

## Mark of Distinction Entry Specifics

Chapter: New Jersey School Public Relations Association

Please complete and include the information below for each individual entry

**Section I: Membership Building**

- Current number of chapter members \_\_\_\_\_
- NSPRA-provided membership baseline number as of June 1 \_\_\_\_\_
- Number of chapter members who belong to NSPRA as of April 30 \_\_\_\_\_

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**Section II: Special Focus Areas**

Category A – chapter has less than 50% NSPRA membership

Category B – chapter has 50% or more NSPRA membership

1. Professional Development/PR Skill Building

2. Special PR/Communication Program, Project or Campaign

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

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

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

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

3. Coalition-Building/Collaborative Communication Effort



# 2019 NSPRA Mark of Distinction Submission

## **INTRODUCTION**

On behalf of the New Jersey School Public Relations Association, I respectfully request your consideration of this entry for a Mark of Distinction award in the category of Professional Development/PR Skill Building.

NJSPRA elected officers and members have worked diligently over the last three to five years to provide the most relevant professional development for our members and to attract new members by doing so.

## **A FRESH LOOK**

In 2015, membership was flat and attendance at workshops was averaging 20 people, at most. We decided to embark upon a rebranding and subsequent website relaunch ([www.njspra.com](http://www.njspra.com)) in 2016. This allowed us to display a visual identity that matched the high-quality professional development and support that we were providing. (Screen shot of homepage is attached.)

In working with a professional graphic designer, we developed the logo below which includes the chapter name with an abstract graphic.

### **New Logo launched in 2016:**



# Website Redesign:



### Upcoming Workshops

We offer workshops that focus on the hottest trends and issues impacting school communications professionals and school administrators.



### Yes, you can have PR!

The State of NJ Fiscal Accountability Regulations absolutely permit public school districts to hire staff or contracted service providers to perform public relations functions!



### Join Today!

NJSPPA is committed to helping school communicators develop effective skills.



“Providing the public with a complete and thorough school communications plan is our obligation, not a choice.”

LORI PERLOW | PRESIDENT - NEW JERSEY SCHOOL PUBLIC RELATIONS ASSOC.

### Members



LAWRENCE TOWNSHIP PUBLIC SCHOOLS

[VIEW ALL](#)

### Social Feeds



## MEMBERSHIP

Over the last three years, we have continued to see a steady increase in membership. In fact, we've grown nearly 125% in just the last two years alone! (Membership lists for 2016 through the current year are below.) The growth didn't come easily. We believe it's a result of the combined efforts of branding, targeted outreach, school communication awards program and collaboration with other professional associations.

For NJSPRA, membership has been a struggle since the early 2000s. At that time New Jersey enacted fiscal accountability regulations that limit how much time a public school employee can spend on traditional public relations. Responsibilities in this area are not to exceed more than 50% of an employee's time. The regulations are out-of-date and misleading leaving many administrators to perceive them to mean that they can't have any support in the area of public relations or communications. Our members regularly present to other professional associations explaining exactly what the regulations say and what they can and cannot have in terms of public relations and communications support.

### Annual Membership

Year	Members
2018-2019	71
2017-2018	53
2016-2017	32

Since less than 10 percent of New Jersey school districts have a communications professional on staff, NJSPRA has started targeting superintendents and administrators as members. In many smaller districts, it is the superintendent or chief school administrator who is ultimately responsible for communications and social media.

### NJSPRA members who are Superintendents, Chief School Administrators, Asst. Superintendents or Asst. Business Administrator

Year	Members
2018-2019	22
2017-2018	9
2016-2017	5

One significant factor that has contributed to the increase in superintendents as members is a collaboration with the New Jersey Association of School Administrators (NJASA) which started three years ago. After NJSPRA President Lori Perlow attended a minimally informative NJASA branding workshop, she approached the professional development director to introduce herself and NJSPRA and suggested a collaboration on similar workshop topics in the future. That single conversation has turned into an annual invitation to present at the NJASA New Superintendent Academy (required for all new superintendents) and one stand-alone workshop hosted by NJASA. NJSPRA chooses the topics and presenters and NJASA recruits their members to attend. Topics have included branding, social media and communications planning. It's been a seamless and fruitful collaboration thus far.

