

**The “Mark of Distinction” Recognition Program
for NSPRA Chapters**

Entry Form

(Please include this information with each individual entry)

Chapter Name: ISPRA (Iowa School Public Relations Association)

Chapter President: Celeste Miller

President's contact information

District/Organization: Bettendorf Community School District

Address: 3311 18th St.

City/State/Zip Code Bettendorf, IA 52722

Telephone: (563) 359-3681 e-Mail: cmiller@bettendorf.k12.ia.us

Right to Use Materials Statement

On behalf of the Chapter, I agree that NSPRA has the right to use any materials, project/program examples, etc., submitted in this entry in Association print/online publications, on the website, and as “best practice” resources for NSPRA chapters.

Signature of Chapter President: 

Application Process Checklist

- Each entry includes this cover form and the Entry Specifics form.
- A single PDF that includes links to related supplemental materials and examples is attached.** (If entering in more than one category, a single PDF for each category entry is attached or sent individually).
- Chapter president has signed the “right to use materials” statement on the entry form.
- Entry is delivered no later than May 15 and sent to awards@nspra.org, subject line “Mark of Distinction.”**

Mark of Distinction Entry Specifics

Chapter: ISPRA - Iowa

Please complete and include the information below for each individual entry

Section I: Membership Building

- Current number of chapter members _____
 - NSPRA-provided membership baseline number as of June 1 _____
 - Number of chapter members who belong to NSPRA as of April 30 _____
-

Section II: Special Focus Areas

Category A – chapter has less than 50% NSPRA membership

Category B – chapter has 50% or more NSPRA membership

1. Professional Development/PR Skill Building

2. Special PR/Communication Program, Project or Campaign

One-time project/program (completed within a single year)

Continuing annual project/program (repeats each year; demonstrate new/improved/revised components)

Multi-year project/program (one-time only with defined start and end dates)

Multi-year phased project/program (components implemented in clearly defined phases each year)

3. Coalition-Building/Collaborative Communication Effort



NSPRA Chapter of Distinction APPLICATION

Submitted by

Celeste Miller, ISPRA President 2013-2015

cmiller@bettendorf.k12.ia.us – (563) 359-3681

April 23, 2015

The Iowa School Public Relations Association (ISPRA) would like to request consideration for NSPRA recognition Chapter of Distinction for work we've done to build our membership and improve our programs during 2011-2015.

In the spring of 2011 ISPRA had a membership of 29. A modest effort at best was being done to promote the chapter and encourage membership. ISPRA had one meeting a year and hosted a communications contest. New members were elected to the board and terms changed from one to two-year commitments.

As the 2011-13 board began their term of office we implemented significant changes. We created a new chapter website and developed Twitter and Facebook initiative to reach out to members and prospective members through social media. We expanded our conference offerings to two conferences per year.

We also decided to connect ISPRA members with the educational opportunities provided through monthly NSPRA Power Hours. With the goal of engaging members across the state, we decided to have two Iowa satellite sites for the Power Hours, one in the Iowa City area and other in the Des Moines area. In an effort increase the value of ISPRA membership, Power Hours were made available at no charge to members. We offered an opportunity for members to extend the sharing of thoughts, experiences and questions related to the topic presented during a peer lunch after each session. We typically have eight to twelve members participate. The majority of them are the same members that attend regularly.

In the summer of 2013 we decided to continue our fall and spring conferences. We changed out two months of NSPRA Power Hours with ISPRA offerings: a book club and technology sharing. We added a membership survey to garner information about our members hoping they could use the summary to be better recognized and valued as critical members of school/district leadership teams. We also added a Communicator of the Year Award into our annual communications contest to recognize ISPRA members for excellence in communication. The winners have received registration to the annual NSPRA conference.

In addition to the book club and technology sharing (Tech Smackdown) being hosted in our Iowa City and Des Moines area sites, we invited participants to conference in via Google Group. In 2014 our book was The Power of Communications, by Fred Garcia. In 2015 we discussed the book Jab, Jab, Jab, Right Hook, by Gary Vaynerchuck.

Recognizing that our members have a lot of knowledge and experience to share we decided to learn through each other through Tech Smackdowns, an opportunity for members shared their favorite apps and technology sites.

ISPRA has also tried partnering with other organizations to increase educational opportunities for members. In 2012 we help sponsor the Iowa Central PRSA event PRSA Institute in Des Moines. In 2014 we offered an Illinois School Public Relations Association Tips & Tactics webcast to our members as one of our monthly events – Making Public education & Personal Leadership Matter in a Kim Kardashian World with Brian Woodland from PEEL School District.

During the past four years we've provided a monthly newsletter for members in an effort to promote membership, recognition of accomplishments, and highly educational opportunities. We've sought out communications professionals in Iowa districts and Area Education Agencies to tell them about the chapter and invite them to consider membership. In April of 2015 our membership is 49 with 24 (49%) members also being NSPRA members. We encourage members to get involved in board leadership to help continue and improve the quality and value of ISPRA to its members.

Membership

2011-12 - 29

2012-13 - 30

2013-14 - 40

2014-15 - 49

Website – www.ispra.org

Facebook – www.facebook.com/iowaSPRA

Twitter - <https://twitter.com/iowaSPRA>

Links:

- [2015 ISPRA Spring Conference Information](#)
- [2014 Technology Smackdown Resources](#)
- [2014 ISPRA Fall Conference Information](#)

Attached:

- Membership survey results
- Newsletters
- Conference brochures
- 2015 spring conference attendance & evaluation

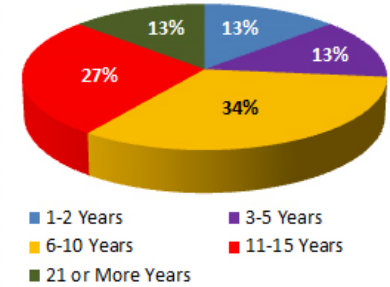


Fall 2013 Membership Survey

15 Members Responded - 54% of Membership

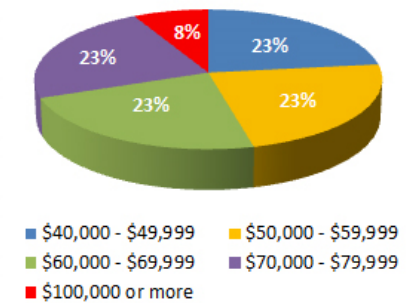
How Many Year of Experience Do You Have in School PR?

