

The "Mark of Distinction" Recognition Program
for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: Iowa School Public Relations Association (ISPRA)

Chapter President: Jamie Evans

President's contact information

District/Organization: West Des Moines Community Schools

Address: 3550 Mills Civic Parkway

City/State/Zip Code West Des Moines, IA 50265

Telephone: 515-633-5021 e-Mail: evansj@wdmcs.org

Right to Use Materials Statement

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

Signature of Chapter President: Jamie Evans

Application Process Checklist

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

Mark of Distinction Entry Specifics

Chapter: ISPRA

Please complete and include the information below for each individual entry

X

Section I: Membership Building

- Current number of chapter members 56
 - NSPRA-provided membership baseline number as of June 1 _____
 - Number of chapter members who belong to NSPRA as of April 30 24
-

X

Section II: Special Focus Areas

X Category A – chapter has less than 50% NSPRA membership

_____ Category B – chapter has 50% or more NSPRA membership

X

1. Professional Development/PR Skill Building

X

2. Special PR/Communication Program, Project or Campaign

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

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

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

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

_____ 3. Coalition-Building/Collaborative Communication Effort



NSPRA Chapter of Distinction APPLICATION

Submitted by
Jamie Evans, ISPRA President 2015-2017
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May 15, 2017

The Iowa School of Public Relations Association (ISPRA) would like to request consideration for NSPRA recognition as a Chapter of Distinction for work we have done to build and maintain our membership and expand our programs during 2015-17.

At the start of the 2015-17 term, all ISPRA board members were in new positions, and three of the members had not been on the board before. We were all excited about the new energy and looked forward to working together to provide a great ISPRA experience for all of our members. We wanted to continue the momentum started by the previous ISPRA board. Over the past two years, we have had two annual planning sessions and online meetings. Below are our key focus areas.

- Learn board roles and responsibilities, and find a balance between jobs and ISPRA responsibilities
- Continue to grow membership and improve member benefits and experiences
- Encourage membership and participation at the national level (NSPRA)
- Increase member participation in professional development offerings

Membership

Over the past six years we have managed to steadily grow our membership.

Membership Through the Years

- 2011-12 - 29 members
- 2012-13 - 30 members
- 2013-14 - 40 members
- 2014-15 - 49 members
- 2015-16 - 53 members
- 2016-17 - 57 members

Because Iowa is a small state, the steady growth we have seen is a positive. Our intention is to see ISPRA's membership continue to grow as more Iowa school districts find themselves needing public relations and communications assistance.

Over the past two years, we have been working on laying the groundwork to help establish partnerships with other local professional organizations (i.e. SAI, IASB, and PRSA). This idea was presented at the NSPRA National Annual Meeting in 2016, and we felt it was a concept that was worth pursuing. We would like to provide even more learning opportunities for our membership, and our hope would be that these other organizations would find value in what ISPRA is offering.

We also have seen an increase in ISPRA's involvement at the national level. We were purposeful in our communication over the past two years. We shared more of the following:

- shared NSPRA's resources
- talked to members about joining NSPRA and the value of the membership
- sharing and convincing members to attend the National Seminar

Currently, 24 ISPRA members are NSPRA members, which is almost half of our membership. Our intention is to work towards obtaining 50 percent.

We are also proud of two ISPRA members, Nicole Lawrence (2015) and Jennifer Woodley (2017), who were named to NSPRA's 35 Under 35.

ISPRA board members have also attended NSPRA's Annual Meetings, events, and regional conference calls.

The number of ISPRA members attending the NSPRA National Conference has also increased. We reached an all-time high in Chicago this past year; 13 members attended. ISPRA members were encouraged to apply for the many scholarships that are available through NSPRA. One of our members was fortunate enough to receive one of the scholarships, allowing them attend for the first time.

Member Benefits and Programming

The ISPRA board continued to build upon the foundation that was laid by the previous board. Below are explanations of the opportunities and benefits offered.

Monthly Learning Opportunities

We continued to offer monthly learning opportunities at no charge to members. These opportunities included:

- PR Power Hours offered by NSPRA
- Book Club - "Poke the Box"
- Virtual Round Table Discussions - an opportunity for members to share their thoughts and discuss hot topics virtually

NEW! More Access to Monthly Learning Opportunities

Providing the ISPRA opportunities to all our members was an important objective for the ISPRA board. Because we have members from all around the state it isn't practical to think that our members are will drive hours for a one-hour session. To help provide ISPRA learning opportunities to all members, we purchased a subscription to ZOOM, a video conferencing service. This allowed us to offer more professional growth opportunities to our full membership.

In one instance, we were able to use ZOOM and offer a special session where we partnered with the AEAs and the Department of Education to discuss a topic that would be affecting all school districts in Iowa.

We have received positive feedback by offering this as an option.

NEW! Online Payment System

ISPRA moved to using PayPal as a payment system for memberships, conference registrations, and the communications contest. As more school districts are using P-Cards we wanted to offer a way for our members to be able to use their cards. Also, we were trying to find a more convenient way to collect on invoices and manage monies. Our members and treasurer have been thrilled with the results. It took about half as much time to collect membership dues this year as it has in the past.

