

Strategic Plan

2022 - 2024

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| Strategic Goal 1: Membership | Strategic Goal 2: Relationships | Strategic Goal 3: Leadership | Strategic Goal 4: Stewardship |
| Expand membership experience and services.  | Create relationships and networking opportunities with other professional organizations. | Position PenSPRA and its members as recognized leaders in education for school communications. | Ensure PenSPRA’s financial viability. |
| Objectives | Objectives | Objectives | Objectives |
| 1. Increase opportunities for professional development.
2. Develop and cultivate relationships among our membership.
 | 1. Leverage relationships with other professional organizations (PASA, PBSBA, PASBO, PACTE, NSPRA) to raise PenSPRA's profile.
2. Develop partnerships with other SPRAS: NJSPRA, NYSPRA, NESPRA.
 | 1. Analyze creditability and value of current brand.
2. Improve understanding of the value of school communications.
3. Elevate the role of the school communications professional within the school community.
4. Host the National NSPRA conference in Philadelphia, PA.

  | 1. Ensure PenSPRA is able to provide resources and services to our members.
2. Invest in our members professional growth.
3. Increase professional opportunities for members.
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| Key Initiatives | Key Initiatives | Key Initiatives | Key Initiatives |
| 1. Develop a mentorship program.
2. Improve member resources: provide templates and tip sheets on topical issues.
3. Create a preferred vendor resource guide.
4. Negotiate member discounts.
5. Share job opportunities.
6. Publish a School PR Consumer Reports.
7. Expand professional development offerings.
8. Expand networking member opportunities.
9. Improve communication tools and platforms.
10. Conduct member research through surveys, focus groups and user groups.
11. Identify and assess current member benefits & benchmark against SPRAs.
12. Establish analytics to measure outcomes.
 | 1. Identify conferences for presentation opportunities.
2. Create a PenSPRA Speakers Bureau.
3. Participate in NSPRA networking opportunities
4. Participate in P-groups networking opportunities (PASA Women Caucus)
5. Establish analytics to measure outcomes.
 | 1. Develop a bank of communication job descriptions.
2. Develop a school communication value add reference guide.
3. Conduct communication centered workshops for other school professionals.
4. Identify a brand awareness team.
5. Create a brand awareness campaign.
6. Develop a Host NSPRA marketing plan and presentation.
7. Seek guidance from Philadelphia Tourism Bureau.
8. Create and update annually a strategic communication/marketing plan.
9. Establish analytics to measure outcomes.
 | 1. Conduct a fiscal audit.
2. Develop additional sponsor opportunities.
3. Scan environment for opportunities to innovate and create new products and services.
4. Review research on similar association membership retention rates and renewal processes.
5. Establish analytics to measure outcomes.
6. Create a membership growth plan.
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