15 Respondents



What is Your Annual Salary Range (without benefits)?

14 Respondents (1 skipped)



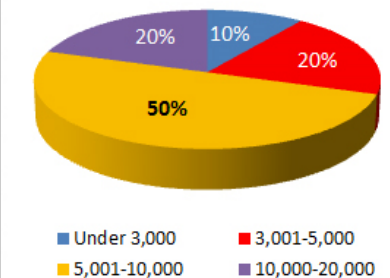
What is Your Department's Budget?

8 Respondents

- \$4,000 (Less than 3,000 students)
- \$6,000 (5,001-10,000 students)
- \$20,000 (3,001-5,000 students)
- \$35,000 (3,001-5,000 students)
- \$72,000 (10,000-20,000 students)
- No Limitation
- NA—The budget is split with other departments (5,001-10,000 students)
- Unknown

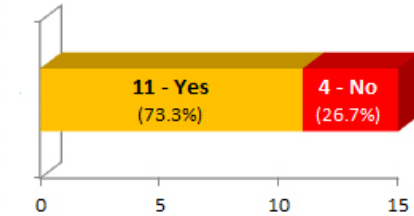
If you work in a school district What is Your District's Enrollment?

10 Respondents - (5 skipped)



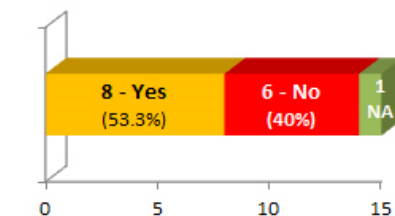
Do You Report Directly to the Superintendent?

15 Respondents



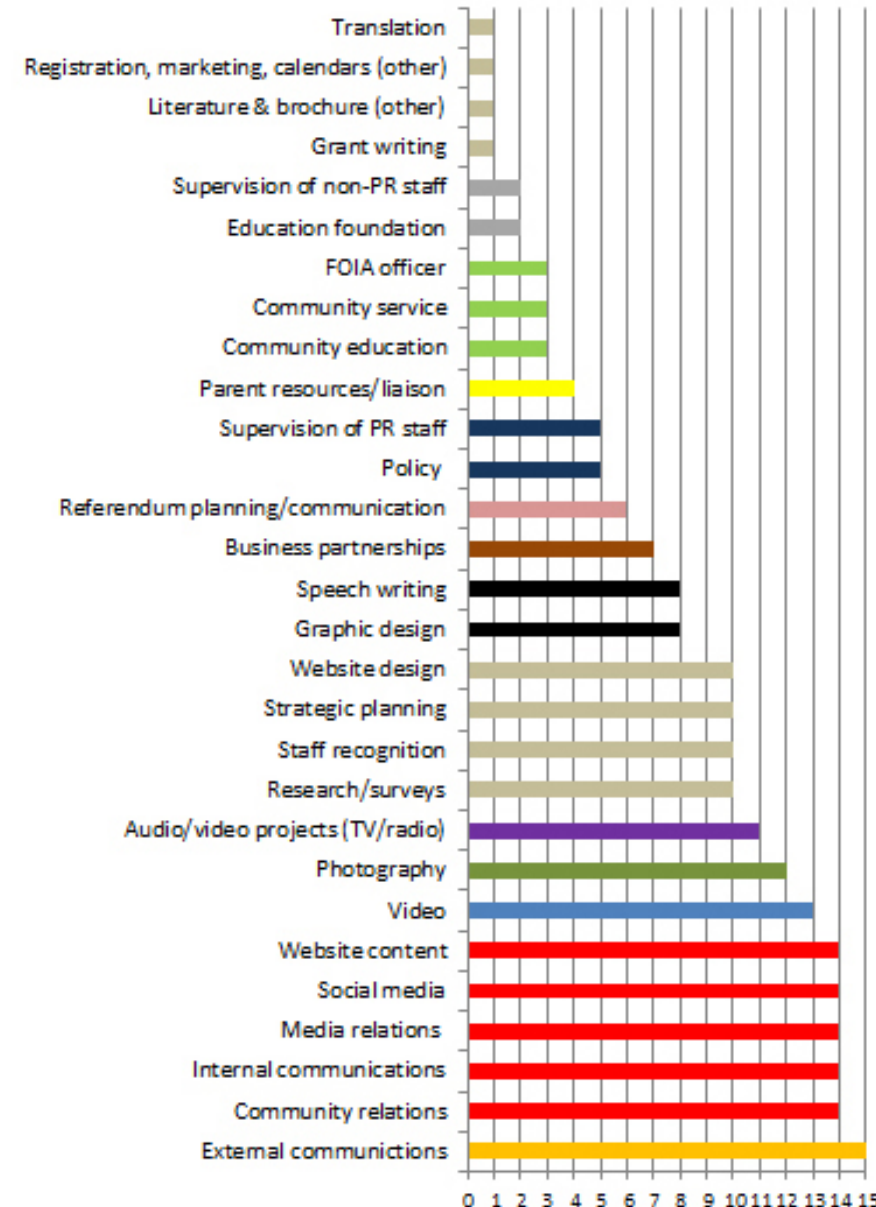
Are You a Member of the Superintendent's Cabinet?

15 Respondents



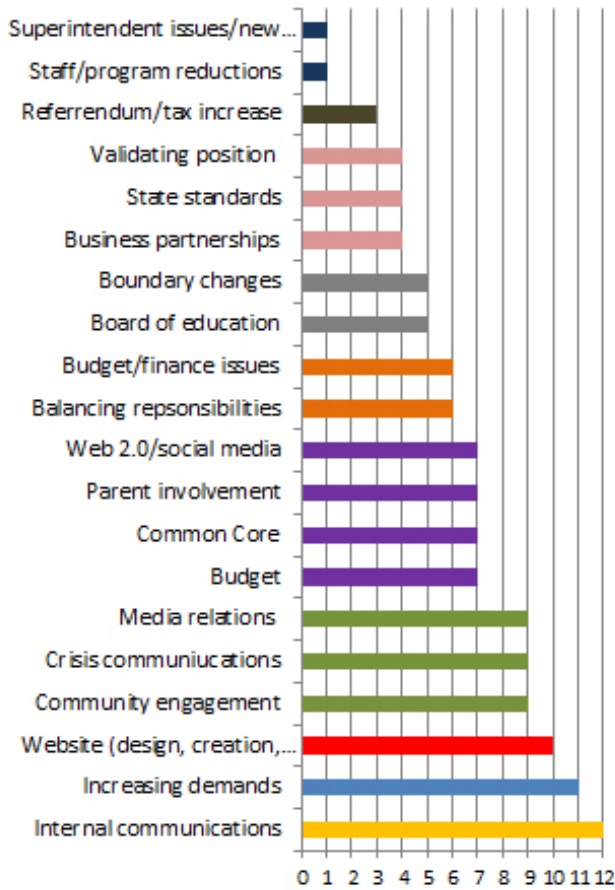
Which are Part of Your Job Responsibilities?