NEW! ISPRA Members Shared Folder - Resources and More

A resource Google Drive folder has been created as a place for ISPRA members to share and find resources. Everyone can benefit from sharing and looking at what other district's have done in regards to crisis planning, communication plans, diversity, social media, bond issues, and much more. We are encouraging ISPRA members to share information in this folder to create a library of strong resources.

Membership Survey (included)

A membership survey was completed in 2016 to garner information about our members. The summary was sent to all members to be used as needed. One way it could be used was to use the summary as information to be better recognized and valued as critical members of school/district leadership teams. In the hopes to increase participation we offered an incentive - a \$200 discount to the NSPRA National Seminar.

ISPRA History

The ISPRA History, a collection of ISPRA boards and learning opportunities, has not been updated for several years. This will be completed and shared with our membership this summer.

Google Group

The ISPRA Google Group continues to be our strongest communication tool. We have had a range of questions from clown sightings to annual reports, to requests for style guides and a discussion on how districts are responding to Netflix's "13 Reasons Why." Members have been vocal about how thankful they are to have this community of PR professional. It is comforting to know you have a group of peers that you trust and have a place to ask the hard questions and brainstorm.

Newsletters (samples are included)

During the past four years we have provided newsletters for members in an effort to promote membership, recognition of accomplishments, and educational opportunities. Additional items that have been added:

- President's Letters
- Shout Outs! Thank you for your time and talent!
- Resources

Communications Contest and Awards Night

We continued to grow our annual Communications Contest and Award Night. Communication Contest entries are on the rise along with Awards Night attendees.

Communications Contest

- 2014 Awards Night - 51 entries from 12 different school districts
- 2015 Awards Night - 74 entries from 14 different school districts
- 2016 Awards Night - 84 entries from 20 different school districts
- 2017 Awards Night - 100 entries from 20 different school districts

We continued the Communicator of the Year Award in our annual communications contest to recognize an ISPRA member for excellence in communication. The winners receive a paid registration to the annual NSPRA seminar.

The Department of the Year Award was added this year. This award recognized participants of the ISPRA Communication Contest. The winner is determined by adding a district's top score from each category entered. The district with the highest overall score earns the award.

Conferences

Our conferences have also seen an increase in attendance.

- 2015 Fall Conference - 24 Attendees
- 2016 Spring Conference Attendees - 35 Attendees
- 2016 Fall Conference Attendees - 26 Attendees
- 2017 Spring Conference Attendees - 42 Attendees

The conferences provided professional development that was relevant to our membership. In fall 2015, we were able to have Stephen Nichols, APR attend our conference as our keynote speaker. Stephen presented on "Courageous Conversations: Addressing Diversity and Equity in the School Environment." Other conference topics from the past two years include communications planning, school funding advocacy, when a crisis goes viral, mom marketing, welcoming LGBT vocabulary and culture, infographics and visual marketing, Facebook Live tutorial, website accessibility, storytelling, and change leadership.

We continually hear how much ISPRA members enjoy their time with each other learning and networking.

We continue to work on possible new initiatives that include a new website, rebranding, strategic communications plan, starting a speaker's bureau, and a crisis calling tree.

Connect with ISPRA!

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

Supporting documents are included on the following pages.

NSPRA National Seminar Email - Chicago 2016

Many of the ISPRA members had never attended a NSPRA National Seminar. The board members that attended the National Seminar worked towards providing the ISPRA members that best experience they could have. We provided emails with information about fellow ISPRA Members, the group lunch, and the NSPRA sponsored events. The board members made themselves available to answer questions and be of assistance.

The Email that was sent to ISPRA members:

Good Morning! I am about ready to head to Chicago and wanted to send a quick email before I hit the road. I am so excited that ISPRA is going to be represented at NSPRA's national conference this year! We have 13 ISPRA members (that I am aware of) attending. Here is a list of attendees below:

- Courtney Croatt - Heartland AEA - ccroatt@heartlandaea.org
- Janelle Darst - Cedar Falls - janelle.darst@cfschools.org
- Jamie Evans - West Des Moines - evansj@wdmcs.org
- Mattia Hansen - SE Polk - mattia.hansen@southeastpolk.org
- Marcia Huges - Cedar Rapids - mhughes@cr.k12.ia.us
- Renee Nelson - Grant Wood AEA - rnelson@gwaea.org
- Celeste Miller - Bettendorf - cmiller@bettendorf.k12.ia.us
- Nicole Lawrence - Waukee - nlawrence@waukeeeschools.org
- Phil Roeder - Des Moines - phillip.roeder@dmschools.org
- Valerie Taylor Hill - Grant Wood AEA - vhill@gwaea.org
- Tara Thomas - Waterloo - thomast@waterlooschools.org
- Alexandra Wade - West Des Moines - wadea@wdmcs.org
- Jennifer Woodley - Great Prairie AEA - jennifer.woodley@gpaea.org

I know that this is the first time at a NSPRA seminar for some of you so I wanted to provide some insight that might be helpful. Below is some general information about the seminar.

Seminar Registration

You will want to check in at the registration area located on the 7th floor of the Chicago Marriott Downtown Magnificent Mile. You may check in on Sunday from 7:30 a.m.-6:30 p.m. and Monday from 7:30 a.m. to 5 p.m. Here you will receive details and information about the seminar. I would recommend taking some time to read through the different session descriptions being offered and make a game plan for the days ahead. You can also do this ahead of time by downloading the seminar app. This app has most the information you will need to know about the conference at your fingertips. The app contains session details, times and locations; bookstore, marketplace and sponsor details; social media streams; hotel information and directions; timely notifications and updates. You can find it in the app store under NSPRA by Blackboard Inc.

