

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.

Initiatives/Action Items	Person(s) Responsible
1.1.1 Initiate and facilitate activities that promote effective public relations in Texas public schools.	President, Vice-Presidents and Executive Director
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.

Initiatives/Action Items	Person(s) Responsible
1.2.1 Initiate and facilitate activities to collaborate with the National School Public Relations Association (NSPRA), TSPRA's parent organization.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
1.2.2 Initiate and facilitate activities that seek partnerships with national, state and regional educational organizations.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

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Initiatives/Action Items	Person(s) Responsible
1.2.3 Initiate and facilitate activities that seek partnerships with businesses to support TSPRA.	Executive Director, Executive Committee, Membership
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.

Initiatives/Action Items	Person(s) Responsible
2.1.1 Utilize social media tools and other electronic media to disseminate relevant information to members on a timely basis.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.1.2 Promote and support the efforts of members to pursue advanced professional accreditations.	President, Vice-Presidents, Executive Director and APR Accredited Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.1.3 Inform members on legislative matters and related statewide issues that are targeted at members in a timely manner.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

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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.

Initiatives/Action Items	Person(s) Responsible
2.2.1 Utilize and maintain a website that will serve as a marketing tool and resource center for the organization.	Executive Director and staff
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.2.2 Provide professional learning opportunities and resources to serve the "interest focus" membership-	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.2.3 Require TSPRA Executive Committee to fulfill duties and requirements as directed by the Bylaws and Standing Rules of the organization.	President and Executive Director
Evaluation/Accountability	
See scorecard.	

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

Objective 3: Develop leadership within the organization.

Initiatives/Action Items	Person(s) Responsible
2.3.1 Build leadership and mentorship opportunities for the organization's members.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.3.2 Provide skill sessions on leadership at annual conference.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
2.3.3 Communicate the Strategic Plan at state and regional levels.	President, Vice-Presidents and Executive Director
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.

Initiatives/Action Items	Person(s) Responsible
3.1.1 Market the associate membership to non-public relations school professional.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

Initiatives/Action Items	Person(s) Responsible
3.1.2 Market membership to all eligible professionals.	Executive Director and Membership
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.

Initiatives/Action Items	Person(s) Responsible
3.2.1 Conduct annual review of categories for Star Awards.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
See scorecard.	

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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.

Initiatives/Action Items	Person(s) Responsible
3.3.1 Expand number of conference participants.	Executive Director and Membership
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.

Initiatives/Action Items	Person(s) Responsible
3.4.1 Explore revenue-generating options.	Executive Director President and Vice-Presidents
Evaluation/Accountability	
See scorecard.	

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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.

Initiatives/Action Items	Person(s) Responsible
3.5.1 Continue to recruit and retain conference and non-conference sponsors.	Executive Director and Membership
Evaluation/Accountability	
See scorecard.	