15 Respondents



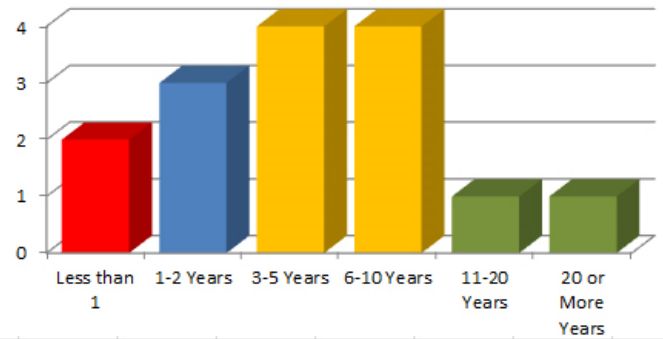
What Issues are You Expecting to Face this Year?

15 Respondents



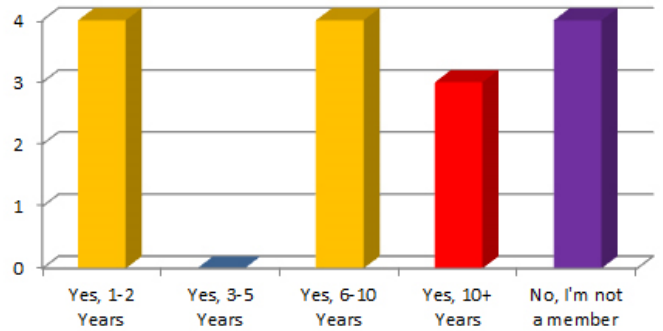
How Many Years Have You Been a Member of ISPPA?

15 Respondents



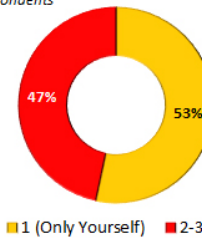
Are You a Member of NSPPA? If so, How Long?

15 Respondents



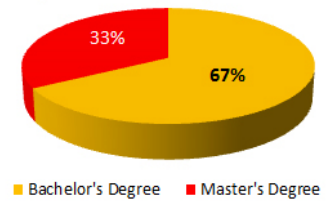
How Many Employees Work in Your PR/Communications Department?

15 Respondents



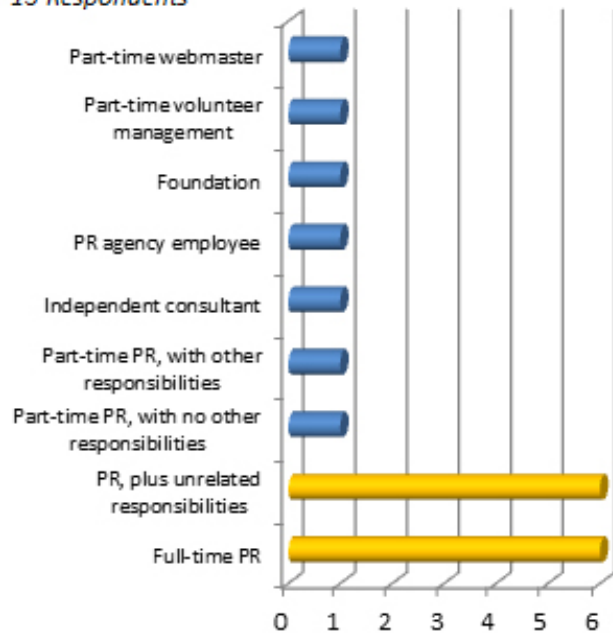
Level of Education/Professional Development

15 Respondents - 10 BA, 5 MA, 1 APR



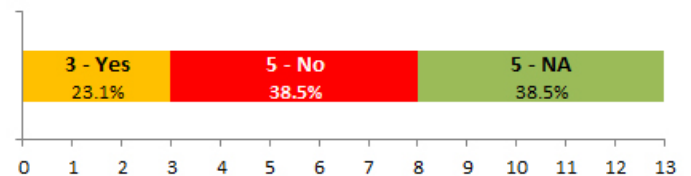
What is Your Primary Job Function?

15 Respondents



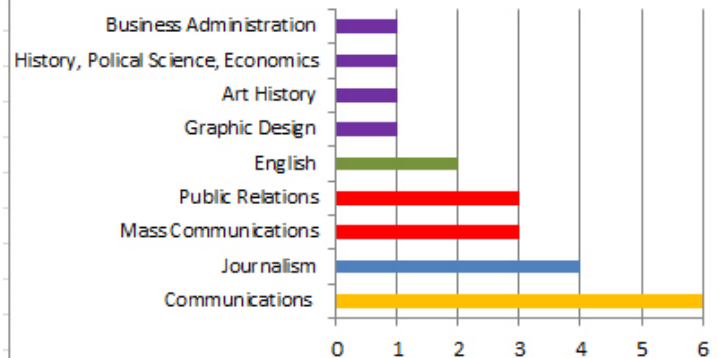
Do You Have a Community Education Department?

13 Respondents (2 skipped)



What was Your Major Field of Study in College?