Seminar Information

For more information on the seminar please visit NSPRA's website at <http://www.nspira.org/national-seminar>.

Social Events

All of the social events are optional, but I wanted to make sure everyone knew about the planned events. It is a good time to get to know your fellow ISPRA members and have a little fun!

- Monday, July 18 - ISPRA Lunch at 12:30 p.m. after the General Session - Location TBD
- Monday, July 18 - Blackboard sponsors a night out - I will send information in a separate email if you are interested
- Tuesday, July 19 - School Messenger sponsors a night out. The event is free but tickets are required. If you haven't yet confirmed your ticket, add your name to the wait list (<http://www.schoolmessenger2016.com/>), or visit the SchoolMessenger booth or INSPRA table for information.

Visit INSPRA's website for more information on events <http://www.inspra.org/NSPRANationalSeminar.aspx>.

Social Media

Don't forget to mention @IowaSPRA and #NSPRA2016 in your tweets.

I will touch base tomorrow with a group text and information about a group lunch on Monday. In the meantime if you have any questions please do not hesitate to contact me and I will do my best to help. My cell phone is [515-991-5650](tel:515-991-5650). I look forward to seeing you all in the Windy City - one of my favorites places to visit!



2016-17 Membership Directory

ISPPRA OFFICERS

Jamie Evans President, West Des Moines CSD evansj@wdmcs.org	Laura Sprague Vice President, Johnston CSD laura.sprague@johnston.k12.ia.us	Michael Cyze Treasurer, Dubuque CSD mcyze@dbqschools.org	Nicole Lawrence Secretary/Awards Chair, Waukee CSD nlawrence@waukeeschools.org	Dawn Saul Membership, Davenport CSD saulda@davenportschools.org	Celeste Miller Past President, Bettendorf CSD cmiller@bettendorf.k12.ia.us
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First Name	Last Name	Org/Dist	Position	Address	City	Zip	Email	Direct Phone	District Mail	Cell Phone
Cynthia	Angerth	Iowa School for the Deaf	Outreach Coordinator	3501 Harry Langdon Blvd.	Council Bluffs	51503	cangeroth@iowaschoolforthe deaf.org	712-366-3213	712-366-0571	
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Nancy	Brown		Lifetime Membership (2015) - Retired Great Prairie AEA				nancyb_593@hotmail.com			
Courtney	Croatt	Heartland AEA	Communication Specialist	6500 Corporate Drive	Johnston	50131	ccroatt@heartlandaea.org	515-270-0405 x14474	515-270-9030	712-790-4248
Michael	Cyze	Dubuque CSD	Director of School and Community Relations	2300 Chaney Road	Dubuque	52001	mcyze@dbqschools.org	563-552-3020		
Janelle	Darst	Cedar Falls CSD	Coordinator of Communications & Community Relations	1002 W. 1st St.	Cedar Falls	50613	janelle.darst@cfschools.org	319-553-2426		
Sue	Deike	Mason City CSD	Office of the Superintendent/Board Matters/Community Relations & Communications	1515 S. Pennsylvania Ave.	Mason City	50401	sdeike@masoncityschools.org	641-421-4401		
Justin	DeVore	Charles City CSD	Information Specialist/Director of Communications	500 N Grand Ave.	Charles City	50616	jdevore@charlescityschools.org	(641) 257-6500		
