



INSpra: Focus on Leveraging Social Media for Professional Development

Mark of Distinction Application

Submission by Illinois Chapter (INSpra)

Section II - Special Focus Area

1. Professional Development/PR Skill Building

Category B: Chapters with 50% or more NSpra membership

**INSpra: Focus on Leveraging Social Media for Professional Development
May 2014**

Prepared by:

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and**

Mary Todoric, Past-President

Enclosures:

- Membership Survey Results
- Tips & Tactics Fliers
- Tips & Tactics Evaluation Summaries
- Tips & Tactics Attendance
- Social Media Manager Documents
 - Social Media Reports for Twitter, Facebook and LinkedIn
 - Tweetbinder of November Twitter Chat and Live Tweets
 - Storify of April Twitter Chat and Live Tweets
- Screenshots (Twitter, Facebook and LinkedIn)
- INSPRA Board of Directors Listing

INSPRA: Focus on Leveraging Social Media for Professional Development

Mark of Distinction Application

Explanation/Overview of Yearlong Effort

During the 2013-14 school year, INSPRA increased its use of social media to better connect with members and leverage the power of social media as a communication tool. INSPRA's Board of Directors made a commitment to increase the use of live tweets from Tips & Tactics workshops, as well as initiate Twitter chats on school PR topics. These tactics were particularly beneficial to members in central and southern Illinois who often are unable to attend workshops that are held in northern Illinois. For the second year, INSPRA continued to live stream four of its Tips & Tactics sessions and invite those watching online to tweet questions for presenters.

Statement of Chapter Goals and Objectives

INSPRA's primary priority is related to a strategic plan goal that calls for providing professional development opportunities in school public relations. INSPRA presents programs that address the central issues members expect to face in the next 12 months, as indicated on the annual membership survey.

In 2013-14, INSPRA welcomed NSPRA president Nora Carr and internationally acclaimed school PR professional Brian Woodland as presenters at Tips & Tactics workshops. INSPRA also increased its social media presence to include Twitter chats and live tweets from the Tips & Tactics workshops; increased its Facebook fan base; and engaged on LinkedIn. An increased focus on social media also aligns with INSPRA's goals to sustain current membership and develop opportunities to expand the membership base, and ensure the organization's long-term financial stability.

Documentation

Attached to this application are Tips & Tactics fliers, Tips & Tactics evaluation summaries, Tips & Tactics attendance, membership survey results, social media reports for Twitter, Facebook and LinkedIn; Storify and Tweetbinder of Tips & Tactics live tweet and Twitter chat, and an INSPRA Board of Directors listing.

Target Audience/Participation

The Tips & Tactics target audience is 161 statewide members, as well as members from Midwest state chapters. We share professional development opportunities with NSPRA chapters in Nebraska, Iowa, Minnesota and Wisconsin by offering a member rate to attend or watch the live stream of Tips & Tactics.

Measurable Outcomes

Based on the evaluation forms completed by attendees, this year's INSPRA Tips & Tactics speakers and the Communications Contest workshop speaker were rated in the "good to excellent" range by 94.6% of participants completing the evaluation sheets. This year's professional development topics were rated in the "good to excellent" range by 97.6% of participants completing the evaluation sheets.

The first Twitter chat generated 110 tweets, and an average of 13.75 tweets per active participant. The second Twitter chat generated a slightly smaller number of active participants. However, @INSPRABoard (the INSPRA Twitter handle) experienced an increase in followers on the day of each chat.

This year's Tips & Tactics sessions received the following number of online views:

- April 11 – 68 views
- March 21 – 65 views
- January 17 – 60 views
- October 18 – 129 views

Regarding INSPRA's goal to sustain membership: INSPRA currently has 161 members, an increase of 2 members from May 2013.

Regarding ensuring INSPRA's long-term financial stability: INSPRA remains in solid financial health, with cash and short-term investments totaling nearly \$120,000, as compared to \$115,000 on March 31, 2013. Strong financial health has allowed INSPRA to provide members with additional services and high profile school PR professional speakers.

Relationship to NSPRA Goals

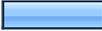
NSPRA's No. 1 goal is to "be the professional organization that is indispensable to school public relations professionals and other education leaders." INSPRA's programs and services align with NSPRA's objective for NSPRA members to "have the skills they need to plan and implement an effective public relations program."



2013 Member Survey

Survey Data Used for
2013-14 Program Planning

**8. What are the central issues you expect to face in your district over the next 12 months?
(Select all that apply.)**

		Response Percent	Response Count
Balancing PR/Communications with other responsibilities		37.5%	15
Business partnerships		22.5%	9
Board of Education challenges		45.0%	18
Communicating boundary changes		15.0%	6
Communicating budget/finance issues		50.0%	20
Communicating Common Core State Standards		85.0%	34
Communicating negotiations		40.0%	16
Communicating staff/program reductions		12.5%	5
Community engagement		50.0%	20
Crisis communications		42.5%	17
FOIA responses		25.0%	10
Internal communications		55.0%	22
Justifying/Validating the PR position		22.5%	9
Managing increasing demands for communication with not enough staff or time		52.5%	21
Media relations		45.0%	18
Parent involvement		27.5%	11
Referendum/tax rate increase		7.5%	3
Superintendent issues (New Supt. / Supt. PR)		30.0%	12

Web 2.0 / Social Media		45.0%	18
Website (creation, design, improvement)		62.5%	25
Other (please specify)		7.5%	3
answered question			40
skipped question			0

9. What Tips & Tactics topics would you like to see next year? (Select all that apply.)

		Response Percent	Response Count
Accreditation in Public Relations (APR)		20.0%	8
Auditing communications		27.5%	11
Balancing work and home life		25.0%	10
Budgets/Finance (explaining, gaining support)		30.0%	12
Business partnerships		25.0%	10
Crisis communications (plan and strategies)		42.5%	17
Design (publications)		12.5%	5
FOIA		10.0%	4
Grant writing		15.0%	6
Internal communications		50.0%	20
Leadership/Management		25.0%	10
Legal (new legislation, best "safe" practices)		50.0%	20
No Child Left Behind		0.0%	0
One-person PR shop		32.5%	13

Public engagement (not referendums)		65.0%	26
Photography		15.0%	6
Referendum		10.0%	4
Research techniques		30.0%	12
Springfield / State News		17.5%	7
Strategic planning		35.0%	14
Web 2.0/Social Media/E-communications		47.5%	19
Websites		25.0%	10

Other (please specify) 6

answered question 40

skipped question 0

10. Please rate the following INSPRA services and products.

	Very helpful	Somewhat Helpful	Not Helpful	N / A	Rating Count
Job Listing Updates (E-mailed)	45.0% (18)	30.0% (12)	0.0% (0)	25.0% (10)	40
President's Updates (E-mailed)	22.5% (9)	62.5% (25)	5.0% (2)	10.0% (4)	40
Tips & Tactics Seminars	65.0% (26)	30.0% (12)	0.0% (0)	5.0% (2)	40

Comments 6

answered question 40

skipped question 0

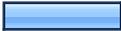
18. INSPRA offered webcasts as an option for Tips & Tactics in 2012-13. Please rate your interest in participating in future webcasts, assuming that you were interested in the subject.

	Extremely Interested	Somewhat Interested	Not Interested	Rating Count
Webcasts (Audio and Video)	22.5% (9)	62.5% (25)	15.0% (6)	40
			Comments	11
			answered question	40
			skipped question	0

19. In an effort to enhance communication for members and school districts throughout the state, the INSPRA Board created profiles on Facebook, LinkedIn, and Twitter. For each of the social media tools below, please indicate what content you would like to see on these pages.

	Facebook	Linked In	Twitter	None	Rating Count
Deadline Reminders (Scholarships, RSVPs)	57.9% (22)	36.8% (14)	52.6% (20)	23.7% (9)	38
Discussion / Networking	47.4% (18)	52.6% (20)	26.3% (10)	18.4% (7)	38
Event News and Reminders	64.1% (25)	48.7% (19)	51.3% (20)	17.9% (7)	39
Links to Helpful Resources	56.4% (22)	43.6% (17)	51.3% (20)	17.9% (7)	39
Links to School-Related Articles	52.8% (19)	52.8% (19)	50.0% (18)	19.4% (7)	36
Photos from Chapter Events	62.2% (23)	13.5% (5)	16.2% (6)	32.4% (12)	37
			Other (please specify)		3
			answered question		40
			skipped question		0

20. What are the best ways to share information with you about future programs and services? (Check all that apply.)

		Response Percent	Response Count
E-mail		97.5%	39
Facebook		27.5%	11
LinkedIn		15.0%	6
Twitter		17.5%	7
Automated Phone Message		17.5%	7
U.S. Mail		10.0%	4
	Other (please specify)		3
answered question			40
skipped question			0

Q9. What Tips & Tactics topics would you like to see next year? (Select all that apply.)

1	PR Measurement/Data	Jun 12, 2013 8:32 AM
2	working with local legislators volunteer recruitment	Jun 2, 2013 8:49 PM
3	21st century learning/CCSS	May 31, 2013 2:57 PM
4	Though I know it's not possible, truth be told - all of the above!	May 31, 2013 7:48 AM
5	common core	May 30, 2013 3:15 PM
6	Common Core, PARCC Assessment,	May 30, 2013 11:18 AM

Q10. Please rate the following INSPRA services and products.

1	Depends on the Tips Seminar, some are good, some aren't great.	May 31, 2013 9:09 AM
2	I think the APR support for those working toward accreditation is also very helpful and important.	May 31, 2013 7:48 AM
3	The INSPRA website is very user UNFRIENDLY. There are many dated items on there. Old items appear before newer items. There is no search capability or sort features.	May 30, 2013 5:38 PM
4	Have really enjoyed the Tips & Tactics Seminars the last couple of years. Great topics. Very well done.	May 30, 2013 11:10 AM
5	the job listings are often late -- in fact, usually late.	May 30, 2013 11:04 AM
6	I haven't been able to attend the T & T because of a standing conflict with the dates/times. But, sometimes I send someone from our district in my place. I do not recall receiving the president's e-mail messages??	May 30, 2013 11:03 AM

Q18. INSPRA offered webcasts as an option for Tips & Tactics in 2012-13. Please rate your interest in participating in future webcasts, assuming that you were interested in the subject.

1	I am in the area where the Tips & Tactics sessions are held, so I prefer to attend in person. The networking with colleagues can be just as valuable as the information presented.	Jun 12, 2013 8:32 AM
2	I like the networking opportunities that are offered through the T & T meetings but may use the webcast if time is an issue.	Jun 3, 2013 2:17 PM
3	I prefer to attend the Tips & Tactics in person as networking is usually the most valuable part of the day.	Jun 2, 2013 8:49 PM
4	I was unable to attend via webcast this year, but expect to do so in 13-14. I would like to also see webcasts from other state chapters if those are ever available.	May 31, 2013 2:57 PM
5	If time permits, there is no substitute for meeting and talking with colleagues.	May 31, 2013 2:10 PM
6	I attended one webinar. The sound was not great. In general I prefer to attend for the networking, but this was a great option. Please continue to offer it with improved sound :)	May 31, 2013 1:51 PM
7	I participated in 3 webcasts and hope these continue to be offered and expanded.	May 30, 2013 2:14 PM
8	It would be useful when I cannot attend, however, I think the value of INSPRA is in the face time with colleagues.	May 30, 2013 11:23 AM
9	Improve audio	May 30, 2013 11:23 AM
10	Really glad INSPRA stepped up to offer this service - looking forward to improvements in quality of audio and video	May 30, 2013 11:18 AM
11	It's a great idea, but I prefer to attend in person for the networking opportunities	May 30, 2013 10:44 AM

Q19. In an effort to enhance communication for members and school districts throughout the state, the INSPRA Board created profiles on Facebook, LinkedIn, and Twitter. For each of the social media tools below, please indicate what content you would like to see on these pages.