## NJSPRA Membership as of May 2, 2019

Last Name	First Name	Position	District/Organization/Company Name	Member Type
Alston	Daniel	Supervisor of Innovation, Design, and Communication	Middletown Township Public Schools	Renewal
Anemone	Alex	Superintendent	West Milford Board of Education	New Member
Avena	Maria	Webmaster	Hamilton Township School District	New Member
Bamford	Janet	Managing Editor	NJ School Boards Assoc	Renewal
Bashkoff	Perry	District Social Media Marketing	West Orange Public Schools	Renewal
Bergman	Kia	Community Outreach Coordinator	Hillsborough Township Public Schools	Renewal
Bilotti	Sarah	Superintendent	North Warren Regional	Renewal
Brady	Carly	Account Associate	Laura Bishop Communications	Renewal
Casablanca	Erika	Public Relations Coordinator, Policies, Regulations & Communications	RKS Associates- Alpha/Gateway/Harbor Schools	New Member
Clark	Mary		Franklin Township Board of Education Camden County Educational Services Commission	Renewal
Del Vecchio	Daniel	Superintendent		New Member
D'Elia	Mike	Studio Manager	Hamilton Township School District	New Member
Diaz	Nicholas	Superintendent	Union Township Schools	Renewal
Dries	Nancy	Communications Coordinator	Millburn Township Public Schools	Renewal
Dyer	Lisa	Communications and Data Management Coordinator	West Essex Regional School District	Renewal
Farley	Gregory	Chief School Administrator/Hoppock Middle School Principal	Bethlehem Township Board of Education	New Member
Fermin-Cannon	Mayreni	Curriculum Supervisor	Hamilton Township School District	New Member
Francois	Valerie	Director of Communications	Princeton Public Schools	New Member
Freeman	Allison	Communications Coordinator/Community School Supervisor	Randolph Township Schools	Renewal
Geltch	Laura	Program and Community Coordinator	BCIT/BCSSSD	Renewal
Giel	Jan	Student Registration, Data & Info Manager	Washington Township Public Schools	Renewal
Giordano	Anthony	Superintendent	Mansfield Township School District	New Member
Goldstein	Lewis	Assistant Superintendent	Princeton Public Schools	Renewal
Golt	Suzanne	Admissions/PR Officer	Camden County Technical Schools	Renewal
Goncalves	Salvatore	Superintendent	Bloomfield Public Schools	New Member
Goode	Joyce	Business Administrator/Board Secretary	Union Township Board of Education	New Member
Gorey	Marie	Superintendent	Hunterdon County ESC	Renewal
Gundersen	P. Erik	Superintendent	Pascack Valley Regional High School District	New Member
Hecox	Michael	Communications Specialist	Hoboken Public Schools	New Member
Hice DePugh	Dana	Assistant Superintendent	Mercer County Technical School	New Member
Hoey	Kelly	Admissions Coordinator	Atlantic County Institute of Technology	Renewal
Janowicz	Renee	Account Manager	Laura Bishop Communications	Renewal

Kinch	Robert		Rahway Public Schools	Renewal
Langschultz	Chris	Special Assistant to the Superintendent	Bergenfield Public School District	Renewal
LeBrun	Ross	Chief School Administrator	Winfield Township School	New Member
Lieberman	Heather	Curriculum Supervisor	Hamilton Township School District	New Member
Marinello	Susan	Communications Officer	Montville Public Schools	Renewal
Marycz	Jennifer	Chief School Administrator	Bloomsbury School District	New Member
Mattioli	Alyse	Coordinator of Communications	East Windsor Regional School District	New Member
McGann	Mary Ann	Coordinator, School and Community Relations	Westfield Public Schools	Renewal
Miller	Gary	Public Information Officer	Linden Public Schools	Renewal
Miller	Shane	Coordinator of STEAM and Special Projects	South Bergen Jointure Commission	New Member
Mitchell	Polly	Web Hosting & Communications	Haddonfield School District	New Member
Mucci	Anne	Superintendent	Mountain Lakes	New Member
Mudrak	Joseph	Teacher	Rahway Public Schools	Renewal
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Renewal
Nalesnik	Tanya	Asst. Business Administrator	Hunterdon County Vocational School District	Renewal
Nunez	Ojilvis	Educational Public Information Specialist	Perth Amboy Public Schools	Renewal
O'Boyle	James	District Technology Manager	Hamilton Township School District	New Member
Orfe	Mick	School Psychologist	Mercer County Technical School	New Member
Palermo	Judith	Public Information Officer	Piscataway Township Schools Camden County Educational Services Commission	Renewal
Perlow	Lori	Manager of PR & Communications		Renewal
Pesyna	Matthew	Assistant Student Registration, Data & Information Manager	Washington Township Public Schools	Renewal
Policastro	Rebecca	Communications & District Projects Coordinator	Freehold Regional High School District	New Member
Rakszawski	Dr. Roy	Superintendent	Edgewater Park Township School District	Renewal
Regan	Shannon	District Communications /Human Resources Coordinator	Warren Township Schools	Renewal
Rhodes	Ann	Community Relations/Community School Coordinator	Roxbury Township Public Schools	Renewal
Rocco	Scott	Superintendent	Hamilton Township School District	New Member
Sakowski	Nick	Community Liaison	Mercer County Technical School	New Member
SanNicola	Louise	Secretary	Upper Freehold Regional BOE	Renewal
Scott	Liz	Director of Human Resources and Community Engagement	Burlington Twp School District	Renewal
Searing	Sandra	Assistant Superintendent of Curriculum	Bloomfield Public Schools	New Member
Smagala	Maren	District Communications Coordinator	North Hunterdon-Voorhees Regional High School District	Renewal
Stoloski	Edward	Superintendent	East Amwell Township School District	Renewal
Toback	Mark	Superintendent	Wayne Township Schools	Renewal
Tucker	Nancy	Communications Officer	Hunterdon Central Regional High School	Renewal
Turner	Suzanne	Communications	South Orange Maplewood Schools	Renewal