13 Respondents (2 skipped)



18. What conference topics would you like to see ISPRa offer? (Select all that apply.)

		Response Percent	Response Count
Accreditation in Public Relations (APR)		26.7%	4
Auditing communications		46.7%	7
Balancing work and home life		13.3%	2
Budgets/Finance (explaining, gaining support)		6.7%	1
Business partnerships		13.3%	2
Crisis communications (plan and strategies)		60.0%	9
Design (publications)		40.0%	6
FOIA		6.7%	1
Grant writing		6.7%	1
Internal communications		53.3%	8
Leadership/Management		20.0%	3
Legal (new legislation, best "safe" practices)		20.0%	3
No Child Left Behind		6.7%	1
One-person PR shop		53.3%	8
Public engagement (not referendums)		26.7%	4
Photography		20.0%	3
Referendum		6.7%	1
Research techniques		6.7%	1
Des Moines / State News		0.0%	0
Strategic planning		53.3%	8
Web 2.0/Social Media/E-communications		46.7%	7
Websites		33.3%	5
	Other (please specify)		1
answered question			15

19. Please rate the following ISPRA services and products.

	Very Helpful	Somewhat Helpful	Not Helpful	N/A	Rating Average	Rating Count
ISPRA Listserve (ISPRA@gwaea.org - electronic mailing list for all ISPRA members)	53.3% (8)	46.7% (7)	0.0% (0)	0.0% (0)	1.47	15
Fall Conference	66.7% (10)	6.7% (1)	0.0% (0)	26.7% (4)	1.87	15
Spring Conference	66.7% (10)	26.7% (4)	0.0% (0)	6.7% (1)	1.47	15
Communication Contest	26.7% (4)	33.3% (5)	26.7% (4)	13.3% (2)	2.27	15
Communication Award Night	20.0% (3)	40.0% (6)	13.3% (2)	26.7% (4)	2.47	15
Website	20.0% (3)	46.7% (7)	13.3% (2)	20.0% (3)	2.33	15
Facebook	13.3% (2)	53.3% (8)	13.3% (2)	20.0% (3)	2.40	15
Twitter	20.0% (3)	46.7% (7)	13.3% (2)	20.0% (3)	2.33	15
					answered question	15
					skipped question	0

20. Do you follow ISPRA on Social Media

	Often	Occasionally	Never	Rating Average	Rating Count	
Website	6.7% (1)	86.7% (13)	6.7% (1)	2.00	15	
Facebook	14.3% (2)	57.1% (8)	28.6% (4)	2.14	14	
Twitter	21.4% (3)	50.0% (7)	28.6% (4)	2.07	14	
					answered question	15
					skipped question	0

How can ISPRA better help you?

- Provide a conference call/web meeting option for things like Power Hour so those of us not near the metro areas can participate more often. [Thank you for the recommendation we will look into the possibility.](#)
- You already do quite a bit. Thanks. [Thank you for the compliment & being a member!](#)
- I really liked the Spring conference speaker on the topic of crisis communication because she gave information and strategies to use in our work. I didn't like the morning session as much because I felt like the whole thing was a "tease" to try to get us to go to the NSPRA conference to get the information/strategies. So, in that line of thought, anytime you can offer strategies, that's when the ISPRA can better help me! [Thank you for the recommendation!](#)
- Have trouble with accessing the listserv. [List Service is a Google Group - iowaschoolpr@googlegroups.com. You should be able to login to Google with your email and find past emails under "Group"](#)
- Polk Co. Emer. talked to our staff - would be a good program. [Thank you for the recommendation!](#)

Registration

8:15 - 8:45 a.m. (Continental breakfast)

Welcome

8:45 - 9 a.m.

Do you know what you should?

Social Media

Readiness

9 a.m. - 12 p.m.

Nathan Wright

Lava Row - www.lavarow.com



Setting the Stage

Trends, history, introductions, demographics, and more.

Platform Discussion

Opportunities for you to leverage key platforms such as Facebook, Twitter and LinkedIn in your communication strategy.

Crisis Management

Real-world case studies and guidance for handling crisis communications with real-time media.

Social Technology Access

Open discussion regarding social technology access (for students and faculty) in your schools.

What's Next?

What's on the horizon in social media.

Lunch (Included)

12 - 12:45 p.m.

Iowa School Public Relations Association Spring Conference | Friday, April 27, 2011

West Des Moines Learning Center
3550 Mills Civic Parkway, West Des Moines, IA



Is an APR in your future?

APR Accreditation 12:45 - 1 p.m.

Lauri Pyatt - School/Community Relations Specialist, West Des Moines Community Schools

Dawn Kasotia - District Communications Coordinator, Johnston Community School District

The Accreditation Program is the public relations profession's national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.



Learn more about APR Accreditation

<http://www.prsa.org/Learning/>

Is an app a smart tool for you?



Smart Phone Apps 1 - 2 p.m.

Nick Migliorino, Ph.D.

President, School Connect Apps - www.schoolconnect.us

In November 2011 NSPRA featured a Trend Tracker article - "Smart Phone Apps are Becoming a 'Necessary Tool' to communicate with parents.

Learn more about the communication benefits of an app as well as how you can implement app technology for your organization.



School Connect provides mobile communication platforms via apps to school districts for community engagement and communications efforts at no cost. They launched their first school app with Norman, Public Schools in Oklahoma and are working with all major school districts in Oklahoma as well as other districts throughout the U.S. and Canada.

Let's learn from each other!

Idea Exchange 2 - 3 p.m.

Bring your biggest challenges and a few idea that have worked for you. "Challenge" and "Idea" boxes will be available during the conference. During Idea Exchange fellow education communication professionals will offer solutions to challenges and share proven ideas that you can implement in your district.

Annual Meeting 3 - 3:30 p.m.

Participants are welcome to stick around for the ISPRRA Annual meeting and reports.

Learn more in pre-seminar workshops at the NSPRA Annual Conference - http://www.nspr.org/seminar_preseminars

APR Prep: Get Ready for Universal Accreditation - Saturday, July 7 & Sunday, July 8

Mobil App Strategy in School Communication - Saturday, July 7

Social Media Strategy in School Communication - Sunday, July 8

ISPRA Conference

October 18, 2013

Conference Highlights

- Learn powerful tools for improving internal communications
- Google Analytics - how to get the most from your analytics
- Network with other school PR professionals
- Learn about School Messenger and how they might be able to help you

Location

Learning Resource Center
3550 Mills Civic Parkway
West Des Moines, IA 50265

Registration

Register online at <http://bit.ly/154gcWL>

Contact

For more information or if you have questions contact Jamie Evans, ISPRA Vice President, evansj@wdmcs.org or (515) 633-5021.

