

Texas School Public Relations Association

2012-2014 Strategic Plan

Scorecard as of June 10, 2013

Scorecard as of June 9, 2014



As approved by the Executive Committee
June 14, 2012

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 2011-2012 Strategic Plan Team

Craig Eichhorn, *President*

Patti Pawlik-Perales, *Chair & President-Elect*

Tim Carroll, *Immediate Past President*

Brad Domitrovich, *Past President*

Julie Jerome, *Past President*

Veronica Castillon, *Member, At-Large*

Mark May, *Member, At-Large*

Sheri Brown, *Education Foundation Chair-Elect*

*(Attended by **Dawn Marie Baletka**, Education Foundation Chair in the absence of Sheri Brown.)*

Linsae Snider, *TSPRA Executive Director*

2013 Desktop Review Committee:

The 2012-2014 Strategic Plan was reviewed through a desktop process during May-June 2013 to provide feedback during the halfway point of the plan's execution. The president-elect serves as chair of the strategic plan committee. An oral report of the committee's findings was an agenda item during the June 20, 2013 meeting of the TSPRA Executive Committee.

Denise Blanchard, Chair and President-Elect

Patti Pawlik-Perales, President

Craig Eichhorn, APR, Immediate Past President

Brad Domitrovich, Past President

Lynda Queen, Past President

Yvette Reyna, EF Chair-Elect

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 to support public relations and communications professionals; creative services professionals, ~~superintendents and school boards of trustees~~, education foundations ~~and their boards~~ and all who support public education.

Initiatives/Action Items	Person(s) Responsible
1.1.1 Initiate and facilitate activities that promote school public relations and communications professionals.	President, Vice-Presidents and Executive Director
Evaluation/Accountability	
2012-2013	
<ul style="list-style-type: none"> <input type="checkbox"/> TSPRA presentation to the TASA First Time Superintendents Academy on November 7, 2012 regarding communications best practices. <input type="checkbox"/> TSPRA presentation of 2012 Key Communicator at TASB/TASA Convention in Austin, September 30, 2012. <input type="checkbox"/> Evan Smith video acceptance speech for the 2013 Media Award during Conference and posting on website. Plaque (and cupcakes) were presented at the Texas Tribune office on May 30, 2013. <input type="checkbox"/> Published 73 EduLeges and many were shared with superintendents and upper level district administrators. (Website reflects number of hits for each issue) <input type="checkbox"/> TSPRA Resource Center at both TASB/TASA Convention and Midwinter. <input type="checkbox"/> 18 TSPRA scheduled presentations at TASB/TASA Convention and Midwinter. <input type="checkbox"/> TASP Conference presentation for support staff on communications best practices. <input type="checkbox"/> TSPRA representatives served as judges for Texas TOY, TAPE, HEB <i>Excellence in Education</i>, and Texas School Business <i>Bragging Rights</i>. <input type="checkbox"/> Star Awards press release utilized in as many as 21 local media markets to recognize local Star Awards winners. (Google Alerts) <input type="checkbox"/> TSPRA President showcased in March issue of Texas School Business 	
2013-2014	
<ul style="list-style-type: none"> <input type="checkbox"/> Removed school board of trustees and EF boards from the objective during EC review in September 2013 <input type="checkbox"/> TSPRA presentation to 77 new superintendents during TASA First Time Superintendents Academy on November 7, 2013 resulted in three new members <input type="checkbox"/> Six San Antonio area superintendents attended the Presidents' Luncheon at the 2014Conference, accepted the Bright Idea Award and conducted a concurrent session on the <i>Go Public</i> campaign. <input type="checkbox"/> Kirk Lewis, Pasadena ISD Superintendent and TSPRA past president attended the 2014Conference and participated in a book signing for a book he authored. <input type="checkbox"/> 2013 Key Communicator was introduced by TSPRA president during first general session of TASB/TASA Convention in Dallas on September 27, 2013 <input type="checkbox"/> Published 65 EduLeges allowing the potential of being shared with superintendents, upper-level administrators, media and other educational associations <input type="checkbox"/> Maintained TSPRA Resource Center at both TASB/TASA Convention and Midwinter with over 50 volunteers. <input type="checkbox"/> Conducted 16 TSPRA presentations at TASB/TASA Convention and Midwinter. <input type="checkbox"/> CTPS product available to all dues paying members 	

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- TSPRA president served as one of ten judges for Texas TOY and HEB *Excellence in Education*
- Star Awards press release utilized in as many as 28 local media markets to recognize local Star Awards winners. (Google Alerts)
- TSPRA President showcased in March 2014 issue of Texas School Business

Initiatives/Action Items	Person(s) Responsible
1.1.2 Initiate and facilitate activities that promote school creative services professionals.	President, Vice-Presidents, Executive Director and Creative Services Personnel

Evaluation/Accountability

2012-2013:

- 2013Conference included 13 EMP specific sessions
- 2013 Media Award recipient and president-elect's superintendent were presented via video at the annual Conference general sessions and installation luncheon
- 2013 CTPS Student Video Contest resulted in 34 entries
- 26 TSPRA members served as CTPS Video Contest judges (19 at the regional level and 7 at the state level)
- Star Awards categories 26-44 received 321 entries. Of these, 239 were video entries.
- Star Awards added an online donor web page, streaming video category and mobile app category for the first time resulting in 8 entries.
- Weslaco, McAllen, _____ video productions were showcased in newsletters
- ESC-20 members produced the Conference program
- Executive Committee was introduced via video during the 2013Conference installation luncheon
- CTPS committee produced video shared at the annual Conference
- Corpus Christi members created the CTPS logo and Conference logo
- 12 EMP specific sessions were slotted at the 2013Conference
- Adobe webinar on use of CS5/6 Suites for building apps was held specifically for TSPRA members on November 14, 2012 with 50+ registrations.
- TSPRA featured authors for four TASA INSIGHT quarterly publications

2013-2014:

- 2014Conference included 13 EMP specific sessions
- 2013-2014 CTPS Student Video Contest resulted in 54 entries
- 26 TSPRA members served as CTPS Student Video Contest judges (19 at the regional level and 7 at the state level)
- Star Awards categories 26-40 resulted in 345 entries (up from 321 the previous year). Of these, 276 were video entries. (up from 239 the previous year)
- Star Awards video entries were encouraged at the 2014Conference
- Wi-Fi was made available in all areas of the hotel as a result of a sponsorship
- CTPS Student Video Contest winners were announced during the 2014Conference and winning videos shown at general sessions.
- Amy Swik, HCDE graphic artist, created the CTPS logo for TPSW
- 12 EMP specific sessions were slated at the 2014 Conference
- Adobe webinar on use of CS5/6 Suites for building apps was held specifically for TSPRA members
- TSPRA featured members as authors for four TASA INSIGHT quarterly publications

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Initiatives/Action Items	Person(s) Responsible
1.1.3 Initiate and facilitate activities that promote school education foundation professionals.	President, Vice-Presidents, Executive Director, Education Foundation Chair and Education Foundation Chair-Elect
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • CFRE credit approved for 11.75 hours at 2013 Conference • February 2013 Conference included 13 EF specific sessions • TSPRA membership list utilized for TEFN Conference recruitment • EF Chair initiative included updating EF related documents in the document vault and now sports 108 EF related documents • Two EF specific Crystal Star Awards; however, no entries were submitted • Assisted four TSPRA non-member school districts with EF related resources and start up information (Plains ISD, Highland Park (near Amarillo), Nacogdoches, and Whitehouse. • TSPRA quoted in the Amarillo Globe News and Associated Press article with EF statistics/facts <p>2013-2014:</p> <ul style="list-style-type: none"> • CFRE credit approved for 10.75 hours at 2014 Conference • 2014 Conference included 10 EF specific sessions + 8 EF specific roundtables • EF Chair generated a spreadsheet depicting dollars raised through education foundations • TSPRA membership list was utilized for TEFN Conference recruitment • Document vault remains at 108 EF related documents (none added in 2013-2014) • An EF specific crystal star award was awarded to Corpus Christi EF and United ISD and College Station EF received crystal certificates of merit recognitions. • Assisted two TSPRA non-member school districts with EF related resources and start up information • EF Chair offered proposed TSPRA bylaws/standing rules changes to executive committee for consideration resulting in the establishment of a bylaws ad hoc committee by TSPRA president, Denise Blanchard, and chaired by Loretta Williams, Corpus Christi, to examine the current bylaws/standing rules in their entirety. 	
Initiatives/Action Items	Person(s) Responsible
1.1.4 Initiate and facilitate activities that promote school education foundation board professionals.	President, Vice-Presidents, Executive Director, Education Foundation Chair and Education Foundation Chair-Elect
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Discussion occurred that EF board development might not be a function of TSPRA, rather an avenue for TEFN <p>2013-2014:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Executive Committee determined during its September 2013 review of the strategic plan to eliminate priority service to EF boards and to allow TEFN to provide this service 	

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Initiatives/Action Items	Person(s) Responsible
1.1.5 Initiate and facilitate activities that promote superintendents and school board of trustees professionals.	President, Vice-Presidents, Executive Director, Texas Association of School Administrators & Texas Association of School Boards Booth Chair(s) and Membership
Evaluation/Accountability	
2012-2013:	
<ul style="list-style-type: none"> ▪ TSPRA presentation to the TASA First Time Superintendents Academy on November 7, 2012 regarding communications best practices ▪ TSPRA Resource Center at TASA/TASB Convention and Midwinter Conference ▪ TSPRA members shared EduLege's with superintendents, upper cabinets, and board of trustees on numerous occasions. ▪ ESC-18 solicited services of TSPRA to collect data from 12 schools involved in TIF Grants ▪ Tahoka ISD solicited services of TSPRA to assist with TRE ▪ Bond and TRE results are posted on TSPRA website ▪ Seven of the nine Ammerman trainings were district specific sessions 	
2013-2014:	
<ul style="list-style-type: none"> ▪ See data provided on 1.1.1 ▪ Retired TSPRA members provided communications related training for ESC-3 Annual Superintendents' Retreat, TASBO regional workshops, and Region 5 TASBO meetings. ▪ 2013-2014 Bond and TRE results are posted on TSPRA website ▪ Ten of the 13 Ammerman trainings were district specific sessions ▪ A superintendent was recipient of the 2013 Key Communicator award and was present to make remarks at the Presidents' Luncheon during the 2014 Conference ▪ TSPRA President's superintendent was present at the Presidents' Luncheon during the 2014 Conference ▪ The TSPRA president-elect's superintendent was present at the President's Luncheon during the 2014 Conference to make remarks and introduce the incoming president to the membership ▪ Maximum of 17 hours CPE credit was provided during 2014 Conference 	

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 that seek partnerships with the National School Public Relations Association (NSPRA), the National School Foundation Association (NSFA) and the American School Foundation Association (ASFA).	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
2012-2013:	
<ul style="list-style-type: none"> • Julie Zwhar, TSPRA past president, serves as NSPRA South Central Vice President 	

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- TSPRA sends president to NSPRA Conference annually
- TSPRA Executive Director attends NSPRA Conference annually
- TSPRA president and ED attend NSPRA chapter leader's meeting during the annual Conference
- Five TSPRA members served as expert panelists for NSPRA power hours
- TSPRA assisted Rich Bagain with resources related to school communications and academic success
- TSPRA participates in the NSPRA membership drive providing a \$25 per new member incentive to TSPRA (resulting in 4 new members and \$100 through May 2013)
- As many as 35 TSPRA members registered to attend the NSPRA Conference in San Diego
- Nine TSPRA members will be presenters at the 2013 NSPRA Conference
- TSPRA members/districts received Golden Medallion, Golden Achievement and Publications and Electronic Media Awards (not yet posted as of 6.7.13)
- ASFA was exhibitor and presenter at TSPRA Conference
- TSPRA joined ASFA as an affiliate member
- TSPRA recommended Bonnie Ellison for the Learning and Liberty Legacy Leader Recognition
- Four TSPRA members assisted with communications efforts at Moore Public Schools following the May tornado in that area

2013-2014:

- TSPRA submitted the year round CTPS campaign for a NSPRA *Mark of Distinction* recognition and received **2014 Exemplary Chapter Recognition**
- Julie Zwhar, TSPRA past president, continues to serve as NSPRA South Central Vice President
- Nora Carr, NSPRA President, served as distinguished lecturer during the 2014 Conference
- TSPRA sends president to NSPRA Conference annually
- TSPRA Executive Director attends NSPRA Conference annually
- TSPRA president and ED attend NSPRA chapter leader's meeting during the annual NSPRA Conference
- Three TSPRA members served as expert panelists for NSPRA power hours
- TSPRA participates in the NSPRA membership drive providing a \$25 per new member incentive to TSPRA, resulting in 7 new members and \$175
- TSPRA members registered to attend the NSPRA Conference in Baltimore and this information is reported during the June EC meeting (NSPRA sending list on June 16)
- Ten TSPRA members will be presenters at the 2014 NSPRA Conference, several presenting the same sessions presented at the 20143 TSPRA Conference
- Dallas and Houston ISD received 2014 Golden Medallion Recognitions
- NSPRA 2014 Golden Achievement and Publications and Electronic Media Awards are not yet posted and will not be until mid-late June/early July
- Monica Faulkenbery, Northside ISD, was a finalist for the Barry Gaskins Mentor Legacy Award
- TSPRA elected not to join either NSFA in 2013-2014.due to a change in NSFA leadership and conflict of interest with two Texas affiliates – one paying dues and one not and an inequity in services
- ASFA dues are about to expire and with no effort to renew

Initiatives/Action Items	Person(s) Responsible
1.2.2 Initiate and facilitate activities that seek partnerships with educational organizations to include but not be limited to Texas Association of Partners in Education (TAPE), Texas Association of School Administrators (TASA), Texas Association of School Boards (TASB), Texas Association of Community Schools (TACS), Texas Elementary Principals and Supervisors Association (TEPSA), Texas Association of School Business	President, Vice-Presidents, Executive Director and Membership

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Officials (TASBO), Texas Computer Education Association (TCEA), Texas Society of Association Executives (TSAE), Association of Texas Professional Educators (ATPE), Texas State Teachers Association (TSTA), and Texas Classroom Teachers Association (TCTA).	
Evaluation/Accountability	
2012-2013: <ul style="list-style-type: none"> • TSPRA serves as one of ten judges for the annual <i>Texas Teacher of the Year</i> selection. • TSPRA has a standing column in the TASA <i>INSIGHT</i> quarterly publication • TSPRA served as judge for TAPE awards • TSPRA ED serves on TSAE Magazine Advisory Committee • TSPRA has members from ATPE, TCTA, TASB, TASA, TEPSA • TSPRA participates in the TASB <i>Good News Group</i> consisting of EDs from all education associations • TSPRA participates in the TSAE <i>Circle of Brilliance Group</i> consisting of ED's from education associations • TSPRA representative served as speaker for TAPSA Conference • TSPRA asked to provide session for TCDSS Conference • TSPRA is collaborating with Texas Council of Administrators of Special Education (TCASE) and Texas Association of Gifted and Talented (TAGT) to provide guest writers for publications 	
2013-2014: <ul style="list-style-type: none"> • TAPE delivered a one-day seminar in conjunction with the 2014 Conference on the day of the scheduled preconferences and EC meeting • TAPE approached TSPRA about a merger; EC requested a written request and to date none has been received • TSPRA president or designee serves as one of ten judges for the annual <i>Texas Teacher of the Year</i> selection. • TSPRA has a standing column in the TASA <i>INSIGHT</i> quarterly publication • TSPRA ED serves on TSAE Magazine Advisory Committee and was selected to participate in the 2013-2014 Leadership TSAE Class • TSPRA has members from ATPE, TCTA, TASB, TASA, TEPSA, TAGT, TASP, TACS, TEA • TAGT, TACS, TEPSA, TASA offer EduLege content to membership on occasion and reference TSPRA as the source • TSPRA participates in the TASB <i>Good News Group</i> consisting of EDs from all education associations • TSPRA participates in the TSAE <i>Circle of Brilliance Group</i> consisting of ED's from 12 education associations • TSPRA participates in the TSAE <i>education association peer-to-peer</i> studies • TSPRA Twitter postings retweeted on numerous occasions by other associations and school districts • KVUE, KXAN, Texas Tribune, and KUT follow TSPRA on Twitter and like TSPRA on Facebook 	

Initiatives/Action Items	Person(s) Responsible
1.2.3 Initiate and facilitate activities that seek partnerships with businesses that support TSPRA.	At-Large Vice-Presidents
Evaluation/Accountability	
2012-2013: <ul style="list-style-type: none"> • FY 2012-13 resulted in 21Conference sponsorships, 10Conference program ads, 30 exhibitors, four website ads, two newsletter ads, mobile app, email blast, three EC luncheon, and CTPS sponsorships • TASB CommLINK given monthly column space in newsletter 	

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- TSPRA was offered a \$50 registration fee for the Texas Tribune Festival
- Randolph Brooks Federal Union (RBFCU) partnered with TSPRA on the inaugural CTPS Student Video Contest
- TSPRA communicated webinar opportunities for Adobe, SchoolReach (3) and Schoolwires to membership
- TSPRA communicated APR training provided by Austin PRSA to membership
- TSPRA partnered with WillowTree apps resulting in the first Conference mobile app

2013-2014:

- FY 2013-2014 resulted in 47 sponsorships from 27 sources, 9 conference program ads, 32 exhibitors, eleven website ads, five newsletter ads, a mobile app, email blast, three EC luncheon, CTPS and survey tool sponsorships
- Randolph Brooks Federal Union (RBFCU) partnered with TSPRA on the second CTPS Student Video Contest with a huge presence at the 2014 Conference
- TSPRA communicated webinar opportunities for Adobe, SchoolReach (3) and Schoolwires to membership
- TSPRA partnered with WillowTree apps resulting in the second conference mobile app

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	
2012-2013:	
<ul style="list-style-type: none"> • Complete retooling, upgrades and updates of the TSPRA website completed in October 2012 • 34 published newsletters (as of June 6, 2013) • 41 email blasts (as of June 7, 2013) • 26 Facebook postings (since January 3, 2013) • 170 + tweets (since January 1, 2013) • TSPRA tweets also posted on the TSPRA homepage • Addition of CTPS website, Facebook page and Twitter account • All membership and Conference registration addressed via the website 	
2013-2014:	
<ul style="list-style-type: none"> • Website ad hoc committee commissioned to provide website overhaul suggestions • Facebook postings added to TSPRA homepage • Social media chair named for 2014 Conference committee with tweets made visible, door prizes awarded and public viewing of TSPRA twitter during 2014 Conference • 31 published newsletters • 65 published EduLeges • 39 email blasts • 61 Facebook postings ranging from 77-282 “looks” with 370 likes 	