Wallace	Duane	Supervisor Supervisor of Fine, Visual, and Performing Arts	Somerset County Vocational BOE	New Member
Wilson	Brian	Technology and Communication Director	Perth Amboy Public Schools	Renewal
Zeller	Paul	Director	Pascack Valley Regional HS District	New Member
Zywicki	Robert	Superintendent	Mount Olive Township	New Member

### NJSPRA Membership 2017-2018

Last Name	First Name	Position	District	Status
Alston	Daniel	Supervisor of Innovation, Design, and Communication	Middletown Township Public Schools	New
Bamford	Janet	Manager, Publications and Communications	New Jersey School Boards Association	Renewal
Bashkoff	Perry	Consultant Communications and Community Outreach Coordinator	West Orange Board of Education	Renewal
Bent	Michelle	Community Outreach Coordinator	Livingston Public Schools	New
Bergman	Kia	Community Outreach Coordinator	Hillsborough Township Public Schools	Renewal
Bilotti	Sarah	Superintendent	North Warren Regional School District	New
Bishop	Laura	Managing Principal	Laura Bishop Communications	Renewal
Brady	Carly	Associate	Laura Bishop Communications	Renewal
Brenda	Marten-Sewell	Communication Director	Princeton Public Schools	Renewal
Bruzaitis	Lee	Public Information Officer Coordinator of Policies, Regulations & Communications	Manchester Township	New
Clark	Mary	Technology Coordinator	Franklin Township	New
Colt	Chris	Superintendent	East Amwell Township	New
Diaz	Nicholas	Communications Coordinator Communication and Data Management Specialist	Union Township	Renewal
Dries	Nancy	Coordinator/Community School Supervisor	Millburn Township Public Schools	Renewal
Dyer	Lisa	Supervisor	West Essex	New
Freeman	Allison	Program & Community Coordinator Student Registration, Data & Info Manager	Randolph Township Schools	Renewal
Geltch	Laura	Assistant Superintendent of Human Resources/Community Relations	BCIT/BCSSSD	Renewal
Giel	Jan	Admissions/PR Officer	Washington Township Schools	Renewal
Goldstein	Lewis	Superintendent	Princeton Public Schools	Renewal
Golt	Suzanne	Superintendent	Camden County Technical Schools	Renewal
Gorey	Marie	Director of Marketing & Development	Hunterdon County ESC	New
Griffin	Michele	PR Consultant	Marion P. Thomas Charter School	Renewal
Janowicz	Renee	Teacher		New
Kinch	Robert	Community Information Officer Coordinator, School and Community Relations	Rahway Public Schools	New
Kligman	Marianne	Superintendent	Red Bank Regional High School	Renewal
Korecky	Lorre	Special Asst. to the Superintendent	Westfield Public Schools	New
Labbe	Richard	Chief School Administrator Communications/Human Resources Coordinator	Sayreville	Renewal
Langschultz	Chris	Admissions Coordinator	Bergenfield Public School District	Renewal
LeBrun	Ross	Public Information Officer	Winfield	New
McGann	Mary Ann		Warren Township Schools	Renewal
McPherson	Kelly		Atlantic County	Renewal
Miller	Gary		Linden Public Schools	New

Mudrak	Joseph	Teacher	Rahway Public Schools	New
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Renewal
Palermo	Judy	Public Information Officer Admissions Officer/Community	Piscataway Township Schools	Renewal
Perlow	Lori	Liaison Assistant Student Registration, Data & Information Manager	Mercer County Technical School District	Renewal
Pesyna	Matthew		Washington Township Schools	Renewal
Rakszawski	Roy	Superintendent	Edgewater Park Township	New
Rettig	Jody	Community Affairs	Glassboro School District	Renewal
Rhodes	Ann	Community Relations Coordinator	Roxbury Township Public Schools	Renewal
Roberts	Allyson	Associate	Laura Bishop Communications	Renewal
San Nicola	Louise	Secretary to the Superintendent Director of Human resources and community relations	Upper Freehold Regional BOE	Renewal
Scott	Elizabeth		Burlington Township School District North Hunterdon-Voorhees Regional High School District	Renewal
Smagala	Maren	District Communications Coordinator	Hunterdon County Vocational Technical Schools	Renewal
Stansfield	Lindsey	Marketing Coordinator		Renewal
Still	Valerie	Public Information	Palmyra Public Schools	New
Stoloski	Edward	Superintendent	East Amwell Township	New
Sundell	George	Consultant		Renewal
Tahinos	Andrea	Director, Communications	Glen Rock Public Schools	Renewal
Toback	Mark	Superintendent	Wayne Township Public Schools Hunterdon Central Regional High School District	Renewal
Tucker	Nancy	Communications Officer Supervisor of Fine, Visual & Performing Arts		Renewal
Wilson	Brian		Perth Amboy Public Schools	New