Steve	Doser	College CSD	Communications Director	401 76th Ave. SW	Cedar Rapids	52404	sdoser@prairiepride.org	319-848-5437	319-848-5200	319-721-7380
Jamie	Evans	West Des Moines CSD	Communication Specialist	3550 Mills Civic Pkwy	West Des Moines	50265	evansj@wdmcs.org	515-633-5021	515-633-5000	515-991-5650
Kay	Graber		Lifetime Membership (2001)							
Kathy	Hanson	Ames CSD	Director of School Communication & Media Relations	415 Stanton Ave.	Ames	50014	kathy.hanson@ames.k12.ia.us	515-268-6651	515-266-6600	515-450-9588
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Tracy	Harms	School Administrators of Iowa	Communications Director	12199 Stratford Drive	Clive	50325	tharms@sai-iowa.org	515-267-1115		
Jessica	Hartgers	Bondurant-Farrar CSD & North Polk CSD	Communication Specialist	13255 Hwy. F34 West	Colfax	50054	jessica_hartgers@bondurant.k12.ia.us	515-306-2178		
Kristin	Heidemann	Forest City CSD	Communications Director	101 Fairmeadows Lane	Forest City	50436	kheidemann@forestcity.k12.ia.us	641-251-1135		
George	Held		Lifetime Membership (2014) - Retired GW AEA					319-399-6714	319-399-6700	319-551-7411
Kim	Hellige	Ottumwa CSD	Director of Community Programs	422 McCarroll Drive	Ottumwa	52501	kim.hellige@ottumwaschools.com	641-684-6597 x141	641-684-6597	
Marcia	Hughes	Cedar Rapids CSD	Community Relations Supervisor	2500 Edgewood Road NW	Cedar Rapids	52405	mhughes@cr.k12.ia.us	319-558-1194	319-558-2124	
Staci	Hupp	Iowa Department of Education	Communications Director	400 E 14th St	Des Moines	50319	staci.hupp@iowa.gov	515-281-5651		
JoAnn	Jensen	St. Albert Catholic Schools	Director of Enrollment and School Relations	400 Gleason Ave.	Council Bluffs	51503	jensenj@saintalbertschools.org	712-329-9000		
Connie	Johnson	Prairie Lakes AEA	Director of Communications	500 NW 6th St.	Pocahontas	50574	cjohnson@aea8.k12.ia.us	712-335-3588 ext. 2015	712-335-3588	515-570-1979
Samantha	Kampman	Ankeny CSD	Communications Coordinator	306 SW School St.	Ankeny	50023	samantha.kampman@ankenyschools.org	515-289-3950	515-965-9600	
Marti	Kline		Lifetime Membership (2013) - Retired IASB and SEP	9804 NE 40th Ave.	Mitchellville	50312	marti.kline@gmail.com			515-556-2382
Jennifer	Lane	Fort Dodge CSD	Director of Communications	104 South 17th St.	Fort Dodge	50501	jlane@fort-dodge.k12.ia.us	515-574-5668	515-576-1161	
Nicole	Lawrence	Waukee CSD	Communications Coordinator	560 SE University Ave.	Waukee	50263	nlawrence@waukeeschools.org	515-987-5161 ext. 4545	515-987-5161	515-681-0031
Ann	Lebo	Grundy Center CSD	Secondary Principal	1006 M Ave.	Grundy Center	50638	alebo@spartanpride.net	319-825-5449	319-825-6415	
Amanda	Lewis	Des Moines Public Schools	Communications Officer	2100 Fleur Drive	Des Moines	50321	amanda.lewis@dmschools.org	515-451-3336		
Celeste	Miller	Bettendorf CSD	Director of Communications	3311 18th St.	Bettendorf	52722	cmiller@bettendorf.k12.ia.us	563-359-3681 x3005	563-359-3681	563-529-2501
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Beth	Strike	AEA 267	Site Superintendent/Director of Communications	9184 265th St, Ste. B	Clear Lake	50428	bstrike@aea267.k12.ia.us	641-355-4254	641-357-6125	641-430-2181
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2015-16 Membership Directory