1	Job opening links on LinkedIn	May 31, 2013 9:09 AM
2	I am not a big fan of Twitter.	May 31, 2013 7:48 AM
3	Don't follow INSPRA's social media	May 30, 2013 3:38 PM

Q20. What are the best ways to share information with you about future programs and services? (Check all that apply.)

1	I think we should stop mailing hard copies.	May 31, 2013 7:48 AM
2	Love social media as an extra place for reminders and hope INSPRA can expand use of those channels for two-way dialogue, but totally rely on email and us mail for updates, deadlines, etc.	May 30, 2013 11:18 AM
3	Mail is not necessary with so many other options!	May 30, 2013 10:44 AM

Q21. In what ways do you believe your Regional Director can be of assistance to you? (Select all that apply.)

1	I don't think the Regional Directors should duplicate other efforts such as event reminders. Rather, I would like to see local networking opportunities.	Jun 2, 2013 8:49 PM
2	I have had no contact with my director and would not be able to name him/her. I am uncertain what assistance this individual could provide me with. I have contacts with school PR colleagues in my neighboring communities already.	May 31, 2013 2:57 PM
3	I believe event, deadline and membership renewal reminders should come from Chris Glatz's office.	May 31, 2013 7:48 AM
4	Regional person doesn't have to plan a social get together but it is nice to meet for lunch quarterly to discuss countywide issues.	May 30, 2013 5:38 PM
5	And introduce the local members to each other.	May 30, 2013 2:14 PM
6	Host professional topics/get togethers during business hours in that region.	May 30, 2013 11:23 AM
7	We already get a lot of reminders about events and deadlines - would like to see regional directors reach out personally to members in their area	May 30, 2013 11:18 AM
8	I have never been contacted by one. It would be nice if he checked in once in awhile.	May 30, 2013 11:10 AM

Q23. In what ways could INSPRA improve its services?

1	would like to see more opportunity for networking & discussion between INSPRA members.	Jun 12, 2013 8:32 AM
2	A stronger format for the mentoring program.	Jun 7, 2013 10:24 AM
3	Perhaps a Tips and Tactics that is a real working session on an issue, not just a presentation. For example, we will all be communicating common core so let's work together on a communications plan template for that issue.	Jun 3, 2013 2:17 PM
4	Vary the T&T topics from year to year. A few seem like they repeat each year.	Jun 3, 2013 11:21 AM
5	More responses on Member Needs Help	Jun 3, 2013 9:23 AM
6	Offer ways for "neighbors" to get together on a formal basis (regional meetings) or informally with networking breakfasts or cocktail hours.	Jun 3, 2013 8:44 AM
7	Doing great but would like to see more districts involved. That will help with everything!	Jun 2, 2013 8:49 PM
8	I would like to see more frequent Tips being blasted out via email. Perhaps the content that is developed from the Member Needs Help question could be re-packaged and sent back out. Tips eblasts would require Board member/volunteer time, though, and I think that is in short supply! Also, I believe the time has come to abandon regional directors and instead think about more of a "user" group approach. Geography is less and less relevant. Why not have an elementary group, a high school group, and a unified district group just to get started -- that would be a way to link people with common interests. You seem to have abandoned the mentor-mentee program?	May 31, 2013 2:57 PM
9	post samples of award winnind publications/plans	May 31, 2013 2:10 PM
10	no comment, why is this required?	May 31, 2013 1:51 PM
11	I can't think of anything at the moment.	May 31, 2013 9:41 AM
12	n/a	May 31, 2013 9:32 AM
13	Can't think of any.	May 31, 2013 9:09 AM
14	More convenient webinars	May 31, 2013 8:30 AM
15	At least a couple of times each year, I think we should spend money to pay professional speakers who have expertise in areas we don't.	May 31, 2013 7:48 AM
16	If the answers to Member Needs Help emails are going to be available to everyone, I can't think of anything else.	May 31, 2013 7:04 AM
17	Decomartmentalize some of the topics. Don't do one session on Social Media but look into specific areas and delve into detail like you do when discussing the best camera to buy.	May 30, 2013 5:38 PM
18	I'm happy with INSPRA the way it is	May 30, 2013 5:14 PM
19	N/A	May 30, 2013 4:59 PM

Q23. In what ways could INSPRA improve its services?

20	Not sure	May 30, 2013 3:38 PM
21	x	May 30, 2013 3:15 PM
22	Keep doing the great things you are doing	May 30, 2013 2:37 PM
23	I'm looking for more content resource and online access to information.	May 30, 2013 2:14 PM
24	A few more networking opportunities beyond Tips and Tactics.	May 30, 2013 1:27 PM
25	I like the amount of resources provided currently.	May 30, 2013 1:02 PM
26	It would be great if we could develop a system to have common resources/documents posted in the members area for issues we all deal with: Common Core, 5Essentials, etc.	May 30, 2013 12:50 PM
27	...	May 30, 2013 11:27 AM
28	I am very happy with current services provided.	May 30, 2013 11:27 AM
29	Provide sessions for Veterans, bring in GREAT speakers (outside of our membership and/or profession), be the leader of communications when education initiatives are coming down i.e. common core.	May 30, 2013 11:23 AM
30	Better content and design of website.	May 30, 2013 11:23 AM
31	Would like to see RD position strengthened - Would like to see regular (monthly) email updates from the President before and/or after Board meetings to share minutes, news, updates, etc. Only news this year seemed to be event-based - would like to see INSPRA use its significant budget dollars to pull in big speakers and improve webcasting service	May 30, 2013 11:18 AM
32	I have always found the core group to be very helpful and friendly. Thank you.	May 30, 2013 11:10 AM
33	Improve Member Needs Help to get more members involved, provide more helpful links/best practices to current issues school districts are facing	May 30, 2013 11:09 AM
34	n/a	May 30, 2013 11:05 AM
35	No suggestion	May 30, 2013 11:04 AM
36	N/A	May 30, 2013 11:03 AM
37	No additional suggestions	May 30, 2013 10:51 AM
38	Create workshops that are beyond the scope of "crisis communications"...we all have "been there and done that".	May 30, 2013 10:50 AM
39	It would be great if INSPRA offered an annual state conference like many other state chapters do.	May 30, 2013 10:44 AM
40	n/a	May 30, 2013 10:43 AM

Q24. Please describe the two most valuable benefits INSPRA provides for you.

1	Professional Development, Networking	Jun 12, 2013 8:32 AM
2	Tips & Tactics Networking	Jun 7, 2013 10:24 AM
3	Networking with other members Updates on legislative mandates and how to communicate them	Jun 3, 2013 2:17 PM
4	Networking Tips & Tactics	Jun 3, 2013 11:21 AM
5	Networking and professional development	Jun 3, 2013 9:23 AM
6	Tips & Tactics, other networking opportunities	Jun 3, 2013 8:44 AM
7	Networking and great ideas on how to address problems and opportunities.	Jun 2, 2013 8:49 PM
8	Tips & Tactics sessions and Member Needs Help service	May 31, 2013 2:57 PM
9	mentor, network of professionals	May 31, 2013 2:10 PM
10	Opportunity to interact with others who have similar jobs.	May 31, 2013 1:51 PM
11	Information about the needs of districts and PR to better enhance our services and products for school districts.	May 31, 2013 9:41 AM
12	n/a	May 31, 2013 9:32 AM
13	Tips & Tactics, Member Needs Help posts/comments	May 31, 2013 9:09 AM
14	networking with other school PR professionals; Member Needs Help info	May 31, 2013 8:30 AM
15	1) Providing information about emerging issues in education and 2) Networking with other professionals	May 31, 2013 7:48 AM
16	Networking, Tips & Tactics sessions	May 31, 2013 7:04 AM
17	Discussing issues with colleagues in the same situation as my district.	May 30, 2013 5:38 PM
18	networking opportunities Timely information on education issues	May 30, 2013 5:14 PM
19	Networking and resources	May 30, 2013 4:59 PM
20	Networking and networking	May 30, 2013 3:38 PM
21	x	May 30, 2013 3:15 PM
22	Networking with colleagues who share similar responsibilities	May 30, 2013 2:37 PM
23	Access to peers	May 30, 2013 2:14 PM
24	Networking and information sharing	May 30, 2013 1:27 PM
25	Tips and Tactics Website Resources	May 30, 2013 1:02 PM
26	Networking and new ideas for tactics.	May 30, 2013 12:50 PM

Q24. Please describe the two most valuable benefits INSPRA provides for you.

27	...	May 30, 2013 11:27 AM
28	Networking and support	May 30, 2013 11:27 AM
29	Connection to colleagues T&T - when they are good.	May 30, 2013 11:23 AM
30	Programs, MNH	May 30, 2013 11:23 AM
31	Networking and updates on education news and best practices	May 30, 2013 11:18 AM
32	Networking, friendship and career enhancement.	May 30, 2013 11:10 AM
33	Member Needs Help, Networking with other members	May 30, 2013 11:09 AM
34	n/a	May 30, 2013 11:05 AM
35	Networking and resources	May 30, 2013 11:04 AM
36	Tips & Tactics, when I can attend. Web resources - sample communication materials.	May 30, 2013 11:03 AM
37	Directory information, access to resources	May 30, 2013 10:51 AM
38	Networking and support.	May 30, 2013 10:50 AM
39	Networking and professional development opportunities	May 30, 2013 10:44 AM
40	Networking and sharing with colleagues is priceless	May 30, 2013 10:43 AM

Q28. What was your major college field of study?

1	Design	May 31, 2013 9:41 AM
2	Computer Science/Engineering	May 30, 2013 5:14 PM
3	political science	May 30, 2013 3:15 PM
4	Rhetoric	May 30, 2013 1:02 PM
5	Poly Sci	May 30, 2013 10:43 AM



Illinois Chapter National School Public Relations Association

2013-14 Tips & Tactics Workshops Invest. Dig. Explore.

New Tips & Tactics format designed to address member requests:

INVEST *in your professional development with national speakers and increase your value through national crisis certification.*

DIG *deeper into topics with concentrated time focused on fewer presenters per session.*

EXPLORE *local resources through networking and continue conversations with professional extension lunches.*

- October 18** *National Incident Management System Training & Certification*
- December 6** *Annual Idea Exchange*
- January 17** *21st Century Presentations for School Leaders, Dan Woestman, Rockford Public School District 205 (back by popular demand)*
- February 21** *INSpra Veterans' Favorite Tips & Resources*
- March 21** *Strategic PR, Nora Carr, NSPRA President & Guilford County Schools, North Carolina*
- April 11** *Making Public Education & Personal Leadership Matter in a Kardashian World, Brian Woodland, Peel School District, Canada*

New Format

- 9:00 - 9:15 a.m. | Host Welcome
- 9:15 - 10:30 a.m. | Presentation Part 1
- 10:30 - 10:50 a.m. | Break/Networking
- 10:50 to 11:00 a.m. | APR Q&A
- 11:00 to 11:45 a.m. | Presentation Part 2
- 11:45 to 12:00 p.m. | Members Need Help
- 12:00 to 1:00 p.m. | Professional Extension Lunch

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

- INSpra Members \$30 per live/webcast session or \$150 full series
- Non-Members \$50 per session
- Students/Retirees \$15 per session or \$75 full series

Registration:

- Credit Card online at www.inspra.org
- Check mail to INSpra, P.O. Box 47, Frankfort, IL 60423

Follow INSpra on Facebook, LinkedIn and Twitter (@INSpraBoard)



Illinois Chapter National School Public Relations Association

2013-14 Tips & Tactics Workshops Invest. Dig. Explore.

