



NSPRA 2017 Mark of Distinction Award Application

*Submitted on May 15, 2017 by the Michigan
School Public Relations Association (MSPRA)*

The "Mark of Distinction" Recognition Program for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: Michigan School Public Relations Association (MSPRA)

Chapter President: Kristin Tank, MA

President's contact information

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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: Kristin M. Tank

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: Michigan School Public Relations Association (MSPRA)

Please complete and include the information below for each individual entry

☐

Section I: Membership Building

- Current number of chapter members _____
 - NSPRA-provided membership baseline number as of June 1 _____
 - Number of chapter members who belong to NSPRA as of April 30 _____
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Section II: Special Focus Areas

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Category A – chapter has less than 50% NSPRA membership

☐

Category B – chapter has 50% or more NSPRA membership

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1. Professional Development/PR Skill Building

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2. Special PR/Communication Program, Project or Campaign

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

☐

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

☐

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

☐

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

☐

3. Coalition-Building/Collaborative Communication Effort

2017 National School Public Relations Association Mark of Distinction Award Application

This year, the [Michigan School Public Relations Association](#) (MSPRA) is submitting an entry under Section II: Special Focus Areas: Professional Development/PR Skill-Building.

[MSPRA currently has 145 members and per NSPRA's Member Directory, less than half belong to NSPRA. That means MSPRA falls in Category A: Chapter has less than 50% NSPRA membership.]

Section II: Special Focus Areas

Professional Development/PR Skill-Building

Each year, the Michigan School Public Relations Association (MSPRA) plans and provides a variety of programs and activities to support the professional growth and status of its members and improve the communication skills of Michigan educators including administrators, board members, teachers and support staff. This submission includes five examples of professional growth support: A) MSPRA's Annual Conference, B) Two drive-in conferences, C) MSPRA's Annual Communication Contest, D) The Outstanding Superintendent Communicator Award, and E) Other examples of public relations training provided by MSPRA members on behalf of MSPRA.

This entry documents and shows evidence of chapter programs/activities, including:

- 1) Impact of overall year-long effort (page 3)
- 2) Statement of chapter goals and objectives for programs/activities (page 2)
- 3) Documentation of conference/workshop/meeting programs and agendas, marketing materials, tip sheets and/or presentations distributed or made available to participants (See links throughout narrative.)
- 4) Examples of specific programs/activities for contests and awards (pages 9 and 10)
- 5) Identification of target audience and participation/attendance (pages 4 and 8)
- 6) Documentation/demonstration of measurable outcomes, effectiveness and success of the program/activity (See annual conference evaluation link and drive-in conference evaluation links in narrative.)
- 7) Explanation of how program/activity relates to NSPRA's Goals and Objectives (page 3)
- 8) Other relevant examples of chapter's professional development/PR skill-building efforts (page 11)



MSPRA member Lori Grein was one of the 160+ participants who attended the December Drive-in Conference on compliant websites.

Michigan School Public Relations Association

Overview of MSPRA Professional Development & Skill-Building Activities

Professional development and skill building is a major emphasis of the Michigan School Public Relations Association (MSPRA). As an association, we devote much of our human and financial capital to this area. The results are some of the best communication skill-building training in the state. The consistent quality of our effort helps our members be better communicators, aids in membership retention, and drives conference attendance and contest participation.

Our primary professional development activities are:

- Our Spring Annual Conference which offers two days of intensive skill-building sessions, networking and learning.
- Our drive-in conferences that feature timely, topical training with expert speakers to equip members with knowledge and skills.
- Our Annual Communication Contest that recognizes member skills and encourages sharing of high-quality projects and programs. One part of the contest includes an Outstanding Superintendent Communicator Award to recognize the critical role of communication at the top of our organizations. And, we've just added an Outstanding Communicator Award to recognize those on the communication front line.

The MSPRA Executive Board appoints a board member to manage these Professional Development initiatives: the Annual Conference, the Communication Contest, and APR Certification. Typically, an additional 1-3 board members are either conference co-chairs, assist with the contest, or help coordinate drive-in conferences. Again this year, we recruited several MSPRA members to serve on our Professional Development Committee, giving them statewide experience/exposure while giving our Annual Conference statewide input. It was a win-win.

