



*** Required Information**

NSPRA's Mark of Distinction Chapter Recognition Program

NSPRA's [Mark of Distinction chapter recognition program](#) offers multiple recognition opportunities for NSPRA chapters of all sizes. There are two entry sections: membership building and special focus areas. Each eligible chapter can enter for one or all of the special focus areas as well as for membership building.

Through the program, recognized "exemplary chapters" have an opportunity to receive incentives such as free NSPRA memberships and discounts on Seminar and pre-Seminar workshop registrations. Recognized chapters also can use the Mark of Distinction logo, naming them as an exemplary chapter, on their chapters' print publications and digital platforms.

Entries for 2023 are due by Friday, May 5.

Please provide the following information for yourself, as the submitter:

- * Chapter Officer Title : Executive Director
- * First Name : David
- * Last Name : Luther
- * Email Address : MOSPRA_Director@iCloud.com

*** Please select your chapter name.**

- Alabama School Public Relations Association (ALSPRA)
- Arizona School Public Relations Association (ASPR)
- Arkansas School Public Relations Association (ArkanSPRA)
- California School Public Relations Association (CalSPRA)
- Chesapeake School Public Relations Association (CHESPR)
- Colorado School Public Relations Association (COSPR)
- Florida: Sunshine State School Public Relations Association (SunSPRA)
- Georgia School Public Relations Association (GSPRA)
- Idaho School Public Relations Association (IdSPRA)
- Illinois School Public Relations Association (INSPRA)
- Indiana School Public Relations Association (INDSPRA)
- Iowa School Public Relations Association (ISPR)
- Kansas School Public Relations Association (KanSPRA)
- Kentucky School Public Relations Association (KYSPRA)
- Michigan School Public Relations Association (MSPRA)
- Minnesota School Public Relations Association (MinnSPRA)
- Mississippi School Public Relations Association (MSPRA)
- Missouri School Public Relations Association (MOSPRA)
- Nebraska School Public Relations Association (NebSPRA)
- New England School Public Relations Association (NESPR)
- New Jersey School Public Relations Association (NJSPRA)
- New York School Public Relations Association (NYSPRA)
- North Carolina School Public Relations Association (NCSPRA)
- Ohio School Public Relations Association (OHSPRA)
- Oklahoma School Public Relations Association (OKSPRA)
- Oregon School Public Relations Association (OSPR)

- Pennsylvania School Public Relations Association (PenSPRA)
- South Carolina Chapter of NSPRA (SC/NSPRA)
- Tennessee School Public Relations Association (TNSPRA)
- Texas School Public Relations Association (TSPRA)
- Utah School Public Relations Association (USPRA)
- Washington School Public Relations Association (WSPRA)
- Wisconsin School Public Relations Association (WSPRA)

Please indicate whether your chapter meets the following requirements to remain in good standing with NSPRA:

	Yes	No	I don't know
* Met at least once (virtually or in person) during the current fiscal year.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
* Submitted chapter cash flow report to NSPRA by 10/31/22	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
* Submitted chapter membership list to NSPRA by 10/31/22	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
* Submitted chapter officer election results to NSPRA following most recent election	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
* Have at least 10 chapter members who are also current NSPRA members	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
* Adhere to all current chapter bylaws	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section I: Membership Building

All chapters in good standing are eligible to enter for recognition under Section I – Membership Building, which focuses on building NSPRA membership at the state level. To be considered for recognition, a chapter must initiate and maintain a concerted effort to increase the number of chapter members who belong to NSPRA.

* Within the last 12 months, did the chapter initiate and maintain a concerted effort to increase the number of chapter members who belong to NSPRA?

- Yes
 No
-

Section II: Special Focus Areas - Professional Development/PR Skill-Building

All chapters in good standing are eligible to enter for recognition in Special Focus Areas, but submissions are limited to one (1) entry per Special Focus Area.

- * Did the chapter plan and provide a variety of programs/activities throughout the last year to support the professional growth, status and communication skills of members? (Examples: in-person or virtual conferences and workshops, chapter meeting programs, member mentor programs, PR counsel and crisis support efforts, contests and awards, activities to raise the visibility of the school PR profession)

Yes

No

- * Provide a summary of the chapter's professional development/PR skill-building programs/activities within the last 12 months. In that summary, describe the goal(s), objective(s), target audience(s) and outcome(s) for the programs/activities as well as how effectiveness was evaluated. Explain how the programs/activities relate to [NSPRA's mission and goals](#). (2,000 characters max = 400 words approximately)

MOSPRA offers multiple professional development opportunities each year. Over the course of the last year we offered the following: One-Person Office Strategic Planning Workshop; Fall Conference; Spring Conference; New Member Virtual Meetings; and PD offered at regional meetings. In each case the goal is to assure that our members are gaining quality communications training to help them professionally so that they may better serve their districts. Our objectives vary by type of PD, but in most cases are measurable. Our target audiences also vary by the type of PD, for example, the "One-Person Office Workshop" is specifically for those districts with a staff of one (which makes of the majority of our members). Our regional meetings and conferences target members from those new to school communications to veterans with more than 20 years of experience. We survey members after workshops and conferences and we conduct an annual membership survey in April. Ultimately, we align our own strategic plan with NSPRA's and make the following central to our work: building the MOSPRA brand, growing and retaining members (we have grown every year since 2014, starting at that point with 140 members to the 270 we serve today. MOSPRA has successfully improved our tools and platforms to serve members and to track membership and accounting. MOSPRA consistently delivers relevant, high-impact programming to engage membership and we are constantly developing new programming to meet the needs of all members.

Attach some documentation of the programs/activities described in the summary (e.g., copies of agendas, promotional materials, tip sheets, presentations, print or digital publications, links to social media and website posts).

*

[MOSPRA 2022 Fall Conference Flyer \(1\).pdf](#)

[2022 MOSPRA Fall Conference PPT as of 10.10.pdf](#)

[MOSPRA Strategic Planning for the One-Person Communications Office 2022.pdf](#)

[2022 MOSPRA Fall Conference Survey.pdf](#)

[2023 Spring Conf Program 2.27.23.pdf](#)

Section II: Special Focus Areas - Special PR/Communication Program, Project or Campaign

All chapters in good standing are eligible to enter for recognition in Special Focus Areas, but submissions are limited to one (1) entry per Special Focus Area.

* Did the chapter plan and implement a special PR/communication program, project or campaign--with a specific goal (e.g., education advocacy, communicating high-interest topics, develop a product for sale, public service campaign, special event)--that was underway for at least one year?

- Yes
 No
-

Section II: Special Focus Areas - Coalition-Building/Collaborative Communication Efforts

All chapters in good standing are eligible to enter for recognition in Special Focus Areas, but submissions are limited to one (1) entry per Special Focus Area.

* Did the chapter initiate or participate in a jointly sponsored project or activity with an education/business/community organization(s) to build support for public education (e.g., statewide advocacy or education funding campaign, community engagement effort, communication resources on a specific topic)?

- Yes
 No
-

NSPRA's Mark of Distinction Chapter Recognition Program

* On behalf of your chapter, do you grant NSPRA the right to use the documentation and other materials submitted with this entry on the NSPRA website, on chapter recognition materials and in association print/digital publications as a resource for other chapter leaders?

Yes

No