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- 1171 + tweets with 1322 followers
- TSPRA tweets and Facebook postings also appear on the TSPRA homepage
- TSPRA Facebook and Twitter pages redesigned with current photos
- CTPS website, Facebook page and Twitter account continue to be updated
- All membership and Conference registration addressed via the website
- Twitter and Facebook utilized for TSPRA ‘breaking news’
- TSPRA Twitter postings have been retweeted by numerous associations, TSPRA members and other followers

Initiatives/Action Items	Person(s) Responsible
2.1.2 Engage the services of APR's (Individuals accredited in public relations) to build a communications plan.	President, Vice-Presidents, Executive Director and APR Accredited Membership

Evaluation/Accountability

2012-2013:

- No efforts have been made to date to solicit a group of APRs to develop a TSPRA Communications Plan
- Efforts have been made to increase the interest in members pursuing APR credentials
 - Criteria for 2013Conference scholarship involved nominees pursuing or intent to pursue APR, CFRE, and/or graduate degree in communications
 - APR attendance at TSPRA preconference increased from 6 in 2012 to 11 in 2013 with four APRs giving testimony during the session
 - CFRE preconference session offered for the first time
 - CFRE credit for a total of 11.75 hours approved for the 2013Conference (something TEFN, NSPRA, NSFA have not pursued)
 - Three members are currently in the APR review process
 - CFRE chair has been appointed for 2013-2014 (Suzi Pagel, CFRE)
 - TSPRA promoted a June 5, 2013 APR session hosted by Austin PRSA
 - APR is included any time a TSPRA member's member appears in print and has earned the credentials
 - Seven TSPRA members with APR credentials chaired and served on TSPRA committees in 2012-2013 (Tim Carroll, APR, Craig Eichhorn, APR, Judith Saxton, APR, Candace Ahlfinger, APR, Veronica Castillion, APR, Dale Caffey, APR, Larry Goddard, CFRE)
 - Three TSPRA members holding APR credentials wrote lead articles for the TSPRA newsletter (Tim Carroll, APR, Craig Eichhorn, APR, and Monica Faulkenbery, APR)

2013-2014:

- No efforts have been made to date to solicit a group of APRs to develop a TSPRA Communications Plan
- Efforts have been made to increase the interest in members pursuing APR credentials
 - Criteria for 2014 Conference scholarship involved nominees pursuing or intent to pursue APR, CFRE, and/or graduate degree in communications
 - APR attendance at TSPRA preconference resulted 8 registrants in 2014 (three fewer than 2013) and six APRs giving testimony and providing training during the session. It should be noted that 20 registrations for the APR preconference were received with a significant number of no-shows.
 - Two APR study groups have emerged – one in the San Antonio area and another in the East Texas area
 - APR is included any time a TSPRA member's member appears in print who has earned the credentials
 - NSPRA is soliciting names for those interested in APR to participate in a webinar-based study group

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- Four San Antonio area and one DFW area members are currently in the process of preparing for APR reviews

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	
<p>2012-13:</p> <ul style="list-style-type: none"> • Secured services of Andy Welch to write and publish 73 EduLege’s during 83rd legislative session. • Communicated information related to school finance lawsuit via newsletter, EduLege, Twitter and Facebook <p>2013-2014:</p> <ul style="list-style-type: none"> • EduLege’s continue to be written during a non-legislative session keeping members atuned to statewide issues • Information related to school finance lawsuit was communicated via newsletter, EduLege, Twitter and Facebook • Produced talking points for membership on 1:1 teacher/employee misinformation, state accountability, AYP, STAAR 	

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.	Maintained by Committee Chairs and Regional Members
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Complete retooling, upgrades and updates of the TSPRA website completed in October 2012 • Added counter for each website page • Invested in a total retooling of the Document Vault using suggestions of the at-large vice presidents • Solicited services of <i>News For My School</i> to sale website advertising (and newsletter and Edulege) with the intent of generating revenue • Posted approximately 50 positions on the job posting page of the website • Based on number of hits received, an additional banner will be created in July 2013 to serve as a membership marketing icon • Weekly newsletter headliners appear on the home page • TSPRA tweets are posted on the TSPRA home page • Added a “good to know” section to the TSPRA homepage • Upgraded and streamlined the online member directory 	

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- Set up discussion groups for the intent of avoiding work related email for discussions among members (to launch at June EC meeting)
- Increased number of education foundation related documents in the document vault to 108
- Added a job description folder in the document vault
- Added a job interview questions folder in the document vault
- EC orientation training included a hands-on tour of website resources available to officers and members (June 19)

2013-2014:

- TSPRA ad hoc website committee to create member survey regarding TSPRA website “user-friendliness” along with a usability report among members with recommendations for a website overhaul to be phased in over the next 3 years
- Continue to contract services of *News For My School* to sale website advertising (and newsletter and Edulege) with the intent of generating revenue [\$8347 with three quarterly payments]
- Posted approximately 72 positions on the job posting page of the website
- Weekly newsletter headliners appear on the home page
- Facebook has been added to TSPRA home page
- TSPRA tweets are posted on the TSPRA home page
- Continue to update “good to know” section to the TSPRA homepage
- Included monthly requests for specific uploads to the document vault as established by the at-large vice-presidents.
- Added primary job responsibility to include PR/communications, EF, or EMP to membership profile to capture relevant data to determine EF membership interest