The Board's goals for its annual and drive-in conferences include:

- Building skills for all levels of members, from those who are new to the profession to those with many years of experience.
- Preparing members to address current hot topics in Michigan education.
- Networking to strengthen professional relationships.
- Recognizing the skills and sharing the successful strategies of MSPRA/NSPRA contest winners.
- Sharing some of the topics, trends, and speakers heard at the National School Public Relations Association (NSPRA) Seminar. This year, both our Annual Conference keynote speaker, NSPRA President-elect Tom DeLapp, APR, and our Fall Drive-in Conference presenter, Joel Baum of Gender Spectrum, were also NSPRA presenters.

And, MSPRA's Communication Contest aims to:

- affirm school districts' communication efforts.
- inform districts about how they can improve their communication programs and products.
- provide a venue to exchange best practices among those providing communication services in Michigan's public schools.

Together, MSPRA's Communication Contest, Annual Conference and drive-in conferences provide unparalleled opportunities for members and interested others to learn about and improve upon their communication skills. All of these activities generate widespread participation from communicators, educators and staff members across the state.

The impact of this year's effort is reflected in the **more than 300 registrants, speakers and sponsors who attended our three conferences**. And, we had 42 entries benefit from judges' reviews and comments as part of MSPRA's Communication Contest.

Evaluations from all these activities are mined for improvement ideas and suggestions. Every few years, these activities are reinvented to ensure their relevance, value to our members and high quality of programming. We are using social media and technology to promote our organization and events, and finding new ways to use these tools for professional development as well.

Our reputation for professionalism and excellence means we are the group other state education-related associations turn to for communication advice, toolkits, presentations and workshops for their members. Our board members can be found at the conferences and meetings of many of these partner organizations, helping to equip other members of the school family with the communication skills they need.

MSPRA's professional development activities mirror the goals and objectives of NSPRA.

- MSPRA is the go-to organization for strategic communication.
- MSPRA is a leader in the use of technology to advance education through responsible communication.
- MSPRA provides valuable services and resources to our members to help them acquire and sharpen the skills they need to:
 - ✓ plan and implement an effective public relations program.
 - ✓ be recognized and valued as critical members of school/district leadership teams.

Our seminars, sessions and speakers are chosen to build the abilities of our members and members of the school family. Every contest entry helps advance the use of the RACE (RPIE) formula as well as shine a bright light on our profession and excellent communication practices.

Through purposeful planning and expert implementation, our chapter works to elevate the role of the school communicator, the skill of our members (and their colleagues) and the value we each bring to our schools and communities.



On December 2, Thrun Law Firm Attorney Meg Hackett reminded us that accessible websites are a matter of civil rights.

The 2017 Annual MSPRA Conference

This year, MSPRA held its annual two-day conference “*School Communicators are Indispensable*” on March 16 and 17, 2017 at Weber’s Inn Conference Center in Ann Arbor, MI. More than [70 people](#) including presenters, members, vendors and interested others attended the conference.

We promoted the annual conference with a series of electronic messages ([see sample](#)) to members and interested others. There were conference teaser and registration reminder emails that included an attached [conference registration form](#) and a link to MSPRA’s website. We also mailed a [post card](#) to members.

Unique Features

These unique features were part of MSPRA’s 2017 Annual Conference:

- 1) Tom DeLapp, APR, NSPRA President-elect and President of Communication Resources for Schools in Rocklin, CA, was both our keynote speaker and a bonus session speaker on Thursday. During his keynote address, Tom told us how: “*School Communicators are Indispensable*.” During the bonus session, Tom taught us about “*Treading the Fine Line Between Public Relations and Legal Strategies*.”
- 2) On Friday, our keynote presentation with FBI Special Agent Gary Galdes, featured “*Active Shooter Training*” along with how to work with other agencies as part of a Joint Information Center (JIC) during times of crisis.
- 3) We had [eight sponsors](#) for this year’s conference: West (formerly SchoolMessenger), KDN Video, Blackboard, Foxbright, Education Funding Partners (EFP), eSchoolView, Qualtrics, and FinalSite. Our sponsors and their displays were in the same meeting room as our large-group sessions, which gave them convenient access to our members. Each of our sponsors was given a four-minute time slot, before or after a large-group session, to share key information.
- 4) Our presenters brought us national, as well as state communication perspectives, helping us view our work in the context of the bigger picture.