Lodging

Drury Inn - 5505 Mills Civic Pkwy, WDM
(515) 457-9500

Holiday Inn - 6075 Mills Civic Pkwy, WDM
(888) 465-4329

The Iowa School Public Relations Association (ISPRA) is an organization of public relations professionals, superintendents, principals, teachers and others interested in fostering understanding and support for education. Find us on Facebook, Twitter or our website to learn more about ISPRA and to connect with us.



ISPRA
c/o Jennifer Woodly
Great Prairie AEA
3601 West Avenue
Burlington, IA 52601

ISPRA Conference Registration Materials Enclosed
October 18, 2013

ISPRA Fall Conference

October 18, 2013

Continue your professional development with ISPRA's fall conference including information on building internal communications and relationships and getting the most out of Google Analytics.



Internal Communications

with



Powerful tools for designing messages that capture people attention, encourage participation, build alignment and inspire action.

The Meyvn Group is a Leadership Development company, based in West Des Moines, Iowa, that specializes in Training and Development, Business Coaching, Human Resources and Organizational Development. They give advice that challenges closely held beliefs, take into consideration market, industry and organizational conditions and sheds new light on issues requires intellectual depth, creativity, energy and courage.

Google Analytics

with



How can you get meaningful insights from Google Analytics? There's a treasure trove of useful information that Google Analytics can tell you about your website. What metrics should you care about? Whether you're a beginner or an expert, we're going to teach you how to get the most out of Google Analytics.

Juicebox Interactive is a new digital agency specializing in web design and related services. The firm is comprised of a group of industry veterans that have worked with more than 200 clients, including several of Iowa's school districts.



Conference Schedule

Registration	8:15-8:45 a.m.
Continental Breakfast	
Welcome	8:45-9 a.m.
Session 1 - Morning Internal Communications	9-11:30 a.m.
Lunch	11:30 a.m.-1 p.m.
Session 2 - Afternoon Google Analytics	1-3:30 p.m.

Conference Cost

Full Day

Member \$85
Non-Member \$100

Session 1 - Morning

Member \$50
Non-Member \$75

Session 2 - Afternoon

Member \$35
Non-Members \$50

Register online at <http://bit.ly/154gcWL>



Special thanks to School Messenger for their sponsorship of the ISPPA Fall Conference. To learn more about School Messenger visit their website at <http://schoolmessenger.com/>.

September 5, 2013

ISPRA Members –

Thank you for choosing to support the Iowa School Public Relations Association. Our board is working to continue the tradition of our organization to:

1. Improve and increase the skills, the use, and the understanding of the public relations function among school public relations practitioners, Iowa's educational managers and school employees
2. Provide leadership in the use of school public relations for building public understanding and support for education
3. Facilitate continued professional growth and development of the Chapter members
4. Provide for the exchange of ideas, information, and professional opinions among members

After reviewing your evaluations and comments from last year, our board has decided to continue some of our past years' opportunities as well as add some new opportunities.

Please join us in the ISPRA events throughout the year. One of the biggest benefits of ISPRA is the opportunity we have to learn from each other. If you're a sage, we would love to learn from your experiences. If you're new to school PR, we're here to help. If you're like many of us, you've grown a lot over the years, have best practices to share, and know that there is always so much more you have yet to learn.

In a world where we have many choices for professional development and networking, we want you all to find value in our state chapter. Thank you again for choosing to be a member of ISPRA!

Celeste

Celeste Miller
ISPRA President
Director of Communications, Bettendorf Community School District
(563) 359-3681, ext. 3005 | Cell (563) 529-2501
cmiller@bettendorf.k12.ia.us

ISPRA BOARD

Jamie Evans, Vice President/President Elect

Community Education Communications Specialist/District Webmaster
West Des Moines Community School District
evansj@wdmcs.org

Jennifer Woodley, Treasurer (Past President)

Communications Specialist
Great Prairie AEA
Jennifer.woodley@gpaea.org

Lauri Pyatt, Communication Contest & Secretary

School/Community Relations Specialist
West Des Moines Community School District
pyattl@wdmcs.org

Nicole Lawrence, Membership

Communications Coordinator



2013-2014 Member Opportunities

NEW – Membership Survey - Please take a moment to complete the survey

We'd like to annual compile information about our members and their needs as well as provide you with comparative information about positions like yours. Please take a moment to fill out the membership survey by September 30, 2013. The results will be available to you at the fall conference. <https://www.surveymonkey.com/s/HJ9RSYN>

Annual Conferences

Fall Conference – Friday, Oct. 18 – Including Google Analytics (more information coming soon)
Spring Conference – March 6 & 7 (moved up due to membership request)

Communications Contest & Awards Night

Earn recognition for your communication program through our state communication contest. We'll be looking for submission in February. ISPRRA Communication Contest Categories: Printed Newsletter; Electronic Newsletter, Publication or Blog; Special Purpose Publication; General Information Brochure; Handbooks; Website; Marketing Materials; Annual Progress Report; Social Media; Poster; Image, Logo, or Identity Changes; Print Advertisement; Electronic Media; Photography; School Calendar.

Awards event held in conjunction with ISPRRA's Annual Spring Conference (March 6, 2014). This year will also be reinstating the annual ISPRRA Communicator of the Year, annually recognizing an ISPRRA member for communication excellence within the state of Iowa. More information coming will be coming.

Group Email List

Share information and ask questions of your IowaSPRA peers through -
iowaschoolpr@googlegroups.com

NSPRA/ISPRRA Power Hours

This year we are offering an opportunity for our members to participate in 5 of the NSPRA PR Power Hours AND adding ISPRRA Power Hour opportunities.

Our first ISPRRA Power Hour is Back-to-School Redo, Friday, September 18 -

an opportunity to share what went well and what you'd like to do differently for the start of next school year.

Like last years' Power Hours there will be an education opportunity at two region locations (West Des Moines and Coralville). Participants will then have the opportunity to network after the event during lunch. Power Hours are FREE to members!