<b>NJSPRA Membership 2016-2017</b>				
<b>Last Name</b>	<b>First Name</b>	<b>Position</b>	<b>District</b>	<b>Status</b>
Bakes	Joe	Community Information Specialist	Middlesex County Vocational and Technical Schools	Renewal
Bamford	Janet	manager, communications and publications	NJSBA	Renewal
Bergman	Kia	Community Outreach Coordinator	Hillsborough	Workshop
Bishop	Laura	Managing Principal	Laura Bishop Communications	Renewal
Donaldson	John	Director of Media & Communications	Lenape Regional High School District	New Member
Dries	Nancy	Communications Coordinator	Millburn Township Public Schools	Renewal
Ferrer	Charles	Public Relations and Data Analysis Specialist	Bergenfield Public Schools	New Member
Freeman	Allison	Communications Coordinator/Community School Supervisor	Randolph	Renewal
Geltch	Laura	Program & Community Coordinator	BCIT/BCSSSD	Renewal
Giel	Jan	Student Registration, Data & Info Mgr	Washington Twp.	Renewal
Goldstein	Lewis	Assistant Superintendent	Princeton Public Schools	New Member
Kligman	Marianne	Community Information Officer	Red Bank Regional High School District	Renewal
Labbe	Richard	Superintendent	Sayreville	New Member
Langschultz	Chris	Special Assistant to the Superintendent Manager Communications/Community Outreach	Bergenfield	Renewal
Lehren	Marilyn		Livingston Public Schools	Renewal
Marinello	Susan	District Communications Officer	Montville Township Public Schools	Renewal

McGann	Mary Ann	Communications/HR Coordinator	Warren Township Schools	Renewal
McGarry	Robert	Superintendent	Holmdel School District	New Member
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Renewal
Nalesnik	Tanya	Student Services Coordinator	Hunterdon County Vocational School District	New Member
Palermo	Judy	Public Information Officer	Piscataway Township	Renewal
Perlow	Lori	Admissions Officer/Community Liaison	Mercer County Technical School District	Renewal
Randina	Cynthia	Superintendent	Hopatcong	New Member
Rettig	Jody	Community Affairs Secretary	Glassboro Public School District	Renewal
Roche	Kerry	High School Principal's Secretary	Lawrence Township Public Schools	Workshop
Scott	Liz	Director of HR and Community Relations	Burlington Twp Schools	Renewal
Sewell	Brenda	Communications Coordinator	Princeton Public Schools	New Member
Smagala	Maren	District Communications Coordinator	North Hunterdon-Voorhees Regional HS District	Renewal
Tahinos	Andrea	Director of Communications	Glen Rock	Renewal
Toback	Mark	Superintendent of Schools	Wayne Township	New Member
Tucker	Nancy	Communications Officer	Hunterdon Central Regional High School	New Member

## **PROFESSIONAL DEVELOPMENT**

The primary focus of our chapter efforts has always been to provide the most relevant professional development for our members and other interested participants. This year, we hosted three full-day workshops with an average of 40 attendees at each and one special event described below. (Attendee lists are below.)

In November 2018, we focused on crisis communications. This workshop took our attendees through the lifecycle of a crisis. Jeff Gale, director of the New Jersey Department of Education's Office of School Preparedness, covered incident command structure and the services his department offers to school districts. Jeff is also a retired New Jersey State Trooper and lends the most informed perspective to such conversations. Liz Scott, Burlington Township School District's Director of Human Resources and Community Engagement, reviewed her role as public information officer and how she has worked with her internal crisis team on various situations. Lastly, John Comegno, Esq. of Comegno Law Group, discussed how he has helped his school district clients manage the post-crisis communications. This comprehensive workshop received rave reviews from attendees.