The Annual Conference—Day One

The annual conference convened with our first keynote speaker, Tom DeLapp, APR, NSPRA President-elect and President of Communication Resources for Schools in Rocklin, CA.

During his presentation, Tom showed us how:

[“*School Communicators are Indispensable*.”](#)

He told us that our bottom line is results. School communicators: Stop bad things from happening, enable good things to succeed, build communities of support, clarify the message and seek the truth, and are the messengers of hope. He reminded us that at every point, we need to ask: “How are we going to communicate about this?” He also gave us 10 tips for being “indispensable” as part of his presentation.



Tom DeLapp showed us how to be indispensable.

After Tom’s keynote presentation, he delivered a bonus session on: [“*Treading the Fine Line Between Public Relations and Legal Strategies*”](#) before catching a plane back to California. He emphasized that a situation is defined within the first 30-60 minutes, and the rate of district communication needs to keep pace with the rapidly evolving situation.

At lunch, we held the Annual MSPRA Business Meeting. President Kristin Tank presented the association's [Annual Report](#), highlighted the chapter's health, its professional development offerings and congratulated nationally recognized MSPRA members for their work. The co-chairs of the membership committee previewed the evening's [Peer-to-Peer Networking](#) event and the closed Facebook group. The Awards and Recognition Committee unveiled its newest Award: The Gerri Allen Outstanding Communicator Award—presenting the honorary award to its surprised namesake.

After lunch, we reconvened into two sets of two (four total) break-out sessions.

The first set of two break-out sessions included:

- Chelsey Martinez, Director of Communications/Assistant Director of Government Relations for the Michigan Association of Secondary School Principals (MASSP), presented [“Hosting a Twitter Town Hall”](#) giving participants some creative ways to use this social media tool. Additional resources included: [Tweet Chat How-To](#), [Tweet Anatomy](#), [Twitter How-To](#) and [Twitter Terms](#).
- The Peer Review Session, facilitated by several MSPRA Board members, enabled members to bring their communication pieces to be read and objectively reviewed. This is the evolving successor to MSPRA's Communication Contest. More details about the reason for this transition are provided on page 9 under the MSPRA Communication Contest section.

The second set of two break-out sessions included:

- [“ADA Website Training”](#) presented by MSPRA member and Communications Supervisor for Berkley Public Schools Jessica Stilger. This was a follow-up to our sold-out December Drive-in Conference on making your website ADA compliant. Jessica explained how she trains staff in her school district to monitor, make and keep their websites and content compliant. She also shared her [staff training guide](#).



Jessica Stilger gave insights on how best to train district staff.

- [“What to do When the Media Ignore You”](#) was a panel of PR practitioners and journalists. Paula Gardner, M-Live reporter, Holly McCaw, Director of Communications for Otsego Public Schools/MSPRA Board member, and Geoff Larcom, Executive Director of Media Relations at Eastern Michigan University, facilitated by MSPRA Professional Development Committee member Ann Hinsdale Knisel, discussed the best ways to work with today's media and the best tips for what to do when they don't work with you.

Later in the afternoon, we reconvened in our large group to hear [“What Every Superintendent Wants You to Know”](#) by MSPRA's 2016 Outstanding Superintendent Communicator of the Year Jamie Cain of Port Huron Schools and his Director of Community Relations and Marketing, Keely Baribeau.

We then adjourned our formal agenda and transitioned to the evening's activities.

MSPRA Annual Conference Evening Networking Event

Thursday evening of our Annual Conference was dedicated to building relationships. Our goals for the evening's events emphasized fun, but also the need to make connections. The more our members—who come from across the state—connect with each other, the broader their professional networks grow. And, professional networks are key to successful careers. In addition, we like to showcase our conference location, so activities have ranged from a museum after-hours tour to a live theatre performance to a special dinner venue.



MSPRA Board members Micki O'Neil (left) and Dianne Litzenburger studied their Thursday night dining options.

Again this year, our conference hotel was close to three restaurants unique to Ann Arbor: Weber's, Quarter Bistro, and Zingerman's Roadhouse. We offered participants an opportunity to sign-up for the establishment of their choice and an MSPRA Board member accompanied each group to that dining location.