OCTOBER 18: *National Incident Management System (NIMS) Training & Certification*

INVEST *in your value as a professional by earning your national certification in a level 100/700 NIMS course through the Department of Homeland Security Federal Emergency Management Association (FEMA).*

DIG *into the details of this nationwide template that enables all government organizations to work together during a crisis.*

EXPLORE *how Incident Command System (ICS) principles can be applied to school-based incidents and how you should interface with other community response personnel.*

National Incident Management System: Training & Certification

During this training, you will learn:

- The history, features and principles, and organizational structure of the Incident Command System (ICS)
- The relationship between ICS and the National Incident Management System (NIMS)
- Applications for school-based incidents
- Organizational principles and elements
- ICS positions and responsibilities
- ICS facilities and functions
- ICS planning
- The steps you should take to be accountable for your actions during an incident

New Format

9:00 - 9:15 a.m. | Host Welcome

9:15 - 10:30 a.m. | Presentation Part 1

10:30 - 10:50 a.m. | Break/Networking

10:50 - 11:00 a.m. | APR Q&A

11:00 - 11:45 a.m. | Presentation Part 2

11:45 - 12:00 p.m. | Members Need Help

12:00 - 1:00 p.m. | Professional Extension Lunch

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

Members of INSPRA & North Central Region State Chapters	\$30 per live/webcast session or \$150 full series
Non-Members	\$50 per session
Students/Retirees	\$15 per session or \$75 full series

Registration:

Credit Card	online at www.inspra.org
Check	mail to INSPRA, P.O. Box 47, Frankfort, IL 60423

Follow INSPRA on Facebook, LinkedIn and Twitter (@INSPRABOARD)



Illinois Chapter National School Public Relations Association

2013-14 Tips & Tactics Workshops Invest. Dig. Explore.

New Tips & Tactics format designed to address member requests:

INVEST in your professional development with national speakers.

DIG deeper into topics with concentrated time focused on fewer presenters per session.

EXPLORE local resources through networking and continue conversations with professional extension lunches.

December 6 Annual Idea Exchange & Luncheon*

It's the most wonderful time of the year! Please join us for the INSPRA Annual Idea Exchange and luncheon. Our format is a bit different, but the sharing will remain the same.

If possible, please send your idea or question (similar to an INSPRA Member Needs Help request) to Teri Wood (wood@fenton100.org) by December 4 by 5:00 p.m. This will help us prepare and investigate some solutions to your questions prior to the meeting.

Ideas and questions will also be welcome upon arrival!

Please consider bringing 60 copies of your idea to share with the group.

***Please RSVP by December 2 to reserve a spot for lunch.**

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

INSpra Members \$30
Non-Members \$50 per session
Students/Retirees \$15 per session or \$75 full series

Registration:

Credit Card online at www.inspra.org
Check mail to INSPRA, P.O. Box 47, Frankfort, IL 60423

Format

9:00 - 9:15 a.m. | Host Welcome

9:15 – 10:30 a.m. | Idea Sharing

10:30 - 10:50 a.m. | Break/Networking

10:50 to 11:00 a.m. | APR Q&A

11:00 to 11:45 a.m. | Idea Sharing

11:45 to 12:45 p.m. | Lunch Provided*

**Please RSVP by 12/2*

Follow INSPRA on Facebook, LinkedIn and Twitter (@INSpraBoard)



Illinois Chapter National School Public Relations Association

2013-14 Tips & Tactics Workshops Invest. Dig. Explore.

JANUARY 17: 21st Century Presentations for School Leaders (back by popular demand)

INVEST *in developing new skills and design knowledge to enhance your ability to tell stories and impart essential information in an efficient manner.*

DIG *into the 21st Century skills of information and media technology.*

EXPLORE *the process of creating and delivering effective presentations.*

21st Century Presentations for School Leaders

Presented by:

Dan Woestman
Assistant Superintendent of Accountability
Rockford Public School District 205

During this session, you will learn:

- A replicable process for taking complicated information and presenting to staff and key stakeholders in a relevant and memorable format.
- To identify the principles that underlie powerful presentations.
- Storytelling, storyboarding, sharpening the design, shaping with technology and selling the presentation.

New Format

9:00 - 9:15 a.m. | Host Welcome

9:15 - 10:30 a.m. | Presentation Part 1

10:30 - 10:50 a.m. | Break/Networking

10:50 - 11:00 a.m. | APR Q&A

11:00 - 11:45 a.m. | Presentation Part 2

11:45 - 12:00 p.m. | Members Need Help

12:00 - 1:00 p.m. | Professional Extension Lunch

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

Members of INSpra & North Central Region State Chapters	\$30 per live/webcast session or \$150 full series
Non-Members	\$50 per session
Students/Retirees	\$15 per session or \$75 full series

Registration:

Credit Card	online at www.inspra.org
Check	mail to INSpra, P.O. Box 47, Frankfort, IL 60423

Follow INSpra on Facebook, LinkedIn and Twitter (@INSpraBoard)



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FEBRUARY 21: INSPRA Veterans' Favorite Tips & Resources

- INVEST** *a few hours getting to know and learning from some of our profession's most experienced members.*
- DIG** *into the minds of our veteran members and learn what their years in this profession have taught them to do and what not to do.*
- EXPLORE** *the numerous helpful tips and resources that are sure to make your job easier and your performance more efficient!*

Veterans' Favorite Tips & Resources

Presented by:
Veteran members in school public relations

During this session, you will:

- be introduced to some INSPRA veterans.
- make connections with professionals who can offer you future guidance and assistance.
- learn how to work smarter, not harder.
- discover a few tricks of the trade.
- collect resources to bring back to the workplace.

Session Format

9:00 - 9:15 a.m. | Welcome

9:15 - 10:30 a.m. | Presentation

10:30 - 10:45 a.m. | APR Q & A

10:45 - 11:15 a.m. | Break/Networking/Lunch

11:15 - 11:45 a.m. | Presentation

11:45 - 12:00 p.m. | Members Need Help

**NOTE: A soup & salad lunch
will be provided at 11 a.m.**

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

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Non-Members	\$50
Students/Retirees	\$15

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2013-14 Tips & Tactics Workshops **Invest. Dig. Explore.**

MARCH 21: Strategic Public Relations

INVEST a few hours with NSPRA President Nora Carr, APR, a seasoned PR pro who serves as chief of staff in Guilford County Schools, North Carolina.

DIG into the four basic components of strategic planning for public relations, marketing and communications.

EXPLORE the difference between strategic public relations and more reactive, tactically-focused efforts.

Strategic Public Relations

Presented by:

Nora Carr, APR, Fellow PRSA

Topics during this practical, fast-paced, results-oriented session include:

- Securing funding and support for public opinion research
- Setting meaningful and measurable communication goals
- Aligning and leveraging resources for maximum effectiveness
- Creating over-arching narratives and themes as you tell your district's story
- Matching mediums and methods to audience preferences
- Evaluating your work, gaining influence and demonstrating your value, especially during tough economic times

Session Format

9:00 - 9:15 a.m. | Host Welcome

9:15 - 10:30 a.m. | Presentation Part 1

10:30 - 10:50 a.m. | Break/Networking

10:50 - 11:00 a.m. | APR Q & A

11:00 - 11:45 a.m. | Presentation Part 2

11:45 - 12:00 p.m. | Members Need Help

Noon: lunch
Pre-order a box lunch
for \$10

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

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\$30 per live/webcast session or \$150 full series

Non-Members

\$50 per session

Students/Retirees

\$15 per session or \$75 full series

Registration:

Credit Card

online at www.inspra.org

Check

mail to INSPRA, P.O. Box 47, Frankfort, IL 60423

Follow INSPRA on Facebook, LinkedIn and Twitter (@INSPRABOARD)



Illinois Chapter National School Public Relations Association

2013-14 Tips & Tactics Workshops Invest. Dig. Explore.

APRIL 11: *Making Public Education & Personal Leadership Matter in a Kardashian World*

INVEST *a few hours with highly-lauded presenter Brian Woodland, APR, a seasoned PR pro who serves as director of communications & community relations for Peel District School Board in Canada.*

DIG *into key strategies to deliver targeted messages to internal and external audiences.*

EXPLORE *how to make an authentic impact in the promotion of public education.*

The Promotion of Public Education

Presented by:

Brian Woodland, APR

In this provocative keynote, you'll discover how to be an education leader who makes a genuine, authentic impact in a world dominated by the false and insincere. From the power of the story, to the art of humility, you will learn how to become the "anti-Kardashian." Reality TV clips will provide examples and you'll learn about key strategies for breaking through the clutter and delivering key messages both internally and externally. Gain an awareness of old vs. new techniques and tools, learn the critical importance on becoming a 'diversity ally', understand the role of social media as integral to school PR, and find out what will make an impact on a hard-to-reach public. And while you won't garner huge TV ratings, you will be able to deliver the message of public education—and have it heard and remembered!

Session Format

9:00 - 9:15 a.m. | Host Welcome

9:15 - 10:30 a.m. | Presentation Part 1

10:30 - 10:50 a.m. | Break/Networking

10:50 - 11:00 a.m. | APR Q & A

11:00 - 11:45 a.m. | Presentation Part 2

11:45 - 12:00 p.m. | Members Need Help

Noon: lunch
Pre-order a box lunch
for \$10

Sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove. Continental breakfast is included.

Cost:

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\$30 per live/webcast session or \$150 full series

Non-Members

\$50 per session

Students/Retirees

\$15 per session or \$75 full series

Registration:

Credit Card

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Check

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I N S P R A

“Social Media in Emergency Management and Disaster Response” September 20, 2013 ~ (38 Surveys Completed)

1. TOPIC (Please circle)	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
38 responses	92%	6%	2%	
2. PRESENTERS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
38 responses	90%	10%		
Speaker #1 –Carolyn Deming				
<ul style="list-style-type: none"> • Always Timely 				
3. HANDOUTS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
16 Responses	62%	25%		12%
Speaker #1 – Carolyn Deming				
<ul style="list-style-type: none"> • No handouts 				
4. NETWORKING OPPORTUNITIES:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
37 responses	52%	45%	2%	
5. FACILITY:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
38 responses	69%	31%		

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

38 responses

- Gave a novice or experienced communicator good info
- Real world info we can take back and implement
- A bit too much about what FEMA does and not enough real strategies for school districts
- Carolyn was excellent – very knowledgeable- gave excellent information. Ready to use details
- Much to think about to ensure I am managing social media effectively
- Government resources, ideas about not using to many social media sites just because we can
- Great information to bring back to the office
- Great perspective on using SM for crisis communications.
- Great job
- Solid specific info
- She was a wealth of information, presented in a warm, engaging manner
- Loved the useful tips and tactics for getting people on board and doing it well.
- Presenter was great
- Carolyn is great! I have a feeling her message was so much more relative to what we do then the Sandy Hook PIO, who was originally scheduled to present

- Enjoyed learning the importance of being part of the conversation(rather leading the conversation) on social media & its supplements
- The speaker was great
- Practical suggestions for real world issues
- Will check out the ready.gov/kids website
- I knew most of this, but a refresher is always nice
- Great speaker and tips
- Real life uses of the digital PR platform. I would have liked to see more tied directly to schools.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Reaching non-parents
- Keeping up with technology + social media
- Time and resources
- Time
- Social medial and Common Core
- Too little time
- Determining what is the best way to communicate
- Union contract negotiations
- New superintendent in 2014
- Time/Resources

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Great speakers like this one- topic is irrelevant
- It was great!
- Bring more downstate
- Vary the location

9. ARE YOU A MEMBER OF INSPRA? Yes-85% No-15%
33 Responses

10. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:
Erin Holmes Brooks

**11. Do you follow INSPRA on twitter__61% Yes_39% NO_____facebook-
__76%_yes_24%__ linkedin____29% Yes_71% NO _____?
(21 responses)**

INS^{PR}A

“National Incident Management System Training & Certification” October 18, 2013 ~ (14 Surveys Completed)

1. **TOPIC** (Please circle) *Excellent* *Good* *Fair* *Poor*
11 responses 45% 45% 10%

2. **PRESENTERS:** *Excellent* *Good* *Fair* *Poor*
13 responses
Speaker #1 – Lt. Dan Tasso 8% 69% 23%

- Tried to cover too much in too little time. Someone more familiar with schools would be helpful.
- Wasn't familiar with his audience and too much to cover.
- Too many references to new positions: Fire perspective ... would have liked more of a school perspective.
- Excellent organization by INSPRA – smoothly run!

