

Texas School Public Relations Association

2016-2018 Organizational Goals

Executive Committee approved June 16, 2016



As presented to the Executive Committee
June 16, 2016

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 2016-2018 Strategic Plan Team

Ian Halperin, President

Melissa Tortorici, Chair & President-Elect

*Vacant, Immediate Past President**

Kristin Zastoupil, At-Large Vice President-Place 1

Teresa Benden, At-Large Vice President-Place 2

**Monica Faulkenbery, APR, At-Large Vice President-Place 3*

Denise Blanchard, Past President (2014-2015)

Craig Eichhorn, APR, Past President (2012-2013)

Jamie Mount, Humble ISD, CPC, Member, At-Large

Sonya Cole Hamilton, Lancaster ISD, Member, At-Large

Linsae Snider, TSPRA Executive Director

*unable to attend May 4, 2016 meeting

TSPRA Strategic Plan 2016-2018

TSPRA Goal 1: Enhance brand recognition of TSPRA as the school public relations resource of choice.

Objective 1: Promote TSPRA's presence within the State.

Initiatives/Action Items	Person(s) Responsible
1.1.1 Update the TSPRA logo.	President, Executive Committee, Ad Hoc, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
1.1.2 Provide expertise to other organizations.	Membership and State Office
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
1.1.3 Identify new opportunities to promote TSPRA's presence.	Membership and State Office
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
1.1.4 Create a business partnership award.	President, Executive Committee, Ad Hoc, Executive Director
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

TSPRA Goal 1: Enhance brand recognition of 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 that foster partnerships with national, state and regional educational organizations and businesses.	President, Executive Committee, Executive Director, Membership
Evaluation/Accountability	

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

Objective 1: Provide quality, relevant, and timely services to the membership.

Initiatives/Action Items	Person(s) Responsible
2.1.1 Continue to utilize current communication methods to disseminate relevant information to members on a timely basis.	President, Vice Presidents, Executive Director, Membership
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
2.1.2 Communicate benefits of Document Vault and increase usage.	President, Vice Presidents, Executive Director, Membership
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

Initiatives/Action Items	Person(s) Responsible
2.1.3 Evaluate CTPS initiative.	President, Executive Committee, Ad Hoc, Executive Director
Evaluation/Accountability	

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

Objective 2: Develop leadership within the organization.

Initiatives/Action Items	Person(s) Responsible
2.2.1 Promote and support the efforts of members to pursue advanced professional degrees and certifications.	President, Executive Committee, Executive Director and Staff
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
2.2.2 Better define the roles and responsibilities of the At-Large Vice Presidents.	President, Vice Presidents, Executive Committee, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
2.2.3 Expand Rookie Mentor program.	President, Vice Presidents, Committee, Executive Director
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

Initiatives/Action Items	Person(s) Responsible
2.2.4 Support 2017 NSPRA conference in San Antonio	President, Executive Committee, Membership, Executive Director
Evaluation/Accountability	

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

Objective 3: Continuously improve the website to meet member and staff needs effectively by increasing traffic by 5 percent in six months.

Initiatives/Action Items	Person(s) Responsible
2.3.1. Evaluate and reorganize annually.	Website Ad Hoc Committee, Executive Director and Staff
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
2.3.2 Select a new member management software program.	President, Executive Director and Staff
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

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

Objective 1: Maximize annual membership revenue.

Initiatives/Action Items	Person(s) Responsible
3.1.1 Market memberships	President, Vice Presidents, Membership, Executive Director and Staff
Evaluation/Accountability	

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

Objective 2: Provide meaningful opportunities to recognize members for their professional work through Star Awards.

Initiatives/Action Items	Person(s) Responsible
3.2.1 Communicate the value of Star Awards.	President, Vice Presidents, Committee, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
3.2.2 Evaluate categories on an annual basis.	President, Committee, Executive Director
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

Initiatives/Action Items	Person(s) Responsible
3.2.3 Promote Professional, Crystal and Platinum award winners.	Area Vice Presidents, Membership, Executive Director and Staff
Evaluation/Accountability	

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

Objective 3: To provide adequate revenue, offer an exceptional learning experience at the annual conference.

Initiatives/Action Items	Person(s) Responsible
3.3.1 Continue to recruit quality sessions from members.	President, Vice Presidents, Conference Committee, Membership, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
3.3.2 Offer job-alike networking opportunity.	President, Conference Committee, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
3.3.3 Capitalize on the conference planning committee.	President, Conference Committee, Executive Director
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

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

Objective 4: Promote revenue generating professional development opportunities.

Initiatives/Action Items	Person(s) Responsible
3.4.1 Promote Spoken Word	President, Vice Presidents, Executive Director and Staff
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
3.4.2 Investigate opportunities for legal workshops	President, Vice Presidents, Executive Director and Staff
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
3.4.3 Gather feedback on professional development needs of membership.	Executive Director and Staff
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

TSPRA Goal 4: Ensure long-term financial viability of the organization.

Objective 1: Increase revenue from sponsorships, vendors, and business partners annually.

Initiatives/Action Items	Person(s) Responsible
4.1.1 Continue to create sponsored events.	Executive Director
Evaluation/Accountability	

TSPRA Goal 4: Ensure long-term financial viability of the organization.

Objective 2: Establish and monitor long-term investments.

Initiatives/Action Items	Person(s) Responsible
4.2.1 Determine best form of investment.	President, Executive Committee, Executive Director
Evaluation/Accountability	

Initiatives/Action Items	Person(s) Responsible
4.2.2 Monitor results annually.	President, Executive Committee, Executive Director
Evaluation/Accountability	

TSPRA Strategic Plan 2016-2018

TSPRA Goal 4: Ensure long-term financial viability of the organization.

Objective 3: Proceed with an external audit.

Initiatives/Action Items	Person(s) Responsible
4.3.1 Report results annually.	Executive Director
Evaluation/Accountability	

TSPRA Goal 4: Ensure long-term financial viability of the organization.

Objective 4: Investigate the financial benefits of accepting credit cards.

Initiatives/Action Items	Person(s) Responsible
4.4.1 Research credit card options.	Executive Director
Evaluation/Accountability	