Then, we returned to the hotel for the kick-off of our new Peer-to-Peer Networking Program. Membership Co-chairs Kalli Zielbauer and Anne Cron, APR, facilitated a timed, "speed-dating" activity with [conversation-starter questions](#) to aid the interaction.

But soon after it began—in true MSPRA style—the conversations flowed freely, easily and enthusiastically. The challenge became being heard above the din when it was time to change conversation partners. During and after the Peer-to-Peer Networking, we enjoyed desserts, beverages, conversation and a televised March Madness basketball game on a big screen.

The Annual Conference—Day Two

We began our Friday morning with a table talk discussion on "[Fake News](#)" and how to help our families and communities remember to go to the schools for the "real" story.

Our second morning keynote presentation was "[Active Shooter Training for Schools](#)" presented by FBI Special Agent Gary Galdes from the Detroit FBI office. Agent Galdes showed us an excellent video about a fictionalized active-shooter situation and how we can work together with other agencies to form a collaborative communication team (Joint Information Center) during times of crisis. He also shared the newly released resource guide: [Making Prevention a Reality](#).

Our last presentation of the conference, "[Grassroots Organization: Your Community, Your Schools and You](#)" was presented by Past NSPRA President Ron Koehler, APR, Assistant Superintendent for Organizational and Community Initiatives and Legislative Affairs, Kent Intermediate School District; Steve Norton, Executive Director, Michigan Parents for Schools; and Jerry Johnson, Assistant Superintendent for Legislative and Education Policy at Calhoun Intermediate School District. Ron shared a [Grassroots Organizing Toolkit](#). Steve gave us information about [Michigan Parents for Schools](#). And, Jerry gave us a [legislative update](#).

After closing remarks, the conference adjourned. Attendees returned home feeling energized, connected and better equipped to manage their work.

The Annual Conference—Attendee Reactions

More than half the 70 attendees (38) evaluated their conference experience. Based on their comments, it was a success....from discovering how to be indispensable to winning in the court of public opinion, from successfully hosting a Twitter Town Hall to training staff in how to produce ADA compliant websites, from peer reviews to peer-to-peer networking, from getting the news media's attention to helping the public detect fake news, from grassroots organizing to organizing during a crisis....we managed to cover it all and still find time to enjoy some job-alike therapy.

Overall, [conference evaluations](#) were very positive with most sessions rated either very useful or somewhat useful. Some of the written comments included:

- *“Excellent job! Loved the place, food, schedule, nice to have a packed agenda with mix of practical/tactical and strategic topics.”*
- *“I loved having fewer choices for breakouts. Last year I think there were three or four options for the sessions and I felt like I missed out by only getting to attend one. Having two breakouts with two options each was much easier for me to decide where to go. It also felt like the sessions lasted longer, and the speakers were able to cover more ground and take questions.”*
- *“I am very grateful for that time (Peer-to-Peer Networking). Most of us do not have even one other person in our department to brainstorm with, so having some time to be able to do that was extremely valuable.”*
- *“I'm thrilled I had the opportunity to attend and look forward to next year.”*

We also gleaned some suggestions to improve our next professional development offering.

- *“More info on training your staff on ADA, although this is somewhat tricky since those guidelines aren't even set yet... Jessica did an amazing job! Also, marketing, and particularly working with teachers and parents on school-to-home communications. Not necessarily the channels - many teachers HAVE newsletters, websites, social media, etc., but rather how they're using them.”*
- *“I think it would be great to have time to break into groups based on regions. Or at least somehow identify where we're from. I know some counties already meet as a group, but if I had had a chance to spend 15 minutes meeting all of the people from my county/region, I think that would have been incredibly helpful. Also, cookies/snacks on the last day between breakfast and the end of the conference. :-)”*
- *“Bringing in the editors of the big news outlets to share how they would like to receive news from us.”*
- *“The main room seemed cramped and the Wi-Fi connection was poor.”*
- *“Would like to see more offered for social media specialists/video.”*
- *“Developing an overall Communications Plan for the district.”*



Vendors, like Suzy Williams from Education Funding Partners, sat in on sessions.

