



COSPRA 2009-2010 Strategic Plan

Objective 1: *We will provide benefits and services that enable COSPRA and its members to positively influence attitudes about public education in Colorado and Wyoming.*

1. Provide a means for COSPRA members to quickly and efficiently connect with one another.
 - Continue COSPRA Listserv to allow COSPRA officers and members to push out key information on an as-needed basis. It also provides a tool for discussing best practices in school public relations, and for advice and counsel.
 - 2009-10 COSPRA Membership Directory will be completed and distributed to members by Friday, Oct. 30, 2009.
2. Through Regional Vice Presidents, connect with members in the four COSPRA regions. 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 COSPRA members to participate
 - Evaluating each regional meeting
 - Contact new PR professionals in the regions and encourage them to join COSPRA
3. Through Regional Vice Presidents, inform and enhance the work of COSPRA at the state level. Regional VP's will:
 - Report activities, issues and concerns from their regions at each Executive Committee meeting
 - Nominate regional members for COSPRA 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
 - Survey members in August to determine needs and program ideas for fall 2009 COSPRA conference

5. Maintain and update the COSPRA Web site to provide a more valuable member benefit and to promote the value of school public relations.
 - The President-elect will chair a committee of COSPRA members who are employed by school districts to evaluate the current website and make recommendations regarding its function and maintenance to the COSPRA Executive Committee.
6. Host a fall professional development conference that provides networking opportunities for conference participants, professional development that meets a wide range of member needs, and revenue opportunities for the association.
 - The COSPRA Executive Committee will contract with an outside vendor to plan and handle logistics for the conference.
 - The President will name a committee of COSPRA members to advise the conference planner and assist where needed.
 - COSPRA members will be asked to complete a survey in August to determine needs and program ideas for the conference.
7. Conduct COSPRA Member Awards program that includes the Communicator of the Year Award, Special Leadership Award and Professional Development Scholarship.
 - The Past President will chair the awards program and will develop a communications plan to brand the award, solicit more nominees and recognize the winners.
8. Continue Communications Excellence program to recognize outstanding work of members and to help raise the visibility of the school public relations profession.
 - The President will appoint a COSPRA member to chair the Communications Excellence Program
 - Host a spring awards ceremony for the Communications Excellence Program
 - Continue the practice started in 2008-09 of COSPRA Executive Committee members presenting awards to members at their local school board meetings.
9. Provide a mentor program for new COSPRA Members
 - Continue program conceived and COSPRA's 2008-09 Secretary and Western Region VP
 - Through annual membership drive, identify COSPRA members who wish to have mentors and those who wish to be mentors, along with their areas of expertise
 - COSPRA's Secretary and Western Region VP 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 with revenues and expenses for each program within the organization.

2. Make the following programs revenue generators for the organization
 - Communications Excellence Program
 - Fall Conference
 - Annual Membership Drive
 - 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 in order to positively influence attitudes about public education in Colorado and Wyoming.*

1. Develop chapter activities that support accreditation (APR) of members.
2. Encourage COSPRA members to make presentations at other state-level organizational meetings such as CASE, CASB, etc., and to represent themselves first and foremost as a member of COSPRA, the leading network of school communications professionals in Colorado.
 - Continue providing a PR Academy as a preconference to the Colorado Association of School Boards annual convention
3. As a chapter, actively support the work of other organizations/programs 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
4. Actively market COSPRA membership to superintendents, BOCES leaders and school board members.