



Strategic Plan 2018-2021

April 2018

Mission:

We are an association of professionals in the fields of communication, public relations, marketing and school administration who support the education of elementary and secondary-aged students by building trust and goodwill within the communities we serve.

Vision:

- MOSPRA will be the professional organization that is indispensable to Missouri school public relations professionals and other educational leaders.
- MOSPRA will be the recognized standard and authority on school communications and public relations in the state of Missouri.

Core Values:

- Provide a network of professionals to afford support and assistance to those who serve their districts in the field of communications and public relations.
- Provide professional development opportunities to those seeking to better serve their school districts in the field of communications and public relations.

Goal 1: Membership Services

It is imperative that members receive quality services as part of their participation in the association. High caliber services and support in the areas of communications, public relations, marketing and specific areas of school administration will be the expected standard of members.

The following are key to providing membership services:

- MOSPRA Executive Board Members
- MOSPRA Executive Director
- Spring & Fall Conference chairs
- Colleague Connections chair
- APR Chair

Objective 1.1 Document Vault

Created in 2015, the MOSPRA Document Vault exists to provide resources that reflect best practices in a host of school communications categories. The Vault, as part of MOSPRA's Google Drive, will be made available to all MOSPRA members.

Strategy 1.1.1

The Executive Director will oversee the Document Vault.

Strategy 1.1.2

MOSPRA Communications Contest Award winners will submit award-winning pieces as well as other pieces from high-performing/recognized school communications departments.

Strategy 1.1.3

Reach out to MOSPRA members on a regular basis and request that they share successful communications efforts from their district.

Strategy 1.1.4

The Communications Award Program Chair will also have editing rights to the Vault to assist with adding valuable materials on a timely basis.

Strategy 1.1.5

Executive Director will monitor the "School Communications Professionals" closed Facebook page and identify/obtain materials for the Vault.

Indicator 1.1

Ongoing review and evaluation of communications, marketing and public relations materials, templates, etc.

Indicator 1.2

Data noting quality, ease of use and volume of use of the vault will be collected from membership using annual and event-specific surveys.

Objective 1.2 Professional Development Opportunities

Provide ongoing, hands-on professional development at the state, regional and sub-regional levels through statewide conferences and regional meetings.

Strategy 1.2.1

Fall and Spring conference chairs, working in coordination with the executive director, will develop professional development sessions that will enhance skills related to school communications and public relations for members and non-members. Sessions will reflect best practices within specific focus areas of public relations and communications and the conferences and regional meetings will promote networking opportunities. The Fall Conference Chairs, in partnership with the executive director, will secure sponsorships from vendors to defray costs. The executive director will secure sponsorships for the Spring Conference. (Special note: MOSPRA will also use funds from our full-year sponsors to help underwrite conferences.)

Strategy 1.2.2

Regional directors will coordinate regular meetings for members and non-members that offer networking opportunities and focused presentations and discussions on relevant school public relations topics within the region.

- A database of contacts who have specific expertise will be kept and shared with the directors of the MOSPRA regions
- A speakers bureau of MOSPRA members with specific skill sets will be compiled and housed in the Document Vault.

Strategy 1.2.3

Designated members will coordinate sub-regional (“Rogue”) meetings in the following areas: West Central, Northwest, North Central, Jefferson County, and Southeast. (Additional sub-regional groups may be developed in Southwest Corner and South Central.) These quarterly meetings will address the needs of school districts in those areas who cannot attend the regional meetings.

Strategy 1.2.4

Detailed records and resources of annual conferences and regional meetings will be shared with Executive Board and executive director. These documents will be catalogued and provided to future board members. (The development of processes is imperative to the executive board.)

Strategy 1.2.5

Select conference sessions, regional meetings, and special workshops will be provided to members via video tools and other live platforms.

Indicator 1.2

Data will be collected from membership using annual and event-specific surveys.

Objective 1.3 Professional Development: Mentoring & Support

Provide ongoing professional development and support through individual mentoring opportunities specific to targeted members.

Strategy 1.3.1

Maintain Colleague Connections program for new members to orient them to MOSPRA and to assist them in creating a support network.

Strategy 1.3.2

An Accreditation in Public Relations (APR) chairperson (or co-chairpersons) will provide resources and support to members seeking to obtain their APR. Ideally, there will be a co-chair from each side of the state.

Strategy 1.3.3

An ongoing “PR boot camp” will provide intensive training for those starting their careers as well as for veterans to enhance their skills.

- The MOSPRA President will form a sub-committee to analyze a 2.0 bootcamp and develop list of current members that denotes the number of years they have been in their position as well as district size, office size, etc

Strategy 1.3.4

MOSPRA members will provide crisis management and communication support to member districts experiencing large-scale crises upon request.

Strategy 1.3.5

MOSPRA will develop means to welcome new members and further help them build connections (beyond Colleague Connections).

- A welcome sub-committee will be formed and it will develop a “New Member Reception” for the Spring Conference.

Indicator 1.3

Data will be collected from membership using annual and event-specific surveys.

Objective 1.4 Communications to Members

Strategy 1.4.1

MOSPRA Update electronic newsletters will provide standardized content that will highlight upcoming events, member spotlights, guest op-ed and/or helpful tips.

Strategy 1.4.2

MOSPRA will use its automated calling system to reach out to members on key matters.

Strategy 1.4.3

MOSPRA regional directors will use the association's mass email service to maintain lines of communication with members and non-members.

Strategy 1.4.4

MOSPRA will develop a social media strategy. (President will form a subcommittee to create the new strategy.)

MOSPRA will continue to use social media, including Facebook and Twitter, for such things as information about special events and public relations tips.

Strategy 1.4.5

MOSPRA will continue to use the app to communicate with members and to provide information on the fall and spring conferences.

INDICATOR 1.4

Annual membership survey will indicate satisfaction/growth in these areas.

Goal 2: Membership Growth

MOSPRA will grow as an organization by attracting school communications and public relations professionals, superintendents, and other school administrators and administrative assistants. MOSPRA will also provide assistance to districts to help them develop communications programs.

The following are key to providing membership services:

- MOSPRA Executive Board Members
- MOSPRA Executive Director
- Spring & Fall Conference chairs
- Colleague Connections chair

Objective 2.1 Professional Development to Attract New Members

Strategy 2.1.1

MOSPRA will work to develop and maintain partnerships with other educational associations including MASA, MSBA, MNEA, MAESP, MASSP, MPTA and the Conference on the Young Years. MOSPRA will provide sessions on effective school communications to these groups upon request.

Strategy 2.1.2

Connections with other area professional associations (PRSA, IABC, CSPRC) will offer networking opportunities and partnerships.

Strategy 2.1.3

MOSPRA members will reach out to school districts that do not have designated communications professionals on staff via sub-regional meetings, communications workshops and personal contacts.

Strategy 2.1.4

MOSPRA will promote membership through testimonial videos.

Indicator 2.1

MOSPRA executive board will track membership growth (including the development of new communications programs in districts in the state).