MSPRA's 2016-2017 Drive-in Conferences

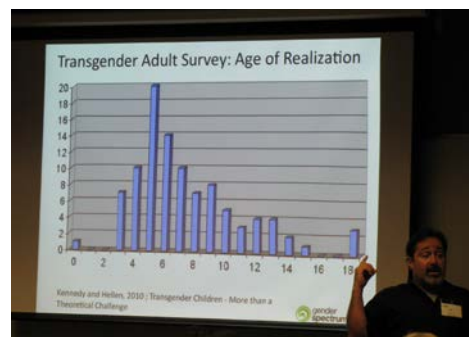
The MSPRA Board deliberately decided not to hold a drive-in conference in June 2016. Instead, the Board encouraged members to attend the annual NSPRA Seminar in neighboring Chicago, IL. A total of 34 people from Michigan registered for NSPRA. Even though we didn't hold a June drive-in conference, we ended up holding two drive-in conferences in the fall on two vastly different—but very hot—topics.

October Drive-in Conference:

The first one was on October 27, 2016 at The Kellogg Center at Michigan State University in East Lansing, MI. Joel Baum, MS of Gender Spectrum in Oakland, CA (who spoke at NSPRA in 2016 and is scheduled to speak again in 2017) was our presenter.

During the day-long session entitled [*“Creating Gender Inclusive Schools”*](#) more than [60 participants](#) (many non-members) learned about:

- What is gender, and how does it relate to a person's physical sex or sexual orientation?
- What does it mean for a child to be transgender?
- How can schools meet the needs of gender diverse students?
- What do gender inclusive practices look like and how can schools move toward incorporating them?
- How can school leaders respond to the issues that various community members raise about the topic?



Joel Baum challenged our paradigm.

While we were unable to share the [Gender Spectrum](#) presentation, we were able to send attendees several helpful documents including this [guidance](#) from Michigan's Department of Education (MDE). We also provided them with a link to MDE's website for [safe schools](#) and a [Gender Inclusive Toolkit](#) from Gender Spectrum. [Evaluations](#) were very positive. (At their request, we used the Gender Spectrum survey instrument, adding a few questions of our own.)

December Drive-in Conference:

MSPRA's second drive-in conference followed in rapid succession on December 2, 2016 at Hawk Hollow Conference Center in Bath, MI. This was quickly organized in response to member need. With the number of complaints about inaccessible websites—and the affected number of our members—growing daily, MSPRA hosted a one-day workshop entitled [*“Building ADA Compliant Websites.”*](#) More than [160 participants](#) attended. The demand was so great that people were calling the MSPRA office before the conference flier was even issued, asking for registration information. Our members and others were eager to attend.

The unique feature was that we (finally) convinced representatives from the Office for Civil Rights (OCR) in Cleveland to serve as our featured presenters. Additional speakers from the Thrun Law Firm, PC; Kent ISD, Monsido, Siteimprove, and eSchoolView also shared information and answered questions. Plus, a staff member from the Michigan Department of Education (MDE) offered tips based on what MDE has learned from its OCR website investigation. We couldn't share the proprietary presentations from that workshop. But, we did share some of the tips and associated links gleaned from the day's presentations in a [tip sheet](#) that NSPRA subsequently shared with its members. We also supplied [Questions to Ask an ADA Compliance Provider](#). [Evaluations](#) were very positive for this drive-in conference.

MSPRA's Annual Communication Contest

MSPRA provides opportunities for practitioners who direct communication and public relations programs to:

- attend conferences and workshops designed to enhance skills in personal and organizational communication.
- exchange ideas and strategies with specialists from other school districts.

One of the ways we have exchanged ideas and strategies is through MSPRA's Communication Contest for Publications, Campaigns and Electronic Media. As part of the process, MSPRA invites schools throughout Michigan to submit their best programs, campaigns, and communication products for a juried review. Product categories range from writing to print and interactive-media publications. In 2016, we had a total of 42 contest entries. There were a total of 32 [Communication Contest Winners](#): 19 Distinguished and 13 Commendable Awards.