3. **HANDOUTS:** *Excellent* *Good* *Fair* *Poor*
13 Responses
Speaker #1 – Lt. Dan Tasso 31% 69%

- Too much info too lightly touched upon.

4. **NETWORKING OPPORTUNITIES:** *Excellent* *Good* *Fair* *Poor*
14 Responses 64% 36%

5. **FACILITY:** *Excellent* *Good* *Fair* *Poor*
14 Responses 50% 43% 7%

- Cold!
- Free is good!

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

10 Responses Yes 100% No

- I like the new APR mini quiz & format
- 6000 overview
- Gave me an overview of NIMS/ICS. Speaker was honest & added humor
- Nice to have the ability to earn certificate.
- Good info / check of current practices. Made gap of rules /for work.
- Training and certification info – would like this specific to schools, if possible.
- It was a good review for me.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Dealing with the ramifications of a poor launch of new websites.
- Getting ready to open a school health clinic.

- Electronic newsletter data capture

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- I like the new format & APR info
- Was actually school-based instead of fire-based / FEMA. Also offer this & can details to schools.
- Is there a way ARAMARK could provide the wireless passwords – that would help tremendously.
- Like “The View” opening format
- I like the new format!! Maybe 2 table microphones at beginning to cut down on passing the mic.

9. ARE YOU A MEMBER OF INSPRA? Yes 100% No
11 Responses

10. I PARTICPATED IN THIS TIPS & TACTICS SESSION:

11 Responses
IN PERSON 100% VIA THE WEBCAST 0%

11. DO YOU FOLLOW INSPRA ON THE FOLLOWING SOCIAL MEDIA SITES?

8 Response
Twitter 75%
Facebook 63%
LinkedIn 88%

12. HOW DID YOU LEARN ABOUT TODAY’S EVENT?

4 Response

- Email/Mailing
- Email Flier
- Email
- Email

I N S P R A

“Annual Idea Exchange” December 6, 2013 ~ (20 Surveys Completed)

1. TOPIC (Please circle)	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
16 responses	87%	13%		
<ul style="list-style-type: none"> • Always a favorite 				
2. PRESENTERS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
8 responses	75%	25%		
3. HANDOUTS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
N/A Responses				
4. NETWORKING OPPORTUNITIES:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
20 Responses	90%	10%		
5. FACILITY:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
20 Responses	65%	30%	5%	
<ul style="list-style-type: none"> • Hot & cold • Still wish for Wi-Fi ☺ 				
6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?				
17 Responses	Yes 100%	No		
<ul style="list-style-type: none"> • All the ideas being shared. • Discussion, chance to get information/ideas on variety of issues. • Great discussion with true pros who know their PR. • So many great ideas. Love the sharing program. • Open dialogue • Always great conversation & idea exchange • Forum • Feedback & Ideas • Useful tips from others in the field. • Many topic, lots of discussion. • This session is always the most helpful to me. • Real life/Actual situations 				

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Organizing priorities on projects as a 1-person department
- Time
- Not enough support
- Incorporating social media in our district
- Time management
- Communicating about a strategic plan over the long-term (not just initially)

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Introductions – chance for everyone to say name/location – more ideas? Less Q's?
- More webcasts (yeah, I know it's a lotta work)

9. ARE YOU A MEMBER OF INSPRA? Yes 100% No
17 Responses

10. I PARTICIPATED IN THIS TIPS & TACTICS SESSION:

IN PERSON 100% VIA THE WEBCAST 0%

11. DO YOU FOLLOW INSPRA ON THE FOLLOWING SOCIAL MEDIA SITES?

3 Response
Twitter 33%
Facebook 33%
LinkedIn 100%

12. HOW DID YOU LEARN ABOUT TODAY'S EVENT?

3 Responses
• Email
• Email
• Email

- New superintendent starting 7/1/2014
- Poor visibility
- Using social media in the most beneficial way.
- No communications person
- Communications specialist
- Internal Transparency

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- The location is a little far for districts downstate and in the south/southwest suburbs.
- More sessions about upcoming technologies/trends and crisis techniques.
- All handouts sent as links to attendees.
- Excellent work!
- Love the lunch & the topic. It's a keeper.

9. ARE YOU A MEMBER OF INSPRA? Yes 100% No
21 Responses

10. DO YOU FOLLOW INSPRA ON THE FOLLOWING SOCIAL MEDIA SITES?

15 Responses
Twitter 67%
Facebook 47%
LinkedIn 47%

11. HOW DID YOU LEARN ABOUT TODAY'S EVENT?

- 8 Responses
- Email
 - T&T flier and email
 - From last month's meeting
 - Email
 - Email
 - Website
 - Boss & Newsletter
 - Email

INS^{PR}A

“Strategic Public Relations” March 21, 2014 ~ (25 Surveys Completed)

1. **TOPIC** (Please circle) *Excellent* *Good* *Fair* *Poor*
23 responses 100%

2. **PRESENTER-Nora Carr:** *Excellent* *Good* *Fair* *Poor*
25 responses 100%

- Great presenter, a bit too much like a detailed class covering things we know but there were great reminders & ideas. Good speaker, knowledgeable, very good.
- Excellent job to bring in our NSPRA president.

3. **HANDOUTS:** *Excellent* *Good* *Fair* *Poor*
5 Responses 60% 40%

- No PP, no discussion on where to find it online
- Good if we can get it posted on the website.
- Need a few more copies
- Hopefully we'll get pdf's emailed to us.

4. **NETWORKING OPPORTUNITIES:** *Excellent* *Good* *Fair* *Poor*
24 Responses 54% 38% 4% 4%

- Would like some small group opportunities to meet others or an icebreaker.
- I like the opportunity for an organized lunch.

5. **FACILITY:** *Excellent* *Good* *Fair* *Poor*
23 Responses 61% 39%

- Improvements: Sound, internet access
- Need more AM coffee.
- Good room temperature.

6. **WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?**

24 Responses Yes 100% No

- The info & her down to earth presentation style, she is one of us!
- Stories
- Nora is an excellent presenter. Broke down strategic PR in easy to understand way.
- Great Theory, lots of applicable strategies – very engaging speaker.
- Nora Carr – excellent speaker. Really made strategic planning for PR interesting & exciting. I learned lots.
- Excellent speaker, fun, interesting for such a broad topic.
- Strategic imprint, exactly what I needed.
- Nora Carr – more like this!!!
- Inspirational – with good, practical advice/reminders
- Nora's great information & helpful ideas & strategies
- Presenter was engaging & informative.
- Nora is an amazing presenter and sure is extraordinarily knowledgeable.

- Very in-depth, very relevant
- Nora speaks the truth in useable, practical ways! She was a powerful speaker! What a huge feat for INSPRA to bring her here. Highly impactful professional development.
- Got good ideas, she spoke from a large district perspective. They have staff to do more. But still good. (I'm with a small district)

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Figuring out how to reach non-parents; getting superintendent to see strategic role.
- New superintendent, opening a health clinic at a high school.
- Investment/supporters
- Starting community outreach from ground up.
- Will be redrawing attendance boundaries!
- Interactive communications
- People expect the district to communicate about board political issues – blame us rather than the board.

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Thank you for investing in a great speaker.
- ½ day skill-based sessions on topics like video
- Great job! Good Presentation! Bravo!
- I like the new format.
- Reach out to non-school-related government, business organizations.
- More great speakers
- I'm very pleased in what INSPRA offers.
- 1st piece was info we already knew
- Send program reminders via email.
- Love the idea of spending funds on national speakers. Maybe have 1 in the fall and 1 in the spring.

9. ARE YOU A MEMBER OF INSPRA? Yes 88% No 12%
25 Responses

10. DO YOU FOLLOW INSPRA ON THE FOLLOWING SOCIAL MEDIA SITES?

16 Response
TWITTER 56%
FACEBOOK 63%
LINKEDIN 44%

11. HOW DID YOU LEARN ABOUT TODAY'S EVENT?

8 Responses

- Former boss let me know about program
- Community Relations Director forwarded me the invite
- INSPRA website – would like notices via email – Don't get reminders & forget to look at the website, almost missed this one.
- Attending T&T series. Thanks for getting the president of NSPRA to come to Illinois & give a presentation.
- Email
- Email
- Email
- Membership

INS^{PR}A

“Making Public Education & Personal Leadership Matter in a Kardashian World”

April 11, 2014 ~ (4 Surveys Completed)

- | | | | | |
|---|--------------------------|--------------------|-------------|-------------|
| 1. TOPIC (Please circle)
4 responses | <i>Excellent</i>
100% | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 2. PRESENTERS:
4 responses | <i>Excellent</i>
100% | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| • Best speaker all year, thank you! | | | | |
| 3. HANDOUTS:
4 Responses | <i>Excellent</i>
50% | <i>Good</i>
50% | <i>Fair</i> | <i>Poor</i> |
| • PowerPoint was very good, very interactive! | | | | |
| 4. NETWORKING OPPORTUNITIES:
4 Responses | <i>Excellent</i>
75% | <i>Good</i>
25% | <i>Fair</i> | <i>Poor</i> |
| 5. FACILITY:
3 Responses | <i>Excellent</i>
100% | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU? | | | | |
| 3 Responses | Yes 100% | No | | |
| • Reminder of our roles | | | | |
| 7. WHAT IS YOUR CURRENT TOP PR PROBLEM? | | | | |
| • FOIA Issues | | | | |
| • Communicating the challenges and expense of PARCC | | | | |
| • State funding rate unknown | | | | |
| 8. HOW COULD INS^{PR}A IMPROVE ITS SERVICE/SESSIONS? | | | | |
| • | | | | |
| 9. ARE YOU A MEMBER OF INS^{PR}A?
3 Responses | Yes 100% | No | | |
| 10. DO YOU FOLLOW INS^{PR}A ON THE FOLLOWING SOCIAL MEDIA SITES? | | | | |
| 2 Response2 | | | | |
| Twitter 50% | | | | |
| Facebook 50% | | | | |
| LinkedIn 0% | | | | |
| 12. HOW DID YOU LEARN ABOUT TODAY’S EVENT? | | | | |
| 2 Responses | | | | |
| • Email | | | | |
| • T&T Series Member | | | | |

