

# NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION MARK OF DISTINCTION RECOGNITION PROGRAM

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## PROFESSIONAL DEVELOPMENT / PR SKILL BUILDING 2013 APPLICATION

### INTRODUCTION

#### WSPRA'S MISSION

The mission of WSPRA, Wisconsin's leader in school-community relations, is to expand the capacity of its members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

WSPRA values collaborative relationships, a diverse membership, and innovation and creativity. WSPRA believes in a high quality education for all children, in serving the needs of its entire membership, and in a professional and ethical approach to school-community relations.

In response to this mission, WSPRA annually creates a number of activities designed to "support the professional growth and status of members and improve the communication skills of all educators." WSPRA expands the effect of these efforts by

- collaborating with other organizations
- providing support and counsel to districts
- encouraging its members to network and share their expertise and
- recognizing the PR accomplishments of its members

#### STATEMENT OF WSPRA'S MULTI-YEAR GOALS AND OBJECTIVES

1. Build partnerships
2. Expand services to members
3. Engage membership
4. Evaluate operational procedures for optimal effectiveness
5. Market / Promote the value of public relations

## EDUCATIONAL CONFERENCES AND WORKSHOPS

### DOCUMENTATION – SECTIONS 2 AND 3

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#### ANNUAL FALL CONFERENCE

Theme	<i>Charting the Course of School Communication Strategies to Navigate School Public Relations</i>
Dates	Thursday and Friday, November 8-9, 2012
Location	Blue Harbor Resort, Sheboygan, WI
Topic	Charting the Course of School Communication: Strategies to Navigate School Public Relations
Attendees	District Superintendents & Administrators, Human Relations Directors, Board members, PR Professionals
Speakers	Keynote: Jeff Pertl, Rick Mueller Breakout sessions: Mike Thompson, Mary Ellen Marnholtz, Kit Dailey, Joe Quick, Christina Brey, Marlena Holden, Erika Monroe-Kane, Dorreen Dembski, Richard Zimman
Sponsors	Miron Construction, Red Shoes PR, Inc., Donovan Group LLC, J.P. Cullen & Sons, Inc., CESA 6, & J.H. Findorff & Son Inc.
Collaboration	Edventures: Investing in Wisconsin Public Schools Partners: Wisconsin Association of School Business Officials (WASBO) & Wisconsin Association of School Boards (WASB)

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#### ANNUAL SPRING WORKSHOP

Theme	<i>Community Engagement: Energize the Power of Community Engagement for Your School District</i>
Date	Friday, March 8, 2013
Location	Whitewater Innovation Center, Whitewater, WI
Topic	Community Engagement
Attendees	District Administrators, Principals, School Communications Professionals, Support Staff, Board Members
Speakers	Mary Hamel, Todd Berry, Deb Kerr, Bill Foster, Dan Olson, Kate Winckler
Sponsors	Camera Corner, CESA 6, Wisconsin Association of School Boards, J.P. Cullen & Sons, Inc.
Collaboration	International Association of Public Participation (IAP2)

## **WSPRA PRESENTATIONS**

### **DOCUMENTATION – SECTION 4**

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#### **WISCONSIN ASSOCIATION OF SCHOOL BOARDS CONVENTION**

Date	January 24, 2013
Location	Milwaukee, WI
Topic	<i>Building a Communications Program in Your District</i>
Speakers	Kate Winckler, APR & Debbie Brewster
Collaboration	WSPRA and Wisconsin Association of School Boards

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#### **ASSOCIATION OF WISCONSIN SCHOOL ADMINISTRATORS (AWSA) ELEMENTARY PRINCIPALS CONFERENCE**

Date	February 5, 2013
Location	Wisconsin Dells, WI
Topic	Positive PR for Principals
Speakers	Kevin Hickman, Kate Winckler, Debbie Brewster
Collaboration	WSPRA, AWSA

## WSPRA PUBLICATIONS DOCUMENTATION – SECTION 5

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### **WSPRAGRAM**

WSPRA analyzed the results of a member survey and changed the format of its newsletter from paper to e-newsletter. The *WSPRAGram* was revised to be a single-issue publication addressing hot topics in the educational world. WSPRA reinforced its value to members by providing monthly updates on hot topics in public education including sending special bulletins on time-sensitive issues such as the release of the state-issued school report cards.

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### **WISCONSIN SCHOOL NEWS**

WSPRA submits articles to the Wisconsin Association of School Boards publication for a column entitled *Communication for Leadership*. The articles are designed to address issues that are critical to the PR in education today.

<u>Issue</u>	<u>Article</u>	<u>Author</u>
September 2012	<i>Planning Your Referendum</i>	Kit Dailey
May 2013	<i>Exploring Community Engagement: Listening to community members and driving positive change in your district</i>	Kate Winckler

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### **WSPRA MEMBERS ONLY SECTION OF THE WEB SITE**

WSPRA recreated its Web site in 2007 and has been providing members with a members-only section full of resources to build member communication skills. Since 2009, the format of the web site was updated to include Twitter, Facebook, and blog materials. This has kept material fresh and relevant. [www.wspra.org](http://www.wspra.org)

## WSPRA'S SOCIAL MEDIA DOCUMENTATION – SECTION 6

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### WSPRA SOCIAL MEDIA GUIDE

Developed in collaboration with Dana VanDen Heuvel and offered for sale by WSPRA – *This guide was submitted as part of WSPRA's Mark of Distinction application in 2011. The guide is not included in this year's application; however, it is still available for sale. We are also in the process of making updates to the guide.*

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### WSPRA ON TWITTER

WSPRA established a Twitter account (1) to keep members and other WSPRA followers up to date and (2) to model social media skills.

<http://twitter.com/wspra>

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### WSPRA ON FACEBOOK

WSPRA established a Facebook account to model social media skills for its members.

<http://www.facebook.com/pages/Wisconsin-School-Public-Relations-Association-WSPRA/154668374739?v=wall>

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### WSPRA SOCIAL MEDIA LIAISON

WSPRA added a Social Media Liaison position to the board to maintain WSPRA's social media efforts. Kevin Hickman from J.P. Cullen & Sons graciously accepted the responsibility and continues to provide current and relevant information to WSPRA friends and followers. Hickman's membership on the board is an extremely positive partnership between WSPRA and an education-relation corporation.

**Kevin Hickman**, CPMS, will serve as WSPRA's Social Media Liaison. Kevin is a certified Referendum and Public Relations Specialist with J.P. Cullen & Sons, Inc. He has a 15 year career in marketing and business development and has expertise in using social media to develop and strengthen relationships and share beneficial information.

## AWARDS AND RECOGNITION PROGRAMS

### DOCUMENTATION – SECTION 7

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#### MEMBER RECOGNITION PROGRAMS

WSPRA uses a number of member recognition programs:

- George Tipler Founders' Scholarship Award
  - Bryan Davis, Columbus School District
- Holtshople Scholarship Award
  - Not awarded in 2012
- Friend of WSPRA Award
  - Mary Schmidt, Schmidt Communications, LLC
- Honorary Lifetime Membership
  - Mary Ellen Marnholtz, Retired Wausau School District [presented by Kit Dailey]
  - Rosann St. Aubin, Retired Milwaukee Public Schools [presented by Kit Dailey]
- Special WSPRA Service Award
  - Mabel Schumacher (Retired Executive Director of WSPRA)
- Past President's Award (by Melissa Badger)
  - Kit Dailey, Eppstein Uhen Architects
  - Heather Westgor, Wisconsin Association Management
- Spectrum Awards
- Spectrum Lighthouse Award
  - Karen Margelofsky, Northland Pines School District
  - Northland Pines School District Promotional Video (Marketing Material)

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#### SPECTRUM AWARDS PROGRAM

Each year WSPRA offers to its members an opportunity to submit examples of their communication efforts for judging and recognition at the annual fall conference.

The objectives of the WSPRA Spectrum Award program are:

- to recognize quality public relations efforts produced by professional public relations practitioners or educational personnel
- to provide constructive feedback from PR professionals
- to reinforce the value of the practice of good public relations in the education arena through award recognition

Judging is completed using a four-point scale in the following areas:

- Goals and objectives
- Research and planning
- Execution
- Evaluation and results

There are two award levels:

- Award of Excellence
- Award of Merit

Spectrum Lighthouse Award

- Entries receiving all 4's will be eligible for the Spectrum Lighthouse Award (Best of Show).
- A separate panel of judges will be used to select the recipient of the Lighthouse Award.

In 2012, we decided to waive the fee for entries to better honor and recognize projects and to encourage participation.

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### **RECOGNITION - SUPERINTENDENT OF THE YEAR**

During the WI Association of School District Administrator (WASDA) luncheon, the Flag of Learning and Liberty is presented annually to WASDA's Superintendent of the Year. An explanation of the significance of the flag was provided to the recipient. (See page 48 of WASB convention guide.)

## ORGANIZATION / AGENCY LIAISONS

### DOCUMENTATION – SECTION 8

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#### WSPRA BOARD LIAISON PROGRAM

To promote and maintain positive working relationships with active educational organizations, WSPRA has added liaison positions to the board. The board has found that these liaisons bring a new perspective and valuable experience to the table. The following organizations are represented:

- Wisconsin Association of School District Administrators
- Wisconsin Education Association Council
- Wisconsin Association of School Boards – school board member liaison
- Wisconsin Association of School Personnel Administrators
- Association of Wisconsin Administrators
- Wisconsin Retired Educators Association
- Cooperative Educational Service Agency #6

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#### WISCONSIN ASSOCIATION OF SCHOOL BOARDS

##### [“Communication for Leadership” Column in Wisconsin School News](#)

Since 2002, WSPRA has cooperated with the Wisconsin Association of School Boards to provide articles that are published in the WASB monthly magazine, *WI School News*. These articles reach every district, superintendent, and school board in the state and are designed to raise awareness and provide information in critical school district communication issues. Initially the articles were called *Practical PR*. In 2008-09, the name of the column was changed to “Communication for Leadership.” [\[See Section 5 for articles.\]](#)

##### [WASB Convention Presentations](#)

WSPRA presents a session annually at WASB’s Convention. The topic of the presentation is jointly decided upon to meet a specific communication issue. [\[See Section 4 for presentations.\]](#)

##### [WASB Convention Booth](#)

WASB provides a complementary booth for WSPRA in the exhibit hall of the annual WASB convention. WSPRA and NSPRA memberships are promoted, communication materials are advertised, and WSPRA events are marketed.

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### **WISCONSIN EDUCATION ASSOCIATION COUNCIL COLLABORATION**

WSPRA and WEAC have enjoyed a long and positive relationship. For many years, a representative has served on the WSPRA Board WEAC. In 2009-10, WSPRA selected WEAC as the 2009 “Friend of WSPRA” and a WEAC representative served as the 2009-11 Board President. As a Friend of WSPRA, WEAC also has also received a complimentary WSPRA membership.

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### **WISCONSIN ASSOCIATION OF SCHOOL DISTRICT ADMINISTRATORS**

WSPRA and WASDA have enjoyed a long a positive relationship. Several of WSPRA’s past presidents have been superintendents and active members of their organization.

WASDA continued to receive a complimentary WSPRA membership as a “Friend of WSPRA.”

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### **WISCONSIN ASSOCIATION OF SCHOOL DISTRICT BUSINESS OFFICIALS**

This is the third year that WSPRA worked closely with school business officials.

WASBO received the “Friend of WSPRA” award in 2011 and will receive an annual complimentary membership from WSPRA.

In 2011-12 WASBO asked WSPRA to join them in bring a program called **EdVentures** to Wisconsin. This program is designed to develop a map of financial and educational details specific to Wisconsin that districts could use to initiate communication opportunities with their communities. WSPRA remains active in this program, which was presented as a “hand on” topic at the 2012 Fall Conference.

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### **COOPERATIVE EDUCATIONAL SERVICE AGENCY #6**

WSPRA and CESA #6 developed a deep and positive working relationship as former WSPRA president became the CESA #6 Director of Communication. Dorreen has been an active member of the WSPRA board and has participated in conference and workshop planning, WSPRA presentations, survey developer, and planning session facilitator.

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### **WSPRA AGENCY SPONSORSHIPS**

In 2010-11 WSPRA assigned a committee to develop a mechanism to secure sponsorships for a variety of WSPRA events. As a result, WSPRA created a number of positive relationships with companies and organizations involved in education that have provided various levels of support for WSPRA offerings. The agency sponsorships continued in 2011-12 and 2012-13 and provided valuable interactions with agencies in addition to monetary support for WSPRA’s endeavors.

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### **ASSOCIATION OF WISCONSIN SCHOOL ADMINISTRATORS (AWSA)**

WSPRA was asked to participate in AWSA's conference in February of 2013 and presented "Positive PR for Principals" twice at the conference. WSPRA has also invited AWSA to serve as a Board Liaison.

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### **WISCONSIN SCHOOL SAFETY SUMMIT**

WSPRA is currently involved in the planning of the first Wisconsin School Safety Summit which will be held July 16-18 in Racine. This summit will continue and strengthen the state education community's proactive work for safer schools and more positive school climates.