

NSPRA Communication Audit

Analyzing and improving district and school communications.



About NSPRA

Since 1935, the **National School Public Relations Association (NSPRA)** has been providing school communication training and services to school leaders throughout the United States, Canada and the U.S. Department of Defense Education Activity (DoDEA) schools worldwide. **NSPRA's mission is to develop professionals to communicate strategically, build trust and foster positive relationships in support of their school communities.** That mission is accomplished by developing and providing a variety of diverse products, services and professional development activities to association members as well as to other education leaders interested in improving their communication efforts.

About the Communication Audit

In keeping with its mission, NSPRA also provides school public relations/communications counsel and assistance to school districts, state departments of education, regional service agencies and state and national associations. For many of these organizations, **NSPRA has completed comprehensive communication audits to analyze the effectiveness of their overall communication programs and to recommend strategies for improving and enhancing their efforts.**

Why have an audit?

The NSPRA Communication Audit establishes **vital benchmarks** to evaluate a school district's communication program, and when used as a follow-up reassessment several years down the line, it helps ensure a district remains on track for delivering an **exemplary, cost-effective** and **impactful** communication program.

The audit is an in-depth, independent review of school and district overall communications by veteran school communication experts. It will help us make the most of limited resources by **assessing the effectiveness of current strategies; identifying strengths, weaknesses** and **communication gaps**; and **recommending proven, cost-effective tactics** for **achieving our communication goals**.

What is involved?

The NSPRA Communication Audit process includes two major research components:

Quantitative Research: NSPRA surveys three broad stakeholder groups—our staff, parents and community members—about their communication preferences, perceptions and ideas. Key data points in our results will be compared to other districts nationwide to help put them in context.

Qualitative Research: NSPRA will conduct a rigorous review of the district's communication materials, district and school websites and social media pages. They also will conduct focus groups with the district's key internal and external stakeholders, and interviews with the superintendent and communications staff.

What is the result?

The process results in a **comprehensive report with key findings** based on NSPRA's research and customized recommendations based on school communication best practices and proven, successful strategies used in today's school systems. NSPRA's recommendations can serve as the framework for development of a 5-year comprehensive communication plan.