



**Michigan School Public Relations Association  
Membership Application**

Please print on all application forms.

First and Last Name \_\_\_\_\_

School District \_\_\_\_\_

Address \_\_\_\_\_

Title \_\_\_\_\_

Office Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Alternate Email \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

*Please provide your home address and telephone. This will be held in confidence and used ONLY if needed by MSPRA.*

Home Address \_\_\_\_\_

Alternate (cell or home) Phone (\_\_\_\_) \_\_\_\_\_

**Please check the appropriate membership category, enclose a check (payable to MSPRA) or credit card information to cover the corresponding membership fee, and send to: MSPRA, 1001 Centennial Way - Suite 300, Lansing, MI 48917.**

VISA/MasterCard/AmEx \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code (3 digits on back) \_\_\_\_\_

- ☐ **Professional Membership \$125**  
Available to anyone who is a member of the National School Public Relations Association (NSPRA) and/or has school public relations responsibilities in Michigan.
- ☐ **Retired/Associate Membership \$20**  
Available to anyone who has been an active member of MSPRA for at least five years, and who is no longer providing public relations services to schools in Michigan. Retired members maintain all rights of Professional Membership.
- ☐ **Student Membership \$20**  
May be held by anyone who is currently studying in a Michigan post-secondary communications, public relations, journalism or allied program. Student members may not vote or hold office. A student who is a member of NSPRA shall retain the rights of Professional Membership.
- ☐ **Business/Vendor Membership \$95**  
Available to any business organization or vendor. Business/Vendor members are ineligible to serve as MSPRA officers or Executive Board members.

## MSPRA Committees

Membership on an MSPRA committee provides new opportunities to network with your fellow professionals as well as gain additional knowledge. If you would like to join a committee (*optional*), please mark your choice(s) below, complete the contact information at the bottom of this page, and include this page with your membership application. *Thank you.*

- ☐ **Awards and Recognition** - Elevates the practitioner and school public relations by identifying and recognizing professional school communicators and their districts through the MSPRA School Communicator and Superintendent Communicator of the Year Awards, MSPRA Gold Medallion Award for programs and projects, constructive peer-review feedback on communication strategies and activities, APR (Accredited in Public Relations) Certification, and application to the National School Public Relations Association for the Distinguished Chapter Award. The Awards and Recognition Committee chairperson works with volunteers to coordinate committee activities.
  
- ☐ **Membership Services** – MSPRA is here to serve the needs of its members. This committee focuses on welcoming and recruiting, using tools like the website, social media, outreach by region, and member resources such as peer-to-peer networking. The committee develops and implements ongoing programs to increase membership and retain existing members. The Membership Services Committee chairperson works with volunteers to address member needs.
  
- ☐ **Professional Development** – As PR professionals in the world of education, we rarely get a chance to work with other experts in our field. Professional Development is critical for continuous learning, as well as networking with other school PR experts. This committee helps in the planning and implementation of the annual MSPRA conference and drive-in conferences on topics requested or needed by our members. The Professional Development Committee chairperson works with Professional Development Committee volunteers to plan events.
  
- ☐ **Technology** – Electronic communication is the life blood of school communicators. Managing (and modeling) excellent digital media is essential to communicating with (and setting an example for) MSPRA members. This committee oversees the association's website and social media accounts to provide information and engage its members. The Technology chairperson works with volunteers and members of other committees to coordinate and deliver relevant and timely digital content on a variety of platforms.

Name \_\_\_\_\_ Title \_\_\_\_\_

District \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

*Thank you for helping make MSPRA an even better organization by sharing your time and talents.*

Submit this page with your membership application to: **MSPRA, 1001 Centennial Way - Suite 300, Lansing, MI 48917**

\* Contributions or gifts to the Michigan School Public Relations Association, including dues payments, are not tax deductible as charitable contributions for federal income tax purposes. However, they may be deductible under other provisions of the Internal Revenue Code.