LastName	FirstName	Organization
Aldworth	John	CSD99
Beery	David	Maine Twp. H.S. Dist. 207
Blaney	Jim	St. Charles CUSD 303
Bova	Jennifer Tempest	Woodland CCSD 50
Brehm	Kimberly A.	Lockport Township HSD 205
Brink	Danielle	DuPage High School Dist 88
Brooks	Erin	Township HSD 214
Browning	Jill	CHSD 99
Bryant	Jodi	H-F High School 233
Burda	Melissa	Evanston/Skokie School District 65
Carlsen	Julie	Naperville School District 203
Castagna	Nicole	Homewood-Flossmoor High School Dist 233
Clark, APR	Brett	Glenview School Dist #34
Clow	Bill	Harvard CUSD 50
Connolly	John	High School District 230
Connolly-Wilson	Christina	Waukegan Public Schools
Correll	Ellen	CCSD 46
De Vos-Barelli	Lori	Bremen HS District 228
Deming	Carolyn	Dept. of Homeland Security FEMA
Drown	Dalyn	Calumet Public School Dist 132
Dunkin	Theresa	Aptakisic-Tripp School Dist 102
Edwards	Norman	Calumet School District 132
Erdey	Carla	High School District 230
Fergus	Mary Ann	Illinois State Board of Education
Gaffney	Elaine	Crete-Monee H S Dist 201-U
Galvin	Audrey	CCSD 181
Geddeis, APR	Karen	Glenbrook H S Dist 225
Girard	Dr. Ron	Mundelein H S Dist 120
Glatz	Christine	INSPRA Administrator
Graves	Brian	Oswego 308
Guenther	Eric	Mundelein HS D120
Hansen	Shannon	Belvidere CUSD 100
Hanson	Deputy Chief	Mundelein HS D120
Hendren	Heath	IASB
Hichens	Lisa	Batavia High School Dist 101
Hockensmith	Jean	School District 45
Holland	Stacy	Lincoln-Way HS Dist 210
Junokas	Diane	Addison School Dist #4
Kedjjjian	Catherine	Deerfield Public School Dist 109
Kladis	Sara	Northbrook School Dist 28
Kollman	Robin Smith	Libertyville Elementary Dist 70
Koltz	Becky	Community High School Dist 94
Lee	Cathy	Waukegan Public Schools
Lightbourne-Coley	Raquel	Batavia Public School Dist 101

Mannion, APR	Peg	Glenbard Township HS Dist 87
McGuiggan, APR	Bridget	CCSD 181
McHugh, APR	Terri	School District 54
McLeod	Leslie	CCSD 46
Melinder	Amy	Woodridge School District 68
Meyer	Cheryl	CCSD 89
Miles	Venetia	Township HSD 214
Milone	Abby	School District U-46
Mogge	Patrick	School District U-46
Mooney	Emily	University of Illinois Chicago
Mooney	Todd	Elmhurst CUSD 205
Mortimer	Shannon	School District U-46
Munch	Kelley	Geneva CUSD 304
Puma	Jeffrey	Community High School District #155
Rice	Susan E.	Naperville School Dist 203
Ryan	Terry	Bensenville School Dist 2
Schroeder	Kathy	Elmhurst CUSD 205
Smith	Carol L.	Woodstock CUSD 200
Smith, APR	Melea	Elmhurst CUSD 205
Sorensen	Ken	North High School
Stith	Mary	Geneva CUSD 304
Strupeck	Allison	CUSD 300
Stuart	Stephanie	Champaign Unit 4 School Dist
Szczepaniak	Jim	Niles Township HS Dist 219
Todoric	Mary	Community H S Dist 128
Treacy	Kerri	Palos School District 118
Van Duch	Margaret	Fremont School District 79
Waite	John	CSD99
Walsdorf	Debra	Woodstock CUSD 200
Ware	Dr. Jody	Mundelein H S Dist 120
Wells	Karen	INSPRA Administration
Wood	Teri	Fenton Comm H S Dist 100
Zalewski	Sandra	Joliet Public Schools Dist 86

LastName	FirstName	Organization
Hockensmith	Jean	School District 45
McHugh, APR	Terri	School District 54
Kollman	Robin Smith	Libertyville Elementary Dist 70
Nash	Natalie	Crete-Monee School Dist 201-U
Kladis	Sara	Northbrook School Dist 28
Brehm	Kimberly A.	Lockport Township HSD 205
Hansen	Shannon	Belvidere CUSD 100
Gaffney	Elaine	Crete-Monee H S Dist 201-U
Zimmerman	Jenny	New Lenox School Dist 122
Loiacono	Erica	CUSD 200
Kedjidjian	Catherine	Deerfield Public School Dist109
Rice	Susan E.	Naperville School Dist 203
Lightbourne-Coley	Raquel	Batavia Public School Dist 101
Mogge	Patrick	School District U-46
Krakauer	Melanie	Glenbrook High School Dist 225
Tasso	Dan	Downers Grove Fire Department
Law	Bruce	Hinsdale High School District 86
Sanders	K.	Crete-Monee School District 201-U
Glatz	Christine	INSPRA Administrator
Liptrot	Kristine	Hinsdale District 86
Clark, APR	Brett	Glenview School Dist #34
Wells	Karen	INSPRA Administration
Brown	Dayna	McLean Co. Unit District #5
Chapin	Michael	Aurora West School District 129
Mannion, APR	Peg	Glenbard Township HS Dist 87
Browning	Jill	CHSD 99
Kruppe	Amy	Niles Elementary School Dist 71
Sullivan	Karin	Oak Park & River Forest High School Dist 200
Todoric	Mary	Community H S Dist 128
Wood	Teri	Fenton Comm H S Dist 100
Brink	Danielle	DuPage High School Dist 88
Smith	Carol L.	Woodstock CUSD 200
Walter	Vickie	Aptakisic-Tripp School Dist 102
McGuiggan, APR	Bridget	CCSD 181
Van Duch	Margaret	Fremont School District 79
Smith, APR	Melea	Elmhurst CUSD 205

LastName	FirstName	Organization
Anderson	Sherrri	Lake Park High School Dist 108
Bialobok	Jennifer	Lyons Twp HSD 204
Blaney	Jim	St. Charles CUSD 303
Bova	Jennifer Tempest	Woodland CCSD 50
Brehm	Kimberly A.	Lockport Township HSD 205
Brink	Danielle	DuPage High School Dist 88
Brooks	Erin	Township HSD 214
Browning	Jill	CHSD 99
Clow	Bill	Harvard CUSD 50
De Vos-Barelli	Lori	Bremen HS District 228
Dotson, Jr.	Earl	Rockford Public Schools District 205
Ewart	Julie	U.S. Dept. of Education
Fergus	Mary Ann	Illinois State Board of Education
Gaffney	Elaine	Crete-Monee H S Dist 201-U
Galvin	Audrey	CCSD 181
Hockensmith	Jean	School District 45
Holland	Stacy	Lincoln-Way HS Dist 210
Junokas	Diane	Addison School Dist #4
Kahover	Gail	Northbrook School Dist 27
Koch	Jill	Koch Creative Services
Kollman	Robin Smith	Libertyville Elementary Dist 70
Koltz	Becky	Community High School Dist 94
Krakauer	Melanie	Glenbrook High School Dist 225
Liptrot	Kristine	Hinsdale District 86
Loiacono	Erica	CUSD 200
Malek	Jean	Lake Zurich CUSD 95
Mannion, APR	Peg	Glenbard Township HS Dist 87
Marc	Tracy	Orland School District 135
Marshall	Tari	River Forest School Dist 90
Melinder	Amy	Woodridge School District 68
Miller	Celeste	Bettendorf Comm School Dist
Mogge	Patrick	School District U-46
Mooney	Emily	University of Illinois Chicago
Munch	Kelley	Geneva CUSD 304
Rosenwinkel	Kathy	Technology Center of DuPage/DAOES
Ryan	Terry	Bensenville School Dist 2
Ryan	Kathy	CCSD 62
Schlismann	Kristine	Joliet Township High School
Schroeder	Kathy	Elmhurst CUSD 205
Smith	Carol L.	Woodstock CUSD 200
Smith, APR	Melea	Elmhurst CUSD 205
Steinbrecher	Gina	West Chicago Elementary School Dist. 33
Strupeck	Allison	CUSD 300
Thunberg	Jessica	Township High School District 214

Todoric	Mary	Community H S Dist 128
Tramm	Bernadette	Park Ridge-Niles SD 64
Van Duch	Margaret	Fremont School District 79
Waldorf	Jennifer Korb	Downers Grove Grade SD 58
Walter	Vickie	Aptakisic-Tripp School Dist 102
Wells	Karen	INSPRA Administration
Wood	Teri	Fenton Comm H S Dist 100
Zimmerman	Jenny	New Lenox School Dist 122

LastName	FirstName	Organization
Bialobok	Jennifer	Lyons Twp HSD 204
Bova	Jennifer Tempest	Woodland CCSD 50
Brehm	Kimberly A.	Lockport Township HSD 205
Brink	Danielle	DuPage High School Dist 88
Browning	Jill	CHSD 99
Chapin	Michael	Aurora West School District 129
Clark, APR	Brett	Glenview School Dist #34
Clow	Bill	Harvard CUSD 50
De Vos-Barelli	Lori	Bremen HS District 228
Erdey	Carla	High School District 230
Fetchko	Larry	Oak Lawn - Hometown School Dist 123
Galvin	Audrey	CCSD 181
Geddeis, APR	Karen	Glenbrook H S Dist 225
Hockensmith	Jean	School District 45
Holland	Stacy	Lincoln-Way HS Dist 210
Junokas	Diane	Addison School Dist #4
Kedjidian	Catherine	Deerfield Public School Dist109
Kladis	Sara	Northbrook School Dist 28
Kollman	Robin Smith	Libertyville Elementary Dist 70
Krakauer	Melanie	Glenbrook High School Dist 225
Liptrot	Kristine	Hinsdale District 86
Malek	Jean	Lake Zurich CUSD 95
Mannion, APR	Peg	Glenbard Township HS Dist 87
Marc	Tracy	Orland School District 135
Mason	Iyanna	Thornton Fractional Twp HS 215
McGuiggan, APR	Bridget	CCSD 181
Melinder	Amy	Woodridge School District 68
Miles	Venetia	Township HSD 214
Miller	Celeste	Bettendorf Comm School Dist
Munch	Kelley	Geneva CUSD 304
Puma	Jeffrey	Community High School District #155
Ryan	Terry	Bensenville School Dist 2
Schlismann	Kristine	Joliet Township High School
Schroeder	Kathy	Elmhurst CUSD 205
Smith	Carol L.	Woodstock CUSD 200
Smith, APR	Melea	Elmhurst CUSD 205
Steinbrecher	Gina	West Chicago Elementary School Dist. 33
Todoric	Mary	Community H S Dist 128
Van Duch	Margaret	Fremont School District 79
Waldorf	Jennifer Korb	Downers Grove Grade SD 58
Woestman	Daniel	Rockford School Dist 205
Wood	Teri	Fenton Comm H S Dist 100
Zalewski	Sandra	Joliet Public Schools Dist 86