Initiatives/Action Items	Person(s) Responsible
2.2.2 Provide professional learning opportunities and resources to serve the “interest focus” membership; including school public relations and communications professionals, creative services professionals, superintendents and school board of trustees , school education foundations and school education foundation boards .	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • 2013 TSPRA Conference included: two general session speakers (motivation and marketing), 28 communications/multidisciplinary related sessions, 13 EF related sessions, 13 EMP related sessions, 29 roundtable discussions • TEFN Conference was promoted via the TSPRA membership list • Nine Ammerman trainings were conducted (Amarillo (2), Klein, Spring, ESC-6, San Antonio, Tyler, Northwest (2)) • Three legal sessions offered at the 2013 annual Conference (open records, religion and schools, and EF) • Five business partner webinars supported (Adobe, SchoolReach (3), Schoolwires) resulting in over 100 TSPRA registrations • Pertinent TEA correspondence pushed to TSPRA membership via newsletter, twitter, and Facebook <p>2013-2014:</p> <ul style="list-style-type: none"> • 2014 TSPRA Conference included: one general session speaker (motivation), four distinguished lecturers, four legal sessions, 25 communications/multidisciplinary related sessions, 10 EF related sessions, 13 EMP related sessions, 30 roundtable discussions (8 specific to EF) and designated time for regional meetings • 13 Ammerman trainings were conducted (Waco, Canutillo/El Paso, Amarillo, Coppell (2), Alvin, Los Fresnos, Pine Tree, Socorro (3), Navasota, and Kennedale) 	

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- Five business partner webinars supported and promoted (Adobe, SchoolReach (3), Schoolwires)
- Pertinent TEA correspondence pushed to TSPRA membership via newsletter, twitter, and Facebook

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	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Agenda items for June 19 EC Orientation include: officer job descriptions, bylaws/standing rules, website etiquette, resources, tools and document vault and review of strategic plan • Agenda items, committee communications, TSPRA business matters include bylaws/standing rules related to the matter • Beginning September 2013, nominees for office will be contacted about commitment • Eight of 9 TSPRA areas conducted at least one regional meeting during the 2012-2013 school year • All EC officers submitted written reports for the February 2013 EC meeting using a standardized format <p>2013-2014:</p> <ul style="list-style-type: none"> • A standardized format for VP written reports was formulated and used for all EC meetings allowing officers to focus and report on TSPRA related business and duties in a consistent manner • Regional VPs assumed leadership roles in the regional CTPS Student Video Contest processes by promoting the event, selecting judges, announcing regional finalists, and notifying/presenting recognitions to regional finalists • Regional VPs were expected to participate in the RBFCU check presentations at campuses of state CTPS Student Video Contest winners in their respective regions • At-large VPs served on the conference planning committee and acted as liaisons between EC and standing committee chairpersons and made reports to the EC on behalf of the committee chairs • At-large VPs created a monthly set of criteria or soliciting document vault uploads to strengthen and update areas of most requests • Agenda items for June 25 EC Orientation include: officer job descriptions, bylaws/standing rules, review of 2012-2014 strategic plan, introduction of 2014-2016 strategic plan and examination of association board best practices • Agenda, previous EC meeting minutes and ED reports are provided to EC prior to meeting date • Agenda items, committee communications, TSPRA business matters include bylaws/standing rules related to the matter • Beginning September 2013, nominees for office will be contacted to secure commitment to serving prior to being slated for office • Seven of 9 TSPRA areas report that at least one regional meeting was conducted during the 2013-2014 school year • Not all EC officers submitted written reports for the February 2014 EC meeting using a standardized format • ED provides a calendar of events and due dates to EC during or immediately following EC meetings • ED sends monthly email to EC to brief on TSPRA happenings, issues, and news and for reporting to regional members • ED writes a board summary following each EC meeting that appears in the eNewsletter • President had all committee appointments determined and ready for EC approval by April 17, 2014 	

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	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Conducted for the second time, <i>Live, Learn and Share</i> session at the annual Conference pairing PR/EF/EMP rookies to the job with experienced TSPRAs and received exceptionally positive feedback. NSPRA is planning to replicate the session at the 2013Conference in San Diego. • Considering enlisting retired membership (and others) for <i>Counselor on Call</i> – a human source those new to school communications, EF, and EMP can contact via the state office for assistance, reassurance, and feedback <p>2013-2014:</p> <ul style="list-style-type: none"> • Conducted for the third time, <i>Live, Learn and Share</i> session at the annual Conference pairing PR/EF/EMP rookies to the job with experienced TSPRAs and received exceptionally positive feedback. • Conducted a concurrent session for veteran and higher ranking members to address how difficult issues have been handled • Conducted a roundtable type concurrent session with members who have dealt with major district crises and ways and offered problem-solving opportunities for others when faced in similar crises • Utilized expertise of retired members to provide one-on-one assistance to less experienced members and members experiencing a situation for the first time • All new TSPRA members receive an email from the state office and vice-presidents are encouraged to follow-up with welcome letters and invitations to participate in regional groups. • Six members with less than five years membership are serving on 2014-2015 TSPRA committees 	

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	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Newly elected EC members invited to attend the June 18, 2013 EC meeting to shadow their predecessors and experience an EC meeting as part of the orientation process • Larry Goddard conducted a session during the 2013Conference specifically for the newly installed EC. • A four hour EC orientation has been scheduled and attendance expected prior to new officers first EC meeting (June 19, 2013 in Austin) NOTE: All EC attending as a matter of teambuilding and training • Three leadership sessions offered at 2013Conference (Riney Jordan, Dick Smith, and Steve Knagg) 	

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2013-2014:

- During address, president asked that members interested in serving the organization let her know; also made this request in newsletter article resulting in over 100 members volunteering to serve in various capacities in the organization
- Providing a half-day EC orientation/training again prior to the June EC meeting
- CTPS committee has been established to include sustaining committee members to provide guidance and better transition from one year to the next
- Guided 2013 nominating committee to think “long term” and establish ways of preparing future members for roles of leadership
- Established process for committee chairs to communicate with at-large vice-presidents, who in turn, report to the EC
- Three 2014 Conference concurrent sessions addressed professional level roles of those who oversee departments and staff

Initiatives/Action Items	Person(s) Responsible
2.3.3 Communicate the Strategic Plan at area meetings, Executive Committee meetings and via the organization’s communication tools.	President, Vice-Presidents and Executive Director

Evaluation/Accountability

2012-2013:

- TSPRA strategic plan is posted on the TSPRA website and its location/link is mentioned in occasional newsletters
- TSPRA strategic plan review is posted on every EC agenda
- TSPRA strategic plan is posted on the TSPRA website and its location/link is mentioned in occasional newsletters
- TSPRA strategic plan review is posted on every EC agenda
- February EC meeting ice breaker involved 2012-2014 strategic plan goals
- June 19 EC orientation meeting will include a group activity requiring responses to three questions related to the 2012-2014 strategic plan
 - Where/how is TSPRA thriving and what evidence of success can be shared?
 - Where/how does the direction need to be redirected and/or emphasis be placed to best accomplish our goals
 - How would you rate TSPRA’s strategic efforts one year into the 2012-2014 Strategic Plan? Please provide examples/evidence
- The president-elect has recruited a 2013-2014 strategic plan committee to review the strategic plan and provide feedback. NOTE: Strategic planning committee is typically only convened during even numbered years

2013-2014:

- President-elect used creative, hands-on and conversational strategies for having the EC explore and report progress of the 2012-2014 strategic plan. Reports were compiled and shared at the next EC meetings and referred to as a reference with the design of the 2014-2016 strategic plan
- TSPRA strategic plan is posted on the TSPRA website and its location/link is mentioned in occasional newsletters
- TSPRA strategic plan review is included on every EC agenda as a standing report
- June 2013 EC meeting ice breaker involved EC members sharing contributions to the 2012-2014 strategic plan goals
- June 19 EC orientation meeting will included a group activity requiring responses to three questions related to the 2012-2014 strategic plan

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- Where/how is TSPRA thriving and what evidence of success can be shared?
- Where/how does the direction need to be redirected and/or emphasis be placed to best accomplish our goals
- How would you rate TSPRA's strategic efforts one year into the 2012-2014 Strategic Plan? Please provide examples/evidence
- September 25 EC meeting included a group activity requiring responses to three questions related to the 2012-2014 strategic plan
 - What recommendations would you share with the committee developing the 2014-2016 strategic plan?
 - Does anything need to be eliminated/revised/revisited for the 2014-2016 strategic plan?
 - What efforts of the 2012-2014 strategic plan need to be celebrated at the 2014 Conference?
- June 25 EC Orientation/Retreat meeting included a group activity requiring responses to two questions related to the 2012-2014 strategic plan
 - As TSPRA leadership, list our major accomplishments over the past two years and that you will share with regional members during your next regional meeting.
 - As TSPRA leadership, where/what are areas we are still striving to achieve/attain?
- The president-elect recruited a 2013-2014 strategic plan committee to review the strategic plan and provide feedback. NOTE: Strategic planning committee is typically only convened during even numbered years
- ED and current president-elect met to discuss approaches for creating the 2014-2016 strategic plan to include a SWAT assessment creation of a new template

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 key school districts across the state that has no professional public relations staff.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • A printed membership brochure was developed and distributed at TASA/TASB Convention, Midwinter Conference, TASA new superintendents' academy, and various other events • All associate members renewing membership during 2012-2013 school years were contacted about job responsibilities and informed of the differences in professional and associate level memberships. • As non-members made contact with the TSPRA office asking to be added to the EduLege distribution list, explanation was provided and associate membership suggested <p>2013-2014:</p> <ul style="list-style-type: none"> • <i>NOTE: There is not a place to document some of this so non-related to this initiative is some data of relevance.</i> • Dues paying membership stands at 634 with 415 professional, 54, associate, 126 institutional (42 memberships), 9 affiliate, and four retiree memberships • A printed membership brochure was developed and distributed at TASA/TASB Convention, Midwinter 	

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<p>Conference, TASA new superintendents' academy, and various other events including sitting on the lobby table of the TASA Building; ED has member brochures with her on all occasions; brochures were distributed to EC during June EC meeting and sent electronically as a means of regional outreach</p> <ul style="list-style-type: none"> • All associate members renewing membership during 2013-2014 school year were contacted about job responsibilities and informed of the differences in professional and associate level memberships and asked to join at the professional level if they met that criteria. • TSPRA budget was revised to include line items specific to the various levels of membership for tracking memberships at each level as well as monitoring membership numbers at each level from year to year. • A \$45 late fee went into effect for memberships after November 1, 2013 when official membership drive expired. • More active monitoring took place from the state office to assure that associate members are provided only services available at the associate level • An identified area for recruitment realized in 2014 will be to capture TAPE members who are not already TSPRA members
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Initiatives/Action Items	Person(s) Responsible
3.1.2 Market membership to School Education Foundation Executive Directors, their staff and their Boards of Directors.	President, Vice-Presidents, Executive Director, Education Foundation Chair, Education Foundation Chair-Elect and Membership

Evaluation/Accountability

2012-2013:

- EF membership stands at 27 EF professionals, 6 EF associates, and 1 EF Institutional (members who serve dual roles in their districts tend to join as professional/associate members)
- Discussions during the February 2013 EC meeting leaned towards TSPRA positioning its membership for leadership positions while TEFN tends to provide focus on foundation board development issues and matters
- Emphasis will be made during June EC orientation that member recruitment is a mutual responsibility between the state office and officers.
- TEFN Conference (Texas Pioneer Foundation) provided multiple opportunities to recruit EF members and the Conference attendee list can be used for this

2013-2014:

- EF membership stands at 23 EF professionals, 1 EF associates, and 2 EF Institutional (members who serve dual roles in their districts tend to join as professional/associate members)
- EF chair created a member recruitment flyer to be generated at the 2014 TEFN Conference but there was not sufficient time to allow for EC approval (per bylaws) so the current membership brochure was used
- EF leadership proposed additional positions on the TSPRA EC; options and feasibility are currently being researched and considered by the 2014-2015 Bylaws Ad Hoc committee with recommendations coming to the EC during the June 2014 meeting
- EC discussion during February 2014 EC meeting revealed some EF members were disgruntled due to experiences in 2008.
- EF leadership is asked to recruit statewide; however, tendency is to communicate most frequently within the region where the chair resides
- EF chair, EF chair-elect and EF committee have slotted concurrent sessions for the annual Conference since 2011. EF chair asked for stand alone roundtables for 2014 Conference
- EF specific legal and distinguished lecturer sessions were arranged for 2014 Conference along with a separate EF meeting during designated time for regional meetings on the 2014 Conference schedule
- Three EF memberships were processed after the member recruitment period that ended October 31, 2013.
- EF leadership has been asked to use TSPRA membership roster only for official TSPRA business with an expectation that TSPRA is mentioned when using the member list for other purposes, including TEFN and