In December 2018, we covered bond referenda and media relations. This workshop provided attendees with valuable advice and tactics to implement in their own district. Janet Bamford, Manager of Communications and Publications for New Jersey School Boards Association, and Maren Smagala, District Communications Coordinator for the North Hunterdon-Voorhees Regional High School District, reviewed bond referendum communications, the legal dos and don'ts and tips from a successful campaign. Dr. Scott Rocco, superintendent of Hamilton Township School District, Dr. Robert Zywicki, superintendent of Mt. Olive School District, and Dr. Robert McGarry, superintendent of Holmdel Township Schools shared their experiences handling media relations surrounding recent high-profile incidents. Daniel Higgins, director of Strategic Communications for New Jersey Principals and Supervisors Association, discussed ways to successfully pitch the media. Lastly, we hosted a media panel with education reporters from throughout the state. They shared helpful tips for gaining positive media coverage.

In April 2019, we focused on communications and legal issues with employees and board members. We heard from legal experts regarding communications of employees and Board members which continues to be an important topic for school districts to navigate. Patrick Carrigg, Esq. of Lenox Law Firm reviewed the limitations on what public school employees can and cannot say in their role as well as navigating communications when an employee is in legal trouble. Robert Greitz, consultant/negotiator for New Jersey School Boards Association, provided tips on communicating to the media and community during negotiations with the teachers' union. Lastly, William Donio, Esq. of Cooper Levenson helped attendees understand the Board of Education member role, responsibilities, ethical implications, and pitfalls regarding social media as well as review the code of ethics for Board members. All of the presenters were engaging and informative.

In addition to the three full-day workshops for members, we planned a special event called "School Safety Communications Symposium: The Parent Perspective" which was held on April 11, 2019 in Burlington Township. There was an afternoon session for school administrators and an evening session for parents. The line up included Scott Newgass from the National Center for School Crisis and Bereavement. He spoke about the mental

health issues associated with school crises and how they can impact students, staff and parents. Jeff Gale from the NJ Department of Education's Office of School Preparedness & Emergency Planning shared best practices for crisis response and communication. Rick Kaufman participated through google hangout. He shared his experiences and tips from Columbine and other professional experiences. Lastly, Paul Minoff, the father of two Marjory Stoneman Douglas HS survivors, flew in from Florida to participate. He brought the very raw parent perspective to the conversation that is often overlooked. For the first time, we actively sought sponsorships to cover our expenses and offer this as a free event. Nearly 75 school administrators attended from all over New Jersey. Local media covered the event as well.

**Special Event Coverage:**

**April 19, 2019 - South Jersey Observer**

<https://southjerseyobserver.com/2019/04/19/father-of-survivors-from-marjory-stoneman-douglas-hs-tragedy-speaks-to-nj-school-administrators/>

**April 25, 2019 – The Media Pub**

<https://www.themediapub.com/njspra-hosts-responsive-school-safety-communications-symposium/>