LastName	FirstName	Organization
Anderson	Sherr	Lake Park High School Dist 108
Beery	David	Maine Twp. H.S. Dist. 207
Behr	Faith	Behr Communications
Blaney	Jim	St. Charles CUSD 303
Bova	Jennifer Tempest	Woodland CCSD 50
Brehm	Kimberly A.	Lockport Township HSD 205
Brink	Danielle	DuPage High School Dist 88
Burda	Melissa	Evanston/Skokie School District 65
Carr	Nora	Guilford County Schools & NSPPRA President
Chapin	Michael	Aurora West School District 129
Clark, APR	Brett	Glenview School Dist #34
Clow	Bill	Harvard CUSD 50
DeFalco	Donna	Naper Settlement
Fetchko	Larry	Oak Lawn - Hometown School Dist 123
Gaffney	Elaine	Crete-Monee H S Dist 201-U
Geddeis, APR	Karen	Glenbrook H S Dist 225
Hockensmith	Jean	School District 45
Holland	Stacy	Lincoln-Way HS Dist 210
Inostroza	Julia	East Aurora School Dist 131
Junokas	Diane	Addison School Dist #4
Kahover	Gail	Northbrook School Dist 27
Kedjidjian	Catherine	Deerfield Public School Dist109
Kladis	Sara	Northbrook School Dist 28
Kollman	Robin Smith	Libertyville Elementary Dist 70
Krakauer	Melanie	Glenbrook High School Dist 225
Malek	Jean	Lake Zurich CUSD 95
Mannion, APR	Peg	Glenbard Township HS Dist 87
Marshall	Tari	River Forest School Dist 90
Mason	Iyanna	Thornton Fractional Twp HS 215
McGuiggan, APR	Bridget	CCSD 181
McHugh, APR	Terri	School District 54
Melinder	Amy	Woodridge School District 68
Miles	Venetia	Township HSD 214
Mogge	Patrick	School District U-46
Munch	Kelley	Geneva CUSD 304
Nagel	Richard	Nagel Commuications
Rosenwinkel	Kathy	Technology Center of DuPage/DAOES
Ryan	Terry	Bensenville School Dist 2
Schlismann	Kristine	Joliet Township High School
Schroeder	Kathy	Elmhurst CUSD 205
Smith	Carol L.	Woodstock CUSD 200
Smith, APR	Melea	Elmhurst CUSD 205
Steinbrecher	Gina	West Chicago Elementary School Dist. 33
Strupeck	Allison	CUSD 300

Todoric	Mary	Community H S Dist 128
Tramm	Bernadette	Park Ridge-Niles SD 64
Van Duch	Margaret	Fremont School District 79
Ward	Mindy	CCSD 62
Wells	Karen	INSPRA Administration
Wood	Teri	Fenton Comm H S Dist 100

LastName	FirstName	Organization
Anderson	Sherr	Lake Park High School Dist 108
Beach	Kara	CCDS 21
Bialobok	Jennifer	Lyons Twp HSD 204
Blaney	Jim	St. Charles CUSD 303
Bova	Jennifer Tempest	Woodland CCSD 50
Brehm	Kimberly A.	Lockport Township HSD 205
Brink	Danielle	DuPage High School Dist 88
Burda	Melissa	Evanston/Skokie School District 65
Carlsen	Julie	Naperville School District 203
Chapin	Michael	Aurora West School District 129
Clark, APR	Brett	Glenview School Dist #34
De Vos-Barelli	Lori	Bremen HS District 228
Erdey	Carla	High School District 230
Fetchko	Larry	Oak Lawn - Hometown School Dist 123
Geddeis, APR	Karen	Glenbrook H S Dist 225
Hamilton	Tony	Lemont H S District 210
Holland	Stacy	Lincoln-Way HS Dist 210
Kedjidjian	Catherine	Deerfield Public School Dist109
Kollman	Robin Smith	Libertyville Elementary Dist 70
Liptrot	Kristine	Hinsdale District 86
Malek	Jean	Lake Zurich CUSD 95
Mannion, APR	Peg	Glenbard Township HS Dist 87
Marc	Tracy	Orland School District 135
Mason	Iyanna	Thornton Fractional Twp HS 215
McGuiggan, APR	Bridget	CCSD 181
McHugh, APR	Terri	School District 54
McRoy	Darren	Winnetka Public Schools District 36
Melinder	Amy	Woodridge School District 68
Miller	Celeste	Bettendorf Comm School Dist
Mogge	Patrick	School District U-46
Mooney	Emily	University of Illinois Chicago
Mooney	Todd	Elmhurst CUSD 205
Munch	Kelley	Geneva CUSD 304
Randa	Larry	Valley View SD 365U
Rosen	Andrea	North Shore School Dist 112
Rosenwinkel	Kathy	Technology Center of DuPage/DAOES
Ryan	Terry	Bensenville School Dist 2
Schlismann	Kristine	Joliet Township High School
Schroeder	Kathy	Elmhurst CUSD 205
Smith	Carol L.	Woodstock CUSD 200
Strupeck	Allison	CUSD 300
Stuart	Stephanie	Champaign Unit 4 School Dist
Todoric	Mary	Community H S Dist 128
Van Duch	Margaret	Fremont School District 79

Walter	Vickie	Aptakasic-Tripp School Dist 102
Ward	Mindy	CCSD 62
Wood	Teri	Fenton Comm H S Dist 100
Woodland	Brian	Peel District School Board
Woodley	Jennifer	
Zalewski	Sandra	Joliet Public Schools Dist 86



Update: INSPRA on Social Media

Presented by Cathy Kedjidjian

October 18, 2013

With the recent introduction of a position on the INSPRA board overseeing social media activity, this report offers benchmark data to measure the growth of INSPRA's presence on social media, and a start of discussion of how INSPRA members can gain valuable professional development and interact professionally outside of meetings.

Facebook (<https://www.facebook.com/pages/Illinois-Chapter-of-the-National-School-PR-Assoc-INSpra/261942457172387>): 59 likes

- Recently have seen an increasing number of views and interactions (likes) with posts
- Key question: Because many people use Facebook for personal use, is this a lightly used resource for professional news?

Twitter (@INSpraBoard): 444 followers

- Recent posts have shared information about best practices in school PR (from members, and others), innovative programs and highlights from INSPRA events.
- Key question: Can INSPRA's Twitter feed become a primary go-to source of great resources and professional development for INSPRA members?

LinkedIn: 98 group members

- Light activity in discussions
- Key question: Do members check in on discussions?

Future Actions:

- Promote INSPRA's social media presence; directly ask members to join and be active participants in INSPRA's social networks. Develop an email for Chris/Karen to send to all members with a link to a survey on social media use (their professional use and their district's use), and a push to like us on Facebook, follow us on Twitter, and join the LinkedIn group.
- Start a weekly #INSpraChat on Twitter for professional development and networking



Update: INSPRA on Social Media

Presented by Cathy Kedjidjian

February 19, 2014

We heavily used all of our social media sites to promote the Distinguished Service Award nomination deadline, particularly during the last two days before the deadline. Peg will provide an update on the number of nominations submitted.

Here is the status of our social media sites:

- **Facebook:** 64 likes (up from 63 in January)
- **Twitter** (@INSPRABoard): 525 (Note incorrect number reported in January report.)
- **LinkedIn:** 104 group members (change from 109 in January)

Future Twitter Chat: Would like to discuss promoting #INSPRACHAT for next Friday, February 28 at noon. Topic options:

- Best practices and great finds in communication during recent polar vortex school closings
- How are you communicating Common Core?
- 5Essentials: Did you communicate it? Are you implementing it again this year?
- Internal communications: How do you reach you staff?
- Suggestions welcome!



Update: INSPRA on Social Media

Presented by Cathy Kedjidjian

March 21, 2014

Here is the status of our social media sites:

- **Facebook:** 64 likes (unchanged)
- **Twitter** (@INSPRABoard): 555 (Up from 525 in February)
- **LinkedIn:** 104 group members (unchanged)

Future Twitter Chat: Will promote #INSPRachat for Thursday, April 17 at noon. Topic options:

- How are you communicating Common Core?
- 5Essentials: How did you communicate last year's results? Are you implementing it this year?
- Internal communications: How do you reach you staff?
- Coaching key communicators: what tools do you provide front-line communicators (principals, office staff, etc.)
- Suggestions welcome!



Update: INSPRA on Social Media

Presented by Cathy Kedjidjian

April 10, 2014

Here is the status of our social media sites:

- **Facebook:** 66 likes (up from 64 in March)
- **Twitter** (@INSPRABoard): 574 (Up from 555 in March)
- **LinkedIn:** 109 group members (up from 104 in March)

Twitter Chat: Will promote #INSPRACHAT for Thursday, April 17 at noon. Topic:

Coaching key communicators: what tools do you provide front-line communicators (principals, office staff, etc.)



Cathy Kedjidjian <ckedjidjian@dps109.org>

Join #INSPRACHAT for Lunch & Learn on Thursday!

1 message

Chris Glatz <cglatz@managementservices.org>

Wed, Apr 16, 2014 at 3:07 PM

INSPIRA will be hosting a Twitter Chat Noon to 1:00pm (CST) tomorrow, Thursday, April 17!



Dear INSPRA Members,

One thing we hear often in Tips & Tactics surveys is how members would love to have more time to network and share ideas on timely topics that impact our daily work lives. We've found a solution:

A Twitter Chat: "Coaching Key Communicators"

Our first chat last fall went well, and we want to make it a regular event for us to connect with each other and learn. We will talk about ways to help key communicators – teachers, administrators, office staff, active parents – share the positive messages from their schools.

On Thursday, April 17 at noon, log into your personal Twitter account and enter #INSPRACHAT in the search bar. (We don't recommend that if you plan to Tweet responses that you participate from your district's account - though if you're only going to lurk, you certainly can use that account). The easiest way to follow a Twitter chat is by creating a column for #INSPRACHAT on Hootsuite or TweetDeck.

You'll see questions pop up (Tweets that start with Q1, Q2, etc.), and you can watch the answers in Tweets that start with A1, A2, etc, so it's easy to follow, filled with valuable information from your fellow INSPRA members.

Can't make it? We will archive the chat to share with members. Next school year, we hope to make #INSPRACHAT a regular event where we get together virtually to cover timely topics or hold "Member Needs Help" sessions!

Make sure to follow @INSPRABOARD and [like us on Facebook](#) for reminders about the upcoming chat, and instructions on how to join. See you on Twitter soon!

Questions? Email INSPRA VP of Communications Cathy Kedjidjian, ckedjidjian@dps109.org.



Update: INSPRA on Social Media

Presented by Cathy Kedjidjian

December 6, 2013

We continue to have growth in members on our social media sites:

- **Facebook:** 61 likes
- **Twitter (@INSPRABOARD):** 484 followers
- **LinkedIn:** 103 group members

Twitter Chat:

The first #INSPIRAchat on Twitter on November 8 showed promise! The statistics are attached ([and available online here](#)). If it becomes a scheduled, regular event, it will grow into a valuable professional development and networking tool for participants – with INSPRA at the hub. The survey put out after the chat (and shared on Twitter after the chat, and on FB and LinkedIn) didn't yield enough responses to reveal a clear direction for future chats. I propose that we send out the survey in January via email to all members.

Tweet Binder

November 08th, 2013

#INSPRACHAT REPORT NOV 2013 110 TWEETS

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[STATS](#)

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□ GENERAL STATISTICS

Created: November 8th, 2013 21:34:16

110 tweets

65.76% Original tweets (73)

18.91% Replies (21)

6.30% Retweets (7)

9.00% Links & pics (10)



62,006
Impacts

578
Followers per contributor

13.75
Tweets per contributor

4,630
Reach

8
Contributors

10
Links & pictures

□ ACTIVITY

21 of 21 replies 0

10 of 10 links & pics 0

73 of 73 original ... 0

7 of 7 retweets 0

Monday, 04 6:00 PM Tuesday, 05 12:00 PM Wednesday, 06 6:00 AM Thursday, 07 12:00 AM Thursday, 07 6:00 PM Friday, 08 12:00 PM 010203040500

2:01 PM 1:33 PM 6:00 PM 2:00 AM 10:00 AM Tuesday, 05 Wednesday, 06 Thursday, 07 Friday, 08



Try the new Twitter profile.

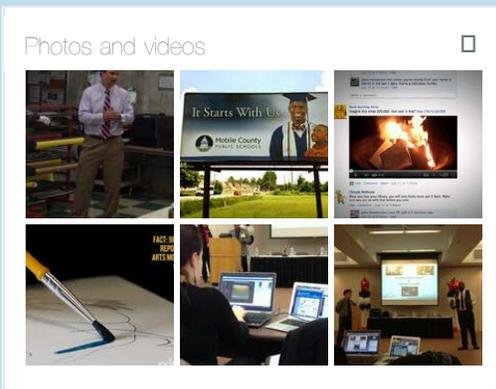
Give your profile a makeover: Choose a custom header image, pin a Tweet to the top, and show off your best stuff.