Register at <http://bit.ly/15BD9kv>

- **September 13 – ISPRA Power Hour – Back-to-School Redo**
- **October 11 – NSPRA PR Power Hour – Moving from Taco Tuesday to Inclusive Communication: Strategies for Reaching and Engaging Diverse Families**
- **November 8 - ISPRA Power Hour - Tech Smack Down**
- **December 6 - ISPRA Power Hour - Book Club (*more information at fall conference*)**
- **January 10 – NSPRA PR Power Hour – What Gets Measured Gets Done (and Valued)**
- **February 7 – NSPRA PR Power Hour - Marketing Schools in Today's Competitive Climate**
- **March 14 – NSPRA PR Power Hour - Parent Ambassadors: Changing the Conversation About Schools**
- **April 4 - ISPRA Power Hour - TBD**
- **May 2 – NSPRA PR Power Hour - Raising Staff Morale: Tips and Ideas for Inspiring Renewal and Hope for the Future**

Locations:

Grant Wood AEA Coralville Office – 200 Holiday Road Coralville, IA

West Des Moines Learning Resource Center – 3550 Mills Civic Parkway West Des Moines, IA (Sept. 13 & Oct. 11 Des Moines Power Hours will be at held at Waukee CSD – 560 SE University Ave., Waukee)

Website/Social Media

Website – <http://iowaspra.wordpress.com> (We are working on establishing our URL to replace the current site www.ispra.org)

Facebook – www.facebook.com/lowaSPRA

Twitter - <https://twitter.com/lowaSPRA>

Confidentiality Notice: This email and any attachments are covered by the Electronic Communications Privacy Act, 18 U.S.C. §§2510-2521 and contain privileged and confidential information intended only for the use of the individual or entity named. If you are not the intended recipient, you are hereby notified that you should not review, use, disclose, distribute, copy, or forward this email. If you have received this email in error, please notify the sender immediately and delete/destroy any and all copies of the original message.



Website – www.ispra.org | Facebook - www.facebook.com/lowaSPRA | Twitter <https://twitter.com/lowaSPRA>

October 2014

2014-2015 Conferences & Programs

Mark your calendar!

ISPRRA 2014-2015 Conferences

Fall Conference - Friday, October 17, 2014 | **Spring Conference** - Thursday & Friday, April 9 & 10, 2015

ISPRRA Fall Conference and Workshop

Friday, October 17

9 a.m. - 4:15 p.m.

Johnston School District | 5608 Merle Hay Road | Johnston, Iowa 50131

\$75 members | \$100 non-members

[Register Online](#) | [More Information](#)

Please Note: Due to a speaker cancellation one of the sessions information is not available at the date of this email. Once the information for the session is confirmed it will be posted and emailed. I apologize for the inconvenience, but hope you will still join us for a full day of fun, learning, and networking.

Beyond the Basics – Social Media Strategy

This two-hour training and workshop will go beyond teaching you social media basics and delve right into strategy. How do you show your administrators ROI? Are there any tools out there to make posting more efficient? What platforms and trends should you be paying attention to? What does a good social media policy include? Social media has fundamentally changed the way the world communicates; you'll leave this workshop with a solid plan and strategy for remaining relevant within the space.

Learn How to Obtain Your APR

Hear from a couple of your very own on how you can earn your Accreditation in Public Relations (APR).

Putting it All Together - Round Table Discussions

One of the best part of ISPRA conferences is a chance for you to discuss success and issues with your peers. We will spend this time sharing stories, ideas, and brainstorming about the future of public relations in an educational setting.

Friday Lunch Time Learning Events

Join us for NSPRA's PR Power Hour and ISPRA lunch time learning opportunities in the Des Moines metro area and eastern Iowa. Come for the event and join your peers for lunch and networking. **The lunch time learning events begin at 11 a.m. They are free for members and \$10 for non-members.** Register - bit.ly/1pccHRk

October 10 NSPRA Power Hour - Empowering Your School Staff as Communicators and Good News Ambassadors

Coralville - Grant Wood AEA Room B - 200 Holiday Rd.

West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway

November 7 NSPRA Power Hour - Research Driven Messages for Public Education

Iowa City - Iowa City Community School District - 1725 North Dodge St.

Pleasant Hill - Southeast Polk Community School District - 8379 NE University Ave.

November 21 ISPRA - Technology Smack Down

Members sharing technology tips and favorite resources. Join us at either of our two locations or via Google Hangout.

Iowa City - Iowa City Community School District - 1725 North Dodge St.

West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway

December 5 NSPRA Power Hour - The Road Well Traveled: Tips, Strategies and Lessons Learned from School PR Road Warriors

Ankeny - Ankeny Community School District - 306 SW School St.

Coralville - Grant Wood AEA Room D - 200 Holiday Rd.

February 13 NSPRA Power Hour - Preparing for the What Ifs: Things to Do Before a Disaster Strikes

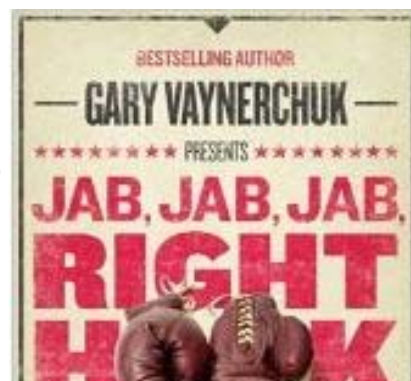
Coralville - Grant Wood AEA Room B - 200 Holiday Rd.

Waukee - Waukee Community School District - 560 SE University Ave.

March 6 ISPRA - Book Club - Jab, Jab, Jab Right Hook: How to tell your story in a noisy social world by Gary Vaynerchuk

Join us as we delve into a discussion about a book we believe is relevant to our field and our work at either of our two locations or via Google Hangout.

New York Times best-selling author and social media expert



Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works.

Iowa City - Iowa City Community School District - 1725 North Dodge St.

West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway



April 17 NSPRA Power Hour - Tapping the Power of Key Communicator Networks

Coralville - Grant Wood AEA Room B - 200 Holiday Rd.

Johnston - Johnston CSD - 5608 Merle Hay Rd.

Please be sure to take the . . .

Iowa School PR Staff Survey

We have about 25% of our membership. We'd love to have 100%. Please take a moment to complete the survey <https://www.surveymonkey.com/s/S9YKL52>

The survey asks Iowa school PR professionals questions regarding **experience, education, salary, department budget, reporting relationships, job responsibility, and more.**

Please complete the survey by October 15, 2014. The results will be available to members at the fall conference. Those who are not members of ISPRA and take the survey may provide an email and receive a copy of the results.

Welcome 2014-2015 Members

New or Rejoining . . .