**School Safety Communications Symposium**

**Alicia D'Anella**  
Comegno Law Group  
Panel Facilitator

**Jeff Gale**  
NJDOE Office of School  
Safety & Preparedness

**Rick Kaufman**  
Crisis communications expert,  
Formerly of Columbine HS

**Paul Minoff**  
Father of two  
Marjory Stoneman  
Douglas HS Survivors

**Scott Newgass**  
National Center for School  
Crisis and Bereavement

**April 11, 2019 at 2:30PM** <http://bit.ly/NJSPRA> **FREE EVENT**

**HOST SPONSORS**

**BURLINGTON TWP FALCONS**

Camden County  
**Educational Services Commission**

**LEAD SPONSOR**

**COMEGNO LAW GROUP, P.C.**

**EVENT SPONSORS**

**DAG** DOYLE ALLIANCE GROUP  
Consulting & Brokerage

**GIANFORCARO**  
Architects-Engineers-Planners

**PORZIO**  
COMPLIANCE SERVICES

**Schenck Price**  
SCHENCK PRICE SMITH & KING, LLP

**SHARE 911**

## Attendee Lists:

### November 1, 2018 Workshop Attendees

Last Name	First Name	Title	School District/Organization	Membership Status
Alston	Daniel	Educational Technology Specialist / Communications Manager	Middletown Township Public Schools	Current NJSPRA Member
Bachenheimer	Barry	Director of Curriculum/School Security Specialist	Pascack Valley Regional	Individual registrant
Bergman	Kia	Community Outreach Coordinator	Hillsborough Township Public Schools	Current NJSPRA Member
Casablanca	Erika		RKS Associates	Current NJSPRA Member
Cokeley	Sandy	CEO	SCoPE School Surveys	Individual registrant
Diaz	Nicholas	Superintendent	Union Township Schools	Current NJSPRA Member
Dries	Nancy	Communications Coordinator	Millburn Township Public Schools	Current NJSPRA Member
Dyer	Lisa	Communications and Data Management Specialist	West Essex Regional School District	Current NJSPRA Member
Farley	Greg	Chief School Administrator	Bethlehem Township Schools	Individual registrant
Freeman	Allison	Communications Coordinator/Community School Supervisor	Randolph Township Schools	Current NJSPRA Member
Geltch	Laura	Grants, Communications & Sponsorships Coordinator	Hamilton Township School District	Current NJSPRA Member
Giordano	Anthony	Superintendent	Mansfield Township School District.	Individual registrant
Golt	Suzanne	Admissions/PR Officer	Camden County Technical Schools	Current NJSPRA Member
Goode	Joyce	Business Administrator/Board Secretary	Union Township Board of Education	Individual registrant
Hoey	Kelly	Admissions Coordinator	Atlantic County Institute of Technology	Current NJSPRA Member
Krial	Sherry	Supervisor of Curriculum & Instruction	Readington Township School District	Individual registrant
Langschultz	Chris	Special Assistant to the Superintendent	Bergenfield Public School District	Current NJSPRA Member
LeBrun	Ross	Chief School Administrator	Winfield Township School	Current NJSPRA Member
Marinello	Susan	District Communications Officer	Montville Township Public Schools	Current NJSPRA Member
Marycz	Jennifer	CSA	Bloomsbury School District	Current NJSPRA Member
Mattioli	Alyse	Coordinator of Communications	East Windsor Regional School District	Current NJSPRA Member
Miller	Shane	Coordinator of STEAM and Special Projects	South Bergen Jointure Commission	Current NJSPRA Member
Miller	Gary	Public Information Officer	Linden Public School	Individual registrant
Moore, Ed.D.	Jeffrey	Superintendent	Hunterdon Central Regional High School	Current NJSPRA Member
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Current NJSPRA Member
Nalesnik	Tanya	Asst. Business Administrator	HCVSD	Current NJSPRA Member
Nunez	Ojilvis	Parent Outreach/Educational Public Information Specialist	Perth Amboy Public Schools	Current NJSPRA Member
Palermo	Judy	PIO	Piscataway Education Foundation	Current NJSPRA Member
Perlow	Lori	Manager of PR & Comms	Camden County Educational Services Commission	Current NJSPRA Member
Policastro	Rebecca	Communications & District Projects Coordinator	Freehold Regional High School District	Individual registrant
Race	Donald	Facilities Manager	Readington Township Board of Education	Current NJSPRA Member
Ramirez	Maritza	Executive Secretary to the Superintendent	Perth Amboy Public Schools	Individual registrant

Regan	Shannon	HR/PR Coordinator Community Relations/Community School Coordinator	Warren Township Schools	Current NJSPRA Member
Rhodes	Ann		Roxbury Township Public Schools	Current NJSPRA Member
San Nicola	Louise	Assistant Superintendent Secretary	UFRSD	Current NJSPRA Member
Smagala	Maren	District Communications Coordinator	North Hunterdon-Voorhees Regional High School District	Current NJSPRA Member
Tucker	Nancy	Communications Officer	Hunterdon Central Regional High School	Current NJSPRA Member
Turner	Suzanne	Director of Strategic Communications Director of Technology and Communication	South Orange Maplewood School District	Current NJSPRA Member
Zeller	Paul		Pascack Valley Regional High School District	Current NJSPRA Member

### December 5, 2018 Workshop Attendees

Last Name	First Name	Title	School District/Organization	Membership Status
Alston	Daniel	Educational Technology Specialist / Innovation and Design Teacher / Communications Manager	Middletown Township Public Schools	Current NJSPRA Member
Ambrosius	Donna	Superintendent manager, communications and publications	Florence Township School District	Individual registrant
Bamford	Janet		New Jersey School Boards Association	Current NJSPRA Member
Bergman	Kia	Community Outreach Coordinator	Hillsborough Township Public Schools	Current NJSPRA Member
Brady	Carly	Account Associate	Laura Bishop Communications	Current NJSPRA Member
Brown	Nicholas	School Business Administrator	Little Egg Harbor Board of Education	Individual registrant
Cappuccio	David	Superintendent	Buena Regional School District	Individual registrant
Casablanca	Erika	Mrs.	RKS Associates	Current NJSPRA Member
Dries	Nancy	Communications Coordinator Communications & Data Management Specialist	Millburn Township Public Schools	Current NJSPRA Member
Dyer	Lisa		West Essex Regional School District	Current NJSPRA Member
Fleres	Joseph	Director of Elementary Education Communications Coordinator/Community School	Bloomfield Public Schools	Current NJSPRA Member
Freeman	Allison	Supervisor Grants, Communications & Sponsorship Coordinator	Randolph Township Schools	Current NJSPRA Member
Geltch	Laura		Hamilton Township School District	Individual registrant
Goode	Joyce	Business Administrator/Board Secretary	Union Township Board of Education	Current NJSPRA Member
Hoey	Kelly	Admissions Coordinator	Atlantic County Institution of Technology	Individual registrant
Hurley	Jack	Superintendent of Schools	Rutherford Board of Education	Current NJSPRA Member
Janowicz	Renee	Account Manager	Laura Bishop Communications	Individual registrant
Joyce	Susan	Business Administrator	Delaware Township Board of Education	Current NJSPRA Member
Kinch	Robert	Teacher	Rahway Public School	Current NJSPRA Member
LeBrun	Ross	Chief School Administrator	Winfield Township School	Individual registrant
Livengood	Melissa	Business Administrator	Florence Township School District	Current NJSPRA Member
Marycz	Jennifer	CSA	Bloomsbury School District	Current NJSPRA Member
Mattioli	Alyse	Coordinator of Communications	East Windsor Regional School District	Current NJSPRA Member
McGann	Kari	Superintendent of Schools Coordinator of STEAM and Special Projects	Flemington Raritan Regional School District	Current NJSPRA Member
Miller	Shane		South Bergen Jointure Commission	Current NJSPRA Member
Miller	Gary	Public Information Officer	Linden Public Schools	Current NJSPRA Member