[Take a look!](#)

- Tweets**
- Following
- Followers
- Favorites
- Lists

TWEETS 1,526 FOLLOWING 915 FOLLOWERS 585

[Edit profile](#)



Tweets

- INSPRA** @INSPRABoard · Apr 29
 LAST CALL to register for Friday's DSA luncheon: ow.ly/wiHbX
 Expand Reply Delete Favorite More
- INSPRA** @INSPRABoard · Apr 25
 Last day to register for Distinguished Service Award luncheon! ow.ly/waOTu
 Expand Reply Delete Favorite More
- INSPRA** @INSPRABoard · Apr 25
 Help a colleague-results shared! MT @delainicole: Please take 5-min #schoolpr survey. Research for comm. committee. bit.ly/1kXYx7
 Expand Reply Delete Favorite More

- Who to follow · [Refresh](#) · [View all](#)
- David Cohen** @guitarpoint
 Followed by [HootSuite](#)
 Follow Promoted
 - ILASCD CLDN** @ILOLDN
 Followed by [Don White, Ph.D. ...](#)
 Follow
 - Fox News** @FoxNews
 Followed by [Scott Herr and oth...](#)
 Follow

Find people you know
 Import your contacts from Gmail

[Connect other address books](#)



INSpra @INSPrABOARD · Apr 14

The next #INSPrAchat is noon on Thurs. (4/17). Share your #schoolpr ideas on coaching key communicators.

Expand

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INSpra @INSPrABOARD · Apr 14

Consensus on the best video from @brian_woodland at T&T? All great! #halloffame #revalthesmile #thisisthenewyear #makeawave #peeltake3

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INSpra @INSPrABOARD · Apr 14

Have lunch at noon on Thurs. (4/17) with #INSPrAchat! All #schoolpr pros are welcome to share ideas on coaching key communicators.

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[Retweeted by INSpra](#)



Joel Gagne @joelgagne · Apr 13

#schools should be working to connect with their #community...not the other way around. #schoolpr #edchat #suptchat

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INSpra @INSPrABOARD · Apr 14

Join us Thurs. at noon, here (wherever you are) for #INSPrAchat: Coaching Key Communicators. Retweet so #schoolpr friends can share ideas!

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INSpra @INSPrABOARD · Apr 11

We laughed, we cried, we learned and were inspired. Thank you @brian_woodland for showing that #edmatters! ow.ly/i/5dh9Q

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INSpra @INSPrABOARD · Apr 11

How can a smile make you cry? @PeelSchools Share the Smile - thanks for sharing @brian_woodland! ow.ly/vH4k3

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INSPRA @INSPRABoard · Apr 11

The smallest acts of kindness impact the lives of the children we serve. [@brian_woodland](#) #edmatters

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Carla Erdey @CarlaErdey · Apr 11

Chief Storyteller...need to order new business cards! [@INSPRABoard](#)

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INSPRA @INSPRABoard · Apr 11

Tell stories...personal tales of success. #schoolpr #edmatters

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INSPRA @INSPRABoard · Apr 11

In #schoolpr, be passionate about the right things: the power of learning. [@brian_woodland](#) #edmatters

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Melanie Krakauer @MelKrak · Apr 11

"It is our job to place difficult issues on the agenda" -[@brian_woodland](#) on bringing discussion where it needs to be #edmatters [@INSPRABoard](#)

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INSPRA @INSPRABoard · Apr 11

One difficult topic that [@PeelSchools](#) addressed head on: mental health. [ow.ly/VGYr7](#)

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INSPRA @INSPRABoard · Apr 11

How good are you at "difficult"? Do you put the difficult items on the agenda, or do you avoid them? #schoolpr #edmatters

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INSPRA @INSPRABoard · Apr 11



Videos are a powerful way to get your message across in #schoolpr. @brian_woodland and @PeelSchools prove it!

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INSpra @INSPrABOARD · Apr 11

@brian_woodland ow.ly/V5deQZ Be the ally.

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Karen Geddeis, APR @KarenGeddeis · Apr 11

A BIG thank you to @Mary_Todoric for serving as president of @INSPrABOARD

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Mary Todoric @Mary_Todoric · Apr 11

Officially just sworn in as PAST president of @INSPrABOARD. That was one fast year! Looking forward to a great year with President Peg!

from Downers Grove

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Carla Erdey @CarlaErdey · Apr 11

New @INSPrABOARD President Peg Mannion & Past President @Mary_Todoric Proud to have served w/ & call you friends pic.twitter.com/17NY5j9O8K



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John Lyday @John_Lyday · Apr 11

@INSPRABoard @Mary_Todoric Congratulations to Peg. She'll do a great job as INSPRA President, just as Mary did. Thanks to both!

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INSPRA @INSPRABoard · Apr 11

...and members of the 2014-15 executive board...Thank you! ow.ly/i/5ddSs

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INSPRA @INSPRABoard · Apr 11

Our 2014-15 regional board! ow.ly/i/5ddlr

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INSPRA @INSPRABoard · Apr 11

Welcome new @INSPRABoard board members! ow.ly/i/5ddCc

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Brian Woodland @brian_woodland · Apr 11

@INSPRABoard what do Ella Fitzgerald and Marilyn Monroe have to do with this topic? See after the break. #edmatters

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INSPRA @INSPRABoard · Apr 11

The changing of the guard. @mary_todoric swears in new president Peg Mannion. ow.ly/i/5ddkl

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Carla Erdey @CarlaErdey · Apr 11

@INSPRABoard President @Mary_Todoric shares financial, programming & event success in Annual Report. #proud pic.twitter.com/pHqWoWo5ul



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INSpra @INSpraBoard · Apr 11

Outgoing president @mary_todoric presents much good news from our 2013-14 Annual Report. Membership up! ow.ly/15dcVX

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INSpra @INSpraBoard · Apr 11

After the break...why telling the truth is not enough from @brian_woodland #ed matters #schoolpr

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INSpra @INSpraBoard · Apr 11

@tfd215 Great!

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INSpra @INSpraBoard · Apr 11

#FF Need examples of how to have fun on social media? Follow @PeelSchools and see for yourself!

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INSpra @INSpraBoard · Apr 11

On social media, have fun to make connections. #ed matters #schoolpr

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INSpra @INSPrABOARD · Apr 11

How do we share excitement about our schools on social media? NOT: "Check out this interview with our superintendent." - @brian_woodland

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INSpra @INSPrABOARD · Apr 11

Be sincere and real. Don't tell people what they want to hear - tell the truth. #edmatters #schoolpr

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INSpra @INSPrABOARD · Apr 11

Helping staff understand the role they play is critical in #schoolpr #edmatters. More on this topic on Thursday, 4/17 at noon #INSPrAchat

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INSpra @INSPrABOARD · Apr 11

Simple rule for #schoolpr pros to get good PR: Always do a good job. Easy answer from @brian_woodland!

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INSpra @INSPrABOARD · Apr 11

@tfd215 Can you hear the speaker? We'll check on the video sound at break.

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INSpra @INSPrABOARD · Apr 11

You want to talk to unhappy people. If you handle a complaint well, you create loyalty. Welcome negative feedback! #edmatters #schoolpr

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INSpra @INSPrABOARD · Apr 11

Do we use the "human moment" when parents complain? #edmatters #schoolpr

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INSpra @INSPrABOARD · Apr 11

Book recommendation from @brian_woodland: "Crazy Busy"

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Mary Todoric @Mary_Todoric · Apr 11

Ask yourself: What have I done here today to serve students? #schoolpr @brian_woodland @INSPIRABoard

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Jennifer Bova @jennifer_bova · Apr 11

Enjoying a refreshing drink of communications reality from @brian_woodland who is our guest today at @INSPIRABoard #edmatters

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INSPIRA @INSPIRABoard · Apr 11

Kardashians: self focused. Good leaders: focused on others. #edmatters

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INSPIRA @INSPIRABoard · Apr 11

Hearing about the 7 Deadly Sins of Kim Kardashian from @brian_woodland

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Karen Geddeis, APR @KarenGeddeis · Apr 11

"Leadership is a process" -@brian_woodland @INSPIRABoard

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INSPIRA @INSPIRABoard · Apr 11

#schoolpr communicators are leaders. @brian_woodland says to ask yourself: What kind of leader are you?

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Mary Todoric @Mary_Todoric · Apr 11

Leadership looks beyond the present at what could be. #schoolpr @brian_woodland @INSPIRABoard

from Downers Grove



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INSPRA @INSPRABoard · Apr 11

Leaders give praise and say thanks. #edmatters

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- Teri Wood** likes your link: "Thank you to our friends at MinnSPRA..." last Wednesday
- Jenny Quinn** likes **Illinois Chapter of the National School PR Assoc. (INSPIRA)** about a month ago

Messages

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- Ariete Tidiane** ola coisa fofa
- Maureen Chertow Miller** Thanks. Good to know.
- Libertyville District** and that's why we're getting panic b...

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Reach your next milestone



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▼ 44.4% from previous week

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1:03

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The mission of INSPIRA is to strengthen support for Illinois public schools and improve education for students through responsible public relations.

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Post

Illinois Chapter of the National School PR Assoc. (INSPRA)
April 17

Almost time for #INSPRachat! Hope you'll join in today at noon (CST) to share ideas about coaching key communicators.

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Illinois Chapter of the National School PR Assoc. (INSPRA)
April 14

What's for lunch on Thursday? #INSPRachat! Topic: "Coaching Key Communicators." Log into Twitter at noon (CST), follow #INSPRachat, and bring your great ideas to share. Questions? Post them here. We will answer!



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Illinois Chapter of the National School PR Assoc. (INSPRA)
April 7

The next Tips & Tactics is coming this Friday – and it's sure to be a great one, with Brian Woodland, APR! Register today!

<http://www.inspra.org/events/april-tt-making-public-education-personal-leadership-matter-kardashian-world-12394>

Illinois Chapter of the National School PR Assoc. (INSPRA) shared a link.
April 23

Thank you to our friends at MinnSPRA for sharing a free webinar on District Mobile Apps – Wednesday, May 7 at 11:30am CST! You'll learn the latest trends in mobile app development for K12 and beyond.

Register here:
<https://www1.gotomeeting.com/register/470751016>



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Teri Wood likes this.

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Illinois Chapter of the National School PR Assoc. (INSPRA) shared a link.
April 7

And another thing! The Distinguished Service Awards will be held on May 2. Come honor those who have done an outstanding job promoting all that is great in education.

<http://www.inspra.org/features/distinguished-service-awards-luncheon-12587>



Distinguished Service Awards luncheon | INSPRA
www.inspra.org

The mission of INSPRA is to strengthen support for Illinois public schools and improve education for students through responsible public relations.

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Illinois Chapter of the National School PR Assoc. (INSPRA)
March 28

Did you miss Tips & Tactics last week with NSPRA president Nora Carr? The presentation was amazing, and so were the resources she has made available to INSPRA



2013-14
Tips & Tactics Workshops
Invest. Dig. Explore.

APRIL 11: Making Public Education & Personal Leadership Matter in a Kardashain World

INVEST *4.30 hours with highly lauded presenter Brian Woodland, APR, a seasoned PR pro who serves as director of communication & community relations for Peot Ridge School Board in Graysville.*

DIG *Insight strategies to deliver targeted messages to internal and external audiences.*

EXPLORE *How to make an authentic impact in the promotion of public education.*

The Promotion of Public Education

Presented by:
Brian Woodland, APR

In this provocative keynote, you'll discover how to be an education leader who makes a genuine, authentic impact in a world dominated by the false and evasive. From the power of the story, to the art of humility, you will learn how to become the "anti-Kardashian." Reality TV clips will provide examples and you'll learn about key strategies for breaking through the clutter and delivering key messages both internally and externally. Gain an awareness of old vs. new techniques and tools, learn the critical importance on becoming a "diversity ally", understand the role of social media as integral to school PR, and find out what will make an impact on a hard-to-reach public. And while you won't garner huge TV ratings, you will be able to deliver the message of public education—and have it heard and remembered!

