

By: Gonzales

H.R. No. 795

R E S O L U T I O N

1 WHEREAS, Dedicated public relations and education  
2 professionals are gathering in Austin on March 3, 2015, to  
3 celebrate Texas School Public Relations Association Day at the  
4 State Capitol; and

5 WHEREAS, The Texas School Public Relations Association was  
6 founded by 11 Texas delegates who attended the National School  
7 Public Relations Association's annual convention in 1962; the group  
8 sought to promote greater understanding between Texas schools and  
9 citizens, and as membership increased, the TSPRA was incorporated  
10 in 1977 as the Texas Chapter of the NSPRA; today, the organization  
11 boasts more than 800 members, many of them public information and  
12 communications specialists who work with schools and organizations  
13 across the state; they are ably led by Linsae Snider, who has served  
14 as executive director since July 2010; and

15 WHEREAS, Expanding on the original mission of facilitating  
16 successful public relations, TSPRA also collaborates with  
17 like-minded associations and provides many opportunities for  
18 professional development; looking to the future, the organization  
19 has presented two major website renovations since 2005, allowing  
20 for better access to such valuable tools as discussion forums,  
21 webinars, and workshops, so that its associates may continue to  
22 best serve Texas schools through further technological  
23 development; and

24 WHEREAS, This award-winning group was first named best NSPRA

1 chapter in 1972 and has continued to receive such impressive honors  
2 as Outstanding Year-Round Project and Distinguished Chapter; TSPRA  
3 affiliates have also earned recognition by serving on statewide  
4 committees, and many have presented at state and national  
5 conferences; additionally, the group has been acknowledged for its  
6 important annual ventures, including the Celebrate Texas Public  
7 Schools initiative, the Texas Public Schools Week Promotional Kit,  
8 and the Key Communicator Award, which is given by the TSPRA to  
9 someone who has made a substantial impact in the field of public  
10 school communications; and

11 WHEREAS, The members of the Texas School Public Relations  
12 Association have demonstrated outstanding leadership and  
13 commitment to Texas public schools and their communities, and in  
14 doing so they have established a notable record of achievement;  
15 now, therefore, be it

16 RESOLVED, That the House of Representatives of the 84th Texas  
17 Legislature hereby recognize March 3, 2015, as Texas School Public  
18 Relations Association Day at the State Capitol and extend to all  
19 those in attendance sincere best wishes for an enjoyable visit to  
20 Austin; and, be it further

21 RESOLVED, That an official copy of this resolution be  
22 prepared for the organization as an expression of high regard by the  
23 Texas House of Representatives.