



2005-2006 BLUE RIBBON & DISTINGUISHED CHAPTER AWARDS

July 2005

To: Chapter Presidents

From: Rich Bagin, APR
Executive Director

Re: NSPRA Chapter Awards for 2006

Attached is this year's Blue Ribbon & Distinguished Chapter Awards guidelines and entry form. Chapters have two options for completing the entry form:

1. The first is to complete the entry form, responding to the questions with a minimum amount of documentation in order to meet the required minimum of 500 points to receive an **NSPRA Blue Ribbon Chapter Award**.
2. Or, you can decide to go a bit further and complete the entry form, responding to the questions to meet the required minimum of 500 points **AND** providing extensive documentation of your chapter's activities in order to compete for the **Distinguished Year-Round Chapter** and **Distinguished Single Project Awards**. Chapter entries that include this additional documentation should be submitted in a three-ring notebook or other suitable binder. *Please note the criteria for Distinguished Chapter eligibility under the Application Process instructions.*

Award winning chapters will receive special bonus incentives (see attached guidelines) and be recognized at NSPRA's Annual Meeting during the 2006 Seminar in Chicago.

The Blue Ribbon & Distinguished Chapter Awards program is an excellent way to document and celebrate your chapter's accomplishments for the year. I hope that you will make a commitment to participating this year and taking advantage of the program's rewards.

If you have questions about the entry form or procedures, contact Karen Kleinz, APR, associate director, at 301-519-1227. Please remember that the deadline for all entries is May 13, 2006.

**See attached Guidelines and Entry Form
Deadline for all entries is May 13, 2006 (postmark)**

NSPRA Chapter Awards Guidelines

Purpose:

The purpose of the annual NSPRA Blue Ribbon & Distinguished Chapter Awards Program is to provide an opportunity for NSPRA chapters to:

- Develop and promote activities that carry out the Mission, Goals and Objectives of the Association,
- Enhance the role of the school public relations profession, and
- Provide professional development activities for members and other educational leaders.

Eligibility:

All chapters are eligible. The only requirement is that specific activities be conducted between May 15, 2005 and May 12, 2006 and the minimum number of points stipulated on the form be obtained to be eligible for a Blue Ribbon Award. Any Blue Ribbon Award chapter will also be considered for NSPRA's Distinguished Year-Round Chapter or Single Project Awards if appropriate documentation is included.

Award Categories:

1. All chapters that complete the entry form and demonstrate the required 500 points will be honored as Blue Ribbon Chapters.
2. Any Blue Ribbon chapter providing extensive documentation of its activities is eligible to be judged for:
 - NSPRA Distinguished Chapter Award for Year-Round Activities
 - NSPRA Distinguished Chapter Award for a Single Chapter Project

Award judges will select the winning entries and may also name chapters in each category to receive Honorable Mention citations.

Award Incentives:

Blue Ribbon chapters will receive:

- A one-year professional membership to NSPRA for 2006-07 for a *new* member (cannot be used for a renewal)
- One coupon for \$100 off the cost of registration for the Phoenix 2007 Seminar.

Distinguished Year-Round Chapter and Single Project Award winners will receive:

- One registration to the Phoenix 2007 Seminar *plus* the Blue Ribbon chapter incentives listed above. (In the case of a tie, each chapter will receive a 50% discount on a registration).

Honorable Mention recipients for Distinguished Year-Round Chapter and Single Project Award will receive:

- One coupon for \$200 off the cost of registration for the Phoenix 2007 Seminar *plus* the Blue Ribbon chapter incentives listed above. Coupons may not be combined and must be used by two different people. (In the case of a tie, each chapter will receive a coupon for \$100 off the cost of a registration.)

Note: Discount coupons must be presented for use at the time of registration and may not be used in conjunction with any other seminar discounts.

Application Form:

The application form is reviewed annually by the NSPRA staff and updated to include the adopted Goals and Objectives of the Association as approved by the Executive Board for the fiscal year.

Deadline for receipt of the application is May 13, 2006 (postmark).