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<p>regional EF meetings.</p> <ul style="list-style-type: none"> • One TSPRA at-large VP currently serves a dual role as webmaster, graphic artists, and EF for the district of employment • TEFN attendance list is public on their website and could be used for recruitment • No EF workshops were budgeted or executed
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Initiatives/Action Items	Person(s) Responsible
3.1.3 Explore a retiree, alumni and a student membership level.	President, Vice-Presidents, Executive Director and Membership

Evaluation/Accountability

2012-2013:

- Membership voted on a bylaws/standing rule addition that became effective March 8, 2013

Retiree Membership-open to any TSPRA member, professional or associate, who has retired from public education, a foundation, association, or other educational organization and who is not working full-time in public relations. This membership is reserved for individuals who are interested in continuing to interact and network with TSPRA members in a non-business relationship

Retiree membership does not include the right to vote or hold office. These members may serve on committees in an advisory, non-voting, capacity, in accordance with the Bylaws and Standing Rules.

- Dues for retiree membership will be established by the EC during the June 2013 meeting
- Opportunities such as Conference assistance, counselor on call, interim district positions, committee advisees, reduced Conference registration fees, CTPS and Star Awards judging, etc. are to be considered for this level of membership
- Action taken by the EC during its February 2013 meeting determined that student and college memberships were not feasible for the organization.
- Discussion during the February 2013 EC meeting determined that alumni memberships would be associated with current professional and associate level memberships currently in existence

2013-2014:

- Retiree level dues were established at \$50 during the June 2013 EC meeting
- Five retired members have paid dues at the retired level
- Three retired members volunteered time to assist with 2014 Conference duties
- An additional two retiree level members have already volunteered to assist with 2015 Conference duties and a retired member is organizing the sign-up dinners/excursions
- Retiree level members have presented communications related workshops on behalf of TSPRA for ESC-3, ESC-5 and TASBO.
- Retiree level members are offered complimentary Conference registration; those volunteering to work the Conference (registration, AV/technology, set up and tear down, etc. are offered complimentary hotel rooms with exceptions (must share a room, must commit to 20 hours of work)
- Retiring members are recognized in the TSPRA eNewsletter and offered personal invitations to join as retirees. Names remain in the TSPRA database for one year after retirement and then are eliminated if dues are not paid

Initiatives/Action Items	Person(s) Responsible
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3.1.4 Explore raising membership dues and the services provided to include Celebrate Texas Public Schools (CTPS) resources.	President, Vice-Presidents and Executive Director
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Membership dues were increased by \$50 in 2012-2013 to include CTPS materials. This generated \$98,355 in membership dues and afforded funds to create a CTPS stand-alone website. • 2013-2014 budget committee recommends that dues for 2013-2014 remain and the CTPS resources continue to be a value add with dues <p>2013-2014:</p> <ul style="list-style-type: none"> • Membership dues remained the same in 2013-2014 and included \$50 for CTPS materials. This generated \$106,150 in membership dues and afforded funds to continue to develop a CTPS stand-alone website, provide monthly and on-going CTPS activities and capture \$150/associate memberships for non-members to have access to the program • With the loss of TASB's CommLINK, the CTPS website will utilize a section for "key dates" that members can access to replace the "key dates" document previously provided by the CommLINK subscription. NSPRA's <i>Planning for the School Calendar</i> along with TEA's website calendar will be utilized with opportunities to provide additional information about the event • The RBFCU CTPS Student Video Contest was successful in its second year with 54 entries and winners being named and recognized at the 2014 Conference • 2014-2015 CTPS committee will include "facts and figures" about public schools as an added feature in the monthly event/activity/celebration publications along with information related to the 84th legislative session • NOTE: Unrelated to this initiative, consideration will be given to accepting electronic forms of payment resulting in a request to raise dues \$10 when this occurs 	

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 Revise the categories for Star Awards.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Recommendations of the 2012 Star Awards Committee implemented include: <ul style="list-style-type: none"> ○ Addition of a campaign/event category (41-45)-marketing, foundation, social media, special event, and CTPS <ul style="list-style-type: none"> ▪ Resulted in 34 entries ○ Addition of the following categories –video streaming, mobile app, and split e-newsletters into two categories – internal and external 	

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- Added two new levels of recognition – bronze star and certificate of merit in both the crystal and platinum categories
 - 2012 entries:
 - 983 entries compared to 839 in 2011 (increase of 144)
 - Awards in 2012 (awarded during 2013 Conference):
 - 1 Platinum, 1 Platinum Certificate of Merit, 5 Crystals, 8 Crystal Certificates of Merit, 97 Best of Categories, 499 Gold Stars, 318 Silver Stars, and 115 Bronze Stars
 - Awards in 2011 (awarded during 2012 Conference):
 - 1 Platinum, 6 Crystals, 88 Best of Categories, 476 Gold Stars, 260 Silver Stars
 - Registration for video entries and campaigns/events in 2013 will increase to \$65
 - An overhaul in video judging will take place in 2013.
- 2013-2014:**
- Star Award entries for videos were increased from \$40 to \$50 per entry and crystal and platinum entries were increased from \$45 to \$65 to compensate for judging costs as these are time-consuming entries to judge and new judges were being selected for judging.
 - Star Awards banquet ticket increased from \$60-\$65 to compensate for increased F&B expenses of Texas hotels
 - Members were provided a 10% discount on Star Award entries that were submitted 30+ days prior to the deadline.
 - The number of categories remained at 53 (categories increased from 44 to 53 in 2012-2013)
 - 2013 entries:
 - 1062 compared to 983 in 2012 and 839 in 2011 (increase of 79 entries)
 - Awards in 2013 (awarded during 2014 Conference)
 - 1 Platinum, 2 Platinum Certificate of Merit, 6 Crystals, 8 Crystal Certificates of Merit, 101 Best of Categories, 403 Gold Stars, 323 Silver Stars, and 190 Bronze Stars [This is a decrease in the number of gold stars (96) and an increase in silver (5) and bronze (75)] NOTE: 1034 of 1062 entries received Star Awards recognition

Initiatives/Action Items	Person(s) Responsible
3.2.2 Explore and consider adding a student category to Star Awards.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • Discussion during February 2013 EC meeting did not favor this addition as action supporting a public school student membership was opposed and Star Award entries are a privilege of membership 	

