



Minnesota School Public Relations Association (MinnSPRA) *Strategic Plan*

January 27, 2023



Context

Annually, the MinnSPRA Board of Directors holds a retreat to help set its vision and direction for the year. Given the impacts of the last few 2.5 years of the COVID-19 pandemic and other challenging situations (e.g. racial unrest, COVID restriction protests, pushback on school district equity efforts, and anti-public education sentiment to name a few), it has been a few years since MinnSPRA has undergone a more comprehensive, long-term strategic planning process.

Draft strategic directions have been developed along with initial action plans for implementation.

Strategic Planning Focus Question

**How can MinnSPRA best leverage its resources to
better serve current members and
remain relevant to
future school communications professionals?**



DRAFT Strategic Directions

With the understanding that all strategic actions, activities and decisions will be intentionally considered through a lens of equity that we define to include racial, gender, ability, economic and social equity, the team identified the following strategic directions.

I. Enhancing organizational values, partnerships and operations			II. Positioning members for success through the strategic use of data and professional development		
Organizational Values & Culture	Strategic Partnerships	Operational Structure	Member Data	Dynamic Member Cohorts	Learning & Resources
<ul style="list-style-type: none"> Keep racial equity at the front of what we do – our work is grounded in racial equity Give new members individual/personal warm robust welcome to the organization Establish core values and model them Race equity impact analysis tool for conferences and Board decisions (e.g. MDE Equity Magnifier) 	<ul style="list-style-type: none"> Presentations to other member organizations Partnerships/presentations at other MN education organizations Offer MinnSPRA presence in career fairs, panels at colleges/universities Host professional development event for education organization leaders Re-engage with MN education associations (both leadership / ED and communications person) Develop partnerships with schools to promote profession 	<ul style="list-style-type: none"> Develop membership model / costs based on organizational need Change ownership of professional development planning & organizing (i.e., take off plate of pres-elect and past-pres) Task force to review paid staff option for MinnSPRA Determine staffing needs to carry out vision 	<ul style="list-style-type: none"> Redesign how we ID members needs, especially re: greater MN districts Explore a membership CRM or other technology to allow members to self-select tags for engagement Member surveys and focus groups Annual member survey / crowdsourcing Include engagement, equity, enrollment professionals Create system for tracking school PR professionals 	<ul style="list-style-type: none"> Explore regional events / membership / leadership model Create career strands for PD / informal connections with peers (or facilitated peer cohorts) Career stages cohorts Structure some aspect of MinnSPRA leadership by geographic region Create and engage geographical or affinity based clusters Grouping members (geography, size, etc.) for regular gatherings Offer equity PD cohort (not leadership / task force) for those who desire to go deeper on their equity journey 	<ul style="list-style-type: none"> Practical equity work in schools (PR) workshops & resources Package and offer a basic PR toolkit for districts without PR people Braintrusts (PD) and regular PD meet-ups Follow-up to NSPRA – superintendent & school PR combo learning series Racial equity curriculum Strategic plan to increase website engagement Practical PD (tactical) Share NSPRA information and resources re: hot button national issues



Focused Implementation

Once the strategic directions were identified, the group broke up into two action teams to create calendars and identify major accomplishments for the next 12 to 18 months. The plans will include specific actions, tactics, needed resources and responsible parties. Since not everything can be done at once, it will be important to focus and prioritize actions within each strategy.