Kristin Pederson

Coordinator of Community Affairs

[Iowa City CSD](#)

pedersen.kristin@iowacityschools.org

Chace Ramey

Chief Community Affairs Officer

[Iowa City CSD](#)

ramey.chace@iowacityschools.org

2014-2015 Membership Renewals

Cynthia Angeroth

Iowa School for the Deaf

Outreach Coordinator

Julie Eslich

Southeast Polk CSD

Community Relations Coordinator

Katrina Heman	Waterloo CSD	Communication Specialist
Adam Kurth	Adel-DeSoto-Minburn CSD	Director of Technology
Diane Ostrowski	Council Bluffs CSD	Supervisor of Community Services
Alice Pareti	Ankeny CSD	Communications Assistant
Jarrett Peterson	Ankeny CSD	Coord of Communications & Marketing
Tara Thomas	Waterloo SCD	Director of School/Community Relations

Membership Directory

The 2014-2015 ISPRA Membership Directory will be sent out to members by Oct. 15.

ISPRA Membership

Please send membership payments to . . .

ISPRA - Att: Jennifer Woodley, Treasurer

Great Prairie AEA, 3601 West Avenue, Burlington, Iowa 52601-9456

jennifer.woodley@gpaea.org or [319-753-6561 ext. 1232](tel:319-753-6561)

Nicole Lawrence Receives NSPRA's 35 Under 35 Recognition



Congratulation to Nicole Lawrence for recently being name one of NSPRA's 35 Under 35 members! The award spotlights NSPRA members for their outstanding achievements.



Nicole is the communications coordinator for Waukee Community School District and ISPRA membership chair . Learn more -

<https://www.nspr.org/files/35%20Under%2035%202014.pdf>

Sharing Resources

Emergency Planning Work by Music Watson

Chief Communications Officer - San Diego County Office of Education

Check out the attached resources on emergency planning from the San Diego County Office of Education.

Music Watson presented a session "10 Things to Do Before Disaster Strikes" at the NSPRA annual conference in July. I've attached some resources she share with those in her session. I particularly liked the simplicity of her template for messages to staff and crisis scenario talking points.

Music approved my sharing them with you. Learn more about the San Diego County Office of Education - <http://www.sdcoe.net/Pages/Home.aspx>

Easy access to ISPra knowledge & experience

Regional NSPra Chapter Opportunities

ISPra members are able to attend at chapter rate.

WSPRA (Wisconsin) - [Branding Your District From the Inside Out: Creating a Comprehensive Plan and Toolkit](#) - November 5-7

INSPRA (Illinois) - [2014-2015 Tips & Tactics Lineup](#)

[MinnSPRA](#) (Minnesota) - MinnSPRA Fall Conference November 13-14

Easy access to ISPra knowledge & experience

ISPra Group Email

Members are welcome to share information and ask questions of your IowaSPRA peers through - iowaschoolpr@googlegroups.com

We are adding new members to the ISPra group and will continue to keep last years ISPra members on the email list through October 14. On October 15 the group email will consist of current and lifetime members. Please be sure to update your membership to keep receiving ISPra group email!

Follow Us

Website – www.ispra.org

Facebook – www.facebook.com/iowaSPRA

Twitter - <https://twitter.com/iowaSPRA>

ISPra Chapter Officers - 2013-2015

Celeste Miller

President

Bettendorf CSD

cmiller@bettendorf.k12.ia.us

Jamie Evans

Vice President

West Des Moines CSD

evansj@wdmcs.org

Nicole Lawrence

Membership

Waukee CSD

nlawrence@waukeeschools.org

Lauri Pyatt

Secretary/Awards Chair

West Des Moines

pyattl@wdmcs.org

Jennifer Woodley

Treasurer/Past President

Great Prairie AEA

jennifer.woodley@gpaea.org

2012 FALL Conference Attendees

Nancy Brown	Great Prairie Area Education Agency
Courtney Croatt	Heartland AEA
Laura Dillavou	Johnston Community School District
Steve Doser	College Community Schools
Jamie Evans	WDMCS Community Education
George Held	Grant Wood AEA
Kim Hellige	Ottumwa Community School District
Pat Howard	Southeast Polk Community School District
Marcia Hughes	Cedar Rapids Community School District
Jennifer Lane	Fort Dodge Community School District
Nicole Lawrence	Waukee Community School District
Craig Menozzi	Southeast Polk Community School District
Celeste Miller	Bettendorf Community School District
Tom Mitchell	Johnston Community School District
Jarrett Peterson	Ankeny Community Schools
Lauri Pyatt	WDMCS
Claire Sowder	Heartland AEA
Jason Staker	Marshalltown Community School District
Beth Strike	AEA 267
Elaine Watkins-Miller	WDMCS
Jennifer Woodley	Woodley Great Prairie AEA

2013 SPRING Conference Attendees

Nancy Brown	Communication Specialist/Board Secretary	Great Prairie Area Education Agency
Courtney Croatt	Communications Specialist	Heartland AEA
Laura Dillavou	Marketing & Communications Coordinator	Johnston Community School District
Steve Doser	Communications Director	College Community Schools
Jamie Evans	Communications Specialist	West Des Moines Community Education
Kathy Hanson	Director of School, Community and Media Relations	Ames Community School District
George Held	Communications Supervisor	Grant Wood AEA
Kim Hellige	Community Programs Director	Ottumwa Community School District
Pat Howard	Community Relations Coordinator	Southeast Polk Community School District
Marcia Hughes	Community Relations Supervisor	Cedar Rapids Community School District
Jennifer Lane	Director of Communications & Community Relations	Fort Dodge Community School District
Nicol Lawrence	Communications Coordinator	Waukee Community School District
Craig Menozzi	Superintendent	Southeast Polk Community School District
Celeste Miller	Director of Communications	Bettendorf Community School District
Tom Mitchell	Executive Director of Human Resources	Johnston Community School District
Jarrett Peterson	Coordinator of Communications	Ankeny Community Schools
Lauri Pyatt	School/Community Relations Specialist	WDMCS
Sandi Rohrer	Communications & Media Relations Coordinator	Linn-Mar Community School District
Jessica Rolwes	Director of Communications/Marketing	Holy Family Catholic Schools
Claire Sowder	Communications Specialist	Heartland AEA
Jason Staker	Director of Communications	Marshalltown Community School District
Beth Strike	Director of Communications	AEA 267
Elaine Watkins-Miller	Director of School/Community Relations	WDMCS
Jennifer Woodley	Communication Specialist	Great Prairie AEA