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Janelle	Darst	Cedar Falls	Coordinator of Communications & Community Relations	1002 W. 1st Street	Cedar Falls	50613	janelle.darst@cfschools.org	319-553-2426			
Marcia	Hughes	Cedar Rapids CSD	Community Relations Supervisor	2500 Edgewood Road NW	Cedar Rapids	52405	mhughes@cr.k12.ia.us	319-558-1194	319-558-2124		
Justin	DeVore	Charles City CSD	Information Specialist/Director of Communications	500 N Grand Ave	Charles City	50616	jdevore@charlescitieschools.org	(641) 257-6500			
Steve	Doser	College CSD	Communications Director	401 76th Avenue Ave SW	Cedar Rapids	52404	sdoser@prairiepride.org	319-848-5437	319-848-5200	319-721-7380	
Diane	Ostrowski	Council Bluffs CSD	Supervisor of Community Services	12 Scott Street	Council Bluffs	51503	dostrowski@cb-schools.org	328-6443	712-328-6514		
Dawn	Saul	Davenport CSD	Communications and Media Relations	1606 Brady Street	Davenport	52803	saulda@davenportschools.org	563-336-5088	563-336-5000	563-650-4039	
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Tricia	Pitz	Dubuque	Web and Print Designer	2300 Chaney Road	Dubuque	52001	tpitz@dbqschools.org	563-552-3032			
Jennifer	Lane	Fort Dodge CSD	Director of Communications	104 South 17th Street	Fort Dodge	50501	jlane@fort-dodge.k12.ia.us	515-574-5668	515-576-1161		
Renee	Nelson	Grant Wood AEA	Communications Supervisor	4401 Sixth St SW	Cedar Rapids	52404	rnelson@gwaea.org				
Valerie	Taylor-Hill	Grant Wood AEA	Public Information Specialist	4401 Sixth Street	Cedar Rapids	52404	vhill@gwaea.org	319-399-6824	3193996824		
Nancy	Brown		Communication Specialist Lifetime Membership (2015) - Retired Great Prairie AEA				nancyb_593@hotmail.com				
Jennifer	Woodley	Great Prairie AEA	Communication Specialist	3601 West Avenue	Burlington	52601	jennifer.woodley@gpaea.org	319-753-6561 x1232	319-753-6561	319-470-4021	
Courtney	Croatt	Heartland AEA	Communication Specialist	6500 Corporate Drive	Johnston	50131	ccroatt@heartlandaea.org	515-270-0405 x14474	515-270-9030	712-790-4248	
Claire	Sowder	Formerly of Heartland AEA		2904 SE Weathestone Stre	Gimes	50111	clairesowder@gmail.com	515-979-0392			
Kristin	Pedersen	Iowa City Community Schools	Coordinator of Community Affairs	1725 North Dodge St.	Iowa City	52245	pedersen.kristin@iowacityschools.org	319-688-1000			
Chace	Ramey	Iowa City Community Schools	Chief Community Affairs Office	1725 North Dodge St.	Iowa City	52245	ramey.chace@iowacityschools.org	515-688-1000			
Staci	Hupp	Iowa Department of Education	Communications Director	400 E 14th St	Des Moines	50319	staci.hupp@iowa.gov	515-281-5651			
Cynthia	Angerth	Iowa School for the Deaf	Outreach Coordinator	3501 Harry Langdon Blvd	Council Bluffs	51503	cangerth@iowaschoolforthe deaf.org	712-366-3213	712-366-0571		
Laura	Sprague	Johnston CSD	Director of Communications	PO Box # 10	Johnston	50131	laura.sprague@johnston.k12.ia.us	515-278-0470 x154	515-278-0470	515-770-6206	
Jane	Morrison	Johnston CSD	Communications Coordinator				jane.morrison@johnston.k12.ia.us				
Sandie	Rohrer	Linn-Mar Schools	Communications and Media Relations Coordinator	2999 N. Tenth Street	Marion	52302	srohrer@linnmar.k12.ia.us	319-447-3005	(319) 447-3000	319-310-3138	
Andrew	Potter	Marshalltown CSD	Director of Communications	317 Columbus Drive	Marshalltown	50158	apotter2@marshalltown.k12.ia.us		641-754-1000		
Sue	Deike	Mason City Community Schools	Office of the Superintendent/Board Matters/ Community Relations & Communications	1515 S. Pennsylvania Ave.	Mason City	50401	sdeike@masoncityschools.org	641-421-4401			
Lisa	Mosier Bunn	Muscatine CSD	Board Secretary	2900 Mulberry Ave.	Muscatine	52761	lisa.bunn@mcsdonline.org	515-263-7223			
Kim	Hellige	Ottumwa CSD	Director of Community Programs	422 McCarroll Drive	Ottumwa	52501	kim.hellige@ottumwaschools.com	641-684-6597 x141	641-684-6597		
Tracy	Harms	School Administrators of Iowa	Communications Director	12199 Stratford Dr.	Clive	50325	tharms@sai-iowa.org	515-267-1115			
Alison	Benson	Sioux City CSD	Director of Communications and Community Engagement	627 4th St	Sioux City	51101	bensona@live.siouxcityschools.com	712-224-7471	712-279-6667	712-266-5023	
Mattia	Hanson	Southeast Polk CSD	Community Relations Coordinator	8379 NE University Ave.	Pleasant Hill	50327	mattia.hansen@southeastpolk.org	515-957-3418	515.967.4294		
Dena	Soenke	Urbandale CSD	Communications Partner	11152 Aurora Ave.	Urbandale	50322	soenked@urbandaschools.com	515-868-1879			
Katrina	Heman	Waterloo CSD	Communication Specialist	1516 Washington St.	Waterloo	50702	hemannk@waterloo.k12.ia.us	319-433-1861	319-433-1800		
Tara	Thomas	Waterloo SCD	Dir., School/Cmty Relations	1516 Washington St.	Waterloo	50702	thomast@waterlooschools.org		319-433-1800		
Nicole	Lawrence	Waukee CSD	Communications Coordinator	560 SE University Ave	Waukee	50263	nlawrence@waukeeschools.org	515-987-5161 ext. 4545	515-987-5161	515-681-0031	
Alexandra	Wade	West Des Moines CSD	Communication Specialist	3550 Mills Civic Pkwy	West Des Moines	50265	wadea@wdmcs.org	515-633-5022	515-633-5000		
Jamie	Evans	West Des Moines CSD	Communication Specialist	3550 Mills Civic Pkwy	West Des Moines	50265	evansj@wdmcs.org	515-633-5021	515-633-5000	515-991-5650	
Elaine	Watkins-Miller	West Des Moines CSD	Communications Director	3550 Mills Civic Pkwy	West Des Moines	50265	watkins-millere@wdmcs.org	515-633-5023	515-633-5000	515-689-8801	
Fern	Bonomi		Lifetime Membership				f.bonomi@att.net				
George	Held		Lifetime Membership (2014) - Retired GW AEA					319-399-6714	319-399-6700	319-551-7411	

