



**2022-2023  
TSPRA Strategic Planning Committee  
Strategic Initiatives**

**May 4, 2022**

- May 11, 2022: Plan approved by 2022-2023 Strategic Planning Committee
- June 16, 2022: Plan approval **PENDING** by 2022-2023 TSPRA Executive Committee
- July 12-20, 2022: Plan presented for approval by 2022-2023 TSPRA Executive Committee
- July 20, 2022: Plan officially approved TSPRA Executive Committee

Committee:

Megan Overman APR, CPC, President-Elect and Chair, Eagle Mountain-Saginaw ISD [SPRINT]

Rebecca Villarreal, APR, President, New Braunfels ISD [CASPRA]  
Veronica Sopher, Immediate Past President, Fort Bend ISD [HASPRA]

At-Large Vice Presidents:

Jennifer Bailey, CPC, At-Large Vice President, Place 1, Belton ISD [West Central]  
**ABSENT FROM MEETING May 4, 2022**  
Stephanie De Los Santos, At-Large Vice President, Place 2, HCDE [HASPRA]  
Sherese Lightfoot, At-Large Vice President, Place 3, Garland ISD [SPRINT]

Past Presidents:

Monica Faulkenbery, APR, Northside ISD (2019-2020) [SASPRA]  
Melissa Tortorici, Texas City ISD (2017-2018) [HASPRA]

Members At Large:

Angela Duitch, APR, Tyler ISD [ETX]  
Craig Verley, Mission CISD [Gulf Coast]

Purpose:

To envision a desired future for TSPRA by determining priorities and allocating resources for the organization’s strategic direction for the next fiscal year by identifying three “done-in-a-year” initiatives.

**2022-2023 Strategic Initiatives**

1. Hire and onboard new TSPRA Executive Director
2. Refresh *EduLege*
3. Development of Diversity, Equity and Inclusion statement and plan

**Areas of member diversity, expertise and experience for 2022-2023 Nominating Committee consideration for slating the At-Large Vice President, Place 1 position in the Fall 2022 for 2023-2024 Executive Committee Ballot.** (listed alphabetically, in no order of priority)

- Aspiring TSPRA leadership
- Business/community partnerships
- Marketing | digital content
- Mid-level/mid-management position
- One-person office
- Rural school district/area
- Videography/EMP

**Initiative #1: Hire and onboard new TSPRA Executive Director**

**Budget: + \$2700 travel (#561)  
+ \$1000 training (#735A)**

NOTE 2022-2023 Budget considerations:

- 851: moving expenses -\$1000 determined by Budget Committee
- 585: increase to \$10,000 for contract labor

Purpose/Definition/Objective:

Continue with a process for non-profit hiring that meets legal HR protocols, offers flexibility, utilizes industry best practices and offers opportunity to attract the best possible pool of candidates and ensure the smooth transition of C-Suite leadership in the TSPRA State Office by delivering direction, resources and support to the newly hired TSPRA Executive Director during the first year of contract.

Members Involved	Resources Needed
<p><b>TSPRA Leadership:</b> Rebecca Villarreal, APR, Chair  <b>At-Large VP:</b> Jennifer Bailey, CPC  <b>TSPRA State Office:</b> Linsae Snider, Janet Crock</p>	<ul style="list-style-type: none"> <li>● Committee members-see below</li> <li>● Subcommittee-see below</li> <li>● Consultant services if needed-CESO [paid \$6500 in 2021-2022]</li> <li>● Advertising-job postings (\$375 for reposting fees) [paid \$1075 in 2021-2022]</li> </ul>

**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**

- Travel expenses for interview committee and candidates
- Funds for TSAE membership, training and connections. (#735A)
- Funds for travel expenses to visit regional TSPRA meetings during the first year (#561)
- Contract labor fees for interim executive director (10 days/month until hiring and onboarding = \$15,4500 - #585)
- Checklist of expectations/tasks/duties during the initial 12 months as defined by the strategic planning committee, TSPRA President and Executive Committee (see below)
- Creation of a *Past President Advisory Council* for mentoring and Q&A to be appointed by TSPRA President

#### **Timeline/To Do's/Implementation:**

##### **Hiring Process**

##### **Subcommittee:**

- Rebecca Villarreal, APR, TSPRA President
- Denise Blanchard, TSPRA Past President (2014-2015)
- Julie Zwahr, TSPRA Past President (1997-1998)
- Patti Pawlik-Perales, TSPRA Past President (2013-2014)
- Jennifer Bailey, CPC, At-Large Vice President, Place 1

##### **Selection Committee:**

- Rebecca Villarreal, APR, TSPRA President
- Veronica Sopher, TSPRA Immediate Past President
- Megan Overman, APR, CPC, TSPRA President-Elect
- Brad Domitrovich, TSPRA Past President (2008-2009)
- Monica Faulkenbery, APR, TSPRA Past President (2019-2020)

#### **Timeline**

##### **June 21-July 11, 2022:**

- Post revised job description on the following job sites: TSPRA, NSPRA, PRSA, TSAE, ASAE, Facebook, Twitter and LinkedIn and accept applications