For the second year, MSPRA used an online contest entry format using a commercial product named Reviewr (formerly called PitchBurner). Last year's issue of being able to make online payments remained unresolved. In addition, there were other concerns that gave the MSPRA Board pause to re-evaluate the benefits and structure of the contest. Specifically:

- The Board wanted to celebrate the career achievements of a school communicator including his or her non-project-based work (crisis communication, facilitation, leadership, strategy skills, etc.).
- The Board wanted to be sure that we were recognizing the work of the individual; not their ability to hire a professional designer/production studio to craft the entire project for them.
- The contest itself was expensive and very time-consuming.
- The contest was initially offered by MSPRA to be a fundraiser. The contest has lost money for the past few years.
- The same members were submitting similar materials every year.
- Members did not value the contest as a priority when compared to professional development and resources, per responses to a 2015 MSPRA professional development survey.

For all of these reasons, the board decided in lieu of seeking contest entries, this spring it would focus on what has been seen as one of the most valuable parts of the contest: feedback!

The MSPRA Awards and Recognition Committee, with approval from the Board, initiated a first-ever Peer Review Break Out Session at the March 2017 conference. Reviewers and reviewees sat in pairs and discussed publications, videos and digital communication. Evaluations for this first round were mostly positive with the majority of those responding saying the session was either very or somewhat useful to them. The committee plans to continue to evaluate and refine this concept.



MSPRA President Kristin Tank (right) gave Mark Edwards feedback about district publications.

MSPRA's Outstanding Superintendent Communicator Award



Superintendent Jamie Cain spoke to us on March 16.

MSPRA's Outstanding Superintendent Communicator Award recognizes a superintendent for leadership in school district communication.

Our winner for 2016 was [Jamie Cain of Port Huron Schools](#) in Port Huron, MI. Superintendent Cain's award was presented by an MSPRA Board member at a Port Huron School Board meeting in September and highlighted in [The Voice](#). He was a featured speaker at MSPRA's 2017 Annual Conference.

MSPRA's New School Communicator Award

This year, MSPRA initiated a new award to honor a practicing school public relations professional for his or her daily work and contributions to the field.

Named for long-time school public relations professional and current MSPRA Executive Director, the [Gerri Allen Outstanding School Communicator Award](#) is designed to allow MSPRA members and non-members to nominate deserving MSPRA members. Gerri Allen was recognized as its honorary recipient in a surprise presentation on March 16, 2017 at the Annual Conference and given a plaque explaining the namesake award.

The deadline for 2017 nominations is June 30, 2017. No more than one recipient will be named each year.

Other Examples of Increasing PR Visibility and Providing PR Training

MSPRA members presented at other conferences and worked with school districts on the importance of good public relations and planned communication. Examples include:

1. Members presented at two different Michigan Institute for Educational Management (MIEM) Executive Assistant Programs. In October, we presented Communication Strategies (Tom Scheidel and Gerri Allen), Newsletters (Rebecca Fannon), Social Media (Karen Heath) and Crisis Communication (Micki O'Neil and Kristin Tank). In March, we presented Branding (Karen Heath and Michelle Ready).
2. In April, we presented Working with the Media to the Galileo Project Teachers (Rebecca Fannon, Anne Cron, APR, and Garth Kriewall). About half the audience in this session was from Saudi Arabia. From the resulting discussion, our presenters noted similarities around lack of parental engagement as well as the universality of the subject matter. A [one-page handout](#) summarizing the main points was well received.
3. Throughout the year, MSPRA President Kristin Tank, used NSPRA's Customer Service materials to present to administrative assistants in several local school districts.



MSPRA Treasurer Micki O'Neil told administrative assistants that practice helps prepare for a crisis.

Other Professional Development Activities

- MSPRA President-elect Karen Heath helped judge the Illinois Chapter's Communication Contest entries.
- This year, we instituted a closed Facebook group and Peer-to-Peer Networking Program.
- The Intermediate School District (ISD) members of MSPRA assisted with and developed print materials, slides, and the script for a presentation on the Value of ISDs that was given to the Michigan State Board of Education on March 14, 2017.

These are excellent examples of MSPRA's professional development efforts that occur throughout the year, in addition to its conference offerings.

[Note: If any of the links in this document are broken, or if you have difficulty accessing them, please contact Gerri Allen at gallen48@juno.com. These links will remain live until at least 07/29/17. Thank you.]

Submitted by the Michigan School Public Relations Association, May 15, 2017