Marti	Kline		Lifetime Membership (2013) - Retired IASB and SEP	9804 NE 40th Ave.	Mitchellville	50312	marti.kline@gmail.com			515-556-2382
Dave	Sparks		Lifetime Membership (2006) - Retired-Sioux City				dave@ourbuddydave.com			
Kay	Graber		Lifetime Membership (2001)							
Kay	Rosene		Lifetime Membership							



Evans, Jamie <evansj@wdmcs.org>

ISPra October Newsletter

Jamie Evans <evansj@wdmcs.org>
To: Jamie Evans <evansj@wdmcs.org>

Fri, Oct 14, 2016 at 4:54 PM

[View in a web browser](#)

Good afternoon! The 2016-17 school year is in full swing! It seems that most of us have had quite a year thus far, and things probably won't slow down anytime soon.

The ISPra board has been hard at work planning a great year for you. In this newsletter, you will find dates for our monthly learning opportunities and next week's fall conference.

I also wanted to share with you that long-term NSPra member Joe Krumm, APR, passed away suddenly last week. As some of you remember, Joe spoke at one of our ISPra conferences a few years ago. Joe was a role model for our profession and will be greatly missed. NSPra Executive Director Rich Bagin, a friend of Joe's, wrote a tribute to Joe on his blog that I wanted to share with all of you. "[Uncommon Accomplishments by No Ordinary Joe](#)"

I would like to thank all of you for your support of ISPra. It is great that our members can ask questions of our Google Group and receive several responses with suggestions and encouragement. I am honored to be part of this talented group of professionals.

Cheers!

Jamie Evans, ISPra President

Save the Dates!

- October 20: ISPra Fall Conference, Learning Resource Center, West Des Moines
- November 11: Round Table

- December 9: Website Accessibility for All
 - January 20: Round Table
 - February 10: Harnessing Technology to Communicate with Diverse Audiences
 - March 17: Employee Engagement During Difficult Times
 - April 20-21: Annual Awards Night and Spring Conference
 - May 19: Now's the Time: Plan to Win Next Year's Fiscal Referendum
-

ISPRA Fall Conference, Thursday, October 20

The fall conference is quickly approaching. We have a great line up for you, and it will be a day of learning and networking. If you have not had the chance to register, please do so as soon as possible.

[Register Now](#)

Learn more about the fall conference [here](#).

Membership

Membership invoices for 2016-17 were sent out a few weeks ago. To continue to receive full ISPRA membership benefits, please pay the invoice at your earliest convenience. If you have any questions regarding your membership status, please contact Dawn Saul, membership chair, or Mike Cyze, treasurer.

Please Note: When you receive your next invoice from ISPRA, please be sure checks are made out to ISPRA and that your business office updates the billing address to the following: ISPRA c/o Mike Cyze, Dubuque Community School District, 2300 Chaney Road Dubuque, Iowa 52001.

Membership Survey Results are attached to this email.

Membership Directory - A 2015-16 membership directory is attached to this email. An updated membership directory will be emailed to you in next month's newsletter.

Welcome New Members

JoAnn Jensen, Saint Albert Catholic Schools, Director of Enrollment and School Relations

Ben Bravard, Boone Community School District, High School Business Education Teacher

Ann Lebo, Grundy Center Community School District, Secondary Principal

Amanda Lewis, Des Moines Public Schools, Communications Officer

Shared Folder - Resources and More

A resource Google Drive folder has been created as a place for ISPra members to share and find resources, and we need your help filling it. We all could benefit from sharing and looking at what other districts have done in regards to crisis planning, communication plans, diversity, social media, bond issues, and much more. Please take a moment and add to the files in the [resource folder](#). If you do not currently have access to this folder, please contact evansj@wdmcs.org.

Out-of-State Opportunities

2016 MOSPRA Fall Conference

MOSPRA is offering their member rate of \$100 to ISPra members.

WSPRA Annual Fall Conference

You will pay members rates for any conference or workshop you attend in Wisconsin through WSPRA.

Trip I Conference (INSPRA)

NSPRA 2017 Call for Presentations

The call for session presenters for the NSPRA Seminar July 9-12 in San Antonio, Texas, is now open. The theme for the program is Communicate, Collaborate, Connect! The deadline for submitting a proposal is Friday, Dec. 6, 2016. For more information, visit the NSPRA Call for Presentations page on their website:

<https://www.nspra.org/cfp>.

Shout Outs! Thank you all for your time and talent!

Congratulations to Laura Sprague for being named the Central Iowa PRSA chapter Outstanding Member of the Year. Laura will be recognized with an award at their annual OctoPRfest on Wednesday, Oct. 19.

If you have a shout out that you would like to share with ISPRA, please email evansj@wdmcs.org.

Resources

- [Schools in Transition: A Guide for Supporting Transgender Students in K-12 Schools](#)
- [Transgender Students](#)
- [U.S. Department of Education and Justice Release Joint Guidance to Help Schools Ensure the Civil Rights of Transgender Students](#)
- [Helping Children Cope with Terrorism - Tips for Families and Educators](#)
- [NAESP School Safety Resources](#)

Do you have a great resource that you would like to share? Please email the information to iowaschoolpr@googlegroups.com.

Group Email

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



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Mailing address: ISPRA, 3550 Mills Civic Parkway, West Des Moines, IA - Iowa,
50322, US

[Unsubscribe](#) from future emails.



Evans, Jamie <evansj@wdmcs.org>

ISPRA March Newsletter

Evans, Jamie <evansj@wdmcs.org>
To: ISPRA Group <iowaschoolpr@googlegroups.com>

Thu, Mar 17, 2016 at 7:47 PM

Vi



Awards Night and Spring Conference

Register Today for ISPRA 2016 Awards Night and Spring Conference

Awards Night - Sponsored by [Juicebox Interactive](#)

Thursday, April 7, 2016 | 5:30-8 p.m.

Johnny's Italian Steak House – Holiday Inn & Suites at Jordan Creek

Social hour and awards ceremony

\$25 for members | \$40 non-members

Spring Conference

Friday, April 8, 2016 | 8:30 a.m. to 3:15 p.m.

