

The Benefits of KYSPRA Membership



Networking

The ability to network with colleagues across the state is a major benefit of your KYSPRA membership. KYSPRA members have access to our membership e-mail listserve to contact colleagues from around the state to get ideas and feedback. These contacts also offer an excellent opportunity to learn from the experiences of other districts and to determine how they have handled specific situations. The KYSPRA website also offers timely resources and information to further support your communications program.

As a KYSPRA member, you also will receive exclusive updates and bulletins from the Kentucky Department of Education (KDE). KDE communiques that are sent statewide to superintendents, principals, school technology coordinators and other district administrators are also sent directly to KYSPRA members. As a result, you will be among the first to receive media alerts, news releases, and briefing packets as well as important dates concerning the release of information by the Kentucky Department of Education.

Crisis Communications

As a KYSPRA member, you have access to a team of highly qualified professionals from across Kentucky to assist you in the event of a major crisis. The team is listed on our organization's website, www.kyspra.org. Members are available to assist you via telephone or can be dispatched to assist you on site if necessary.

Professional Recognition

The Outstanding Achievement in School Information Services (OASIS) Professional Development Program recognizes commitment to excellence and to public school education and dedication to the field of school public relations by KYSPRA members. Since 1997, KYSPRA and the Kentucky School Boards Association (KSBA) have conducted the OASIS Program to provide members with outside review and comments on communications materials and programs.

Each year, independent judges provide written critiques of submitted newsletters, writing, photography, websites, parent involvement programs, special events, and many more communications efforts. The "Best of the Best" are honored with engraved plaques presented at the OASIS banquet during KYSPRA's annual conference. In recent years, more than 200 entries have been submitted by Kentucky districts and schools.

School districts participating in the OASIS Professional Development Program are also eligible for a drawing to select from a series of KSBA three-hour communications seminars to be presented locally. The seminars are valued at a minimum of \$500.

Training

Each fall and spring, KYSPRA hosts professional development activities for its members. Educational Leadership credits generally are offered. The fall workshop includes national presenters and experts in a 1-1/2-day training program as well as our annual awards banquet.

Our spring retreat is a more relaxed approach to professional growth and provides additional opportunities for members to train and network with one another. Additionally, regional directors hold two workshops in their respective regions each year. These meetings include valuable information exchanges; presentations from local professors, communications experts, and reporters; and dialogue and planning concerning regional issues.

Mentoring

Need some advice on how to implement a new internal communication plan? Want a public relations veteran to provide feedback on your latest media response? If you answered yes, then it's time to get connected with the KYSPRA and Kentucky School Boards Association (KSBA) Mentoring Program (MP). This program links communications personnel at the school and district levels with mentors who are experienced in a variety of communications fields.

This is a free service to KYSPRA members with active memberships! MP participants must hold either full-time or part-time public relations responsibilities at a Kentucky public school or school district.

As a participant and as a part of the mentoring experience, you may take full advantage of such benefits as frequent telephone and personal consultations with your mentor, on-site reviews and audits of your publications, audio-visual programs, and community relations initiatives.

KSBA communications staff and KYSPRA members with at least five years of experience in the field of school communications, including at least three years at the district level, serve as mentors. They provide leadership to assist MP participants in improving their district communication plans, community relations, internal communications, publications, audio-visual presentations, and other communication activities.



The Voice Newsletter

Each quarter, members receive The Voice, an electronic newsletter featuring communication tips, happenings, and information to keep them "in the know." It is a great way to stay connected or contribute a bright idea!

If you are a school communicator or if you want to see your school district communicate more effectively, it's time to join and get involved in the Kentucky School Public Relations Association (KYSPRA).

As a KYSPRA member, you'll have access to an extensive statewide and national network of communications experts you can call on for advice and counsel. You will also be able to take advantage of training and other benefits that will help you every day. For example, you'll receive:

- The KYSPRA Voice, our electronic quarterly newsletter, which is chock full of news and tips for improving your communication activities;
- The opportunity to participate in our outstanding mentoring program;
- Access to a team of crisis communications experts who can help you – when you need help most - in the event of a major crisis;
- Electronic updates and alerts straight from the Kentucky Department of Education;
- Access to other KYSPRA members from across the state to share and collect ideas, information, and feedback;
- The ability to meet and network with fellow school communicators;
- Opportunities to apply for individual and district scholarships for additional communication training;
- Recognition for your communication programs and materials through our annual awards program;
- The opportunity to participate in our fall and spring workshops as well as regional seminars, all aimed at improving the effectiveness of your communication activities.

Incorporated in 1988, KYSPRA is a professional association that provides support and professional development to communications and public relations professionals who work in public education settings. We are one of 40 chapters across the United States that is affiliated with the National School Public Relations Association (NSPRA), a professional organization dedicated to building support and trust for education through responsible public relations that leads to the success of all students.

Why Join KYSPRA?

Join Now!

If you're ready to get involved in KYSPRA and take advantage of the many benefits of our organization, please complete and return this membership form today.

Kentucky School Public Relations Association Membership Registration and Invoice

Name: _____
Position: _____
District/School or Organization: _____
Street Address/P. O. Box: _____
City: _____ State: _____ Zip Code: _____
Telephone: (____) _____ - _____
Fax: (____) _____ - _____
E-Mail: _____

Membership Options

- ☐ Professional: \$35
☐ Institutional: \$75 (Includes three representatives. Please list them below):

- ☐ Associate (Includes business or non-educational organizations: \$75

- ☐ Student: \$10

- ☐ Current Membership Renewal

Please make your check or purchase order payable to KYSPRA and mail with this form to the address on the reverse side or you can always apply online at www.kyspra.org.

What is KYSPRA?

Schools all over Kentucky are doing great things. They are focused on educating our future technicians, business owners, medical professionals, attorneys, corporate presidents, creative artists, and civic and government leaders. They are offering outstanding programs – academic, athletic and cultural – to help our young people find their mission in life. It's a story worth telling and KYSPRA exists to help school communicators tell it effectively!

Our focus is on enabling school communicators to be their best – to effectively communicate with their constituents – and to make those constituents partners in the success of their schools and districts.

With an estimated 150 members representing school districts of every size, we are in a unique position to facilitate professionalism in school communications through our training, mentoring, crisis communication, networking and awards programs.

National School Public Relations Association (NSPRA)

Although not a requirement for KYSPRA membership, membership in NSPRA provides additional benefits and opportunities to advance your knowledge of school communications. NSPRA offers school communicators a wealth of products, resources and professional development opportunities. For more information visit NSPRA's website at www.nspra.org.

Our Mission

As the authority and voice for school public relations in the Commonwealth of Kentucky, the Kentucky School Public Relations Association (KYSPRA) will meet the professional development needs of its members and advocate for the employment of public relations practitioners in all Kentucky school districts.

For More Information...

Visit our website, www.KYSPRA.org.

Write to us:

KYSPRA
c/o Linda Salyer, Association Manager
P.O. Box 22436
Owensboro, KY 42304-2436

Call us:

(270) 852-7000, ext. 214

E-Mail us:

kyspraassociationmanager@live.com

www.kyspra.org



***Kentucky's
Authority and Voice
for
School Public Relations***