

Make Your Case for an NSPRA Communication Audit

TEMPLATE EMAIL MESSAGE

SUBJECT: Idea for High-Impact School Communications Research

MESSAGE:

Dear [superintendent or department leader name],

After reflecting on our district goals [insert a communications-related goal if one exists], I'd like to recommend an investment in a communication audit by the National School Public Relations Association. An NSPRA Communication Audit would help strengthen how our district and our schools connect with families, employees, and our community as well as support our engagement [and enrollment marketing, if applicable] efforts.

NSPRA is the national leader in school communications research, with decades of communication audit experience and a proven process tailored to a district's needs. Their audits combine local insights, quantitative and qualitative research, national benchmarks, and expert recommendations to show what's working for a school district's key audiences, what needs improvement, and how to make the best use of current communication resources.

The attached proposal from NSPRA outlines their research process and provides several school district references with links to example reports. [Attach your custom proposal from NSPRA staff.]

NSPRA's communication audit would give us a clear, research-based roadmap for maintaining trust, increasing engagement, and overall communication effectiveness with our audiences. I believe it's an investment worth pursuing, and I look forward to the opportunity to discuss this idea with you.

Sincerely,
[Your Name]