Application Process:

1. Each chapter needs to submit only one entry.
2. In order to be considered for the NSPRA Distinguished Year-Round Chapter Award and or Single Project Award, the entry must be well documented and submitted in a three-ring or other suitable binder.
3. **In order to be considered for the Distinguished Year-Round Chapter Award, chapters must name a National Membership Chair and meet *one* of the following criteria:**
 - A minimum of 40% chapter membership in NSPRA,

OR

 - The chapter increases NSPRA membership by 15% between September 1, 2005 and May 1, 2006.

(NSPRA will provide chapters with their base membership number as of September 15, 2005)

4. Entries must be accompanied by the official entry form and be signed by the Chapter President.
5. To be eligible for judging, all entries must be postmarked no later than May 13, 2006.

NOTE: It is the responsibility of the Chapter President to see that this Application Form is given to the chapter member responsible for completing the award form. If you have any questions regarding the materials, please contact Karen Kleinz at 301-519-1227.

Notification/Presentation:

Notification of winners will be made by June 15 to Chapter Presidents. The Blue Ribbon and Distinguished Chapter Awards will be presented at the National Seminar in Chicago, Illinois in July 2006.

2005-2006
NSPRA Blue Ribbon Chapter Awards
Application Form

Describe the activities of your chapter from May 15, 2005 through May 12, 2006. Place the total number of points in the appropriate boxes for each category. These categories identify your chapter's efforts to work toward NSPRA's Mission, Goals and Objectives.

A minimum of 500 points is needed to be considered for the NSPRA Blue Ribbon Chapter Awards. To be considered for a Distinguished Year-Round Chapter Award or Single Project Award, additional documentation must be submitted in a three-ring binder or notebook format. **Entry must be postmarked no later than May 13, 2006.**

Chapter Name _____

Name for certificate _____

(Indicate how the chapter should be identified on the certificate if selected as a winner. Many chapters use abbreviations, such as TSPRA, MinnSPRA, SUNSPRA, etc.)

Chapter President, 2005-2006 _____

Signature of Chapter President _____

School District/Agency _____

Street/P.O. Box _____

City/State/Zip Code _____

Telephone () _____ FAX () _____ E-Mail _____

Deadline for Chapter Award Entries is May 13, 2006

Return Application to:

2006 Chapter Awards
National School Public Relations Association
15948 Derwood Road
Rockville, MD 20855
Fax: (301) 519-0494

2006 Application

NSPRA Blue Ribbon Chapter Awards

REQUIRED

1. **Activities in 2005-06 related to NSPRA Goals** — Minimum of 100 points total required. **On an attached sheet, briefly explain the extent and effectiveness of the chapter's activities in the areas indicated below. Note: Programs, workshops and activities must be chapter-sponsored to qualify:**

• **Building the PR skills and leadership status of members.**

- _____ Conducted a one-hour to half-day program for chapter members (10 pts for each program up to a total of 30 pts)
- _____ Conducted a full-day workshop for members (15 pts for each up to a total of 30 pts)
- _____ Other activities or resources. Please explain. (10 pts for each if accepted, up to a total of 30 pts)

• **Building the PR skills of educators (administrators/teachers/board/support staff, etc.).**

- _____ Conducted a one-hour to half-day program for educators (10 pts for each program, up to total of 30 pts)
- _____ Conducted a full-day workshop for educators (15 pts for each, up to total of 30 pts)
- _____ Other activities or resources. Please explain. (10 pts for each if accepted, up to total of 30 pts)

• **Raising the visibility of the PR function, the chapter, and NSPRA.**

- _____ Chapter co-sponsored a conference, pre-conference, workshop, etc., with another education group (15 pts for each program)
- _____ Chapter member was speaker/presenter/panelist at a local/state/national education conference *other than one held by NSPRA* (5 pts for each individual member who made at least one presentation, up to total of 25 pts)
- _____ Chapter member published or was the subject of an article in a general circulation publication or education magazine, other than one produced by their district, chapter or NSPRA (Must relate to PR profession/education. 5 points for each. Attach copies)
- _____ Chapter displayed and staffed a chapter/NSPRA booth at state conferences of other education organizations (10 pts for each conference)
- _____ Chapter provided a service at another education organization's conference (i.e., published daily newsletter; offered PR counseling) (10 pts for each conference)
- _____ Chapter or member advocated for effective PR in education/assisted school district(s) to adopt PR programs that meet NSPRA standards. Please explain. (15 pts if accepted)
- _____ Chapter member(s) give presentations on NSPRA's Communication Accountability Project (CAP) at chapter meetings, or for other organizations (10 points for each)
- _____ Chapter member(s) submits a CAP Capsule that is published in Network (10 points each)
- _____ Chapter member(s) writes an article on CAP published in a statewide/national publication other than one produced by the chapter or NSPRA (15 points for each. Attach copies.)
- _____ Other activities or resources. Please explain. (10 pts for each if accepted, up to a total of 30 pts)

