRA APR point person

Evaluation

- Ten or more professional development opportunities were provided annually by INSPRA
- Annual membership survey results to indicate the value of various INSPRA programs to membership
- Program evaluation forms distributed at professional development programs to determine if programs attended were meaningful to participants

Goal 2

Increase INSPRA's membership base to at least 180 members by June 2021.

Strategies

- Retain existing INSPRA memberships. *Responsibility: Vice Presidents of Membership (District Directors)*
 - Contact members leaving INSPRA to ask why they did not renew.
 - Review annual survey to determine member's level of satisfaction with INSPRA.
 - Contact an exiting members' replacements to enroll them as INSPRA members.
- Identify and reach out to districts without an INSPRA member and encourage them to join the organization. *Responsibility: Vice Presidents of Membership (District Directors)*
 - Obtain IASBO and ISBE databases and cross reference to determine which district don't have INSPRA members.
 - At least once per year, send a mailing to districts without INSPRA members with materials on reasons to join (relevant to districts with PR staff and without).
 - Host follow-up conversation(s) with districts contacted regarding membership.
- Provide new members with INSPRA welcome materials and connect/engage with them on behalf of INSPRA during their first 1-2 years. *Responsibility: Vice Presidents of Membership (District Directors)*
 - Send new member welcome email in August to all new members.
 - Implement a revised mentorship program.
 - Follow-up with new members mid-year to rate their satisfaction.
- Implement district-specific groups instead of regional groups to better serve INSPRA members. *Responsibility: President*
 - Delineate members by district type rather than regionally (elementary <3,500; elementary >3,500, unit, high school, non-traditional/co-ops).

Evaluation

- Annual membership counts: total membership, new members, canceled memberships
- Annual membership survey results to indicate engagement levels in district groups rather than regional groups.

Goal 3

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

Strategies

- By August 1 of each year, contact the leaders of the following state organizations with a focus on exploring presentation/panel opportunities at their state meetings and using their expertise at INSPRA events. *Responsibility: President Elect*
 - 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)
 - Illinois Chapter of Public Relations Society of America (PRSA)
- Enact at least one professional development collaboration between INSPRA and one of the above-listed (or other applicable) partner organizations. *Responsibility: Vice Presidents of Programs*
- Help partner organizations recognize the value of INSPRA members by contacting (i.e. call each group) them when INSPRA has a professional tip or strategy to offer *Responsibility: President*
- By August 1, contact at least five other NSPRA state chapters to develop and enhance reciprocal relationships for professional development opportunities, such as communications contest judging, workshops, seminars and conferences. *Responsibility: President*
- 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. *Responsibility: Secretary*

Evaluation

- Partner organization contact sheet. [Spreadsheet](#)
Secondary measurement: Determine if members of these associations joined INSPRA after attending a presentation by an INSPRA member.
- NSPRA chapter contact sheet. [Spreadsheet](#)

Goal 4

Ensure the long-term financial stability of INSPRA by ensuring that the organization has reserves equal to 20-percent of its budget annually.

Strategies

- Develop a five-year financial plan that takes into account investments, profit and loss, revenue, and expenses. *Responsibility: Treasurer*
 - Review the annual budget and revenue numbers to determine if INSPRA has sufficient revenues to meet this goal while providing exemplary programming for members.
 - 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 investment opportunities.

- Research opportunities to invest money back into the membership when reserves exceed 20 percent. *Responsibility: Treasurer (Board Members At-Large)*
 - Review scholarship opportunities for members.
 - Review gift donations to member districts and other districts nationwide affected by a catastrophic event.

- Annually review fee structures, and evaluate all programs for cost effectiveness. *Responsibility: Treasurer (Vice Presidents, Committee Chairpersons)*
 - Review all committee budgets to ensure they are in alignment with past budgets and that they offer members sufficient value for their membership.

- Annually review the Sponsorship program, tapping into new revenue sources from vendors for the program. *Responsibility: Past President (Board Members At-Large)*

Evaluation

- Five-year financial plan
- Annual budget
- Annual report of financial reserves greater than 20 percent
- Annual sponsorship report

Goal 5

Provide quality communications & communication resources, as demonstrated by 75% of respondents on the annual survey indicating that INSPRA's communications meet their needs.

Strategies

- Annually share with members with at least 12 timely resources/best practice examples through multiple communication outlets to help them improve their practice in school communications or to recognize and draw public attention to best practices. *Responsibility: Vice Presidents of Communications*
- Ensure members who ask questions through Member Needs Help are provided with timely and accurate responses. *Responsibility: Vice Presidents of Communications (Board Members At Large)*
- Annually advance and promote the profession of school public relations and communications with the community at large through the sharing of school PR resources/articles through INSPRA communications. *Responsibility: Vice Presidents of Communications (INSPRA Membership)*
- Advance the school communications profession with INSPRA membership, by having a member with an APR designation demonstrate the RACE/RPIE process five times a year. *Responsibility: Vice Presidents of Programs*
- Promote INSPRA members as experts in their field by sharing information about INSPRA members who serve as content area experts in PR industry events/publications at least 10 times a year through INSPRA communication platforms. *Responsibility: Vice Presidents of Communications*

Evaluation

- Annual membership survey results indicate INSPRA's communications meet member needs
- At least 70 percent of annual survey respondents who submitted a Member Needs Help or INSPRA Facebook post indicate that they received the assistance requested
- Number of followers on INSPRA social media increased by at least 5 percent annually
- List of at least 10 INSPRA communications that shared school PR resources/articles
- List of five times that APR process was demonstrated to INSPRA membership
- List of at least 10 communications in which INSPRA members were featured