##### **July 11, 2022:**

- **Interim ED assumes duties**

##### **July 11-15, 2022:**

- Screen applications

##### **July 25-29, 2022:**

- First round interviews, virtual

**July 29-Aug. 5, 2022:**

- In-person interviews scheduled at TSPRA offices

**Aug. 5-12, 2022:**

- EC to approve selection of new TSPRA ED

**Sept. 1, 2022:**

- Anticipated start date for new TSPRA ED

**First Year Expectations of Executive Director**

- **Hire state office staff** (may include restructuring of office D&R's and consideration to contract labor)
- **Become versed in TSPRA Bylaws|Standing Rules** (with particular regard to Bylaws Committee recommendations on *Partner in Public Education Award* amendments)
- **Plan and execute annual conference** (with direction from TSPRA President and conference planning committee)
- **Build relationships with vendors/sponsors** (as evidenced by sponsorships secured for conference and non-conference programs)
- **Utilize the Past President Advisory Council** (to serve as a go-to source for Q&A)
- **Schedule virtual and in-person rounding/listening tours** (to get a pulse on TSPRA culture and to capture member input in terms of SWOT type information)
- **Visit regional meetings in-person** (for in-person introductions, relationship building, networking and to become acquainted with members)
- **Maintain sound fiscal management practices** (explain P&L statements and Balance Sheets at each EC meeting, general membership meeting and prepare budget committee for development of 2023-2024 budget)
- **Become acquainted with day-to-day operations of the TSPRA State Office, work of Standing Committees and strategic projects including conference planning, online learning, *Communication Matters*** (using the 2022-2023 Year-At-A-Glance [YAG] and Operations Manual as tools) and assure TSPRA policy, procedures and practices are in alignment with the existing **bylaws and standing rules.**

**Initiative #2: Refresh the EduLege**

**Current Budget: \$6000 [85 issues]  
Proposed Budget: \$9000 [60 issues]**

Purpose/Definition/Objective:

Review, research and evaluate current electronic publication for a new approach, delivery and protocols to the current EduLege with consideration that a new journalist will be employed, and membership may prefer modernized strategy for the publication.

Member Involved	Resources Needed
<b>At-large VP:</b> Sherese Nix <b>TSPRA Leadership:</b> Megan Overman, APR, CPC <b>TSPRA State Office:</b> TSPRA Executive Director, Communications and Marketing Manager and Programs Manager	<u>Budget:</u> <ul style="list-style-type: none"> <li>● Current Fee = \$70 per EduLege published</li> <li>● Plan \$150 per published EduLege for negotiation purposes</li> </ul> <u>Staff Time:</u> <ul style="list-style-type: none"> <li>● Securing contract journalist</li> <li>● Editing, proofing, formatting, blasting and posting each issue</li> <li>● Monthly accounts receivable</li> </ul>

**Timeline/To Do's/Implementation:**

- Survey membership for expectation, relevance and suggestions regarding EduLege
- Secure contract journalist
  - Negotiate rate
  - Provide parameters (frequency, delivery days, content, etc.)
- Develop a manageable plan for frequency, taking into consideration legislative and non-legislative years, months for publication, political environment, public education current events and content, etc.

**Initiative #3: Development of Diversity, Equity, Inclusion statement and plan**  
**Budget: \$-0-**

Purpose/Definition/Objective:

Develop a statement that leads to best practices for investing in the many dimensions of TSPRA membership, drives an organizational code of ethics and becomes a working commitment to build a culture and work environment so that all members feel valued, included and represented.

Members Involved	Resources Needed
<b>At-large VP:</b> Stephanie De Los Santos, <b>TSPRA Leadership:</b> Veronica Sopher <b>TSPRA State Office:</b> TSPRA Executive Director, Communications and Marketing Manager	<u>Committee:</u> <ul style="list-style-type: none"> <li>● Investment and commitment of committee time</li> <li>● Use of survey tools</li> <li>● Use of Zoom and other technology for committee meetings</li> </ul>

**Ad Hoc Committee:**

- To be appointed by TSPRA President by end of Q1 (July-September)
- Five-person maximum committee appointments
- Committee should commit to investment of time and travel for training
- Committee should commit to writing for TSPRA publications and delivering presentations to TSPRA membership (virtual and in-person)

**Staff Time:**

- Provide updates, push information to membership via newsletter, eBlasts, virtual sharing, etc.
- Research what others are and have done

**Timeline/To Do's/Implementation:**

**End Products:**

1. Plan for how and where a DEI statement should and will reside.
2. Survey membership as necessary.
3. Compose proposed DEI statement
4. Plan for delivery of proposed statement and member findings at 2023 TSPRA General Membership Meeting allowing for membership input.

TSPRA is a member organization with membership defined in the bylaws based on job description/job title. TSPRA State Offices are currently staffed by three staff professionals. TSPRA is not associated with the hiring, evaluation, defining of job responsibilities, discipline or promotions of its members.

**Communication Delivery Channels**

- Ongoing conversations among EC
- Conference
- Newsletters and eBlasts
- Regional meetings

**Timeline:**

- Fall EC meeting: Committee report of PLAN (intent of expected end product to include how input will be collected from membership) for approval.
- February EC meeting: Committee report of PROPOSED STATEMENT for approval or revisions.
- 2023 General Membership Meeting: Committee report to membership of EC approved STATEMENT
- Summer EC meeting: Completion of initiative expected by end of 2022-2023 fiscal year (June 30, 2023)

Revisions: June 21, 2022, June 28, 2022, July 11, 2022, July 12, 2022