Texas School Public Relations Association

2014-2016 Strategic Plan

As presented to the Executive Committee
June 25, 2014
Mission Statement

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas by:

- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools.

TSPRA 2014-2016 Strategic Plan Team

Denise Blanchard, President
Helen Williams, Chair & President-Elect
Patti Pawlik-Perales, Immediate Past President*
Tim Carroll, Past President
Candace Ahlfinger, Past President
Charlotte LaGrone, Member, At-Large
Ashley Holt Patterson, Member, At-Large
Linsae Snider, TSPRA Executive Director
Deborah Laine, Education Foundation Chair-Elect

*unable to attend June 18, 2014 meeting
**TSPRA Strategic Plan 2014-2016**

**TSPRA Goal 1:** Create a unique identity for TSPRA as the school public relations resource of choice.

**Objective 1:** Promote the organization as the school public relations leader in Texas.

<table>
<thead>
<tr>
<th>Initiatives/Action Items</th>
<th>Person(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.1 Initiate and facilitate activities that promote effective public relations in Texas public schools.</td>
<td>President, Vice-Presidents and Executive Director</td>
</tr>
</tbody>
</table>

**Evaluation/Accountability**

See scorecard.

**TSPRA Goal 1:** Create a unique identity for TSPRA as the school public relations resource of choice.

**Objective 2:** Seek active partnerships with educational organizations and businesses.

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<tbody>
<tr>
<td>1.2.1 Initiate and facilitate activities to collaborate with the National School Public Relations Association (NSPRA), TSPRA’s parent organization.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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**Evaluation/Accountability**

See scorecard.

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<tr>
<td>1.2.2 Initiate and facilitate activities that seek partnerships with national, state and regional educational organizations.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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**Evaluation/Accountability**

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<tr>
<td>1.2.3 Initiate and facilitate activities that seek partnerships with businesses to support TSPRA.</td>
<td>Executive Director, Executive Committee, Membership</td>
</tr>
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</table>

| Evaluation/Accountability                                                                 |
| See scorecard.                                                                           |

**TSPRA Goal 2:** Ensure TSPRA is proactively meeting the needs of its members.

**Objective 1:** Improve and expand the quality of services to members.

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<tr>
<td>2.1.1 Utilize social media tools and other electronic media to disseminate relevant information to members on a timely basis.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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| Evaluation/Accountability                                                                 |
| See scorecard.                                                                           |

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<tr>
<td>2.1.2 Promote and support the efforts of members to pursue advanced professional accreditations.</td>
<td>President, Vice-Presidents, Executive Director and APR Accredited Membership</td>
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| Evaluation/Accountability                                                                 |
| See scorecard.                                                                           |

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<tr>
<td>2.1.3 Inform members on legislative matters and related statewide issues that are targeted at members in a timely manner.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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| Evaluation/Accountability                                                                 |
| See scorecard.                                                                           |
**TSPRA Goal 2:** Ensure TSPRA is proactively meeting the needs of its members.

**Objective 2:** Ensure TSPRA office and TSPRA leadership is responsive to members’ needs.

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<tr>
<td>2.2.1 Utilize and maintain a website that will serve as a marketing tool and resource center for the organization.</td>
<td>Executive Director and staff</td>
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| Evaluation/Accountability | See scorecard. |

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<tr>
<td>2.2.2 Provide professional learning opportunities and resources to serve the “interest focus” membership,</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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<td>2.2.3 Require TSPRA Executive Committee to fulfill duties and requirements as directed by the Bylaws and Standing Rules of the organization.</td>
<td>President and Executive Director</td>
</tr>
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| Evaluation/Accountability | See scorecard. |
**TSPRA Goal 2:** Ensure TSPRA is proactively meeting the needs of its members.

**Objective 3:** Develop leadership within the organization.

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<tr>
<td>2.3.1 Build leadership and mentorship opportunities for the organization’s members.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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<tr>
<td>2.3.2 Provide skill sessions on leadership at annual conference.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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<td>2.3.3 Communicate the Strategic Plan at state and regional levels.</td>
<td>President, Vice-Presidents and Executive Director</td>
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**Evaluation/Accountability**

See scorecard.
TSPRA Strategic Plan 2014-2016

**TSPRA Goal 3:** Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

**Objective 1:** Increase annual membership revenue.

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<tr>
<td>3.1.1 Market the associate membership to non-public relations school professional.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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<tr>
<td>3.1.2 Market membership to all eligible professionals.</td>
<td>Executive Director and Membership</td>
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**Evaluation/Accountability**

See scorecard.

**TSPRA Goal 3:** Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

**Objective 2:** Increase annual Star Awards entries.

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<tr>
<td>3.2.1 Conduct annual review of categories for Star Awards.</td>
<td>President, Vice-Presidents, Executive Director and Membership</td>
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**Evaluation/Accountability**

See scorecard.
**TSPRA Goal 3:** Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

**Objective 3:** Increase annual conference revenue.

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<tr>
<td>3.3.1 Expand number of conference participants.</td>
<td>Executive Director and Membership</td>
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**Evaluation/Accountability**

See scorecard.

**TSPRA Goal 3:** Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

**Objective 4:** Increase the number of revenue-generating professional development opportunities.

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<tr>
<td>3.4.1 Explore revenue-generating options.</td>
<td>Executive Director President and Vice-Presidents</td>
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**Evaluation/Accountability**

See scorecard.
**TSPRA Goal 3:** Ensure the fiscal stability of the organization by providing relevant programs and services through member participation.

**Objective 5:** Increase revenue from sponsorships, vendors, underwriters and business partners annually.

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<tr>
<td>3.5.1 Continue to recruit and retain conference and non-conference sponsors.</td>
<td>Executive Director and Membership</td>
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**Evaluation/Accountability**

See scorecard.