2015 SPRING Conference Attendees

Nancy Brown	Great Prairie AEA
Lisa Bunn	Muscatine Schools
Mike Cyze	Dubuque Community School District
Janelle Darst	Cedar Falls Schools
Sue Deike	Mason City Community School District
Justin DeVore	Charles City Community School District
Steve Doser	College Community Schools
Jamie Evans	WDMCS Community Education
Brian Graves	Community Unit School District 308
Kathy Hanson	Ames Community School District
Marcia Hughes	Cedar Rapids Community School District
Jennifer Lane	Fort Dodge Community School District
Nicole Lawrence	Waukee Schools
Celeste Miller	Bettendorf Community School District
Diane Ostrowski	Council Bluffs Community School District
Alice Pareti	Ankeny Community Schools
Jarrett Peterson	Ankeny Community Schools
Tricia Pitz	Dubuque Community School District
Andrew Potter	Marshalltown Community School District
Sandie Rohrer	Linn-Mar CSD
Laura Sprague	Johnston Community School District
Beth Strike	AEA 267
Lori Thomas	AEA 267
Tara Thomas	Waterloo School District
Alexandra Wade	West Des Moines Community Schools
Elaine Watkins-Miller	West Des Moines Community Schools
Jennifer Woodley	Great Prairie AEA

2015 ISPRA Spring Conference

Evaluations

15 evaluations submitted

Registration

- Registration was simple and Jamie Evans was very prompt in answering any questions.
- The google form is quick and easy on the registrants end.

Communication Contest

- Great event! Thank you for all your work and sponsoring recognition of these professionals. It means a lot to a lot of people - members, their administrators, . . .
- More guidance / direction on the nomination form regarding what to provide as description/support information with an entry would be appreciated.
- It was my first time submitting entries. I thought the process was good, not too much work/time on a submission.
- Did not participate this year (new to job).
- It was my first time entering and I didn't catch that an "evaluation" was to be included with every category entry. (Especially because I rushed through the entry process as my son was sick with pneumonia at the time - which is on me!) But other marketing awards that I'm aware of from my years at an advertising agency make some categories stand on their own because the piece should be self-explanatory. So maybe just that portion of the form could be a little more prominent? At least in bold? :)

Awards Night – Average 4.7 (1 low - 5 high)

- So fun! Having Juicebox as the sponsor was a great idea and I liked hearing about their cool projects.
- I am sure it went well. I was not in attendance.
- Wasn't able to attend this year, but it has always been great in the past.
- I would have liked to have everyone go around and introduce themselves at that event once all were seated.
- I would have loved to have seen examples of all of the winners and maybe entries.
- Had a great time! Loved the location and food was excellent!

Location of Awards Night – Average 4.7 (1 low - 5 high)

- Food and atmosphere were great.
- Very much appreciated that the location was located in a hotel (and yet still delicious!)
- Nice meal, room, easy to find.

Location of Conference – Average 4.9 (1 low - 5 high)

- Perfect central location!
- Great location when meeting in the central part of the state. Thank you to WDM team for hosting! The only downer for the site was tripping on the exposed extension cord and falling.
- The conference location was easily located and in a beautiful area of Des Moines.
- Nice space size and accommodations for a group of this size. Able to see and hear well.
- perfect location
- Easily accessible off major highways and nice, wide-open meeting room.
- I liked the location for the previous 2 years better - and the chairs weren't very comfortable at this location.

Media & Crisis Response – Average 4.4 (1 low - 5 high)

- Ironically, I missed part of the workshop due to a crisis :(
- Lauri was very engaging and relevant to our work. If anything, more hands-on exercises would be great.
- It was a very good presentation!
- She was good and the info was validating and always important to discuss. There was nothing new, however.
- Ms. Freking was an excellent speaker and the content was very much needed for schools in today's world. This was a great choice for a topic.
- Good information, had an understanding of "school" needs.
- Could have spent a whole day just with Lauri. She presented some excellent information.
- I got a lot out of her presentation. Liked the hands-on activity.
- She is very knowledgeable and was a very good presenter. I learned a lot from her and my peers at the conference.
- She was very good, but I thought this was too similar to the previous Crisis communication session that Wixted presented at another conference.

Future Conference Topics

- Session on creativity would be cool, but I don't know what that looks like.
- "Awesome job filling the space that was left open by ""the change"" speaker.
- A pat on the back to the conference committee. "
- Website and social media "do's" and "don'ts"
- I still think that a good topic would be "Long Term Strategic Plans versus Short Term Action Plans." The focus would be how communication strategy is changing so fast and furious that long term planning is no longer as effective. Also, I think it's interesting that communication strategies for our high school parents is much different now than those we need to use with our Kindergarten parents who expect communication to come to them in 140 characters or less.

Additional Conference Comments

- It was disappointing that the Friday a.m. speaker did not show up BUT I really appreciated how quickly the host team identified alternatives to fill the time.
- I enjoyed the day very much and felt that I learned a lot of very useful information. ISPRA is a great group of communicators!
- Great job of improvising when morning speaker was unable to be reached.
- I would like ISPRA to help spread the word to other districts about head's up topics in other school districts via e-mail. For example we talked about the A14 day flyer. Had we not had the conference I wouldn't have known about that. Another example could be the Waterloo / Cedar Falls incident where someone was calling in a bomb threat to schools across the state. Anytime ISPRA can help spread the word (not via social media) would be beneficial.
- Would love to have districts bring some of their annual reports, pamphlets, examples of what they do communications-wise to either have us all look at and/or be able to bring back with us. Could just have a couple of tables set up for this and everyone can just browse at their leisure during breaks, lunch, etc. Have a table set up for the winners from the night before to display their goods!
- It was disappointing that the speaker scheduled for the morning session didn't show up. What a great group that we could make lemons out of lemonade. (And kudos to Jamie too!) However, I feel that the speaker should have at least presented on video and given us a link to watch on our own time to make up for the fact that he messed up so badly. (Free of charge too!)
- Just love being with my peers.
- Thank you Jamie!!!! Nice evaluation too!
- "Everyone seemed way too chained to their computers. Could something please be said about giving speakers full attention and then perhaps giving attendees 15-20 minutes between sessions to check email, voice mail, etc.