Sessions are held at **WASDAWV, 2300 Waverly Road** (downers drive, Continental breakfast is included).

Cost:	
Members of INSRA's North-Central Region State Chapters	\$30 per live/webcast session or \$150 full series
Non-Members	\$50 per session
Students/Trainees	\$15 per session or \$75 full series

Registration:
Credit Card
Check

Online at: www.inspra.org
Email to: INSRA@INSRA.org, Box 47, Frankfort, IL 62423

Follow INSRA on Facebook, LinkedIn and Twitter (@INSRAboard)

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Illinois Chapter of the National School PR Assoc. (INSRA) shared a link.
March 18

Last call! RSVP to Friday's Tips & Tactics: Strategic PR with NSPRA President Nora Carr. Click for the details, then sign up TODAY!

<http://origin.library.constantcontact.com/download/get/file/1108721805943-407/Tips++Tactics+Mar+2014.pdf>

<http://origin.library.constantcontact.com/download/get/file/1108721805943-407/Tips++Tactics+Mar+2014>
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Illinois Chapter of the National School PR Assoc. (INSRA) shared a link.
March 7

How do issues of poverty impact school communications? INSRA member Bill Clow outlines the impact in the latest issue of the IASB Journal:

members. Log in and take a look!

<http://www.inspra.org/members/document-library/inspra-president-nora-carr-12582>

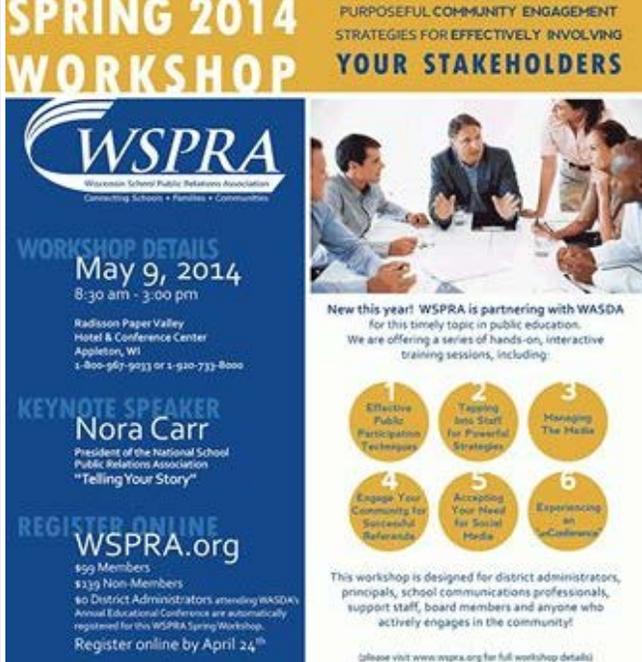
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Illinois Chapter of the National School PR Assoc. (INSRA)
March 27

Our friendly neighbors to the north, the Wisconsin School PR Association, are holding their spring workshops on May 9 – and you're invited! If you enjoyed Nora Carr's presentation at last week's Tips & Tactics, you have another opportunity to hear her great insight!



SPRING 2014 WORKSHOP
PURPOSEFUL COMMUNITY ENGAGEMENT STRATEGIES FOR EFFECTIVELY INVOLVING YOUR STAKEHOLDERS

WSPRA
Wisconsin School Public Relations Association
Connecting Schools • Families • Communities

WORKSHOP DETAILS
May 9, 2014
8:30 am - 3:00 pm

Radisson Paper Valley Hotel & Conference Center
Appleton, WI
1-800-967-9033 or 1-920-733-8000

KEYNOTE SPEAKER
Nora Carr
President of the National School Public Relations Association
"Telling Your Story"

REGISTER ONLINE
WSPRA.org

199 Members
1339 Non-Members
80 District Administrators attending WASDA's Annual Educational Conference are automatically registered for this WSPRA Spring Workshop.
Register online by April 24th

New this year! WSPRA is partnering with WASDA for this timely topic in public education. We are offering a series of hands-on, interactive training sessions, including:

- 1 Effective Public Participation Techniques
- 2 Tapping into Staff for Powerful Strategies
- 3 Managing the Media
- 4 Engage Your Community for Successful Referenda
- 5 Accessing Your Need for Social Media
- 6 Experiencing an "eConference"

This workshop is designed for district administrators, principals, school communications professionals, support staff, board members and anyone who actively engages in the community!

(please visit www.wspdra.org for full workshop details)

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Illinois Chapter of the National School PR Assoc. (INSRA) shared a link.
March 12

The March Tips & Tactics is March 21 – don't miss an engaging discussion on strategic PR with NSPRA President Nora Carr, APR.

17 people saw this post

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Illinois Chapter of the National School PR Assoc. (INSPRA)
February 14

TODAY is the day that you are going to recognize your teammates with a Distinguished Service Award nomination. TODAY IS THE DEADLINE!

Honor those who are the greatest cheerleaders for your schools, who build support by making strong connections to your community.

<http://www.inspra.org/files/DSA%20brochure%202014.pdf>



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Illinois Chapter of the National School PR Assoc. (INSPRA) shared a link.
February 13

Tomorrow is the deadline! Submit your nomination for INSPRA's Distinguished Service Awards, and honor those who prove that excellence in communication contributes to excellence in education.

<http://www.inspra.org/content/programs/distinguished-service-awards>

	<p>Distinguished Service Awards INSPRA www.inspra.org</p>
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Illinois Chapter of the National School PR Assoc. (INSPRA)
February 14

Give a Valentine's Day gift to someone who builds understanding and support of education: Submit your Distinguished Service Award nomination before the end of the day. Today is the deadline!

<http://www.inspra.org/files/DSA%20brochure%202014.pdf>



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Illinois Chapter of the National School PR Assoc. (INSPRA) shared a link.
February 13

Checking in to Facebook at lunch time? While you're at it, you can work on your nomination for INSPRA's Distinguished Service Awards! The deadline is tomorrow.

<http://www.inspra.org/content/programs/distinguished-service-awards>

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Illinois Chapter of the National School PR Assoc. (INSPRA) shared a link.
February 12

Have you submitted your nominations for this year's Distinguished Service Awards? Don't miss the chance to honor those who promote all that is great about your schools. The deadline is Friday.

<http://www.inspra.org/content/programs/distinguished-service-awards>

	<p>Distinguished Service Awards INSPRA www.inspra.org</p>
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The mission of INSPRA is to

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INSPRA (The Illinois chapter of the National School Public Relations Association)

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INSPRA (The Illinois chapter of the National School Public Relations Association) is now an open group Manager's Choice

Mary Todoric

Director of Communications at Community High School District 128

I am pleased to announce that the INSPRA Group was just switched to an open discussion group. All future discussions will be fully...

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Free Webinar on District Mobile Apps on May 7

Catherine Kedjidjian

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Thank you to our friends at MinnSPRA for sharing a free webinar on District Mobile Apps - Wednesday, May 7 at 11:30am CST! You'll learn the latest trends in mobile app development for K12 and beyond. Register here: [https://www1.gotomeeting.com/re ...](https://www1.gotomeeting.com/re...)

Wed, May 7, 2014 11:30 AM - 12:30 PM CDT www1.gotomeeting.com

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Lunch and Learn with #INSPRAchat!

Catherine Kedjidjian

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Have lunch at noon on Thursday, 4/17, with #INSPRAchat! Log into Twitter and follow #INSPRAchat to share ideas on coaching key communicators. What training, tips and tools do you provide your front-line communicators to help them promote your ...

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Members of this Group



Carol Smith

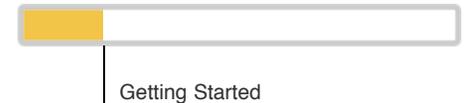
Director of Community Services at Woodstock Community Unit School District 200

Unfollow Carol

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Start by commenting in a discussion. Group participants get 4x the number of profile views.



Latest Activity



David Kellogg started a discussion in [INSPRA \(The Illinois chapter of the National School Public Relations Association\)](#). [New Research, Comparing Social Network Trends for 2014](#) Explore four major findings from research reports tracking social network trends in social media marketing and the content that works best on each. [New Research,](#)



[Comparing Social Network Trends for 2014](#)

Explore four major findings from research reports tracking social network trends in social media marketing and the content that works best on each. 13m ago



Catherine Kedjidjian started a discussion in [INSPRA \(The Illinois chapter of the National School Public Relations Association\)](#). [Free Webinar on District Mobile Apps on May 7](#) Thank you to our friends at MinnSPRA for sharing a free webinar on District Mobile Apps - Wednesday, May 7 at 11:30am CST! You'll learn the latest



WSPRA Workshops on May 9

Catherine Kedjidian

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Our friendly neighbors to the north, the Wisconsin School PR Association, are holding their spring workshop on May 9 - and you're invited! If you enjoyed Nora Carr's presentation at last week's Tips & Tactics, you have another opportunity to hear ...

wspra.org wspra.org
wspra.org

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Rapid change is a constant in our industry

Melea Smith, APR

Director of Communications and Public Relations at Elmhurst Community Unit School District 205

Very apropos to what we do in school PR.



[State of PR: When the Worlds of PR and Publishing Collide](#)

linkedin.com

Public relations, unlike marketing, is an industry where your comfort level with and ability to adapt to change is a requirement for success. Unlike other facets of marketing where shifts are slower, PR is dynamic.

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Today's the last day to RSVP for Friday's (3/21) Tips & Tactics: Strategic PR with NSPRA President Nora Carr!

Catherine Kedjidian

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Click for details and registration information: <http://www.inspra.org/events/march-tt-strategic-pr-12393>

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Interested in APR? INSPRA Supports You!

Catherine Kedjidian

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Apply for INSPRA's APR scholarship to cover the cost of the online course and test fee (a \$500 award); three scholarships are available! The deadline to submit your application is March 7 if you plan to sit for your readiness review at the annual ...

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trends in mobile app development for K12 and beyond.... [more](#) Wed, May 7, 2014 11:30 AM - 12:30 PM CDT
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Annual Membership Survey

[Catherine Kedjidjian](#)

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

Members, please take INSPRA's annual membership survey; your input will help INSPRA plan the most valuable programs, and help all of us have a greater understanding of our profession. It's quick and easy - like so few things that we do everyday! ...



[INSPRA annual membership survey](#) inspra.org

INSPRA members, On behalf of the INSPRA Board, I am writing to ask your assistance. Your input is needed to help INSPRA provide its members with the most meaningful professional development opportunities and events throughout the 2014-15 school...

Like Comment Unfollow 2 months ago



2014 Communication Contest Committee Members Needed!

[Catherine Kedjidjian](#)

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

INSPRA members, it's time to start planning for the 2014 INSPRA Communications Contest! If you would like to join the Communications Contest planning committee, contact Dani Brink at dbrink@dupage88.net or 630-530-3989 by Friday, Feb. 28. We look ...

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FRIDAY: Nomination deadline, Distinguished Service Awards! Honor those who connect community to the great work happening in schools....

[Catherine Kedjidjian](#)

Coordinator of Communications and Community Relations at Deerfield Public Schools District 109

[Distinguished Service Awards | INSPRA](#) inspra.org

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[Debbora Woods, MBA](#)

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