BONUS

2. Special programs/projects — Bonus points

Attach description on separate sheet

_____ This category is designed to provide credit for special chapter programs/projects **not covered in other categories**. This could include a year-long project effort to build support for education; a special event; public service campaign; or education campaign (i.e., roll out of state report cards; teacher recruitment). (Possible 10-50 points if project/program is accepted. More than one may be submitted. *Judges will determine number of points awarded.*)

BONUS

- _____ Conducted a workshop based on any of NSPRA's products (i.e., *Crisis Communication Management Manual*; *Unlocking Sensational Service*; *Mastering E-Newsletters*; *Communication Guidebook for Teachers*) (10 pts for each different product)
- _____ Scheduled a chapter meeting with an NSPRA audio-conference as the program. (10 pts for each audio-conference)

REQUIRED

3. NSPRA Membership Campaign — Minimum of 10 points is required

Chapter has a total of _____ chapter members and a total of _____ NSPRA members.
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Point Scale:

- _____ 10% of chapter members are national NSPRA members (10 pts)
- _____ 20% of chapter members are national NSPRA members (20 pts)
- _____ 30% of chapter members are national NSPRA members (30 pts)
- _____ 40% or more of chapter members are national NSPRA members (50 pts)

BONUS

- _____ The chapter has recruited _____ NSPRA members this year.
- _____ 3 - 5 NSPRA members (20 pts)
- _____ 6 - 10 NSPRA members (40 pts)
- _____ 11 - 15 NSPRA members (60 pts)

_____ **Required for Distinguished Year-Round Award eligibility** (100 points)

- Name of NSPRA Membership Chairperson/Officer:

- _____ • NSPRA membership increased by 15% between Sept. 1, 2005 - May 1, 2006
OR (check one)
- _____ • 40% or more of chapter members are national NSPRA members

REQUIRED

4. Promotion of cultural diversity, awareness and tolerance — Minimum of 10 points

On an attached sheet briefly explain the activities indicated below:

- _____ Chapter held a meeting/workshop/session directed at helping education leaders and members promote awareness of, and develop activities for, meeting the challenges of cultural diversity and tolerance (10 pts for each activity)
- _____ Chapter increased minority membership during the year (5 pts for each new member)
- _____ Chapter member(s) writes published article on strategies for communicating with diverse populations (10 pts for each. Attach copies.)

BONUS

2006 Bonus Item — Chapter helps sponsor a speaker on cultural diversity at the NSPRA 2005 Seminar in Chicago

- _____ \$250 contribution (20 pts)
- _____ \$500 contribution (35 pts)

BONUS

5. Mentoring Members — Bonus points

Attach description on separate sheet

- _____ Chapter has a formal Mentor Program to assist new members to develop their professional skills and excel in the profession of school public relations (25 pts)
- _____ Chapter member(s) served as mentor(s) throughout the year for participants of the 2005 New Professionals Program (10 points for each mentor)

BONUS

6. Professional development track for veteran chapter members — Bonus points

Attach description on separate sheet

- _____ Chapter offers specific programs for experienced PR professionals so that they can stretch and enhance their professional skills in areas such as counseling and strategic communication (25 pts will be awarded for this special effort if accepted)

BONUS

7. Member recognition program — Bonus points

Attach description on separate sheet

- _____ Chapter has a program for recognizing members' accomplishments and contributions to the profession (i.e., School PR Professional of the Year, PR Rookie of the Year, etc.) (Publication/program awards not applicable; must recognize individuals in professional capacity. 15 pts will be awarded for this special effort)

REQUIRED

8. Public Relations Counsel — Minimum of 30 points required

Chapter or chapter members served as counselors/trainers on public relations/communication strategies that helped improve communication about education and build greater public support for schools.