Mudrak	Joseph	Technology Facilitator	Rahway	Current NJSPRA Member
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Current NJSPRA Member
Nalesnik	Tanya	Assistant Business Administrator	HCVSD	Current NJSPRA Member
Nunez	Ojilvis	Parent Outreach/Educational Public Information Specialist	Perth Amboy Public Schools	Current NJSPRA Member
Palermo	Judy	Public Information Officer	Piscataway Township Schools	Current NJSPRA Member
Perlow	Lori	Manager, PR & Communications	Camden County Educational Services Commission	Current NJSPRA Member
Policastro	Rebecca	Communications and District Projects Coordinator	Freehold Regional High School District	Current NJSPRA Member
Ramirez	Maritza	Confidential Secretary to the Superintendent	Perth Amboy Public Schools	Current NJSPRA Member
Regan	Shannon	HR/PR Coordinator	Warren Township Schools	Current NJSPRA Member
Rettig	Jody	Community Affairs	Glassboro Public School District	Individual registrant
Rhodes	Ann	Community Relations/Community School Coordinator	Roxbury Township Public Schools	Current NJSPRA Member
Scott	Liz	Director of HR and Community Relations	Burlington Twp School District	Current NJSPRA Member
Smagala	Maren	District Communications Coordinator	North Hunterdon-Voorhees Regional High School District	Current NJSPRA Member
Turner	Suzanne	Director of Strategic Communications	South Orange Maplewood School District	Current NJSPRA Member
Yacovelli	Pasquale		Buena Regional School District	Individual registrant

### April 4, 2019 Workshop Attendees

Last Name	First Name	Title	School District/Organization	Membership Status
Alston	Daniel	Educational Technology Specialist / Manager of District Communication	Middletown Township Public Schools	Current NJSPRA Member
Bajwa	Mini	Teacher	Granada, EWCSO	Current NJSPRA Member
Bamford	Janet	Manager, Communications and Publications	New Jersey School Boards Association	Current NJSPRA Member
Bergman	Kia	Community Outreach	Hillsborough Township Public Schools	Current NJSPRA Member
Bilotti	Sarah	Superintendent	North Warren Regional	Current NJSPRA Member
Brady	Carly	Account Manager	Laura Bishop Communications	Current NJSPRA Member
Clark	Mary	Coordinator of Policies Regulations and Communications	Franklin Township Public Schools	Current NJSPRA Member
D'Angelo	Joanne	School Business Administrator	Moorestown Township Board of Education	Individual registrant
Dries	Nancy	Communications Coordinator	Millburn Township Public Schools	Current NJSPRA Member
Dyer	Lisa	Communications/Data Management Specialist	West Essex	Current NJSPRA Member
Fleres	Joe	Director of Elementary Education	Bloomfield	Current NJSPRA Member
Freeman	Allison	Communications Coordinator/Community School Supervisor	Randolph Township Schools	Current NJSPRA Member
Gelch	Laura	Coordinator of Grants, Communication and Sponsorship	Hamilton Township School District, Mercer County	Current NJSPRA Member
Giordano	Anthony	Superintendent	Mansfield Township School District	Current NJSPRA Member
Golt	Suzanne	Admissions/PR Officer	Camden County Technical Schools	Current NJSPRA Member
Janowicz	Renee	Account Manager	Laura Bishop Communications	Current NJSPRA Member
Langschultz	Chris	Special Assistant to the Superintendent	Bergenfield Public School District	Current NJSPRA Member
Macioci	Damion	Assistant Principal	West Essex Regional School District	Individual registrant