Johnston Community School District Board Room – Johnston, IA

- 8:30-9 a.m. - Registration and Breakfast
- 9:00-9:15 a.m. - Welcome
- 9:15-10:45 a.m. - Communications Planning with Dawn Buzyinski and Keeley Coppess (interactive workshop)
- 10:45-11 a.m. – Break
- 11 a.m. to noon – School Funding Advocacy Panel with Staci Hupp (Iowa DOE), Shanlyn Seivert (Iowa DOE), Margaret Buckton (IFSIS), and Phil Jeneary (IASB)
- noon to 1:30 p.m. – Lunch and break
- 1:30-3 p.m. – When a Crisis Goes Viral with Ann Thelan (interactive workshop)
- 3 p.m. – Annual Meeting

\$95 for members | \$125 non-members

[Registration Form](#)

Important Dates

- April 7, 2016 - ISPRA Awards Night
- April 8, 2016 - ISPRA Spring Conference
- April 29, 2016 - ISPRA Round Table Conference Call - Discuss Hot Topics or Issues
- May 13, 2016 - NSPRA Power Hour - Navigating the Legal Complexities that Impact School Communications

Google Drive Shared Folder

The ISPRA board would like to create a resource library of items that would be helpful to our membership. If you have other information that you would like to see shared among ISPRA members, please email Jamie Evans at evansj@wdmcs.org with your ideas.

Updated Billing Address

When you receive your next invoice from ISPRA, please be sure checks are made out to ISPRA and that your business office updates the billing address to the following:

ISPRA
c/o Mike Cyze
Dubuque Community School District
2300 Chaney Road
Dubuque, IA 52001

Special thanks to Jen Woodley for forwarding along the payments received at Great Prairie AEA.

Welcome New Members

- Eric Smidt, Communications Director, Woodward Academy
- Tammy Votava, Communications Director, Iowa Association of School Boards
- Ann Lebo, Secondary Principal, Grundy Center Community School District
- Ben Bravard, High School Business Education Teacher, Boone Community School District

Resources

- The Game Changer - Iowa Core - <https://iowacore.gov/content/game-changer-iowa-core>

A monthly blog from Maquoketa educator Jan Schmidt, the 2014 Iowa Teacher of the Year

- NetSmartz - <http://www.netsmartz.org/Parents>
This is an interactive, educational program of the National Center for Missing and Exploited Children (NCMEC) that provides age-appropriate resources to help teach children how to be safer on- and offline.
- Sandy Hook Promise - <http://www.sandyhookpromise.org/>
Sandy Hook Promise educates and empowers parents, schools and community organizations on how to prevent gun violence BEFORE it happens by delivering and advocating for mental health and wellness early-intervention programs, gun safety storage practices and sensible state and federal policy.

Do you have a great resource that you would like to share? Please email your resource to the ISPRA Board at iowaschoolpr@gmail.com.

Group Email

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





Evans, Jamie <evansj@wdmcs.org>

ISPRA July Newsletter

3 messages

Evans, Jamie <evansj@wdmcs.org>
To: ISPRA Group <iowaschoolpr@googlegroups.com>

Fri, Jul 15, 2016 at 2:51 PM

[View in a web browser](#)

I hope all of you had a great finish to your 2015-16 school year and are enjoying the “quieter” summer months!

The board met last month and started planning for next school year. Thank you to everyone who took a moment and filled out the planning survey. It was very helpful as we worked on programming and opportunities for ISPRA members. I will send information about next year’s programming when dates and locations have been confirmed.

NSPRA National Seminar is next week and INSPRA (Illinois) is hosting this year’s conference in Chicago from July 17-20. If you are planning on attending the NSPRA National Seminar please email me, and let me know you are attending. I will add you to my group text to provide information throughout the conference. An ISPRA lunch is being planned for either Monday or Tuesday. Please let me know if you have a preference on the day when you email. Thank you if you have already let me know you will be attending. I am looking forward to a great conference and being able to share the valuable information with all of you.

Cheers!

Jamie Evans, ISPRA President

Shout Outs!

Thank you all for your time

and talent!

This is long overdue, but I wanted to give a shout out to Laura Sprague and Nicole Lawrence for their amazing planning of the 2016 Awards Night and Spring Conference. It was a huge success, and everyone who attended no doubt walked away with valuable information.

Congratulations to Phil Roeder, director of communications and public affairs for Des Moines Public Schools (DMPS), who was named ISPRA's Communicator of the Year, and to everyone who received awards at the Annual Communications Contest Awards Banquet. Click [here](#) for a full list of awards and recipients.

If you have a shout out that you would like to share with ISPRA, please email evansj@wdmcs.org.

Shared Folder - Resources and More

A resource Google Drive folder has been created as a place for ISPRA members to share and find resources, and we need your help filling it. We all could benefit from sharing and looking at what other districts have done in regards to crisis planning, communication plans, diversity, social media, bond issues, and much more. Please take a moment and add to the files in the [resource folder](#). If you do not currently have access to this folder, please contact evansj@wdmcs.org.

Membership

2016-17 membership invoices will be sent out in the next couple of weeks. All invoices must be paid by September 2016 in order to continue to receive full ISPRA membership benefits. If you have any questions regarding your membership status, please contact Dawn Saul, Membership Chair, or Mike Cyze, Treasurer.