On an attached sheet, briefly explain the project, service or activity indicated below:

- _____ Chapter or chapter member assisted another district or education organization with the creation of a new PR position or job description (10 pts for each)
- _____ Chapter or chapter members assisted school systems other than their own with crisis communications/PR counsel (15 pts for each)
- _____ Chapter or chapter members served in an advisory capacity or provided PR expertise to an organization, committee or civic group, other than a school system (i.e., Chamber of Commerce education committee, local/state/national safety task force, foundation board, etc.) (5 pts for each up to a total of 25 pts)
- _____ Chapter members share expertise and counsel fellow NSPRA members (this includes by phone, e-mail, and on the NSPRA web site discussion section) (5 pts for each up to a total of 20 pts)
- _____ Chapter *expanded* efforts to counsel/train public relations professionals, board of education members, superintendents and other administrators, principals, teachers, support staff and others (10 pts for each project/service/activity. Please explain how effort was expanded from previous year.)

BONUS

9. Collaborative efforts to build support for education — Bonus points

Attach description on separate sheet

- _____ A special bonus will be given for chapter collaborations with other organizations to build public support for education through joint projects and activities (i.e., statewide image or education funding campaign) (Possible points will be 10 to 50 if the project or program is accepted. *Judges will determine points awarded.*)

BONUS

10. College and/or university PR course — Bonus points

Attach description on separate sheet

- _____ Chapter takes an active role in gaining state support for requiring those preparing to be school administrators to take a course in School Public Relations. (Possible 10-50 points if project is accepted. *Judges will determine the number of points awarded.*)
- _____ Chapter member(s) taught a session on public relations for a college and/or university class, or assisted professors in obtaining materials and case studies for such courses. (10 pts for each class up to a total of 40 pts)
- _____ Chapter or chapter members promoted NSPRA's book *School Public Relations: Building Confidence in Education* as a textbook. (10 pts)
- _____ Chapter provided NSPRA with a list of names/addresses of college professors who teach PR/Education Administration courses in state. (10 pts)

BONUS

11. Flag of Learning and Liberty — Bonus points.

Attach description on separate sheet

Points will be given for chapter programs which enhance NSPRA's mission to build support for education through responsible public relations by using education's Flag of Learning and Liberty.

- _____ Chapter presented lapel pins or Flag of Learning and Liberty for recognition (10 pts)
- _____ Special presentation about the flag to local or state group (10 pts)
- _____ Chapter displayed flag at conferences, exhibit booths, etc. (10 pts)
- _____ Other (10 pts per activity if accepted). Explain on attached sheet.

REQUIRED

12. Chapter member activities related to NSPRA — Minimum of 50 points required

- _____ Chapter reviewed NSPRA Code of Ethics at chapter meeting (10 pts)
- _____ Chapter member contributed an article, column, or information to *Network* or *PRincipal Communicator* (includes being featured in "Perspectives" or "PRincipal Connections" columns) (10 pts for each up to a total of 30 pts)
- _____ Chapter member contributed information for any of NSPRA's electronic publications (*NSPRA This Week; Opportunities; Alert*) (10 pts for each up to a total of 30 pts)
- _____ Chapter member contributed a *Tip Sheet of the Week* for NSPRA's web site (10 pts for each up to a total of 30 pts)
- _____ Chapter member was a presenter on a PR Power Hour (10 pts for each)
- _____ Chapter member is current officer on NSPRA Executive Board (10 pts)
- _____ Chapter member served on an NSPRA committee (5 pts for each individual member up to a total of 25 pts)
- _____ Chapter hosted an NSPRA board member or staff member to give a workshop or speak at a state chapter meeting (10 pts for each)
- _____ Chapter used NSPRA Speakers Service to hire a speaker/workshop presenter (10 pts)
- _____ Chapter members served as contest judges for another NSPRA chapter (10 pts)
name of chapter: _____
- _____ Chapter president nominated an NSPRA leader for the Presidents Award (10 pts)
- _____ Chapter member nominated candidates for the Carothers/Learning & Liberty/Grossman or Gaskins Awards (5 pts for each nomination)
- _____ Chapter member presented at NSPRA Boston Seminar (5 pts for each member up to a total of 20 pts)
- _____ Chapter member served as a Counselor on Call at the Boston Seminar (5 pts for each member up to a total of 20 pts)
- _____ Chapter/chapter member conducted and reported on research funded by grant from NSPRA's Foundation for the Advancement of Education (25 pts)

BONUS

2006 Bonus Item — Chapter helps sponsor a keynote speaker for the 2006 Seminar in Chicago

- _____ \$250 contribution (20 pts)
- _____ \$500 contribution (35 pts)

_____ **TOTAL NUMBER OF POINTS — PAGE 6**

REQUIRED

13. Professional growth activities of chapter members — Minimum of 50 points required

Attach descriptions on separate sheet

- _____ Chapter member is Accredited in Public Relations (5 pts for each APR member)
- _____ Chapter offers a program on accreditation, sponsors a study group or tutorial program, purchases APR study materials, or pays part or all testing costs for members (15 pts)
- _____ Chapter appointed an accreditation chair (5 pts)
- _____ Chapter member served on an APR Readiness Review panel (10 pts)
- _____ Chapter member attended any of the last three national Seminars (5 pts for each individual member up to a total of 25 pts)
- _____ Chapter officer(s) attended Chapter Leaders' Meeting in Boston (5 pts for each officer up to a total of 20 pts)
- _____ Chapter financed and provided scholarship(s) for a chapter member(s) to attend the 2006 NSPRA Seminar in Chicago (15 pts for each scholarship)

BONUS

14. Special chapter project to assist the Foundation for the Advancement of Education.

NSPRA's Foundation for the Advancement of Education provides financial support for a number of association activities that are made possible through the donations of individuals or chapters. These include:

- Two seminar scholarships plus a stipend annually, one of which is designated for racial minority members.
- The Bob Grossman Leadership in School Communications Award for Superintendents, which includes a seminar scholarship and two nights lodging.
- The Barry Gaskins Mentor Legacy Award, which includes a seminar scholarship for a mentee designated by the recipient.
- The Learning & Liberty Award, which includes travel and one night's lodging.
- The Pat Jackson Seminar Scholarship.
- A \$300 research grant for chapters to add to the body of knowledge on school PR.
- Funding support for NSPRA's Communication Accountability Project (CAP).

- _____ Chapter donation (minimum \$100) to support NSPRA's Communication Accountability Project* (20 pts)
- _____ Chapter donation (minimum \$50) to Bob Grossman Award fund* (10 pts)
- _____ Chapter donation (minimum \$50) to Barry Gaskins Award fund* (10 pts)
- _____ Chapter donation (minimum \$50) to Learning & Liberty Award fund* (10 pts)
- _____ Chapter donation (minimum \$50) to Pat Jackson Scholarship fund* (10 pts)
- _____ Chapter donation (minimum \$100) to support seminar scholarships and research grant* (20 points)

* **Please note:** All checks must be made payable to the Foundation for the Advancement of Education. Note special designation on the check or in an attached memo.

Point Totals

_____ TOTAL NUMBER OF POINTS — PAGE 2

_____ TOTAL NUMBER OF POINTS — PAGE 3

_____ TOTAL NUMBER OF POINTS — PAGE 4

_____ TOTAL NUMBER OF POINTS — PAGE 5

_____ TOTAL NUMBER OF POINTS — PAGE 6

_____ TOTAL NUMBER OF POINTS — PAGE 7

_____ TOTAL NUMBER OF POINTS — ALL PAGES

Minimum of 500 points to qualify as a Blue Ribbon Chapter

Please check if:

_____ Documentation has been provided for consideration for the Distinguished Year-Round Chapter Award.

_____ Documentation has been provided for consideration for the Distinguished Single Project Award. The name of our Distinguished Single Project is:

(Name of Project)

NOTE: Distinguished Year-Round Chapter and Single Project entries must be presented in a three-ring binder format that provides detailed documentation for consideration.