ACTION TEAMS

I. Enhancing organizational values, partnerships and operations

CURRENT TEAM MEMBERS

- Toya Stewart Downey (*president, team convener*)
- Grace Becker
- Celi Haga
- Rachel Hicks
- Renae Reedy
- Mike Schoemer
- Stacy Wells
- Christine Wroblewski

II. Positioning members for success through the strategic use of data and professional development

CURRENT TEAM MEMBERS

- Dirk Tedmon (*president-elect, team convener*)
- Donnie Belcher
- Josh Collins
- Shawn Hogendorf
- Jenna Mead
- Barb Nicol
- Barb Olson
- Jake Sturgis



Strategic Direction 1: Enhancing organizational values, partnerships and operations

PHASE I

Strategy A: Develop organizational values and culture grounded in racial equity and inclusion

Tactics:

- Board seeks input from members at fall conference and via a member survey in fall 2022 about current and desired organizational values
 - Development of core values by Board in winter 22-23 based on member input.
 - Feedback on draft values by members in spring 2023 (conference and survey)
 - Refinement and adoption by Board in late spring 2023
- Develop, or adopt, a race equity impact analysis tool (e.g. MDE Equity Magnifier) for Board decisions and MinnSPRA programs ; research what is available, what may be a good fit for MinnSPRA, and what other organizations use.
- Develop plan to give new members individual/personal warm robust welcome to the organization (e.g new member luncheon, new member welcome packet, facebook welcome, and personal phone call from a board member or designated welcome crew member.)

Strategy B: Ensure operational success through re-design of ownership workload structure

Tactics:

- Board discussion to review paid staff option for MinnSPRA; explore what other organizations do
 - Remove conference planning responsibility from the President and consider a dedicated board PD position with a 2-year term similar to other roles (treasurer, membership.)
 - Consider an employee position dedicated to professional development and programming of conferences. **MinnSPRA members would still partner in conference planning.**
 - Develop position description and roles for professional development role pending Board decision
- Research potential of a membership model/costs based on organizational need. If viable, provide a recommended model to the MinnSPRA Board.



PHASE II

Strategy C: Forge strategic partnerships that strengthen organizational relations

Tactics:

- Re-engage with MN education associations (both leadership/ED and communications person)
 - MinnSPRA President or Board assigns board members to meet with reps of other organizations
 - Key messages, ask, packet prepared for re-engagement meetings
- Develop plan to define introductory and ongoing partnership:
 - Determine interest convergence with each organization
 - Develop partnerships with schools to promote profession
 - Conduct presentations at other MN education organizations
 - Offer MinnSPRA presence in career fairs, panels at colleges/ universities
 - Host professional development event for education organization leaders
 - Ask to be invited to be included in how we partnership with them and dispuse out to board members and have a rep. Letter invitation to spring conference.



Strategic Direction 2: Positioning members for success through the strategic use of data and professional development

PHASE I

Strategy A: Deepen our understanding of members and their needs

Tactics:

- Conduct annual member surveys, crowdsourcing and focus groups re: member backgrounds and needs
- Redesign how we identify members needs, especially greater Minnesota districts
- Create system for tracking school PR professionals for outreach, membership and support
- Explore a membership customer relationship management system or other technology to allow members to self-select tags for engagement
- Include engagement, equity, enrollment professionals in member assessments

PHASE II

Strategy B: Develop a range of member cohorts to meet various member needs

Tactics:

- Explore structuring some aspect of MinnSPRA leadership by geographic region
- Explore how to create and engage members by geographical or affinity clusters
- Explore events/regular gatherings for members based on geography, size, etc.
- Create career strands (ex: photography/videography or marketing) for PD / informal connections with peers (or facilitated peer cohorts)
- Develop career stages (ex: years of experience or job title) cohorts
- Offer equity PD cohort (not leadership / task force) for those who desire to go deeper on their equity journey



Strategy C: Enhance professional development and resources to meet members' needs

Tactics:

- Create workshops and resources for practical equity work in schools (PR)
- Create a racial equity curriculum
- Review and update our website, including member management
- Form brain trusts and regular PD meet-ups
- Develop a follow-up to NSPRA's superintendent & school PR combo learning series
- Develop a strategic plan to increase website engagement and access to online resources
- Offer practical PD (tactical)
- Discuss options with NSPRA for how to share their information and resources with all MinnSPRAns regarding hot button national issues
- Package and offer a basic PR toolkit for districts without PR people