

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

Entry Form

(Please include this information with each individual entry)

Chapter Name: Kentucky School Public Relations Association

Chapter President: Leslie McCoy

President’s contact information

District/Organization: Bowling Green Independent Schools

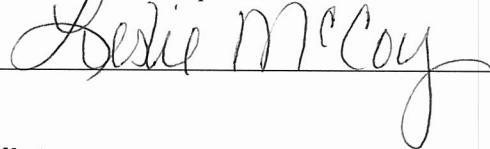
Address: 1211 Center Street

City/State/Zip Code Bowling Green, KY 42101

Telephone: 270-746-2200 e-Mail: leslie.mccoy@bgreen.kyschools.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: Kentucky School Public Relations Association

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



Efforts of the Kentucky School Public Relations Association during the 2014-2015 school year have focused on value-added membership for the organization. Over the last few years, the total number of members has remained consistent, however involvement and active participation within the organization have been in steady decline. Years of statewide budget issues have limited or prohibited travel for both members and Board Members of the organization, resulting in financial challenges and difficulty for the Association to collectively make decisions. Therefore in 2014-15, instead of working to add new members, the priority has been increasing involvement by adding value to the organization and existing KYSPRA opportunities.

School administrators and public relations practitioners need continual access to resources, more than can be provided through statewide events once or twice per year. This is especially true if travel budgets limit participation and in districts where the PR department is one or fewer full-time individuals. Thus, in July 2014 KYSPRA kicked off the new school year with an increased focus on communication including targeted, resourceful emails to members, new energy for the Association's Twitter account (@kyschoolpr) and a new blog: kyspra.blogspot.com.

Communication Efforts:

The purpose of the KYSPRA Twitter account is to provide engaging, relevant and consistent resources to both school public relations professionals and school administrators. This includes but is not limited to highlighting innovative activities and initiatives in Kentucky public schools, sharing information from and about partner organizations such as NSPRA, the Kentucky Department of Education, the Kentucky School Boards Association, the Kentucky Association of School Administrators, Kentucky Educational Television, etc. Twitter is also used to collaborate with PR colleagues across the globe with hashtag #schoolpr, and finally, the account is used to publicize content created and added to the KYSPRA blog.

The KYSPRA blog provides a centralized hub of information for all Kentucky school districts with PR resources, opportunities to share and learn from colleagues, and ideas for continual improvement. It is also an online archive for the work of the Board of Directors, including meeting agendas, meeting summaries, and detailed descriptions of upcoming professional development opportunities. The goal for 2014-15 was to post at least once a week and as of April 30, 2015, 48 posts have been added to the blog since July 2014.

Effective communication does not exist without listening, therefore in September 2014, KYSPRA created a membership survey to learn more about individual members, their roles and responsibilities. Questions of the survey were developed through discussion with Board members as well as online collaboration via Twitter. After completed, the data was used to guide professional development opportunities throughout the year, including the fall conference. Then,

following the fall conference in November 2014, KYSPRA issued a post-conference survey to both gauge effectiveness of the conference and assist decision-making for the spring professional development.

Chapter Activities:

In 2014-15, KYSPRA encouraged more involvement and participation with NSPRA to enhance resourcefulness, add value to practitioners, as well as use tools provided by the national organization. Efforts have included promoting the annual seminar in the neighboring state of Tennessee, sharing membership incentives such as discounted first-time dues, the NSPRA app, and online webinars. Plus, two KYSPRA members have received recognition from NSPRA this year including KYSPRA President Leslie (Peek) McCoy listed among the *35 under 35* and Tracy Green of Oldham County Schools earning a scholarship from the NSPRA Foundation for the Advancement of Education to attend the National Seminar.

Traditional KYSPRA activities continued throughout 2014-15 however modifications were done to add value and increase participation:

- Quarterly meetings were held in four different locations to accommodate travel of board members. Meals were provided by KYSPRA for lunch meetings as appreciation for time and travel. Agendas of the meetings were posted to the blog and emailed to all Board Members along with previous meeting minutes in advance. Then, following the meetings, summaries, reports and announcements were emailed to the entire KYSPRA membership distribution list.
- Using data from the September 2014 membership survey, the fall conference sessions were intentionally designed to meet the needs of members. Plus, engagement throughout the conference and follow-up from conference sessions were done on both Twitter and the blog.
- As new members joined the organization throughout the year, welcome emails were sent by the chapter president with information about KYSPRA resources and the mentoring program.
- The OASIS professional development and recognition program was modified to communicate outstanding work in an unlimited number of school districts, changing the awards from first, second and third places, to recognition noted as distinguished, proficient, and honorable mention, labels consistent with Kentucky public school assessment categories.
- The three annual KYSPRA awards were more widely publicized with press releases sent to media outlets near the recipients and information about all awards and recipients was posted and shared via the blog and Twitter.
- Finally, using the data from the fall post-conference survey, spring professional development opportunities planned for May and June 2015 are free, one-day sessions located in three cities, limiting travel and cost to attend. The sites were chosen based on geographic location of members so member should be no more than a two-hour drive from a free one-day session.

Willingness to change and making data-informed decisions have led to encouraging results for the Kentucky School Public Relations Association:

- The number of Twitter followers has increased by more than 100% and engagement statistics by Twitter Analytics report between 5-10% engagement on links and photos shared.
- Many blog posts have more than 100 unique readers and at least six have been shared on the Education and School PR paper.li online content with #schoolpr.
- The annual fall conference was held November 13-14, in Lexington, Kentucky had 45 participants, producing \$3,233.42 in revenue.
- Four quarterly meetings were held in 2014-15 and for the first time in several years, all four meetings had a quorum present. This led to excellent brainstorming, discussion, and the ability to make decisions.
- Plus, for the first time in many years, more than one candidate accepted a nomination to run for a position on the 2015-16 KYSPRA Executive Committee, resulting in a membership-wide election instead of a Board of Directors appointment.

Some of the most encouraging feedback to KYSPRA is not quantitative, Kentucky superintendents also noticed the change in the organization. One new member shared that her superintendent told her she needed to join KYSPRA. Another superintendent contacted the KYSPRA President and asked to brainstorm ways to incorporate more formal school PR into his district's budget. Two different superintendents have recently requested sample copies of public relations job descriptions, and more recently, superintendents have contacted the organization requesting more information on the KYSPRA spring professional development schedules and inquiring about leadership credit available.

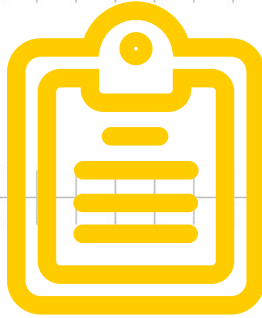
Future Opportunities:

Although the results indicate involvement of organization has increased, opportunities for growth remain. Several exciting ventures have begun for the upcoming year. First, KYSPRA has a committee working to redesign and update the website, as well as creating an online space to recognize KYSPRA award winners and distinguished OASIS entries. The OASIS entry and judging processes for 2015 will be completely paperless. Next, KYSPRA will begin offering a new professionals scholarship with registration and travel stipend to attend the fall conference. The scholarship will be funded with donations of silent auction items by the Board of Directors. Future professional development and opportunities for collaboration with other NSPRA midwest chapters will be discussed at the NSPRA seminar. Plus, other recommended future endeavors include re-administering the membership and post-conference surveys and also efforts to increase membership, both for state and national organizations.

Thank you for taking time to read more about the work of the Kentucky School Public Relations Association. While our data supports changes made throughout the school year, earning the NSPRA "Mark of Distinction" would further those efforts by adding even more incentives for NSPRA involvement, it would validate the work of the 2014-15 Board of Directors, and, with the logo on publications, visibly increase credibility for the Association.

Communication Calendar 2014 - 2015

Kentucky School Public Relations Association																																	
Messaging Calendar																																	
August										September										October													
27	28	29	30	31	1	2	3	4	5	7	8	9	10	11	12	13	14	15	16	5	6	7	8	9	10	11	12	13	14	15	16	17	18
10	11	12	13	14	15	16	17	18	19	21	22	23	24	25	26	27	28	29	30	19	20	21	22	23	24	25	26	27	28	29	30	31	
24	25	26	27	28	29	30	31													26	27	28	29	30	31								
November										December										January													
2	3	4	5	6	7	8	9	10	11	7	8	9	10	11	12	13	14	15	16	4	5	6	7	8	9	10	11	12	13	14	15	16	17
16	17	18	19	20	21	22	23	24	25	21	22	23	24	25	26	27	28	29	30	18	19	20	21	22	23	24	25	26	27	28	29	30	31
30										28	29	30	31							25	26	27	28	29	30	31							
February										March										April													
1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	5	6	7	8	9	10	11	12	13	14	15	16	17	18
15	16	17	18	19	20	21	22	23	24	22	23	24	25	26	27	28	29	30	31	12	13	14	15	16	17	18	19	20	21	22	23	24	25
22	23	24	25	26	27	28	29	30	31	29	30	31								26	27	28	29	30									
May										June										July													
3	4	5	6	7	8	9	10	11	12	10	11	12	13	14	15	16	17	18	19	7	8	9	10	11	12	13	14	15	16	17	18	19	
17	18	19	20	21	22	23	24	25	26	24	25	26	27	28	29	30	31			24	25	26	27	28	29	30	31						
31																																	




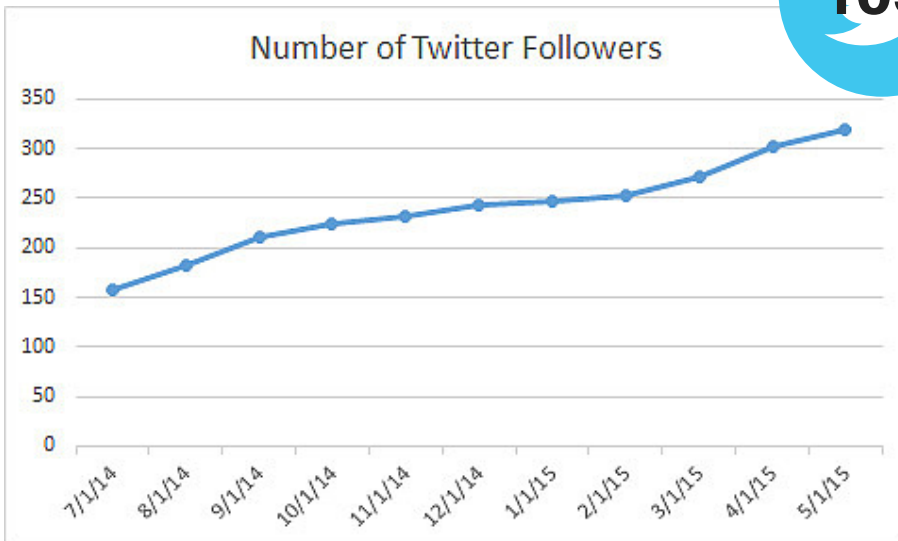
	Tweets
	Blog Posts & Tweets
	Emails to All Members
	Multiple Means of Communication

48 blogs since July 2014

Top Five Blogs:

- Techie Tuesday: Ten Tech Tools for School Public Relations (3/10/2015)
- JCPS Shares Dropout Prevention Images (4/17/2015)
- Using Evernote: Additional Info from Tracy Green (11/24/2014)
- School Calendar Law & Make Up Days (2/21/2015)
- WE DAY Kentucky – The Movement of Our Time (1/14/2015)

 103%



**KENTUCKY
SCHOOL
PUBLIC
RELATIONS
ASSOCIATION**



KYSPRA Roles & Responsibilities

One of the primary functions of the Kentucky School Public Relations Association is to advocate for the employment of public relations practitioners in Kentucky school districts. To do so more effectively, we must better understand current responsibilities and job descriptions of KYSPRA members. Please take a few moments to complete this anonymous survey regarding your current position in a Kentucky public school district.

* Required

1. Which of the following are included in your PR/communication responsibilities: *

Check all that apply.

- Video Production
- Press Releases
- Media Relations
- Presentations at Board Meetings
- Training / PD for District Employees
- Photography
- Advertising / Marketing
- Webmaster
- Social Media
- Management of Household Communication System (OneCall, SchoolMessenger, AlertNow)
- Graphic Design
- Editing & Producing Publications
- Special Events
- Other:

2. Do you have school district responsibilities other than PR/Communications? If yes, please list below.

Examples: Community Education, Grant Writer, Attendance Specialist, Teacher, etc.

.....

3. **Please select the range of student enrollment for your district: ***

Mark only one oval.

- Less than 4,000 students
- Between 4,001-9,000 students
- Between 9,001-15,000 students
- More than 15,000 students

4. **What is your age range?**

Mark only one oval.

- Under 29 years old
- 30-44 years old
- 45-64 years old
- Over 65 years old

5. **How many years have you worked in your current position?**

Mark only one oval.

- 1 year or less
- 2-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- More than 20 years

6. **Who is your direct supervisor? (job title only, no names please)**

Example: Superintendent, Assistant Superintendent, Director of Human Resources, etc.

.....

7. **Does your current position require a college degree? ***

Mark only one oval.

- Yes
- No

8. What is the highest level of education you have attained?

Mark only one oval.

- High School Graduate
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctoral or Professional Degree

9. Is your current salary based on your highest level of education attained?

Mark only one oval.

- Certified Salary Schedule including Rank III, II, I
- Certified Salary Schedule and Administrative Stipend
- Classified Salary Calculation
- Classified Hourly Calculation
- Other:

10. How many work days per fiscal year are included in your current contract?

.....

11. Including yourself, how many individuals share district PR/communication responsibilities?

Mark only one oval.

- 1
- 2
- 3
- 4
- 5
- Other:

12. Does your district have an in-house print shop for district publications?

Mark only one oval.

- Yes
- No

13. Traditional media outlets for your school district include:

Check all that apply.

- Daily Newspaper
- Bi-Weekly Newspaper
- Weekly Newspaper
- Television News
- Radio
- District TV / Community Access Channel
- Other:

14. Which social media tools do you use to share district news and info?

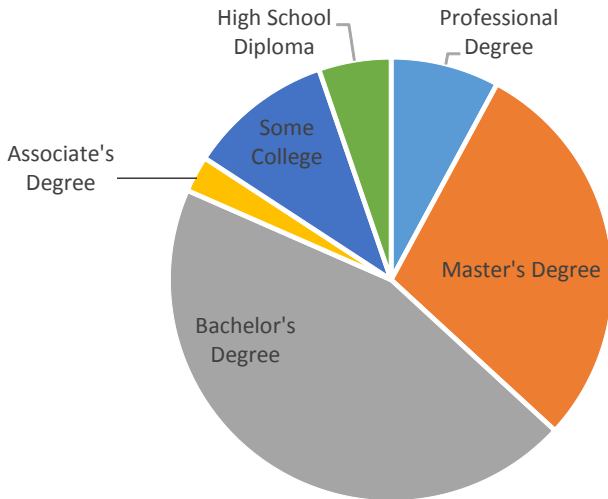
Check all that apply.

- Facebook
- Twitter
- Instagram
- Pinterest
- YouTube
- None
- Other:

Kentucky School Public Relations Association

Membership Survey Results 2014

EDUCATION



EXPERIENCE

32% with less than 5 years experience

RESPONSIBILITIES

- District Press Releases
- Media Relations
- Photography
- Webmaster
- Social Media
- Special Events
- Publications
- Advertising & Marketing

*Reported in more than 60% of responses

71% One-Person PR Departments

In Districts of 4,000 students or less, 89% of KYSPRA members have professional responsibilities other than public relations and school communication.

MEDIA

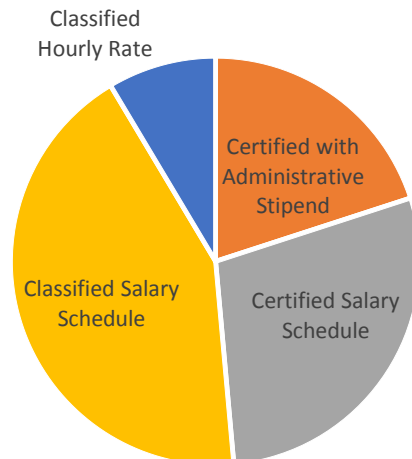
- Daily Newspaper
- AM/FM Radio
- Television

*Reported in more than 60% of responses

82% of Districts Using Social Media

44% of Districts Using In-House or Community Access Television

SALARY & CONTRACT CALCULATIONS



Average Number of Contract Days:

232.5

Only 6% of districts with fewer than 9,000 students have in-house print shops.

Thirty-eight KYSPRA members responded to the 2014 membership survey. Of the total respondents, 18 from districts of with less than 4,000 students, 11 from districts between 4,000-9,000, eight between 9,000-15,000 and one with a district of over 15,000 students.

KYSPRA Fall Conference Survey

Please provide feedback about professional development opportunities provided by the Kentucky School Public Relations Association.

1. **Did you attend the KYSPRA 2014 Fall Conference?**

Mark only one oval.

Yes

No

2. **If no, which answer best describes your reason for not attending:**

Mark only one oval.

Travel Costs

Scheduling Conflicts

Other:

3. **If you attended the 2014 KYSPRA Fall Conference, what did you find most beneficial?**

Specific session topics, networking opportunities, etc.

.....
.....
.....
.....
.....

4. **If you attended, please share suggestions for how to improve future conferences or KYSPRA networking opportunities?**

More information on a topic, more time given for a subject, etc.

.....
.....
.....
.....
.....

5. **Did you submit projects for the 2014 OASIS Professional Development Program?**

Mark only one oval.

Yes

No

6. **What are suggestions to improve the OASIS Professional Development Program?**

.....

.....

.....

.....

.....

7. **Would you attend or be willing to host a regional event in either the spring or summer? Please share your thoughts.**

Travel budgets are limiting overnight travel, KYSPRA is considering options for networking and PD without overnight travel.

.....

.....

.....

.....

.....

8. **What are new session topics or ideas you would like to see for future training opportunities?**

.....

.....

.....

.....

.....

Did you attend the KYSRA 2014 Fall Conference?	If no, which answer best describes your reason for not attending:	If you attended the 2014 KYSRA Fall Conference, what did you find most beneficial?	If you attended, please share suggestions for how to improve future conferences or KYSRA networking opportunities?	Would you attend or be willing to host a regional event in either the spring or summer? Please share your thoughts.	What are new session topics or ideas you would like to see for future training opportunities?	Did you submit projects for the 2014 OASIS Professional Development Program?	What are suggestions to improve the OASIS Professional Development Program?
No	Sessions were repeats				I would like more hands-on training like we had several years back. Computers were brought in and training made available in Photoshop, etc.	Yes	Change it to evening as was in past years - A more formal setting - more will attend I think.
No	Scheduling Conflicts			Yes I would attend and with Lindsey Wilson College within my county our district would consider hosting a regional summer event.		Yes	

Yes		<p>Enjoyed the branding session. It was not information offered at previous events.</p>	<p>It is nice to have our own folks present on topics, but it would also be nice to get a fresh perspective from people outside the KYSPRA organization. For example, maybe finding an "expert" from a non-education organization who is doing some interesting things with social media or internal relations.</p>	<p>I would be more than willing to host or travel to a regional event in the spring. Summer is difficult because of the meetings and planning sessions and trainings we host in our district.</p>	<p>I would like a more in depth and specific sessions on gathering data from social media usage. And also how to report that to your administrative team and Board of Education.</p>	No	<p>I feel OASIS is a well-thought out professional development program.</p>
Yes		<p>Clinic sessions on writing and social media - rich with solid examples, not just preaching!</p>	<p>Maybe either more general sessions or all repeat breakout sessions. Picking and choosing is good in that it gives more options, but then learning perhaps in another general session would allow all to take advantage without missing a great presentation.</p>	<p>Yes, the quality of this conference would make me want another learning opportunity. Avoiding overnight travel a solid idea, if practicable.</p>		No	

Yes		<p>This was my third KYSRA conference and I thought we had some of the best workshop topics. Brad had really interesting points about marketing. And I wish Lisa Deffendall would've had more time to dive into the measurable objectives idea she presented. (NSPRA does the RACE system, our district does "management by objective," same idea.)</p>	<p>I really enjoy the networking opportunities and wish there was some scheduled but unstructured time to "hang out," maybe between the last session and dinner on Thursday. We had a spring roundtable session in 2013 that I thought was excellent, where we could all share ideas.</p>	<p>YES! I'd love to even see quarterly regional meetings, even if they're more informal meet ups and not structured PD.</p>	<p>I'd love to see more hands-on sessions. Lisa Deffendall was headed that direction when she passed out the NSPRA rubrics and was going to have us work at our tables on those. Same for having more roundtable-style sessions -- maybe we could have one session period that has multiple roundtables ... social media, media relationships, etc.</p>	Yes	<p>It is cost-prohibitive for our district to submit multiple entries. When it comes down to it, as much as I appreciate the accolades and know they are beneficial in proving worth to the superintendent and to the board ... I could also use that money in my budget for another video camera, etc.</p>
Yes		<p>Social Media Session Meet the press</p>		<p>Yes, I would host a regional event.</p>	<p>I would like a session on tweeting 101. I need the basics. Longer session with the media.</p>	Yes	

Yes		I really enjoy the workshops and the time to talk to other PR professionals about what's going on in their district.	I think a networking or icebreaker type deal would be great. The more we can get to know one another, the more helpful we would be to each other.	I would both attend and help host one.	I think it would be cool to have like writing workshops. Picture this: You're given a scenario and have to write a release, then everyone shares parts of their release. I just think again, there's a lot we can learn from each other's strengths.	Yes	
Yes		The workshops - social media, marketing, etc.	I think the structure is fine. The biggest issue would seem to be continuing to find relevant topics, fresh material, and dynamic, knowledgeable speakers. It is also helpful when you hear others speak of things they do or need in their districts.	Yes.	Ideas for receiving pictures and information about events throughout your school district District wide celebration and recognition ideas Tips, techniques, software How to handle situations What are we not doing to help/promote our district	No	It is a good program, but it doesn't seem necessary to resubmit the same basic items in consecutive years, unless you have something really new and great that you are excited about, especially considering the cost and time involved in submitting.

<p>Yes</p>		<p>The social media presentation was interesting, although I would have preferred a more in-depth session. Brad's session on marketing 2.0 was a good refresher. The writing workshop was great. I liked the hands-on drill to make us think. Malinda's session on community events was well organized and presented, but not all applicable to a large district. Branding was great, although looked expensive. And I enjoyed the preview of the data review and the media panel. All good information!</p>	<p>There are some sessions where I think we could spend more time in-depth, like Lisa's rubric for evaluation. There are others, where they could be shorter rapid-sharing among peers, like social media strategies, community events, branding. Maybe instead of three strands, mix the schedule up with a combo of hour-long and half-hour sessions with time to move around and interact more.</p>	<p>Yes, I would prefer a one-day or even multiple one-day sessions more locally over traveling across the state two times. It's too difficult and costly to be away twice each year.</p>	<p>Video for the amateur- not with an expensive professional camera, not with highly expensive video editing software. The basic-create a YouTube post type video- for those of us with that as one of many hats.</p> <p>Maybe round-table speed-training or sharing divided by district size, or city/area size. I think districts of the same size have similarities in communication, but access to local media creates similarities and differences. Just a thought.</p>	<p>No</p>	<p>will take advantage of sharing work recognized by OASIS. Having the projects outside the banquet room to view is great, but very brief.</p> <p>I noticed some people did not stay for the banquet that did not enter projects. I wish there was a way to discourage people from leaving so peers could be present for the recognition. However, I know that time is valuable. I do think Brad has tried to make best use of everyone's time and I like that he combines and reads multiple entries of districts</p>
------------	--	--	--	--	--	-----------	--

Yes		The media panel was very, very good	I thought this was the best conference in a while. The topics were right on target.	Yes. We would do that.		No	There is no reason to have Brad read those categories and winners aloud. That takes up way too much time. There has to be a better way to do that. Maybe the winners can be listed in a program & Brad can read the Distinguished Awards and the Sweepstakes Awards and the three other awards that KYSPRA gives.
-----	--	-------------------------------------	---	------------------------	--	----	---

Yes		<p>My ranking, in terms of usefulness, of the sessions I attended.</p> <ol style="list-style-type: none"> 1) Tracy's session on writing. 2) Justin's session on managing social media. 3) Malinda's session on community involvement. 4) Brad's session on Marketing 2.0 5) Lisa's session on evaluating your p.r. plan <p>I think Lisa's session has a lot of potential. I would like to see her do 3-4 sessions at a conference and work through the entire process.</p>	<p>What I like the best about the conference is the opportunity to touch base and network with my colleagues. It's a morale boost to be able to share my successes, failures, and challenges with other p.r. professionals.</p> <p>What I like least is that I don't really learn that much from the sessions because they are stand alone and generally just skim the surface of their chosen topic. I think I would enjoy a "track" of 3-4 sessions that might dig more deeply into applicable topics.</p>	<p>Yes. I think summer would be good because we are not quite as busy. I like the idea of day long regional events. The challenge would be offering a program in each region. That would require much more in terms of resources (i.e., presenters).</p>	<ul style="list-style-type: none"> > Working through the NSPRA evaluation (the presentation that Lisa began) > Planning a P.R. budget > Communicating with diverse audiences > Designing an internal p.r. program > What's the next wave (after social media)? > Navigating a tax increase from a p.r. perspective > What the kids are up to: An overview of social media platforms students are migrating to: Snapchat, Tic Toc, Tindr, etc. 	Yes	<p>value in the Oasis program, though I typically submit items. I am not sure how many entries are submitted, but I'm pretty confident that I am competing against a pretty small pool of entries, so winning awards doesn't carry much weight. The feedback has limited value, but is not worth much either because I can't ask questions and get suggestions.</p> <p>Could we have a session where we could submit work and have it critiqued by our peers and by an expert in the field? For instance, if I had a video that I</p>
Yes		The panel discussion with the journalists.	Have the Thursday sessions start a bit later. Some people are driving in on that morning.	I would be willing to attend.	Ethics.	Yes	I would eliminate awards for "honorable mentions."

Yes		<p>I enjoyed the two sessions that I attended, led by Tracy Green and Brad Hughes. I learned about Evernote, which I need to check out. And Brad mentioned—or at least a jotted this down while he was talking—about having bus drivers serve as information distributors at bus stops. That could be very useful to get an item into the hand of parent/guardian.</p>	<p>I would love a longer day of sessions. More session. Specialized sessions. Tutorials. Break out groups to discuss further topics.</p>			No	<p>Just want to say that my district did not pay for my attendance or any training of any kind for that matter. I paid for it because I wanted to participate and meet people doing this similar type of unusual work. I'm glad I made it. Thanks Cindy and all who wrangled things together.</p>
Yes		<p>Networking opportunities with KYSPRA friends and sessions were good too.</p>	<p>Especially liked starting at 9:30 a.m. on Friday. Like going to Lexington best for the conference.</p>	Probably be able to attend	Website daily operations	No	

Yes		<p>I most enjoyed Malinda Beauchamp's sessions Genuine Spin: PR Though Community Involvement because it gave a fresh perspective on some of the tasks that seem like time suckers, when they are actually a wonderful opportunity to make connections.</p>		<p>I would consider a spring travel if it was in a central location and easily to commute.</p>		No	
Yes		<p>Sessions were very good this year. Really liked having two schedule options for attending breakout sessions.</p>	<p>Maybe have a session on team-building where participants do, rather than listen - a little corny, perhaps, but often seems to increase camaraderie even within a short timeframe.</p> <p>Have hospitality rooms, evening group dinners or outings of any sort ever been part of the conference to extend networking opportunities?</p>	<p>Yes to either - would attend, and I'm confident our district would welcome the opportunity to host.</p>	<p>Have to think on this one a bit. I'm sure several will come to mind as soon as I hit submit.</p>	Yes	<p>See more of the work. The sharing opportunity introduced after this year's conference is a great idea!</p>

Yes		The round-table discussion with the journalist and TV anchor person. I got so much out of that. Very informative.	More of a 1-1 discussion (question/answer) type.	I definitely would attend one. I really enjoy being able to meet the other PR members and talking with them.	N/A	No	
-----	--	---	--	--	-----	----	--



Outstanding Achievement
in School Information Services

Recognition is just over the horizon

→ Enter your
communications work
in the 18th annual
KSBA/KYSPRA
OASIS Professional
Development Program



Sponsored by the Kentucky School Boards Association
and the Kentucky School Public Relations Association

Merriam-Webster's dictionary defines a bridge as a structure carrying a pathway or roadway over a depression or obstacle. An obstacle is defined as something that impedes progress or achievement.

One measure of a successful school district is its capacity to overcome obstacles to a clear public understanding of that success – success through student achievement, parent involvement, efficient management and so much more than just test scores.

And the “bridges” to boost that public understanding include but are not limited to:

- well-designed publications
- attention-getting videos
- user-friendly websites
- solidly crafted writing
- emotion-capturing photos
- involving engagement programs

So welcome to the Bridges of KYSPRA, also known as the 2014 OASIS (Outstanding Achievement in School Information Services) Professional Development Program.

General Information

This year's 18th annual OASIS collaboration between the Kentucky School Boards Association (KSBA) and the Kentucky School Public Relations Association (KYSPRA) represents two opportunities: measuring the effectiveness of those communications bridges and earning acknowledgment of especially successful efforts.

All entries submitted in the OASIS program are judged by panels of professionals in school and/or government communications who understand about budgets, public engagement and producing quality work. Recognition will be made during the OASIS Award Banquet during the KYSPRA annual conference this fall. An online resource will detail how judges will be guided to score entries at

www.ksba.org/membersupportcommunications.aspx

Sweepstakes Awards

For the sixth year, the KSBA OASIS Sweepstakes Awards will honor an overall program in each of the four enrollment-based categories. After announcement at the OASIS ceremony, a KSBA representative will travel to the school board meeting of each of four of the Sweepstakes Award recipients honored districts for a special presentation.

The OASIS Sweepstakes Awards recognize packages of exceptional entries from school districts. Eligibility is based on submission of at least one entry in three of the five general classifications: print communications, written communications, photography/videography, electronic communications and campaigns/programs. All entries submitted by the district make up the total entry. The average of all scores will determine the Sweepstakes Award honorees in the four classes.



Entry guidelines

(Revised for 2014 - READ CAREFULLY)

Eligibility

- Entries must have been produced primarily by district employees. Outside contractors or students may assist, but district employees must do more than supervise final product.
- Entries are to have been completed between July 1, 2013 and June 30, 2014.
- OASIS is open to KYSPRA members or other staff of any public school district with a KYSPRA member. Please confirm your KYSPRA membership status to be eligible to have an entry considered.
- An individual may submit one or two entries per category. Staff from a district may submit as many as four entries per category. There is no limit on the overall number of entries by an individual or a district.

Entries

VERY IMPORTANT: Submissions not adhering to these guidelines will not be accepted. Please read very carefully.

- Each entry must be submitted in a three-ring binder using clear, plastic sleeves inside.
- The cover of each entry binder should have the entrant's name, district, entry category and class.
- The first sleeve in the binder should have the following information:
 1. Entrant and district names
 2. Entry category name, number and district class
 3. Entry title
 4. Entry description addressing reasons/goals for the product and the target audience
(*IMPORTANT: Judges will be instructed to consider the entry description in making their scoring decisions.*)
- Entries must be accompanied by the provided entry form and either a check or purchase order covering the entry fees. A single purchase order or check may be submitted covering multiple entries from a district, but please note the number of entries covered by the check or P. O.

Entries are made in one of four classes based on enrollment:

- Class A: district enrollment under 4,000
- Class AA: enrollment 4,000 – 9,000
- Class AAA: enrollment 9,000 – 15,000
- Class AAAA: enrollment more than 15,000

Entry Fees

\$55 for a first entry, \$45 for each additional entry. Checks or purchase orders payable to: Kentucky School Boards Association.

For: OASIS Professional Development Program.

Entry Deadline

4 P.M. ET TUESDAY, JULY 8

Mail entries, completed nomination forms, fees and/or invoices to:

OASIS Program
KSBA
260 Democrat Drive
Frankfort, KY 40601

One entry per form



Entry Form

Name of entrant: _____

District: _____

Phone: _____ eMail: _____

Entry title (Title of your entry): _____

Category name: _____

Category number: _____

Entrant class: _____

FEE: \$55 for a first entry, \$45 for each additional entry

Total amount enclosed: \$ _____

If this entry earns an award, please specify the name(s) of individuals or units to appear on the plaque:

If you need assistance
completing your entry,
please call Brad Hughes at
800-372-2962
or e-mail him at brad.hughes@ksba.org

OASIS Entry Categories

PRINTED COMMUNICATIONS

1. Annual reports / district report cards
2. Calendars
3. Brochures
4. Internal publications
5. External publications
6. Tabloid (newsprint) publications
7. One-time publications – (any nonrecurring publication)
8. Miscellaneous printed materials (not covered by other categories)

WRITTEN COMMUNICATIONS

9. Feature article (published in district publication or online)
10. Feature release (for news media use)
11. News article (published in district publication or online)
12. News release (for news media use)
13. Commentary writing (letter to the editor or commentary column item for news media)

PHOTOGRAPHY/VIDEOGRAPHY COMMUNICATIONS

14. Feature Photography – Prints 3 x 5 up to 8 x 10 mounted on board no larger than 8 x 10
15. News/Sports Photography – News events or sports action (submit same as above)
16. Photo essays – Tear sheet as published or print out and submit as above if created only online
17. Videos – Program-length programs produced for broadcast or cable
18. Videos – In-school programs and training videos for in-house use
19. Videos – PSAs and short subject informational videos for broadcast/cable

ONLINE/ELECTRONIC COMMUNICATIONS

Note: Online entries should include the URL.

20. Annual reports or district report cards
21. Websites (List the URL address on the entry description form)
22. Social media pages (Facebook and Twitter)
23. Electronic newsletter – (Give URL of archived newsletter or copy to CD)
24. Miscellaneous electronic communications product/program (not covered by other categories)

CAMPAIGNS/PROGRAMS

Note: Entries should be no more than 20 pages, one-sided, in a three-ring binder. May include articles, news releases, photos, letters, invitations, flyers and other supporting materials.)

25. Special event (single event)
26. Special events (series of events tied to the same subject/goal)
27. Community engagement programs (single product or multi-element program)
28. Academic achievement promotions (single product or multi-element program)
29. Miscellaneous public awareness programs (not covered by other categories)

KYSPRA

KENTUCKY SCHOOL PUBLIC RELATIONS ASSOCIATION



**Using The Right Tools to
Build Your School PR**

November 13-14, 2014

*Featuring OASIS Luncheon
Friday, November 14, 2014*

Embassy Suites, Lexington, Kentucky

Using The Right Tools to Build Your School PR



REGISTRATION INFORMATION

WWW.KYSPRA.ORG

Full Conference (KYSPRA Member)	\$180.00
Full Conference (Non-member)	\$215.00
One Day Conference (KYSPRA Member)	\$100.00
One Day Conference (Non-member)	\$130.00
Student Registration	\$ 40.00
OASIS Luncheon Only	\$ 40.00

No refund will be given unless a written request is received on or before October 24, 2014.

A \$35.00 processing fee will be deducted from all refunds issued. No refunds will be made for cancellations after October 24, 2014.

Thursday, November 13, 2014

KYSPRA Toolbox Includes:

Justin Willis, Publications Specialist, Jefferson County Public Schools - Social Media Management Using Tweetdeck

Malinda Beauchamp, Director of Public Relations
Union County Schools/KYSPRA Board Member
How To Plan A Community Event

Brad Hughes, KSBA
Effective Communications at Board Meetings and Basics of
Marketing School Messages

Paul Shaumburg, Community Relations Director
Graves County Schools

Empathy: A Key Tool that Serves Both You and Me

**More Toolbox Sessions May Be Available
Times For Toolbox Sessions: TBA**

Friday, November 14, 2014

General Session: "Meet the Press"
10:00 a.m.

OASIS Luncheon - 12:00 Noon

RESERVE YOUR ROOM NOW



EMBASSY SUITES

HOTELS®

Embassy Suites Lexington

1801 Newtown Pike, Lexington, Kentucky, 40511

TEL: +1-859-455-5000

FAX: 1-859-455-5001

Room Rates: \$129.95 (King Non-Smoking/Double Non-Smoking)

When making reservations: Guest must identify with KYSPRA in order to receive group rate.

Reservations by attendees must be received ON or BEFORE OCTOBER 13, 2014

****ADDITIONAL TOOLBOX SESSIONS****

STILL TIME TO REGISTER

All Meeting Times: Eastern Standard Time

Wednesday, November 12, 2014

5:00 p.m. KYSPRA Board Meeting—Fayette Room

Thursday, November 13, 2014

8:15-8:45 a.m. Registration/Conference Opening (Coldstream)

9:00-9:50 a.m. Toolbox Session 1 (Select One)



**Justin
Willis**

Justin Willis, Publications Specialist, Jefferson County Public Schools

Managing School District Social Media

Location: Bourbon Room

A school district must maintain a social media presence to share information and build community; however, once you start, there is no stopping. This session will discuss strategies to manage and grow your school district's Facebook and Twitter presences without letting them run you into the ground. Participants will learn how to use existing analytical tools and a powerful free software management tool that empowers the social media manager. These tips and tools will improve the content of your district's social media conversations, and they will encourage your employees, parents/guardians, and community members to *like*, *follow*, and *share*.



**Brad
Hughes**

Brad Hughes, KSBA Member Support/Communications Services

Transform Your Board Meeting Into A District Forum

Location: Fayette Room

Make your school board meetings a platform for promoting successes and creating new stories that reflect well on the district.



**Paul
Schaumburg**

Paul Schaumburg, Community Relations Director, Graves County Schools

Empathy: A Key Tool that Serves Both You and Me

Location: Clark Room

Seeks to motivate school public relations professionals to see the topics we cover and promote from the perspectives of the media, co-workers, parents, taxpayers, and the community at-large. That knowledge helps us make our messages as relevant and meaningful to these publics. It allows us to improve our effectiveness and that of our school districts, while also satisfying our own mission and needs.

Thursday, November 13, 2014

10:00 –10:50 a.m. Toolbox Session 2 (Select One)



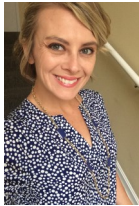
**Justin
Willis**

Justin Willis, Publications Specialist, Jefferson County Public Schools

Managing School District Social Media (Repeat)

Location: Bourbon Room

A school district must maintain a social media presence to share information and build community; however, once you start, there is no stopping. This session will discuss strategies to manage and grow your school district's Facebook and Twitter presences without letting them run you into the ground. Participants will learn how to use existing analytical tools and a powerful free software management tool that empowers the social media manager. These tips and tools will improve the content of your district's social media conversations, and they will encourage your employees, parents/guardians, and community members to *like, follow, and share*.



**Tracy
Green**

Tracy Harris Green, Director of Communications and Development, Oldham County Schools

"Writing Is Magical — But It's Not Magic"

Location: Fayette Room

Former journalist Tracy Harris Green will discuss strategies for producing effective, efficient written content. As a freelancer, Tracy was known as a freelancer for her ability to research, interview and produce copy on a tight deadline. This session is NOT about finding ideas or how to format a press release. This session is about are the nuts and bolts of being an efficient writer, someone who can churn out a piece of copy in no time.



**Paul
Schaumburg**

Paul Schaumburg, Community Relations Director, Graves County Schools

Empathy: A Key Tool that Serves Both You and Me (Repeat)

Location: Clark Room

Seeks to motivate school public relations professionals to see the topics we cover and promote from the perspectives of the media, co-workers, parents, taxpayers, and the community at-large. That knowledge helps us make our messages as relevant and meaningful to these publics. It allows us to improve our effectiveness and that of our school districts, while also satisfying our own mission and needs.

Thursday, November 13, 2014

11:00 –12:00 p.m.

Toolbox Session 3(Select One)



**Malinda
Beauchamp**

Malinda Beauchamp, Public Relations Coordinator, Union County Public Schools

Genuine Spin: PR through Community Involvement

Location: Clark Room

What are we really trying to do in school Public Relations? Create the slickest advertisements? Be savvy spin doctors? Net the most followers on social media? Those things are a necessary part of the trade and are valuable ways to get a message out, but we cannot overlook the importance of gaining the trust of our community. It comes down to relationships, trust, and partnerships. In this session, we will discuss how genuine community involvement factors into the big picture of PR and can go a long way in influencing public attitude and opinion about our schools.



**Brad
Hughes**

Brad Hughes, KSBA Member Support/Communications Services

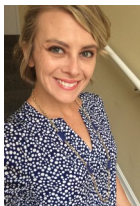
Marketing Schools 2.0 – Beyond the Basics

Location: Fayette Room

Marketing doesn't have to take a lot of money, but it does mean rethinking the old approach of newsletters, news releases and photo ops.

12:00-1:30 p.m. Lunch—On Your Own

1:30 –2:20 p.m. Toolbox Session 4 (Select One)



Tracy

Tracy Harris Green, Director of Communications and Development, Oldham County Schools

“Writing Is Magical — But It’s Not Magic” (Repeat)

Location: Fayette Room

Former journalist Tracy Harris Green will discuss strategies for producing effective, efficient written content. As a freelancer, Tracy was known as a freelancer for her ability to research, interview and produce copy on a tight deadline. This session is NOT about finding ideas or how to format a press release. This session is about are the nuts and bolts of being an efficient writer, someone who can churn out a piece of copy in no time.



**Malinda
Beauchamp**

Malinda Beauchamp, Public Relations Coordinator, Union County Public Schools

Genuine Spin: PR through Community Involvement

Location: Clark Room

What are we really trying to do in school Public Relations? Create the slickest advertisements? Be savvy spin doctors? Net the most followers on social media? Those things are a necessary part of the trade and are valuable ways to get a message out, but we cannot overlook the importance of gaining the trust of our community. It comes down to relationships, trust, and partnerships. In this session, we will discuss how genuine community involvement factors into the big picture of PR and can go a long way in influencing public attitude and opinion about our schools.

Thursday, November 13, 2014

2:30-3:30 p.m. Toolbox Session 5



Erin
Stewart

**Erin Stewart, Community Education Director, Madison County Schools
Kirby Stephens & Julie Harris, Kinetic | Strategic | Design in Somerset, KY
Location: Bourbon Room**

If you have ever played Logo Quiz, you know just how impactful the brand of a company can be. None of us can look at the “Golden Arches” of McDonald’s and not recognize the fast food giant immediately. We believe your local school district should be just as easily recognized by the people living and working in your community. Developing a brand takes time and commitment. Gather some tools for your public relations tool box that will help give your district that brand edge and recognition you need to help successfully communicate your district’s message. Erin Stewart, Community Education Director for Madison County Schools, along with Kirby Stephens and Julie Harris of Kinetic | Strategic | Design in Somerset, Ky., will help guide you through some ways you can take your district’s brand and marketing well into the future.

Friday, November 14, 2014

9:30 a.m. –10:15 a.m. General Session—To Be Announced

10:15-11:15 a.m. General Session—**Meet The Press**

Media representatives from the Fayette County area will join us for a panel discussion to share what information they look for, how the schools and media can work well together, what story ideas they use and what and why they cover stories regarding the schools, positive and negative.

12:00 noon OASIS Awards Luncheon

STILL TIME TO REGISTER:

Visit us at www.kyspra.org for conference information

**Kentucky School Public Relations Association
Fall Conference Report 2014**

Income / Registration:

Full Conference = 35 at \$180 each	\$6,300.00
Full Conference Non-Member = 1 at \$215 each	\$215.00
One Day Conference = 5 at \$100 each	\$500.00
One Day Student Conference = 4 at \$40 each	\$160.00
OASIS Banquet only = 23 at \$40 each	\$920.00
TOTAL:	\$8,095.00

Expenses:

Embassy Suites Hotel:	\$4,311.59
Snacks for Participants:	\$51.95
Speaker Gifts:	\$390.00
Gifts for Planner and Retiring Board Member	\$108.04
TOTAL:	\$4,861.58

PROFIT: \$3,233.42

MCCOY, LESLIE - CO - Public Relations Coordinator

From: Walden, Wayne - CO PR Officer
Sent: Wednesday, March 04, 2015 2:12 PM
To: Wright, John; Deffendall, Lisa
Cc: MCCOY, LESLIE - CO - Public Relations Coordinator
Subject: KYSPRA Spring Regional Half Day Seminars

We are trying a different approach to the KYSPRA conference this spring. As we discussed at our spring meeting, we would like to try offering a 1/2 day seminar in the western, central, and eastern regions of the state. Here's the rationale for a different approach in the form of a "problem-goal-opportunity" statement.

Problem

Offering only one spring conference is costly for members, and takes them out of the office for too long. It's hard to offer topics that are useful and relevant to everyone, so presentations end up being a "one size fits all" approach.

Goal

To offer a less formal, more relationship focused seminar that:

- 1) Is offered free to members.
- 2) Within a two hour drive of each KYSPRA member
- 3) No more than four hours long (preferably 11:00 a.m. - 3:00 p.m.), so members can drive in, participate in the seminar, and drive home all in one working day.
- 4) Offers topics that are stand alone, that engage big issues, and are applicable.
- 5) Offers ample time to network with peers.

Opportunity

We have the opportunity to offer a regional seminar that removes time/cost barriers for our members and offers training that is encouraging, concise, useful, and easy to apply.

John, as I remember, you offered to host for the central region at Hardin County. Lisa, I don't have any volunteers yet to host a seminar in the eastern region, so I wanted to check with you first and see if you would be willing to host. If you won't or can't, I would welcome your ideas about who I might ask to host. They would need to be located in the eastern part of the state.

Like I mentioned, we would like to try a four hour seminar. Since we're offering it regionally, each host would have flexibility about the schedule, but I'm thinking of something like this for the western region:

11:00 a.m. - 12 Noon Catered lunch (I plan to ask participants to pitch in for their lunch.)
12 Noon - 1:00 PM Presentation by Jonas Neihoff, owner, Socially Present, on the topic of schools and branding
12:30 - 1:00 PM Q and A with Jonas Neihoff
1:00 - 1:15 Break
1:15 - 1:45 Networking/Tips and Tactics roundtable
1:45 - 2:30 Presentation by Mary Hammond, Paducah Visitors Bureau, "Creating welcoming schools"
2:30 - 3:00 Q and A with Mary Hammond

If you choose to host, you would be responsible for:

- > Picking a date- we would like to do these between April 17 and May 1.
- > Contacting presenters.

- > Arranging lunch, if you decide to offer it. An alternative might be to start with lunch at a restaurant and then go to your central office for the remainder of the seminar.
- > Contacting members in your region to let them know about the seminar.

I will be responsible for promoting the regional seminars state-wide and working with you on any problems that you might have. If you need to pay your speakers, I can arrange that through KYSPRA.

Thanks for considering this. I think we have a great opportunity to make these seminars into an event that is encouraging, supportive, and a true benefit to members of KYSRPA. I'll call tomorrow to follow up to see what questions you have.

Wayne Walden
Paducah Public Schools
Public Relations
270.444.5600



KYSPRA CONNECT

MINI CONFERENCE

PADUCAH

Wednesday, May 6, 2015

11:00 a.m - 3:00 p.m. CST

Paducah Public Schools Board Office
800 Caldwell St. Paducah

RSVP: Wayne Walden
wayne.walden@paducah.kyschools.us



KYSPRA CONNECT

MINI CONFERENCE

ELIZABETHTOWN

Tuesday, May 5, 2015

11:00 a.m - 2:00 p.m. EST

Hardin County Schools Early
College and Career Center
200 University Drive

RSVP: John Wright
john.wright@hardin.kyschools.us

MCCOY, LESLIE - CO - Public Relations Coordinator

From: Wright, John
Sent: Tuesday, April 28, 2015 9:19 PM
To: Bishop, Roxanna; Penrod, Paula; Brad, Hughes - KYSPRA Partner; Brad Hughes; Lewis, Caryn; Watson, Morgan; Roberts, Carl - CCS Director of Grants and Public Relations; Green, Tracy
Cc: MCCOY, LESLIE - CO - Public Relations Coordinator; Ben Sheroan; director@touretown.com; Kenny Rambo
Subject: KYSPRA -- Spring Conference -- Central Region

Hello all ... I have noted that each of you are attending the Spring "Central Region" KYSPRA (Kentucky School Public Relations Association) Conference. We look forward to having each of you in our district and in our community!! We are so very proud of everything going in Hardin County Schools and are anxious for visitors to see it. More importantly, we are anxious to hear about the great things going on in your district.

Many of you have asked about a cost or registration fee. There is no registration fee. However, we will have lunch together. Unfortunately, we do have a cost associated with it. We will be ordering lunch from our local McAlister's Deli. It will consist of a sandwich tray comprised of club, chicken salad sandwiches and chicken Caesar wraps. We will also have a sides consisting of chips, pasta salad, fruit cups or potato salad. You'll have a dessert and a choice of tea or lemonade. The cost per person will be \$12.50. (presenters on this email ... there is no charge for you for lunch)

If you have to pay via purchase order, please make your purchase order to KYSPRA. If you will be paying with a personal check, please make your check out to Hardin County Schools. If you will be bring cash, please try to have as close to exactly \$12.50 as possible. We probably won't have any way to provide change for anything over \$12.50.

The agenda for the day is below. All times listed are EASTERN. The conference will take place at our Hardin County Schools Early College and Career Center. Its address is 200 University Drive, Elizabethtown, Ky. The facility is brand new (opened in August 2014). We have tried really hard to get it on Google Maps. However, you won't be able to find it with a GPS. Here are some simple directions:

From Louisville:

- Exit I-65 South at Exit 91 and proceed toward Hodgenville/Paducah/Elizabethtown/Leitchfield
- Keep right at the fork, follow signs for US-31W N/KY-61 N/Elizabethtown/Owensboro/Paducah
- Follow signs for Owensboro/Paducah/Western Kentucky Parkway ... Merge onto WK Parkway
- Take the immediate & first exit (Exit 136) for US-31W Bypass N toward Fort Knox/Radcliff/Elizabethtown
- Merge onto US 31W ByPass
- Turn left at the second light (St. John Road)
- Take an immediate left onto University Drive
- The Hardin County Schools Early College & Career Center is the first driveway on the right directly across the street from the tennis courts.

From Bowling Green:

- Exit I-65 North at Exit 91 and proceed toward Hodgenville/Paducah/Elizabethtown/Leitchfield
- Keep right at the fork, follow signs for US-31W N/KY-61 N/Elizabethtown/Owensboro Paducah
- Follow signs for Owensboro/Paducah/Western Kentucky Parkway ... Merge onto WK Parkway
- Take the immediate & first exit (Exit 136) for US-31W Bypass N toward Fort Knox/Radcliff/Elizabethtown
- Merge onto US 31W ByPass
- Turn left at the second light (St. John Road)
- Take an immediate left onto University Drive

- The Hardin County Schools Early College & Career Center is the first driveway on the right directly across the street from the tennis courts.

From the Bluegrass Parkway

- At the end of the parkway, merge onto I-65 South
- Exit I-65 at Exit 91 and proceed toward Hodgenville/Paducah/Elizabethtown/Leitchfield
- Keep right at the fork, follow signs for US-31W N/KY-61 N/Elizabethtown/Owensboro/Paducah
- Follow signs for Owensboro/Paducah/Western Kentucky Parkway ... Merge onto WK Parkway
- Take the immediate & first exit (Exit 136) for US-31W Bypass N toward Fort Knox/Radcliff/Elizabethtown
- Merge onto US 31W ByPass
- Turn left at the second light (St. John Road)
- Take an immediate left onto University Drive
- The Hardin County Schools Early College & Career Center is the first driveway on the right directly across the street from the tennis courts.

Here is the agenda for the day ...

11 am -- Kenny Rambo (VP/Heartland Communications) will discuss marketing strategies for your district - Steps you can take to make sure people know the tune of the horn you are blowing. He will also discuss consistent messaging strategies.

11:40 -- Lunch

Noon -- Sherry Murphy (Director, Elizabethtown Tourism) will discuss marketing your area of Kentucky - How do you make your community/area of Kentucky marketable to families/young teachers?

12:40 -- Break

12:45 -- Ben Sheroan (Editor-in-Chief, The News-Enterprise) will discuss strategies on working with media - Creating beneficial and positive relationships with members of the media.

If you have questions or get lost on May 5, please do not hesitate to contact me. My office phone and cell phone numbers are below! We appreciate you all so much and we can't wait to see you on May 5.

John

John Wright

Community Relations Specialist

Hardin County Schools

65 W. A. Jenkins Road

Elizabethtown, KY 42701

270-769-8867 -- office

270-307-5382 -- cell

www.hardin.k12.ky.us

www.facebook.com/hardincountyschools

www.twitter.com/hardincoschools

**Kentucky School Public Relations Association
Board of Directors**

August 26, 2014, 10:00 a.m. Central Time
BGISD Professional Development & Learning Center

2. Introductions of Board Members

Peter Mathews (KDE), John Wright (Region 5), Tracy Harris Green (Member at Large), and Shamarie Claiborne (Member at Large)

4. Brief Reports:

- a. Financial Report, Linda Salyer, Association Manager
- b. Membership Report, Linda Salyer, Association Manager
- c. Mentoring Report, Lisa Deffendall (Not present)
- d. Regional Reports, Board Representatives
 - Malinda Beauchamp
 - Linda Salyer
- c. Organizational Reports
 - KDE
 - KSBA

5. Old Business:

- a. Fall Conference Update & Decisions (Cindy)
 - i. Partnership with Community Education (Cindy & Holly)
 - ii. Possibility of creating a KYSPRA scholarship using funds from silent auction;

- b. Idea of developing PGES communication toolkits for schools
(Lisa spearheaded so table this discussion)

6. New Business:

- a. New Communication Tool Updates
 - i. Twitter @kyschoolpr
 - Started with 151 followers on July 1 and had Tweeted 48 times.
 - As of 8/25: 208 followers, 103 Tweets and now following 74 districts.

What to tweet? So created a Google account for KYSPRA.

- ii. KYSPRA Blog

- In lieu of a newsletter

- So far, 7 posts since the end of July. Approximately 1 a week.

- Still new, but post yesterday received 32 pageviews.

- Goal: 40 posts by end of the year and stories/advice from Board.

- Few In Progress:

Tax Hearing Info Campaign- Tracy in Oldham Co
PGES Summary in English- KDE
Website Requirements & Checklist- KDE
School PR in a Small Town- Holly, Crittenden Co

iii. Hangouts / YouTube

Blogspot and Google Docs work together to edit and share
Google also owns YouTube, so with the Blogspot we have YouTube
Today's meeting is through what is called a live, public Hangout
Will be posted to YouTube which can then be shared via a live link
Share the link on Twitter and/or the Blog
Also an opportunity to post and use other videos for PD or promos
And as a bonus, all files from meetings will be stored for future officers.

b. Approve 2014-15 Budget (Linda)

c. KYSPRA Annual Awards Nominated and Selected by Board of Directors:

i. Richard Thornton Award: Presented to an individual or organization for exceptional leadership and dedication to public education in Kentucky.

1. Dr. Tommy Floyd

ii. Flag of Learning & Liberty: Given to a person, group, or corporation outside the education field who have made a significant contribution to public education in Kentucky.

1. Metro United Way

iii. O.V. Jones Memorial: Given to a KYSPRA member for outstanding service to KYSPRA and school public relations.

1.

**Kentucky School Public Relations Association
Board of Directors**

November 12, 2014, 5:00 p.m. Eastern Time
Embassy Suites, Lexington, KY

1. Call Meeting to Order
2. Approve Minutes from August 26, 2014
3. Reports:
 - a. Financial, Linda Salyer, Association Manager
 - b. Membership, Linda Salyer, Association Manager
 - c. Chapter Report, Leslie Peek
 - d. Mentoring, Lisa Deffendall
 - e. Regional, Board Representatives
 - f. Organizational (KDE, KASA, KSBA, KET)
4. Old Business:
 - a. Fall Conference Update, Cindy Williams
 - b. Blog Post Commitments
 - c. Possibility of creating a KYSPRA scholarship using funds from silent auction. (Committee report)
5. New Business:
 - a. Redesign of KYSPRA website, Susie Hart

Kentucky School Public Relations Association

Board of Directors

February 6, 2015, 11:00 a.m. Eastern Time

Roux Restaurant: Louisville, KY

1. Call Meeting to Order
2. Approve Minutes from November 12, 2014
3. Reports:
 - a. Financial, Linda Salyer, Association Manager
 - b. Membership, Linda Salyer, Association Manager
 - c. Regional, Board Representatives
 - d. Organizational (KDE, KSBA, KET)
4. Old Business:
 - a. Fall Conference Wrap-Up, Cindy Williams & Linda Salyer
 - b. Blog, Twitter Stats and Post Commitments, Leslie McCoy
 - c. Redesign KYSPRA Website, Susie Hart & Committee
5. New Business:
 - a. Spring Professional Development, Wayne Walden

**Kentucky School Public Relations Association
Board of Directors**

April 23, 2015

11:00 a.m. Eastern Time

Mammy's Kitchen, 116 W. Stephen Foster Avenue, Bardstown, Kentucky

Call Meeting to Order

Approve Minutes of KYSPRA Board of Directors meeting, February 6, 2015

Reports:

1. Financial, Linda Salyer
2. Membership, Linda Salyer
3. Regional Reports
4. Organizational Reports

New Business:

1. Election of a Treasurer for 2015-16 (voting closes April 22)
2. Purchase of KYSPRA computer & software for Association Manager: Information provided by Linda Salyer
3. Potential Collaboration with Mid-East Regional Chapters, Leslie McCoy
4. Fall Conference 2015, Tom Dekle

Old Business:

1. Website Redesign
2. KYSPRA Scholarship Discussion
3. Spring Professional Development Report

Adjourn

MCCOY, LESLIE - CO - Public Relations Coordinator

From: MCCOY, LESLIE - CO - Public Relations Coordinator
Sent: Thursday, April 23, 2015 4:33 PM
Subject: KYSPRA: April 23 Meeting Summary
Attachments: Kentucky School Public Relations (1).pdf

The KYSPRA Board of Directors met earlier today in Bardstown. The following is a summary of action taken and it has been sent via the KYSPRA email distribution list.

KYSPRA Reports:

- Linda Salyer, the KYSPRA Association Manager, reported a total fund balance of \$23,167.35 and 102 members with all dues paid. Invoices have been sent to districts with payment due. (This is also a gentle reminder if you've received an invoice.)

Organizational Reports:

- Todd Piccirilli of KET shared that of 100 PBS Digital Innovators recognized this year, 4 were from Kentucky and a Lead Digital Innovator was recognized from Madison County.
- Also good news: KET Programs are now offering embed codes for videos so districts may share KET videos directly on their websites.
- Madelynn Coldiron of KSBA shared upcoming changes for the OASIS Professional Development Program. Watch your inbox, more information will be coming to members soon.
 - The entries are going paperless! (No more binders!)
 - The cost of entries will be \$45 instead of \$55.
- Lisa Deffendall, KYSPRA representative for KASA shared information about the upcoming annual conference which will be held July 15-17. at the Galt House in Louisville:
(<http://connect.kasa.org/events/event-description?CalendarEventKey=399c6bd6-ff08-410d-9cd2-e1c8d565e7d3&EventTypeKey=&Home=/events/calendar>) She also shared how discussion and concerns among KASA members has been about the teacher retirement fund future, "pension spiking" and sick leave, and also the amount of administrator time being spent on PGES.

New Business:

- Election of a Treasurer and Introducing 2015-16 Officers:
 - After an online election, Tracy Green of Oldham County Schools has been elected KYSPRA Treasurer for 2015-16.
 - Per the bylaws, upon election of the new officer, Cindy Williams becomes President for 2015-16, Tom Dekle will serve as President-Elect, and Wayne Walden, Secretary.
- Purchase of a computer & software for Association Manager:
 - The Board voted to replace the computer used by Linda Salyer for KYSPRA records.
 - It was approved for Linda to purchase a computer, printer, extended warranty, software, and carrying case for no more than \$2,500.
 - The computer will be the property of KYSPRA for four years, and all financial and membership records are to be stored in an online file accessible by members of the Executive Committee.
 - Beginning in July the Association will budget \$500 per year as a savings plan to replace equipment in approximately 5 years.
- Association Manager Stipend:
 - The Board of Directors voted to increase the Association Manager stipend by \$100 per month for a total of \$300 per month for her work with membership and financial records. The increase will begin with the new chapter year in 2015-16.
- Potential Collaboration with NSPRA Mid-East Chapters:

- Plans are being discussed to collaborate with NSPRA-Affiliate Chapters in our NSPRA Region to provide professional development and networking. Chapter Presidents and Board Members from Ohio, Indiana, Michigan, and the Chesapeake Chapter (Virginia, West Virginia, Washington, D.C. and Maryland) are planning to meet at the NSPRA seminar in July to discuss opportunities.
- Fall Conference 2015:
 - Tom Dekle is planning the fall conference to be held in Bardstown in early November. Look for “Save the Date” information from him soon!

Old Business:

- Website Redesign: No report was presented and therefore discussion tabled for the first fall meeting.
- KYSPPRA Scholarship:
 - Beginning next fall, the Board of Directors plans to offer a new professional scholarship to the fall conference, including registration and a travel stipend for an individual to attend their first KYSPPRA conference. This could be for an individual new to school PR or in a district considering adding a PR position. The scholarship will be funded using revenue from the annual silent auction held at the fall conference. More discussion and details to follow.
- Spring Professional Development:
 - “KYSPPRA Connect” mini-conferences are coming up with opportunities to network and attend with limited travel and cost to districts. John Wright will host the first on May 5, in Elizabethtown at the Hardin Co. Schools Early College and Career Center. Wayne Walden and Paducah Public Schools will host on May 6. Plans are being made for a third session to be held in Lexington in June.
 - For more info about the session in Elizabethtown, contact John Wright: john.wright@hardin.kyschools.us
 - For more about the session in Paducah, contact Wayne Walden: wayne.walden@paducah.kyschools.us.
- KYSPPRA Social Media:
 - See the attached handout regarding statistics from the KYSPPRA Twitter Account and blog. The Association has doubled the number of followers since July and added 46 blog posts!

I hope everyone has a great rest of the school year!

Thanks,

Leslie McCoy
KYSPPRA President, 2014-15

Leslie McCoy
Public Relations Coordinator
Bowling Green City Schools
1211 Center Street
Bowling Green, KY 42101
(270) 746-2200
FAX: (270) 746-2205
www.bgreen.kyschools.us
Twitter: @BGISD

MCCOY, LESLIE - CO - Public Relations Coordinator

From: Barbara Hunter <barbara.hunter@acps.k12.va.us>
Sent: Thursday, March 26, 2015 9:42 AM
To: MCCOY, LESLIE - CO - Public Relations Coordinator
Cc: Kathleen O'Hara; Kristin Tank; Micki O'Neil
Subject: Re: School PR Association Collaboration

We have a meeting room reserved for us by NSPRA on Sunday, from 9 a.m. to 12 noon at the conference hotel, which is the Renaissance. I'd like to also invite the other Mideast chapter presidents from Ohio and Indiana to join us as well, if that works for everyone. Feel free to bring any other chapter leaders to this informal get together. In the meantime, I'll check into a private blog that we can get started for sharing ideas and problem solving. Thanks all!

Barbara

Barbara M. Hunter, APR
Director of Communications and Public Relations
Alexandria City Public Schools
1340 Braddock Place
Alexandria, VA 22314
571-317-9917 (mobile)
703-619-8003 (office)
www.acps.k12.va.us

From: "LESLIE MCCOY - CO - Public Relations Coordinator" <leslie.mccoy@bgreen.kyschools.us>
To: "Micki O'Neil" <MONEIL@inghamisd.org>, "Barbara Hunter" <barbara.hunter@acps.k12.va.us>
Cc: "Kathleen O'Hara" <Kathleen.O'Hara@VBSchools.com>, "Kristin Tank" <ktank@muskegonisd.org>
Sent: Wednesday, March 25, 2015 3:18:20 PM
Subject: RE: School PR Association Collaboration

I can be there Sunday morning, too. Just let me know what time and where.

From: Micki O'Neil [mailto:MONEIL@inghamisd.org]
Sent: Wednesday, March 25, 2015 2:10 PM
To: Barbara Hunter
Cc: Kathleen O'Hara; MCCOY, LESLIE - CO - Public Relations Coordinator; Kristin Tank
Subject: RE: School PR Association Collaboration

I will already be there, so will our president elect, so please let us know what time works best for the rest of you.

Thanks!

From: Barbara Hunter [mailto:barbara.hunter@acps.k12.va.us]
Sent: Wednesday, March 25, 2015 2:45 PM
To: Micki O'Neil
Cc: Kathleen O'Hara; LESLIE MCCOY - CO - Public Relations Coordinator
Subject: Re: School PR Association Collaboration

I would be very happy to organize a meeting on Sunday morning!

Barbara M. Hunter, APR
Director of Communications and Public Relations
Alexandria City Public Schools
1340 Braddock Place
Alexandria, VA 22314
571-317-9917 (mobile)
703-619-8003 (office)
www.acps.k12.va.us

From: "Micki O'Neil" <MONEIL@inghamisd.org>
To: "Kathleen O'Hara" <Kathleen.O'Hara@VBSchools.com>, "LESLIE MCCOY - CO - Public Relations Coordinator" <leslie.mccoy@bgreen.kyschools.us>
Cc: "Barbara Hunter" <barbara.hunter@acps.k12.va.us>
Sent: Wednesday, March 25, 2015 2:11:57 PM
Subject: RE: School PR Association Collaboration

I am all for the online collaboration as well, but if we can meet after breakfast on Sunday it would be nice to meet one another.

From: Kathleen O'Hara [<mailto:Kathleen.O'Hara@VBSchools.com>]
Sent: Tuesday, March 24, 2015 5:54 PM
To: MCCOY, LESLIE - CO - Public Relations Coordinator; Micki O'Neil
Cc: Barbara Hunter
Subject: RE: School PR Association Collaboration

Not sure yet if I will be in Nashville as our school board may be scheduling its retreat at the exact same time. However, I believe our incoming president (Elizabeth Mather) may be there. However, I agree with you that we could set up some online conferencing. Maybe we could cooperate on a webinar – hold a regional conference perhaps?

From: MCCOY, LESLIE - CO - Public Relations Coordinator [<mailto:leslie.mccoy@bgreen.kyschools.us>]
Sent: Tuesday, March 24, 2015 3:58 PM
To: Micki O'Neil; Kathleen O'Hara
Cc: Barbara Hunter
Subject: RE: School PR Association Collaboration

I'll be staying for NSPRA beginning Sunday, but Nashville is about 70 miles from my house, so I could arrive at any time on Sunday or have lunch/ dinner that week depending on the schedule for the Seminar. There will be two other KYSPRA board members attending also.

From: Micki O'Neil [<mailto:MONEIL@inghamisd.org>]
Sent: Tuesday, March 24, 2015 2:26 PM
To: MCCOY, LESLIE - CO - Public Relations Coordinator; kathleen.ohara@vbschools.com
Cc: Barbara Hunter
Subject: RE: School PR Association Collaboration

Great idea! I will be in Nashville and so will our President-elect. We will be arriving on Saturday if others are, perhaps we can grab dinner and brainstorm some ideas.

From: MCCOY, LESLIE - CO - Public Relations Coordinator [<mailto:leslie.mccoy@bgreen.kyschools.us>]
Sent: Tuesday, March 24, 2015 12:59 PM
To: Micki O'Neil; kathleen.ohara@vbschools.com
Cc: Barbara Hunter
Subject: School PR Association Collaboration

Good afternoon,

I have read over the NSPRA Mideast reports and it seems we're all in the same or similar boats in our school PR associations. All three chapters are around the 150-member mark and we're all dealing with similar challenges: member involvement, members with one-person or small staffs with limited time and travel resources. Will you be attending the NSPRA Seminar in Nashville? We could chat via email, but I'd also love to meet and talk about ways our chapters could collaborate. Even without travel, we could maybe setup some online conferencing, videos through YouTube, or blog posts. I think the KYSPRA membership would be interested in hearing from some fresh faces and new ideas in future professional development sessions, but we're always limited on funds. We have some very talented PR professionals in KYSPRA and I'm sure they would be more than willing to share with you all, too.

Let me know what you think!

Thanks,
Leslie
KYSPRA President, 2014-15

Leslie McCoy
Public Relations Coordinator
Bowling Green City Schools
1211 Center Street
Bowling Green, KY 42101
(270) 746-2200
FAX: (270) 746-2205
www.bgreen.kyschools.us
Twitter: @BGISD

Slowly but surely, cash-strapped schools in Missouri are [moving to four-day weeks to save money](#), improve student engagement and retain teachers. Following the lead of several others, the Pierce City district [made the decision last week](#) to move to a Tuesday through Friday class schedule which would include at least one Monday a month for professional development. A change in state law in the late 2000s allows four-day weeks as long as the school year includes at least 1,044 hours. School will be 30 minutes longer each day, and school leaders are stressing the new calendar will add 27 hours of instructional time. Officials say staff and community are generally supportive, with the major concern about providing child care on Mondays.

“Smart” Backpacks Keep Devices Charged and Ready

Don't look now but [backpacks are about to go high tech](#). With people juggling multiple digital devices that constantly need charging, backpack manufacturers have sensed a market opportunity. Some are specifically being designed not only to protect smartphones, tablets, laptops, headphones and game players, but also to recharge them and track their whereabouts. A recent *New York Times* article describes the trend and details the features of four different models that promise to be popular. You can bet the teen market will be targeted for the so-called “smart” backpacks.

Resource — Social Media Templates to Save You Hours of Work

There is too much to do in a day for many NSPRA members, yet somehow we manage to get it done. We hope [this blog post from Hootsuite](#) will help save time in tracking and developing your social media efforts. The suggested social profile image sizes, listed at the bottom of the post, could be particularly helpful. They help ensure you make a great impression on popular social media platforms. Other templates featured in the post include a social media content calendar, as well as templates focused on developing your social media strategy and auditing its success.

NSPRA's 35 Under 35

*Many new leaders in school PR are young professionals who are proving that strategic school communication is timeless and translates easily to the next generation. In the weeks ahead, we'll feature NSPRA members age 35 or younger who are making a difference in school districts across the country. Our thanks to those who took the time to nominate these members for recognition as NSPRA's **35 Under 35**.*



Leslie (Peek) McCoy
Public Relations Coordinator
Bowling Green (Ky.) ISD

Leslie McCoy works for Bowling Green ISD, a district whose motto is, “Excellence Is Worth The Effort.” An office of one, Leslie appears to be the embodiment of her district’s motto. Her drive is clear in all that she accomplishes for her district’s communication department, including digital and video communication, media relations, advertising and marketing, communication training, and coordination of household message alert systems, just to name a few.

Leslie currently serves as president of Kentucky’s NSPRA chapter, KYSPRA. She considers herself to be a lifelong learner and frequently seeks out professional development opportunities offered through her own district, regional cooperative, the Kentucky Association of School Administrators, KYSPRA, and NSPRA. She looks forward to seeing you all in July, in the neighboring state of Tennessee, for the Seminar.



March 10, 2015

Tracy Green
Director of Communications and Development
Oldham County Schools
6165 W Highway 146
Crestwood, KY 40014

Dear Tracy:

Congratulations! The NSPRA Executive Board has awarded you a scholarship to the 62nd Annual NSPRA Seminar, to be held July 12-15, 2015, in Nashville, Tenn. This scholarship covers the Seminar registration fee plus it provides a \$250 stipend for expenses. You are responsible for your travel and hotel accommodations.

We will announce our scholarship recipients in an upcoming issue of *eNetwork*, our Association's member newsletter, so we ask that you email us a current photo of yourself (jpg format, 300 dpi, is preferred). Please e-mail your photo to Beth Pernerewski at bpernerewski@nspra.org by April 1. Also, we would like to invite you to attend the Annual Meeting/Celebration of Achievement and Leaders' Meeting at 1:00 p.m., Sunday, July 12, at the Renaissance Nashville Hotel, our Seminar hotel, where we will introduce our scholarship recipients and recognize this year's contest winners and recognition award recipients.

Attached, please find a Seminar registration form. Please complete it, reference the Foundation Seminar Scholarship, and return it to us. A check for \$250 will be part of your registration packet when you arrive in Nashville.

Again, congratulations. We're delighted that the NSPRA Foundation for the Advancement of Education Seminar Scholarship has been awarded to you. If for some reason you cannot attend the Seminar, please contact Beth Pernerewski at 301-519-1230 or bpernerewski@nspra.org as soon as possible. We look forward to seeing you in Nashville!

Sincerely,

Rich Bagin, APR
Executive Director

cc: Jim Cummings, APR, NSPRA President
Barbara Hunter, APR, Mideast Region Vice President
Leslie Peek, KYSPRA President



Leslie Peek, President
Cindy Williams, President-Elect
Tom Dekle, Secretary
Wayne Walden, Treasurer

Linda Salyer, Association Manager

NSPRA CHAPTER REPORT: FALL 2014

Chapter well-being:

Membership numbers are dormant and the KYSPRA chapter is fiscally sound. The KYSPRA Board of Directors met Tuesday, August 26, with ten members present. Currently, the Board of Directors is made up of 22 individuals, including 11 regional representatives. There are three regional representative vacancies. As of the August meeting, the Association had a total fund balance of \$22,187 and 141 members. The Board of Directors will meet again Wednesday, November 12, 2014, prior to the annual fall conference.

Chapter projects/collaboration efforts:

- In July 2014, KYSPRA began trying to engage members and districts on social media including Twitter (@kyschoolpr) and an organizational blog (kyspra.blogspot.com). The Twitter account currently has 228 followers, up from 151 in July and sixteen posts have been published to the blog, averaging one per week.
- KYSPRA conducted a membership survey in September 2014 to better understand member roles and responsibilities. The results indicated most active KYSPRA members are one-person PR departments and most have district or school responsibilities outside of PR and communication.
- The possibility of creating a state scholarship for a Kentucky high school journalism or media student is being researched by a committee of Board members.
- A plan to re-design the KYSPRA website, www.kyspra.org, will be discussed at the November Board of Directors meeting.

Professional development programs/activities:

- The 2014 KYSPRA Fall Conference will be held November 13 & 14 in Lexington, Kentucky. The theme is, "Using the Right Tools to Build Your School PR," with session topics such as: Social Media Management Using Tweetdeck; How to Plan a Community Event; Effective Communications at Board Meetings; Basics of Marketing School Messages; Empathy: A Key Tool that Serves Both You and Me, and "Meet the Press," including a panel of media professionals.
- Blog posts at kyspra.blogspot.org allow and encourage members to share ideas and tips and videos with members and interested school districts.

Major chapter issues or concerns:

Membership involvement continues to be a challenge. Over the last few years it has been difficult at times to have enough participation for Board of Director meeting quorums and also statewide professional development. For example, current registration for the fall conference includes representatives from 31 of the 173 public school districts and 14 participants are members of the KYSPRA Board of Directors. Three KYSPRA regions have no representation at all.

Issues or areas that could use NSPRA regional or national support:

As stated before, involvement continues to be a challenge at the state level and is even more minimal at the national level. NSPRA membership dues and member-rate professional development opportunities are priced beyond what districts or individuals will spend. If KYSPRA struggles to increase membership at \$35 per year dues and conference fees of \$180; NSPRA membership is simply not an option for most school PR professionals in Kentucky.

State or local issues that NSPRA should keep an eye on:

Kentucky communication professionals are busier than ever, but school districts remain very conservative with travel and professional development funds.



Leslie (Peek) McCoy, President
Cindy Williams, President-Elect
Tom Dekle, Secretary
Wayne Walden, Treasurer

Linda Salyer, Association Manager

NSPRA CHAPTER REPORT: SPRING 2015

Chapter well-being:

The KYSPRA Board of Directors has met three times this year: August 26, 2014, November 12, 2014, and February 6, 2015. All meetings have had a quorum of Board Members present. As of the February 6th meeting, the Association had 142 members and a total fund balance of \$18,474.91.

Chapter projects/collaboration efforts:

- In July 2014, KYSPRA began trying to engage members and districts on social media including Twitter (@kyschoolpr) and an organizational blog (kyspra.blogspot.com). The Twitter account currently has 264 followers, up from 151 in July and thirty-six posts have been published to the blog, averaging one per week.
- A committee is in place to plan and re-design the KYSPRA website, www.kyspra.org with the goal of streamlining KYSPRA communication resources and offering more member recognition opportunities.
- KYSPRA is working with the Kentucky School Boards Association to refine recognition opportunities for KYSPRA members, including plans to travel to local school district Board of Education meetings for presentation of annual PR awards to professionals with school district colleagues.

Professional development programs/activities:

- The KYSPRA Fall Conference was held November 13 and 14, 2014 in Lexington, Kentucky. Thirty-five members and one non-member attended the full conference, plus nine participants, including four college PR students attended one-day. Revenue produced by the conference totaled \$3,233.42.
- Following the fall conference, the Board of Directors invited members to participate in a post-conference survey to gain insight on opportunities for improvement as well as future topics, structure and potential locations. The Board learned that several members were interested in professional development that did not require travel expenses or time required for overnight, multi-day sessions. Therefore, the Board of Directors are in the process of developing three one-day professional development opportunities to be held in April 2015 with similar agendas but located in different cities across Kentucky to limit travel but continue to offer a spring learning session. Also, the events will be offered FREE as an attempt to encourage regional-area networking and recruiting of potential new members.
- Blog posts at kyspra.blogspot.org allow and encourage members to share ideas and tips and videos with members and interested school districts.

Major chapter issues or concerns:

Membership involvement continues to be a challenge, however we are doing a lot of asking, and more importantly, listening to our membership and willing to change if necessary to offer more benefit and membership value to colleagues. Unfortunately, three KYSPRA regions continue to have no member representation at all.

Issues or areas that could use NSPRA regional or national support:

As stated before, involvement continues to be a challenge at the state level and is even more minimal at the national level. If KYSPRA struggles to increase membership at \$35 per year dues and conference fees of \$180; NSPRA membership is simply not an option for most school PR professionals in Kentucky.

State or local issues that NSPRA should keep an eye on:

Kentucky communication professionals are busier than ever, but school districts remain very conservative with travel and professional development funds.