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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Initiatives/Action Items	Person(s) Responsible
3.3.1 Expand Conference participants in areas of school public relations and communication professionals, creative service professionals, superintendents and school board of trustees, school education foundations and school education foundation boards.	President, Vice-Presidents, Executive Director, Education Foundation Chair and Education Foundation Chair-Elect and Membership

Evaluation/Accountability

2012-2013:

- 2013 Conference registration fees remained at \$400; however, only a three day Conference registration fee was offered (with an additional fee for preconference attendance)
- 2013 attendance:
 - 418 registered (includes 59 exhibitors, 15 non-registered presenters, 2 scholarships, 6 volunteers/staff) resulting in 341 paid registrations
 - 65 preconference registrations
 - 255 Star Awards banquet tickets (30 complimentary) resulting in 225
- 2012 attendance:
 - 424 registered
 - 45 preconference registrations
 - 228 Star Awards banquet tickets (27 complimentary) resulting in 156
- **2013 registration revenue generated: \$140,275**
- **2012 registration revenue generated: \$117,035**

2013-2014:

- 2014 Conference registration fees remained at \$400 with only a three day Conference registration fee offered (with an additional fee for preconference attendance)
- 2014 attendance:
 - 561 registered (includes 87 exhibitors, 69 sponsors (all but three were also exhibitors) 57 non-registered presenters, 2 scholarships, 8 volunteers/staff) resulting in 416 *paid* registrations (compared to 418 total attendance the prior year)
 - 56 preconference registrations
 - 321 Star Awards banquet tickets (39 complimentary) resulting in 282 paid ticket holders
- **2014 registration revenue generated: \$233,590 (expenses totaling \$86,809) as of 5/30/14**
- Eleven superintendents were attendance for some portion of the 2014 Conference

Initiatives/Action Items	Person(s) Responsible
3.3.2 Market the relevance of the state Conference to members and non-members.	President, Vice-Presidents, Executive Director and Membership

Evaluation/Accountability

2012-2013:

- Conference information was featured on tri-fold board and made available at TASA/TASB Convention and Midwinter Resource Center
- Website was upgraded in 2012 to allow for more “teaser” type information on the home page

2013-2014:

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- Conference logo and theme were created in March 2013, immediately following 2013 Conference, and generated enthusiasm, recognizable graphics, and sponsored t-shirt messaging for 11 months prior to the Conference
- Hotel block was full and overflow hotels were contracted in September 2013 prior to the February 2014 Conference dates
- TSPRA president addressed Conference attendance and promoted the Conference in five eNewsletter articles
- Through TSAE, NSPRA received a financial scan comparing our organizational finances with five comparable sized associations using the IRS 990 as data
- 32 exhibitors participated in the 2014 Conference with two on a waiting list
- Eleven superintendents attended some portion of the Conference
- Presidents' Luncheon replaced Installation Luncheon, eliminating the EC head table, and allowing regions to sit together, creating a pep rally atmosphere

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 to include: a Speakers Bureau and Train the Trainer activities, as well as other Executive Committee-approved professional development options. Market to members and non-members.	President, Vice-Presidents and Executive Director
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • The TSPRA/Ammerman agreement for a 60/40% revenue stream has been in place for over ten years. Nine Ammermans were held during the 2012-2013 school year resulting in over \$18,000 revenue for TSPRA. • TSPRA is oftentimes asked for speaker recommendations; however, no formal agreement has yet been developed allowing TSPRA recommended speakers to return stipend percentages back to TSPRA. • TSPRA recognizes TSPRA members who present outside of the TSPRA Conference when TSPRA has recommended the member as a presenter to an entity. • TSPRA is in negotiation with Voss & Associates, Inc. related to an agreement similar to Ammerman where a percentage of revenue from bookings would be returned to TSPRA. NOTE: Voss & Associates have not provided TSPRA with a proposal as of June 10, 2013, only verbal discussions. <p>2013-2014:</p> <ul style="list-style-type: none"> • Thirteen Ammerman trainings were held during the fiscal year. Most were district/closed sessions allowing for greater non-member participation and resulting in \$26,000+ revenue for TSPRA • No legal, EF, TRE, customer service or PR workshops were budgeted as past history has resulted in no execution and/or low registration numbers warranting cancellations. • Feedback from 2014 Conference indicated that there may be interest in regional Adobe trainings • SchoolReach, Schoolwires and Adobe offered a total of five webinars at no charge to TSPRA membership • NOTE: Not relevant to this initiative – a 1.5% monthly late fee (per Texas Usuary Law) was enacted per 	

June 2013/September 2013 EC approval resulting in more efficient payment of outstanding invoices

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 new conference and non-conference sponsors.	President, Vice-Presidents, Executive Director and Membership
Evaluation/Accountability	
<p>2012-2013:</p> <ul style="list-style-type: none"> • <u>2013 Sponsorships/In-Kind:</u> <ul style="list-style-type: none"> ○ Conference related sponsorships = \$39,053 ○ Non-conference related sponsorships = \$20,962 ○ 14 new Conference sponsors/exhibitors/contributors in 2013 ○ In-kind sponsorships resulting in Conference mobile app, reduced program printing, gifts for <i>Live, Learn, and Share session</i>, name badges, assistance with scholarship amenities and welcome reception • <u>2012 Sponsorships:</u> <ul style="list-style-type: none"> ○ Conference related sponsorships = \$32,775 ○ Non-conference related sponsorships = \$10,850 ○ In-Kind sponsorship resulting in reduced program printing and assistance with scholarship amenities <p>2013-2014:</p> <ul style="list-style-type: none"> • <u>2014 Sponsorships/In-Kind:</u> <ul style="list-style-type: none"> ○ Conference related sponsorships = \$47,400 ○ Non-conference related sponsorships = \$20,250 ○ 32 exhibitors (13 comp) = \$7600 ○ Conference program ad sales = \$2200 ○ Website ad sales (News for My School) = \$8347 + (last quarterly payment due June 30) ○ In-kind sponsorships resulting in Conference mobile app, reduced program printing, gifts for <i>Live, Learn, and Share session</i>, assistance with scholarship amenities and welcome reception, use of survey tool 	

NOTES/COMMENTS: