

Policy and Procedure Manual

Introduction

This manual outlines the guiding policies and procedures for OHSPRA's operation, which supplement the chapter's bylaws. Accordingly, depending upon the subject matter and if applicable, each section is numbered to correspond with the related section in the chapter's bylaws.

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Article III — Mission and Goals

Section 1: Goals

- (a) OHSPRA is dedicated to fulfilling its mission of:
1. Assisting members in listening to and responsibly communicating with their many internal and external audiences
 2. Enhancing the image and role of public relations within the educational sector
 3. Demonstrating the professionalism of the organization and its members
 4. Increasing networking and professional development opportunities for OHSPRA members

Article V — Board of Directors

Section 1: Composition

- (a) The Director of Membership shall:
1. Coordinate membership drives and maintain membership records
 2. Organize and manage services provided to OHSPRA members
 3. Convene a committee to assist with tasks, if needed, and serve as chair of said committee
 4. Provide a monthly oral or written progress report to the Board summarizing membership activities
 5. Conduct other duties as assigned by the President
- (b) The Director of Professional Development shall:
1. Develop various professional development opportunities for members (such as webinars, workshops, networking events, etc.)
 2. Coordinate outreach to members to encourage presenting at various conferences throughout the state
 3. Coordinate an annual conference
 4. Work with the Director of Communications to market and publicize professional development opportunities.
 5. Convene a committee to assist with these tasks, if needed, and serve as chair of said committee
 6. Provide a monthly oral or written progress report to the Board summarizing professional development activities
 7. Conduct other duties as assigned by the President
- (c) The Director of Contests and Awards shall:
1. Coordinate all activities associated with the chapter's annual Achievement Awards program
 2. Work with the Director of Communications to market and publicize the Achievement Awards
 3. Convene a committee to assist with these tasks, if needed, and serve as chair of said committee

4. Provide a monthly oral or written progress report to the Board summarizing contest and award activities
 5. Conduct other duties as assigned by the President
- (d) The Director of Communications shall:
1. Coordinate chapter correspondence, media relations, and press releases on behalf of the chapter
 2. Publish and distribute a chapter newsletter on at least a quarterly basis
 3. Manage the online presence of the organization, including managing the organization's web presence and social media channels
 4. Serve as chapter photographer
 5. Oversee video productions for the chapter
 6. Convene a committee to assist with these tasks, if needed, and serve as chair of said committee
 7. Provide a monthly oral or written progress report to the Board summarizing communication activities
 8. Conduct other duties as assigned by the President
- (e) The Director of Partnerships shall:
1. Obtain sponsorships to provide financial assistance for the activities and operations of the chapter
 2. Create and maintain sponsorship programs and benefits
 3. Ensure sponsors and the chapter meet expectations of sponsorship agreements
 4. Convene a committee to assist with these tasks, if needed, and serve as chair of said committee
 5. Provide a monthly oral or written progress report to the Board summarizing sponsorship activities
 6. Conduct other duties as assigned by the President

Section 4: Removal

- (a) A member of the Board of Directors may be considered by OHSPRA's Board members for dismissal from his or her position when he or she:
1. Is absent from more than two meetings annually
 2. Fails to notify the President in advance of an absence from a meeting
 3. Fails to fulfill the duties of his or her position
 4. Fails to comply with the bylaws
- (b) Board members who do not pay membership dues within 30 days after they take their seat on the Board must forfeit their Board position. In this instance, the President will recommend someone to fill the position to Board members. The remaining Board members will then approve or not approve the recommendation by a majority vote.
- (c) For the reasons stated above and other than those outlined above, a majority vote of Board members shall be required for a director or officer to be removed from the Board.

Section 5: Board of Directors responsibilities

- (a) The responsibilities of the Board of Directors shall be to:
1. Attend all regular Board meetings
 2. Attend organization conferences
 3. Serve as professional resources to all OHSPRA members
 4. Direct work necessary to carry out the objectives of the chapter
 5. Guide the chapter's operations
 6. Maintain the annual budget
 7. Respond to internal and external emails and phone calls related to individual Board positions in a timely manner

Article VI - Nominations and Elections

Section 1: Nominations

- (a) The Nominating Committee
3. The Immediate Past President will serve as the chair of the Nominating Committee, and the Immediate Past President will appoint two additional members of OHSPRA to serve on the committee. The Immediate Past President is responsible for communicating to OHSPRA members the positions that will be up for election, and the process and deadline for candidates who want to submit intentions to run for the open positions.

Section 2: Elections

- (f) Once the voting period ends, the Immediate Past President will manage the notification to OHSPRA members of the results of the election.

Article VIII — Meetings

Section 2: Board Meetings

- (a) Member participation in Board meetings shall be handled in the following manner:
1. Members are invited to address the Board regarding items not on the agenda during the member participation portion of each Board meeting, which occurs near the beginning of the meeting. If a topic is listed on the meeting agenda, the Board will discuss that topic and then individuals are welcome to comment on that topic.
 2. Once invited to speak, members should state their name, title, business name or district. Comments will be limited to three minutes per person or a total of 15 minutes for each topic, unless the majority of the Board grants an exception.

Article XIII — Prohibited Activities

Section 1: Advertising/Publicity for Outside Entities

- (a) Outside businesses/entities are prohibited from using any OHSPRA communications method for personal or commercial gain, unless a formal agreement has been made with the OHSPRA Board.

Section 2: Member Directory Information

- (a) OHSPRA will not share specific member directory information with vendors, but may opt to share the list of Ohio school districts with members in the association or with others as a majority of Board members deem appropriate.

Article XIV — Finances

Section 4: Fiscal Procedures

Maintaining meaningful and well-considered procedures is a critical component of OHSPRA's strong financial management. The below procedures are designed to:

1. Protect the assets of the organization
 2. Ensure the maintenance of accurate records of the organization's financial activity
 3. Provide a framework for the organization's financial decision-making
 4. Establish operating standards and behavioral expectations
 5. Ensure compliance with NSPRA reporting requirements
- (a) Accounting Procedures
 1. OHSPRA will utilize the cash basis method of accounting. Cash basis is the method of accounting whereby revenue and expenses are identified with specific periods of time, using the month or year, and are recorded as incurred.
 2. When invoicing a district for membership or conference expenses, the corresponding amount will not appear in the books until payment is received. Similarly, debts owed by OHSPRA will not appear until they have been paid.
 - (b) Bank Reconciliations
 1. All bank statements will be reviewed by the OHSPRA Treasurer.
 2. The OHSPRA Board will review and vote to approve each month's financial reports.
 - (c) Recordkeeping
 1. The current OHSPRA Treasurer will keep all financial records for a period of seven (7) years.

2. All financial documents outside of the seven-year period shall be destroyed by the Treasurer following notification to the OHSPRA Board.

(d) Internal Controls

1. OHSPRA Board members must disclose any interests in a proposed transaction or decision that may create a conflict of interest. After disclosure, the Board member may be asked not to participate in the decision.
2. The OHSPRA Board will establish and approve a yearly spending plan (budget)
 - A. A draft-spending plan will be developed prior to the beginning of the chapter's fiscal year, which is Sept. 1 through August 31.
 - B. Spending plan (budget) will include both projected revenue and expenses.
 - C. No expenditures will be made if they are not included in the approved spending plan or a category of the approved plan as an original expense or amended/additional expense approved by the Board. Any expenditure over \$500 requires the President and Treasurer's approval. Any expenditure over \$1000 requires full Board approval.
 - D. Any modifications to the spending plan (budget) must be approved by a majority of the OHSPRA Board.
 - E. Individual line items/budgets will be established.
3. The Board shall approve holders of OHSPRA's bank-issued credit cards
4. All passwords for online banking access should be kept secure and private.
5. The OHSPRA Treasurer will keep the OHSPRA checkbook secure and will write checks as needed.

(e) Financial Reports

1. The OHSPRA Treasurer will prepare monthly bank reconciliation, cash flow report/expenditures and update spending plan as approved by the Board.
2. In regard to Federal Tax Filing – Form 990, OHSPRA will follow all established policies and procedures as directed by NSPRA.
3. The Treasurer will oversee the tax form process by January 31 for any contractor or employee hired by OHSPRA.

(f) Financial Review

1. An external financial review shall be completed every two years.
2. The external financial review shall be complete by the end of the calendar year.
3. An outside CPA shall be hired to complete this financial review.
4. The Immediate Past President shall oversee the process.
5. The written report from the CPA will be reviewed and approved by a vote of the OHSPRA Board and then entered into the meeting minutes.

(g) Revenue Recognition

1. All revenue will be credited to the appropriate revenue lines as presented in the annual spending plan (budget).

2. The OHSPRA Treasurer will process all payments.
3. Copies of all deposit slips/receipts will be maintained the OHSPRA Treasurer and available for review by the Board.
4. All checks will be endorsed with the OHSPRA bank deposit stamp.
5. Bank deposits will be made in a timely manner.

(h) Expense Approval

1. All payments must be included in approved spending plan (budget).
2. All approved invoices/expenditures will be paid within 30 days of receipt.
3. The OHSPRA Treasurer will review invoices and bills.
4. Receipts must be presented for reimbursement.
5. The OHSPRA President will be notified immediately of any unexpected or unauthorized expenses.
6. Copies of all invoices paid will be filed. After seven years, these documents will be destroyed.

Section 5: Membership Cancellation, Refund and Non-Payment

1. If a member seeks to cancel their membership with OHSPRA, they must submit in writing a reason for cancellation and the decision will be approved by a majority of the Board on a case-by-case basis. Reasons for cancelling may include, but not be limited to: the individual is no longer working in a school communications capacity, employed by a district or educational entity or the member may move out of state.
2. A majority vote by the Board of Directors is required to permit a refund.
3. As a follow-up to individuals joining the organization but not submitting payment, the Director of Membership or designee shall follow up regularly with each individual or institutional member until payment is secured. No membership benefits will be offered to any potential member until the membership payment is received.

Section 6: Contractors and Employees

- (a) The voting members of the Board may contract with individuals as needed whose duties and compensation shall be defined and approved by elected Board members.

Article XVI — Official Chapter Communications

- (a) All written, printed or electronic communication (with the exception of social media) sent on behalf of the chapter should be reviewed and edited by at least two members of the Board of Directors for accuracy prior to distribution.

Section 1: All-call Procedure

- (a) Any member may request that an all-call email be sent to all members of OHSPRA to solicit specific information. The requesting member must email the Immediate Past President to initiate the process.
- (b) The Immediate Past President will decide if the all-call request meets the following criteria:
 - 1. The request must not contain an ad for services
 - 2. The request is a fact-finding question
 - 3. The solicitor must be a current OHSPRA member
- (c) The Immediate Past President will direct responders to send their responses to the requester and the Immediate Past President.

Section 2: Member Spotlights in Newsletter

- (a) Member spotlights:
 - 1. Are assigned to Board members to write on a rotating basis
 - 2. May include a link for more information
 - 3. Are about a member or member district with the goal to rotate members and districts
 - 4. Are designed to spotlight something positive and unique in a district, and ideally highlight examples of good school PR
 - 5. May also include videos, photos or other media
 - 6. Must be edited by two people before submission to the Director of Communications

Section 3: Website Privacy Policy/Terms of Use

- (a) The chapter's website shall prominently display a Privacy Policy/Terms of Use approved by the Board of Directors.

Section 4: Guidelines When Posting to Social Media on Behalf of OHSPRA

- (a) Identification of an individual(s) as a representative of OHSPRA creates perceptions about expertise and the reputation of the organization. Therefore, when creating or posting to a social media platform on behalf of OHSPRA:
 - 1. Obtain Permission
 - A. OHSPRA shall maintain only one site per social media channel.
 - B. Members desiring to utilize one of OHSPRA's social media channels for purposes directly related to OHSPRA shall email the request and materials to the Director of Communications for approval.
 - 3. Post Consistently
 - A. OHSPRA social media channels should be regularly updated to remain engaging and vibrant.
 - 4. Monitor Comments

- A. The Director of Communications, or their designee, should ensure all posts are appropriate and in accordance with all applicable OHSPRA bylaws, procedures, policies and guidelines, as well as OHSPRA's Social Media Terms of Use.
 - B. If a comment deals with a sensitive topic or requires a formal reply, letter, email or phone call, or is critical in nature, contact the OHSPRA President before responding.
 - 5. Respond in a Timely Manner
 - A. The Director of Communications, or designee, should respond in a timely manner to questions or comments on social media.
 - 7. Be Clear
 - A. Avoid bureaucratic language, formal language or educational jargon, and be respectful.
- (b) Social Media Guidelines
- 1. Protect Account Information
 - A. Limit the sharing of social media account information so that the Director of Communications, and/or a designee approved by the Board, may post on behalf of OHSPRA.
 - 2. Following and Retweeting
 - A. Before retweeting or sharing post, research the organization or individual.
 - 3. Address Concerns
 - A. If there is ever a concern with an individual, post, action, response or organization, contact the Director of Communications.
 - 4. Avoid Endorsements
 - A. Avoid sharing advertisements for other organizations that are not related to communications or would put OHSPRA in competition with another organization.
 - 5. Monitor posts for appropriateness and respond accordingly.

Section 5: Idea Exchange Guidelines

- (a) The website shall maintain an idea sharing resource portal for members.

Article XVII - Contests and Awards

- (a) The Director of Contests and Awards will organize the judging of entries in the annual Achievement Awards program with the understanding that no person shall judge a category he/she entered. The Board of Directors shall judge Crystal, Friend of Education, and Innovator nominations.
 - 1. The Director of Contests and Awards and the President of the chapter shall not enter the Achievement Awards program.
 - 2. Specifics of Achievement Award winners (what they won, who won what, etc.) shall be kept confidential between the President, Director of

Contests and Awards, and others as approved by agreement between the President and Director of Contests and Awards, until the awards ceremony.

Section 1: General OHSPRA Award Judging Instructions

- (a) All OHSPRA awards except the Crystal, Innovator, and Friend of Education Awards will be judged by the following criteria. See Section 2 for Crystal and Innovator Awards judging instructions. See Section 3 for Friend of Education Award judging instructions.
1. Each judge shall complete a judging form for each entry. Each entry must be judged three times by three separate judges.
 2. Judges will choose rankings between 1 and 5 for each criterion. One is the lowest score and 5 is the highest. It is up to each judge as to how they translate the ranking scale, but what is most important is that they maintain consistency in judging.
 3. Each judge is asked to take as much time as needed to provide an accurate ranking while giving each entry the same amount of attention. Judges should be consistent with time, judging, comments, etc., so that the contest is as fair and accurate as possible.
 4. If an entry is given a ranking of 1 or 2, the judge is asked to explain that ranking as entrants really appreciate feedback on how they can improve their work.
 5. Judges are asked to rank all criteria — no criteria can be left blank. The Director of Contests and Awards must determine exceptions to this rule.
 6. Judges are asked to refer to judging and entry guidelines to gauge whether or not they were met. Those that do not meet the guidelines are disqualified.

Section 2: Crystal and Innovator Awards Judging Instructions

1. As needed and detailed on entry forms and award guidelines, the nominee and nominator must be a chapter member by the date of judging or the nomination is disqualified.
2. The voting members of the Board of Directors will judge these two awards during a Board meeting.
3. Before the judging can begin, the Director of Contests and Awards asks anyone who is not an elected member of the Board of Directors, anyone who was nominated for the award, anyone who nominated someone for an award, or anyone who receives monetary payment from a nominee or nominator to leave the room.
4. It is of utmost importance that confidentiality is ensured for these awards.

5. After describing each award and its intent, the Director of Contests and Awards shall ask all elected Board members to read and complete an anonymous judging form for the nomination without discussion.
6. When the forms are completed, elected Board members will return them to the Director of Contests and Awards.
7. The Director of Contests and Awards is responsible for tallying the scores for nominees. Nominees must receive an average of 80% to be eligible for either award. If nominee receives less than an 80%, he/she is not eligible for the award. This is consistent with all other Achievement Awards.
8. If a nominee receives a score above 80%, the elected members of the Board will discuss whether or not to give the award to the nominee
9. At the conclusion of the discussion, the Director of Contests and Awards will then ask for an unofficial vote, the details of which will not be recorded in the minutes. The majority of votes cast determine the decision. A tie is not a majority and therefore does not constitute a winning of the award.

Section 3: Friend of Education Award Judging Instructions

1. The voting members of the Board will perform judging during a Board meeting.
2. Before the judging can begin, the Director of Contests and Awards asks anyone who is not a voting Board member, anyone who was nominated for the award, anyone who nominated someone for an award, or anyone who receives monetary payment from a nominee or nominator to leave the room.
3. After describing the award and its intent, the Director of Contests and Awards shall ask all elected Board members discuss the nomination(s). At the conclusion of the discussion, the Director of Contests and Awards will then ask for an unofficial vote, the details of which will not be recorded in the minutes.
4. The Director of Contests and Awards will then coordinate sending notification letters as appropriate.

Article XVIII — Code of Ethics

(a) The Ohio School Public Relations Association shall adhere to a Code of Ethics for members which is the same as the Code of Ethics used by the National School Public Relations Association. NSPRA's Code of Ethics can be found by visiting <http://www.nspra.org/code-ethics>.

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