



## **Mission**

The Colorado School Public Relations Association (COSPRRA) advocates for effective public relations practices that support student achievement. Our mission is to create an atmosphere of mutual trust and understanding by leading, serving and engaging the public in support of Colorado and Wyoming public education.

### **COSPRRA 2010-2011 Strategic Plan** *June 16, 2010*

**Objective 1:** *We will provide benefits and services that enable COSPRRA and its members to deepen understanding and build support for public education in Colorado and Wyoming.*

1. Provide a means for COSPRRA members to quickly and efficiently connect with one another.
  - Continue COSPRRA Listserv to allow COSPRRA officers and members to share information, best practices in school public relations, and advice and counsel
  - 2010-11 COSPRRA Membership Directory will be completed and distributed to members by Friday, Oct. 29, 2010
2. Connect members in the four COSPRRA regions through the leadership of the Regional Vice-Presidents. Regional VP's will:
  - Maintain contact with members in the region through email and phone
  - Hold a minimum of three regional meetings during the school year:
    - Conducting programming that best suits the unique needs of the region
    - Inviting all COSPRRA members to participate
    - Evaluating each regional meeting
  - Contact new PR professionals in the regions and encourage them to join COSPRRA
3. Inform and enhance the work of COSPRRA at the state level through the leadership of the Regional Vice-Presidents. Regional VP's will:
  - Report activities, issues and concerns from their regions at each Executive Committee meeting
  - Nominate regional members for COSPRRA Member Awards
  - Promote state chapter programs to members in their regions. Those programs

include COSPRA Member Awards, the COSPRA Annual Conference and the COSPRA Communications Excellence Awards Program.

4. Solicit feedback from COSPRA members to identify member needs and priorities
  - Develop and issue surveys on an as needed basis (e.g., see #6, bullet 3 below); report results to members and how those results will be used
5. Develop and launch an enhanced COSPRA Web site to provide a more valuable member benefit and promote the value of strategic communications, public engagement and the use of emerging technology.
  - Issue an RFP in July for a new COSPRA Web site (President with Executive Committee and COSPRA Web site Committee)
  - Post new Web site by late September (in time for online registration for fall conference)
6. Host a statewide professional development conference in November that provides networking opportunities for conference participants, professional development that meets a wide range of member needs, and revenue opportunities for the association.
  - Contract with an outside vendor to plan and handle logistics for the conference (COSPRA Executive Committee)
  - Develop a committee of COSPRA members to advise the conference planner and assist where needed (President to identify committee members)
  - Survey COSPRA members in June to determine needs and program ideas for the conference
7. Continue Communications Excellence Program to recognize outstanding work of members and to help raise the visibility of the school public relations profession and strategic communications in the broader K-12 education arena.
  - Host a spring awards ceremony for the Communications Excellence Program
  - Present awards to COSPRA members at their local school board meetings (and other organizational/foundation board meetings, if applicable)
8. Conduct COSPRA Member Awards program that includes the Communicator of the Year Award, Special Leadership Award and Professional Development Scholarship.
  - Develop a communications plan to brand the award program, solicit more nominees and recognize the winners. (Past President will chair the awards program.)
  - Present these awards during the Communications Excellence Awards Program in the spring (see previous item - #7)
9. Continue mentor program for new COSPRA Members
  - Identify new COSPRA members who wish to have mentors, and those who wish to be mentors, along with their areas of expertise, through the annual membership drive
  - Develop mentor relationships with at least five new members pending interest and needs
  - COSPRA's President-elect will match new members with mentors and follow up to

assure the matches are working

**Objective 2:** *We will develop long-term revenue opportunities to sustain and enhance the operations of COSPRA.*

1. Establish a comprehensive budget that clearly line items revenues and expenses for each program within the organization.
2. Make the following programs revenue generators for the organization
  - Annual Membership Drive
  - Fall Conference
  - Communications Excellence Program
  - Additional professional development fees for non-members
3. Investigate the possibility of making the COSPRA Web site a revenue generator.

**Objective 3:** *As COSPRA, influence education leaders to value and promote the growth of strategic communications, public engagement and emerging technology to deepen understanding and build support for public education in Colorado and Wyoming.*

1. Promote accreditation (APR) among COSPRA members and develop chapter activities that support this credentialing.
  - Recognize newly accredited COSPRA members at COSPRA spring awards luncheon
2. Position COSPRA as the leading authority in the state on strategic communications issues related to K-12 education by presenting at conferences and meetings of state-level organizations (CASE, CASB, BOCES, etc.).
  - Present a COSPRA PR Academy at the Colorado Association of School Executives annual convention in July 2010
  - Continue to provide a COSPRA PR Academy as a preconference to the Colorado Association of School Boards annual convention in December 2010
  - Explore other opportunities for boost statewide visibility of COSPRA through similar conferences, meetings, discussions, etc.
3. Support the work of other organizations and initiatives by working to positively influence attitudes about public education such as Great Ed Colorado, Believe in a Better Colorado, CDE, CASE, CASB, etc.
  - Consider appointment of a COSPRA representative on the Believe in a Better Colorado public relations committee (note: status of BBC TBD)
4. Actively market COSPRA membership to superintendents, BOCES leaders, K-12 education government access TV specialists, district and statewide education-related foundations, educational organizations and member associations, community colleges, and governmental entities focused on education issues (e.g., CDE).

- Expand COSPRA membership base by 15 new members in 2010-2011 representing these areas