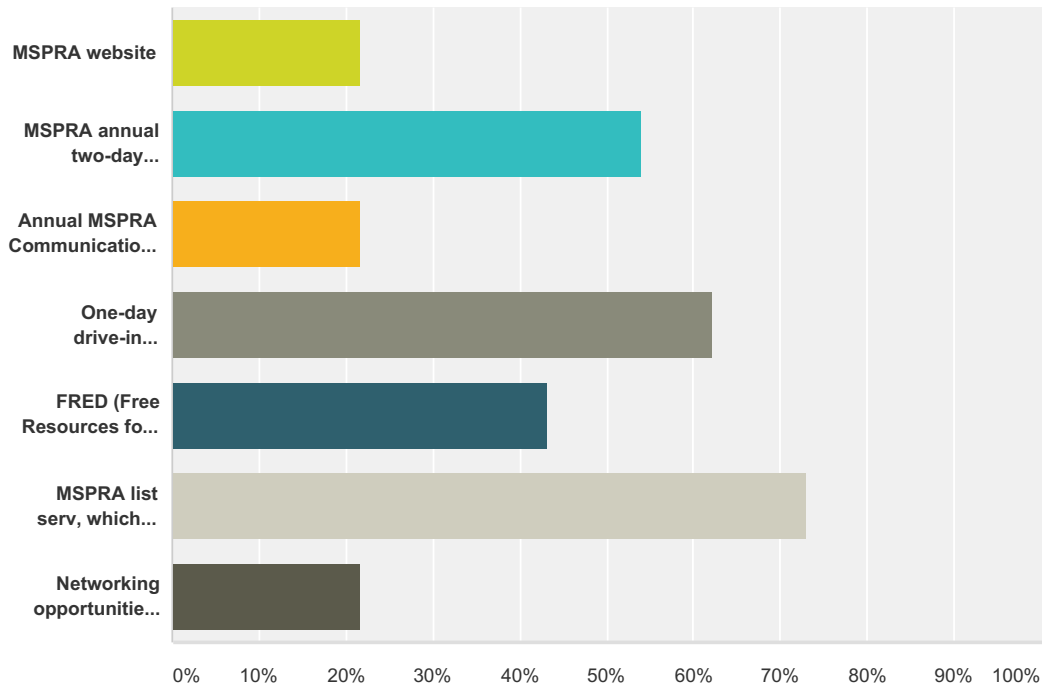


Q1 Please choose 3 MSPRA offerings that are the most valuable to you. Please choose no more than 3.

Answered: 37 Skipped: 0



Answer Choices	Responses
MSPRA website	21.62% 8
MSPRA annual two-day conference	54.05% 20
Annual MSPRA Communication Contest	21.62% 8
One-day drive-in workshops and other MSPRA professional development opportunities	62.16% 23
FRED (Free Resources for Educators), an online repository of real-life examples of information campaigns, letters, and other communication materials that can be used for reference, ideas or templates	43.24% 16
MSPRA list serv, which allows school communicators to talk to or seek help from other members via email	72.97% 27
Networking opportunities with MSPRA members	21.62% 8
Total Respondents: 37	

#	Other ideas or comments:	Date
1	I forget about FRED and how to get into it.	11/16/2015 10:31 AM
2	I used to find great value in a monthly communication piece (eNewsletter) that noted trending issues, resources, etc.	11/16/2015 10:18 AM
3	I think all the above options are valuable.	11/11/2015 1:42 PM

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4	MSPRA's timely and useful professional development offerings, networking with other practitioners at workshops and conferences, and connecting with other members via the list serv is the trifecta for me. But, all the others mentioned above are important to my continued professional growth.	11/11/2015 10:45 AM
5	Closed Facebook Group to accompany listserv group	11/11/2015 9:26 AM
6	How-to guides. Many school public relations professionals are given the task or come into PR through other avenues than a PR/Marketing degree. While the skill of communicating effectively is there, oftentimes the marketing skills are not. I think it would be great to have a PR 101 section where there could be tangible steps in how to do something such as How to Create a Focus Group, How to Survey Your Stakeholders, How to Deal with the Media, etc. Even it's a "10 tips to ..." I think that could be a very helpful piece to many.	11/11/2015 5:33 AM
7	Could the FRED "stuff" be added to the website so there is a one spot shopping tool? I always forget about FRED	11/10/2015 4:19 PM

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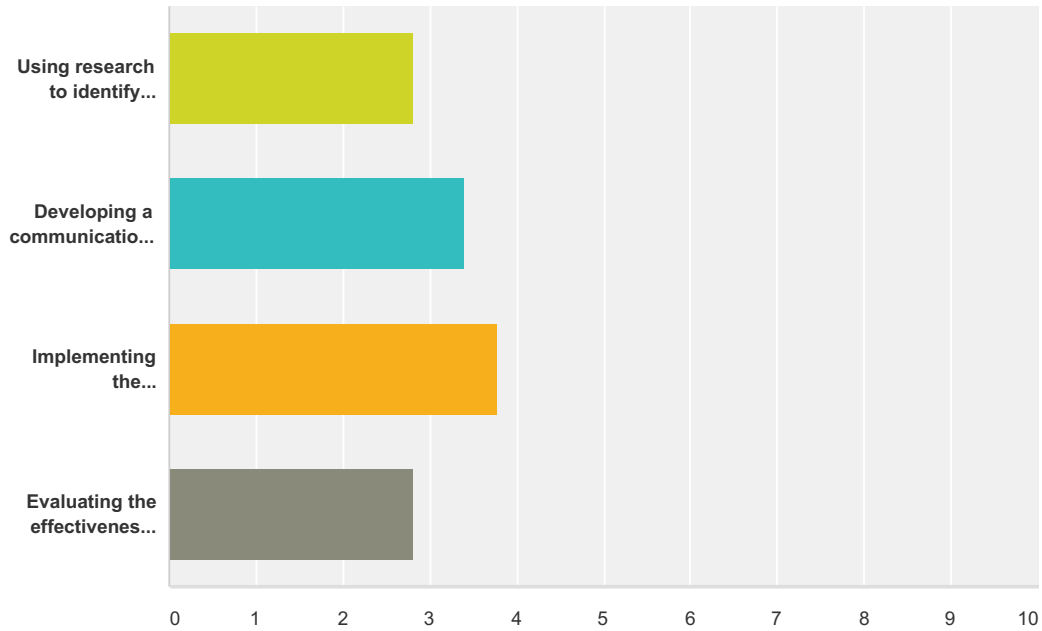
Q2 In your opinion, what are the top 2 programs or services MSPRA should offer to new members?

Answered: 22 Skipped: 15

#	Responses	Date
1	1) Very basic "what MSPRA is and what they are about." 2) Mentors - a veteran with a newbie for one year	11/17/2015 2:56 PM
2	A mentoring connection and the listserv to bounce questions/ideas off of other members.	11/16/2015 11:15 AM
3	Free Resources and the opportunity for members to communicate their needs to other members via email	11/16/2015 11:09 AM
4	offer a peer mentor program special workshop at conference for new members	11/16/2015 10:31 AM
5	I think it would be helpful if there was a way to connect new members with current members who work within the same area. The current members could share some of the many benefits and resources available through MSPRA.	11/16/2015 7:53 AM
6	For new members: 1. mentor/introduction to MSPRA members; 2. discount to MSPRA PD so they are hooked!	11/11/2015 3:12 PM
7	A MSPRA "mentor" would be great	11/11/2015 2:10 PM
8	Annual conference.	11/11/2015 2:03 PM
9	A mentor or primary contact who can introduce them to other members and to MSPRA benefits. A scholarship program to help get them to their first MSPRA conference.	11/11/2015 10:45 AM
10	Support Network & Sharing of successful programs	11/11/2015 9:59 AM
11	Conference Listserv communication	11/11/2015 9:26 AM
12	A mentor to work with as many school communicators aren't marketing people, but are given marketing duties as one more thing to do in addition to everything else.	11/11/2015 8:41 AM
13	Overcoming prejudice against the value of public relations to a school district	11/11/2015 8:17 AM
14	In-Service opportunities New tools/products	11/11/2015 7:59 AM
15	conference and resources	11/11/2015 7:52 AM
16	Mentorship Providing Training	11/11/2015 7:45 AM
17	Developing a Communications Plan Measuring your Communications Plan	11/11/2015 5:33 AM
18	As a new member I'd like assistance/suggestions on how to build my budget, in addition to what elements are essential to a successful program.	11/10/2015 7:52 PM
19	That's a tough one	11/10/2015 4:19 PM
20	Crowd-sourced "Best Practices" manual Mentoring program	11/10/2015 4:18 PM
21	Mentors/professional contacts and PD opportunities.	11/10/2015 4:12 PM
22	PR 101 Tool - Online Brochure, Links, Being a One-Person office, Tip Sheets, Course?	11/10/2015 4:08 PM

Q3 An effective school public relations program typically includes 4 key elements: Research, Planning, Implementation and Evaluation. On a 5-point scale of Not Developed to Highly Developed, please rank how you feel you or your office rates on:

Answered: 37 Skipped: 0



	Not Developed	Minimally developed	Somewhat developed	Fairly Well Developed	Highly Developed	Total	Weighted Average
Using research to identify communication needs (through surveys, focus groups and / or data analysis)	10.81% 4	32.43% 12	21.62% 8	35.14% 13	0.00% 0	37	2.81
Developing a communication plan (with goals and related activities for specific audiences)	8.11% 3	18.92% 7	18.92% 7	32.43% 12	21.62% 8	37	3.41
Implementing the communication plan (using writing / editing, storytelling skills, graphics and design skills / software and various media)	5.41% 2	10.81% 4	16.22% 6	35.14% 13	32.43% 12	37	3.78
Evaluating the effectiveness of the district's communication program (measuring the success of your communication efforts based on program and district goals)	13.51% 5	27.03% 10	29.73% 11	24.32% 9	5.41% 2	37	2.81

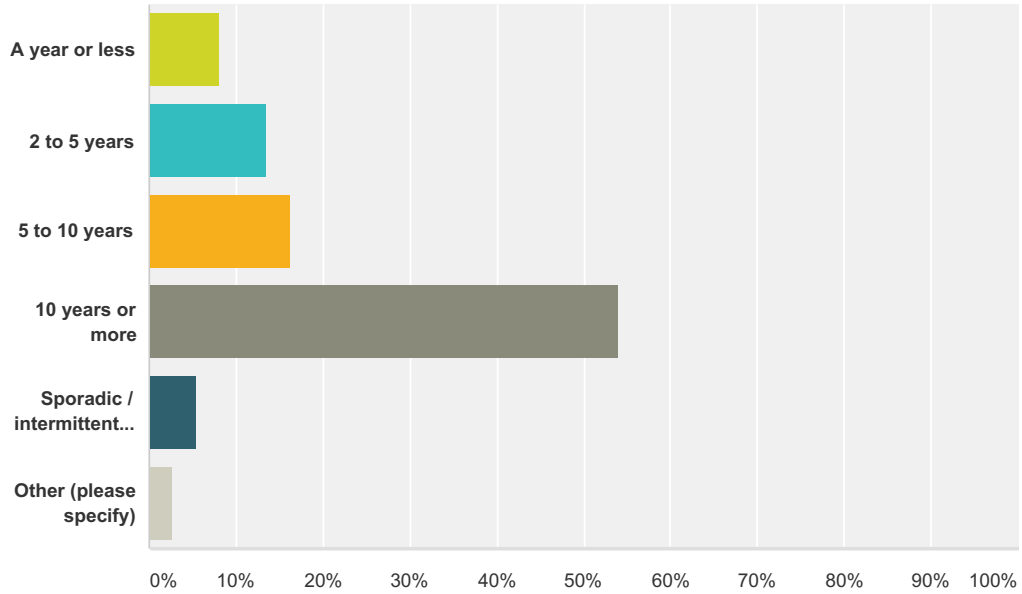
#	Any comments?	Date
1	I am retired from school PR.	11/16/2015 10:18 AM
2	Developing the plan is much easier than implementing it. But, once you develop it and implement it, you have a concrete way to evaluate (and make a case for) your (continued) work. We need to be reminded of this. I could personally use more information Social Media metrics. Shane was excellent but it's a changing landscape...	11/11/2015 10:45 AM
3	We have just restructured our Communications Dept and are now focusing more on researching and evaluating instead of just planning and implementing. It is helpful to hear what other colleagues in other districts are doing.	11/11/2015 8:52 AM

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4	I believe the lack of internal communication is our weakest link.	11/11/2015 8:17 AM
5	In the very early stages of development.	11/10/2015 7:52 PM
6	I'd love to be able to do all the planning/goal setting etc but have other responsibilities and the PR stuff seems to get done in between everything else.	11/10/2015 4:19 PM

Q4 I have been working in the communication field (in education or elsewhere) for:

Answered: 37 Skipped: 0



Answer Choices	Responses
A year or less	8.11% 3
2 to 5 years	13.51% 5
5 to 10 years	16.22% 6
10 years or more	54.05% 20
Sporadic / intermittent communication duties	5.41% 2
Other (please specify)	2.70% 1
Total	37

#	Other (please specify)	Date
1	In school PR for 7+ years and now as a consultant for ed. clients on occasion	11/16/2015 10:18 AM

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Q5 Please give your formal job title.

Answered: 37 Skipped: 0

#	Responses	Date
1	Executive Administrative Assistant	11/17/2015 2:56 PM
2	Secretary to the Superintendent/Communications and Public Relations Specialist	11/16/2015 11:17 AM
3	Assistant superintendent	11/16/2015 11:15 AM
4	Superintendent	11/16/2015 11:09 AM
5	Public & media Relations Coordinator	11/16/2015 10:41 AM
6	Community Relations Specialist	11/16/2015 10:31 AM
7	Communications Director	11/16/2015 10:27 AM
8	My job is outside of school PR now and my membership category is "retired."	11/16/2015 10:18 AM
9	Communications specialist	11/16/2015 10:15 AM
10	Director of Public Relations	11/16/2015 7:53 AM
11	Communications Specialist	11/12/2015 2:09 PM
12	Director of Communication Services	11/11/2015 3:32 PM
13	Director of Communication Services	11/11/2015 3:12 PM
14	Marketing Assistant	11/11/2015 2:10 PM
15	Communications supervisor	11/11/2015 2:03 PM
16	Communications and Public Relations Specialist	11/11/2015 1:42 PM
17	Communication Consultant/Executive Director	11/11/2015 10:45 AM
18	Executive Assistant to the Superintendent	11/11/2015 9:59 AM
19	Communication Director	11/11/2015 9:26 AM
20	Public Relations/Communications/Marketing Coordinator	11/11/2015 9:06 AM
21	Community Relations Specialist	11/11/2015 8:52 AM
22	Executive Assistant to the Superintendent	11/11/2015 8:46 AM
23	Administrative Assistant	11/11/2015 8:41 AM
24	Graphic Design/Communications Specialist	11/11/2015 8:40 AM
25	Assistant Director of Finance	11/11/2015 8:17 AM
26	Communications Coordinator	11/11/2015 7:59 AM
27	Community Education Director	11/11/2015 7:52 AM
28	Supervisor of Communications	11/11/2015 7:45 AM
29	Director of Communications	11/11/2015 5:33 AM
30	Coordinator of School Relations	11/10/2015 7:52 PM
31	Director of Community Relations/Marketing	11/10/2015 5:03 PM
32	Technical Communications Specialist - doesn't sound very PR ish does it?	11/10/2015 4:19 PM
33	Communications Assistant	11/10/2015 4:18 PM
34	Community Outreach Coordinator	11/10/2015 4:12 PM
35	Communications Assistant	11/10/2015 4:10 PM

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36	Superintendent	11/10/2015 4:09 PM
37	Public Information Officer	11/10/2015 4:08 PM

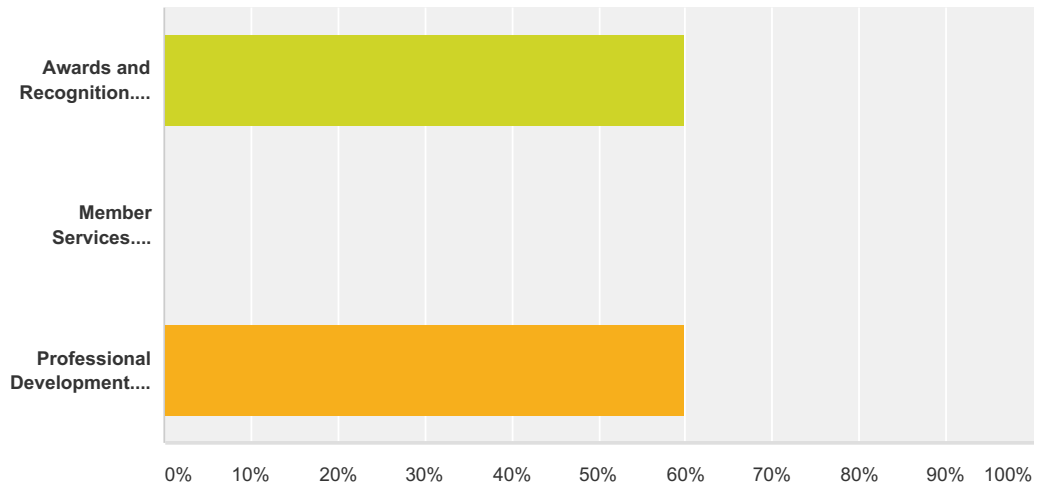
Q6 Please share any comments you may have about how MSPRA could be more useful to you and your district.

Answered: 4 Skipped: 33

#	Responses	Date
1	None at this time	11/16/2015 11:09 AM
2	The MSPRA Board does an excellent job of keeping members' needs at the forefront of its work.	11/11/2015 10:45 AM
3	I enjoyed the conferences when I attended years ago but due to school finances I have passed attending the 2-day conferences	11/11/2015 9:59 AM
4	Information on how I can create an effective communications plan that includes the 4 key elements.	11/10/2015 7:52 PM

Q7 I would be interested in learning more about participating in 1 or more of these MSPRA committees:

Answered: 5 Skipped: 32



Answer Choices	Responses
Awards and Recognition. Identifies and recognizes school communications through the MSPRA Communications Contest and other programs.	60.00% 3
Member Services. Develops ongoing programs to bring in new members and retain current members.	0.00% 0
Professional Development. Helps plan MSPRA conferences and other professional development activities.	60.00% 3
Total Respondents: 5	

#	If you checked any of the above boxes, please give us your name, school district and email address:	Date
1	Brenda Young Eaton RESA byoung@eatonresa.org	11/11/2015 8:46 AM
2	Mark R. Edwards II Romulus Community Schools Mredwards@romulus.k12.mi.us	11/10/2015 7:52 PM