Updated Billing Address - When you receive your next invoice from ISPRA, please be sure checks are made out to ISPRA and that your business office updates the billing address to the following:

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2300 Chaney Road
Dubuque, IA 52001

Group Email

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Evans, Jamie <evansj@wdmcs.org>

ISPRA Newsletter

Evans, Jamie <evansj@wdmcs.org>
To: ISPRA Group <iowaschoolpr@googlegroups.com>

Fri, Feb 3, 2017 at 11:24 AM

[View in a web browser](#)

I hope this finds all of you all well in this new year. The ISPRA board has many things planned for 2017, and we look forward to sharing them with you. Please save the following dates for the upcoming opportunities.

Save the Date!

- February 10: Harnessing Technology to Communicate with Diverse Audiences
- March 17: Employee Engagement During Difficult Times
- April 20-21: Annual Awards Night and Spring Conference
- May 19: Now's the Time: Plan to Win Next Year's Fiscal Referendum

I look forward to seeing you in the new year. I am grateful for all of you, and I appreciate your contributions to ISPRA and to the school PR profession.

Cheers!

Jamie Evans, ISPRA President

ISPRA Annual Awards Night and Spring Conference

Board members have started to plan ISPRA's Annual Awards Night and Spring Conference which will be held April 20-21. More information regarding award submissions and the conference will be emailed out in the weeks to come.

Awards Night - April 20 - Johnny's Italian Steak House - Holiday Inn & Suites at Jordan Creek, 6075 Mills Civic Parkway, West Des Moines

Spring Conference - April 21 - Valley Community Center, 4444 Fuller Rd, West Des Moines, IA 50265

Communications Contest

ISPRA's annual Communications Contest encourages and recognizes the development of high-quality materials used as part of an educational organization's overall public relations plan.

- Updated entry forms and rubrics will be available soon.
- Communications Contest entries are due March 20.
- ISPRA Communicator of the Year entries are due March 20.

For more information, visit our website at <https://iowaspra.wordpress.com/awards/>.

Open Board Positions

The following ISPRA board positions are open for the 2017-19 term.

- Vice President
- Secretary
- Membership Chair

If you are interested in a position on the ISPRA board, please contact Laura Sprague at laura.sprague@johnston.k12.ia.us.

NSPRA National Seminar

July 9-12, 2017

The NSPRA National Seminar is the largest gathering of school communication professionals in North America, bringing together outstanding experts and practitioners in communication and leadership for four days of collaboration and learning.

Conference Information - <https://www.nspra.org/national-seminar>

Seminar Scholarships - https://www.nspra.org/nspra_foundation_scholarships

Membership

Membership Survey Results are attached to this email.

If you have any questions regarding your membership status, please contact Dawn Saul, membership chair, or Mike Cyze, treasurer.

Welcome New Members

- Kristin Heidemann, Communications Director, Forest City CSD
- JoAnn Jensen, Director of Enrollment and School Relations, Saint Albert Catholic Schools

- Tammy Votava, Communications Director, Iowa Association of School Boards

Thank you for choosing to be a member of the Iowa School Public Relations Association!

Shout Outs!

Congratulations to Jen Woodley, named one of NSPRA's 35 under 35. Jen is part of the third class of 35/35 awardees that recognize young professional members who are making a difference for their school districts or education-related employers. Learn more about [NSPRA's 35/35 Awardees](#).

Thank you to Staci Hupp for keeping all of us up to date on the happenings at the Department of Education. We appreciate the information you provide.

If you have a shout out that you would like to share with ISPRRA, please email evansj@wdmcs.org.

Google Shared Folder

A resource Google Drive folder has been created as a place for ISPRRA members to share and find resources, and we need your help filling it. We all could benefit from sharing and looking at what other districts have done in regards to crisis planning, communication plans, diversity, social media, bond issues, and much more. Please take a moment and add to the files in the [resource folder](#). If you do not currently have access to this folder, please contact evansj@wdmcs.org.

PR Power Hours now have audio files available and have been shared on the Google Drive.

NSPRA Award

NSPRA Learning & Liberty Award to be Presented Posthumously to Past President Joe Krumm, APR

The Board approved the presentation of the Learning and Liberty Award to Joe Krumm, APR, whose untimely passing this past September saddened all his NSPRA colleagues and friends. He is being recognized for his career-long commitment to effective communication and public education, and his deep passion for embracing diversity and ensuring equity and inclusive environments for all students and families. The award will be presented at the Seminar closing banquet in San Antonio this summer. Thanks to the donations of NSPRA members to the Foundation, a scholarship to the 2017 Seminar will be offered in Joe's name this year. The NSPRA Board is also planning a special project in Joe's memory to raise funds at the Seminar for NSPRA scholarships. More details will be forthcoming in the future.

Resources

- Access for All: Practical Steps toward Website Accessibility - https://www.nspra.org/e_network/2016-12_leading_off
- 10 Things Schools Need to Know About Building ADA Compliant Websites https://www.nspra.org/sites/default/files/newsletter/nspra_this_week/tipsheet_2016-12-20.pdf
- Success Through a Slippery Situation https://www.nspra.org/e_network/2017-01_goldstandard
- All in for Public Education <https://www.nspra.org/all-in>

Do you have a great resource you would like to share? Please email the information to iowaschoolpr@googlegroups.com.

Group Email

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



Facebook: <http://www.facebook.com/wdmced>