

GSPRA ANNUAL REPORT

October 2018 - October 2019

on the
accomplishments,
progress, and financial
status of the
organization.



Georgia School Public Relations Association

October 2019

AN EXEMPLARY CHAPTER

GSPRA received notification that the organization received the Mark of Distinction in the Special PR/Comm. Program, Project or Campaign for **Branding GSPRA**.

This designation recognizes the efforts of state chapters in supporting NSPRA's mission of building support for education through responsible public relations that leads to success for all students.



THE GOOD OF GSPRA

The Good of GSPRA has catapulted to the top this year with fun, learning, networking, mentorship, recognition, and professional gains. This time last year, we were on the coast of the state *Making a Splash*. This year, in our 46th year of existence, we are putting on our helmets, pads, and protective gear as we rush to the win as *All Star PR Pros*.

It is what has taken place between these two professional learning events that made the year full of excitement and our members thirst for more.

GSPRA has a rich history of providing excellence in school communications. It is our members who provide that backstory and the backbone of who we are. While we have seen lean times, our predecessors had to foresight to be more fiscally responsible. Now, we can now provide added member benefits such as scholarships.

Some of our greatest strengths are the free exchange of ideas between professionals, our commitment to building quality school communication programs, and our support for members looking to enhance their knowledge, skills, and abilities.

The story we can equally share about work is astounding. I encourage each of you to continue as the ambassador for your school system and GSPRA. Thank you for allowing me to be a big part of *The Good of GSPRA*!

Yolanda Stephen, MBA, APR, GSPRA President



PROFESSIONAL DEVELOPMENT

Professional development is at the forefront of our purpose. Through professional development, we share effective techniques for communication between schools and their various publics. We also promote sound practices of school-community relations and public support of public education by providing tools and information that practitioners can take back to their districts for successful implementation.

This year we offered two in-person learning opportunities - the first ever two-day conference and a one-day spring drive in event. There were a total of over 110 GSPRAn's who attended the learning events. Topics ranged from:

- Branding
- Strategic Planning
- Marketing Your School District
- Video Creation and Storytelling
- Crisis Planning and Management
- The Role of School District Communicators

As an organization, we will continue providing local professional development opportunities to support our members and districts.

GSPRA MEMBERS RECEIVE ACCREDITATION

Congratulations to three GSPRA members who earned their Accreditation in Public Relations (APR). This designation is held by two percent of the PR professionals worldwide. The Universal Accreditation Board states that to earn this designation one must have five years in the profession and possess at least an undergraduate degree. Congratulations to:

Tabitha Clark, APR
Houston County

Kaden Jacobs, APR
Richmond County

Yolanda Stephen, APR
Troup County

“

Don't be afraid to be ambitious about your goals. Hard work never stops. Neither should your dreams.

Dwayne Johnson

”



When the National School Public Relations Association contacted GSPRA about presenting at the 2019 Leader's Meeting, there was no doubt the answer would be a resounding, 'Yes!'

Members of the state chapter were tasked with sharing best practices in conference negotiations that provide the best bang for member bucks. They didn't disappoint with giving insight on working with vendors in advance, sharing conference dates in advance, and convening a committee of people who work together on the conference - not just tasking to one individual.

As GSPRA celebrates its 46th year, it remains a priority for the organization to provide quality professional development where school public relations and communication professionals can lead the charge in telling the story of their district in a compelling and meaningful manner.

GSPRA SUCCESS STORIES SHARED ON NATIONAL STAGE

52

The number of Georgia school **PUBLIC RELATIONS** professionals that are members of the national chapter (NSPRA). Georgia has the largest membership numbers in the entire Southeast!

CONGRATS TO OUR SCHOLARSHIP RECIPIENTS

These five GSPRA members received a \$200 scholarship to attend the 2019 Fall Conference

Jonathan Bice

Forsyth County Schools, Communications Specialist

Desiree Celaya

Thomasville City Schools, Communications Coordinator

Ben Cook

Forsyth County Schools, Communications Designer

Jason Halcombe

Dublin City Schools, Director of Public Relations

Michelle Kim

Rockdale County Public Schools, Communications Specialist





2018-2019 GSPRA ACCOMPLISHMENTS

1. Named an Exemplary Chapter from NSPRA for *Branding GSPRA*.
2. Welcomed three professionals receiving their Accreditation in Public Relations.
3. Identified as the largest chapter membership in the NSPRA Southeast District (52 members).
4. Awarded five members professional learning scholarships to attend the Fall 2020 conference; up from three.
5. Revamped membership listing to accurately capture all GSPRA members.
6. Moved to a Google Group format to eliminate duplicate members, non-members, and abate reply all's.
7. Instituted reimbursement scholarship to recognize members receiving APR designation.
8. Implemented online awards submissions.
9. Continued offering one day professional learning event.
10. Built board member capacity with up-and-coming members assuming new responsibilities.
11. Revised GSPRA Region Map.
12. Noted for outstanding chapter presence at national conference; including hosting sessions.
13. Launched 'GSPRA Members in the Spotlight'.
14. Welcomed new GSPRA members during spring and fall professional learning events.
15. Streamlined accounting and communications practices.
16. GSPRA member recognized as NSPRA Front-Runner; only four Front'-Runner's named organization wide. - Yolanda Stephen, APR
17. GSPRA member recognized as school communications leader in K-12 Insights, "The State of K-12 Customer Experience Support 2019." - Kaden Jacobs, APR

FINANCIAL UPDATE TOTAL ASSETS

SEPTEMBER 2018

Beginning Balance: \$24,588.74
Ending Balance: \$24,200.95

DECEMBER 2018

Beginning Balance: \$27,391.87
Ending Balance: \$27,160.47

MARCH 2019

Beginning Balance: \$26,013.16
Ending Balance: \$24,666.51

JUNE 2019

Beginning Balance: \$25,866.65
Ending Balance: \$25,946.90

SEPTEMBER 2019

Beginning Balance: \$32,317.42
Ending Balance: \$47,677.67