McGann	Mary Ann	Coordinator of School & Community Relations	Westfield Public Schools	Current NJSPRA Member
Mercora	Debra	Chief School Administrator	Neptune City / Woodrow Wilson School	Individual registrant (\$85)
Miller	Gary	Public Information Officer	Linden Public Schools	Current NJSPRA Member
Mucci	Anne	Superintendent of Schools	Mountain Lakes Board of Education	Current NJSPRA Member
Mueller	Lana	Operations Manager	Lawrence Township Public Schools	Current NJSPRA Member
Nalesnik	Tanya	Assistant Business Administrator	HCVSD	Current NJSPRA Member
Nunez	Ojilvis	Parent Outreach/Educational Public Information Specialist	Perth Amboy Public Schools	Current NJSPRA Member
Orfe	Michael	Psychologist/Admissions	MCTS	Current NJSPRA Member
Palermo	Judy	Public Information Officer	Piscataway Township Schools	Current NJSPRA Member
Perlow	Lori	Communications Manager	Camden County Educational Services Commission	Current NJSPRA Member
Policastro	Rebecca	Communications & District Projects Coordinator	Freehold Regional High School District	Current NJSPRA Member
Rettig	Jody	Community Affairs	Glassboro Public School District	Individual registrant (\$85)
Rhodes	Ann	Community Relations/Community School Coordinator	Roxbury Township Public Schools	Current NJSPRA Member
Sakowski	Nick	Community Liaison	Mercer County Technical Schools	Current NJSPRA Member
San Nicola	Louise	Assistant Superintendent Secretary	UFRSD	Current NJSPRA Member
Smagala	Maren	District Communications Coordinator	North Hunterdon-Voorhees Regional High School District	Current NJSPRA Member
Toback	Mark	Superintendent of Schools	Wayne Township Public Schools	Current NJSPRA Member
Tucker	Nancy	Communications Officer	Hunterdon Central Regional High School	Current NJSPRA Member
van Frank	Jennifer	Communications and Community Relations Coordinator	Morris School District	Individual registrant (\$85)
Zeller	Paul	Director of Technology and Communication	Pascack Valley Regional High School District	Current NJSPRA Member

### April 11, 2019 School Safety Symposium Attendees

Last Name	First Name	Job Title	District/Organization
Allen	Kelly	Manager, Safe & Supportive Schools Educational Technology Specialist / Manager of District Communication	NJDOE
Alston	Daniel	Manager of District Communication	Middletown Township Public Schools
Angelozzi	Adam	Principal	Freehold Regional High School District
Ash	Kimberly	Principal	Willingboro
Bell	Mary Ann	Superintendent	Burlington Township
Bice	Nicholas	School Business Administrator	Burlington Township School District
Biglin	Barbara		Burlington Co. Division of Behavioral Health Youth Services
Blake	Michael	Business Administrator	Hainesport
Britt	Ann	Asst. Supt. C&I	Burlington Township
Brudner	Errol	Vice President	StoneGate Associates
Burton	Christine	Superintendent of Schools	Millburn Township Public Schools
Clarke-Holmes	Roxann	Principal School Safety Specialist / Director of STEM	Hamilton Township
Coskun	Necmi		Paterson Charter School for Science and Technology
Craig	Kevin	Security Consultant	Porzio Compliance Services
Daniels	Mark	Superintendent of Schools	East Windsor Regional School District
Davenport	Howard	Supervisor	Delran

de la Fuente	Edward	Detective	Millburn Police Department
Del Rossi	Joseph	Superintendent	Medford Township Public Schools
Del Vecchio	Daniel	Superintendent	Camden County Educational Services Commission
Dewey	Erin	Supervisor	Burlington Township
Dillon	Michael	Director of Guidance & Operations (SSS)	Freehold Regional High School District
Donnelly	Allison	School Counselor	Delanco Township Public Schools
Dries	Nancy	Communications Coordinator	Millburn Township Public Schools
Dudley	Michele	Transportation Coordinator	Burlington Township
Ellmyer	Dan	School Security Specialist	Sayreville
England	Michele	Assistant Principal	Freehold Regional High School District/Howell High School
Farley	Katherine		Northern Burlington County Regional School District
Galatola	Robert	Supervisor of Guidance	Freehold Regional High School District/Howell High School
Gallagher	John	Maintenance and Operations Supervisor	Medford Township Public Schools
Gamez	Kelly	Supervisor of Curriculum	Mansfield Township Elementary School
Gayles	Antoine	Superintendent Coordinator Grants, Communication & Sponsorship	Hillside Township Public Schools
Gelch	Laura		Hamilton Township School District, Mercer County
George	Katina	Director of Pupil Personnel Services	Burlington Township School District
Glock-Molloy	Eric	Assistant Superintendent	Sayreville Public Schools
Hessberger	Robyn	Assistant Business Administrator	Burlington Township
Hodnett	Lisa	Board Member Vice Principal of Grade 10/Supervisor of English, ELL, Performing Arts	Burlington Township
Holloway-Taluy	Yashanta		Eastern
Horwitz	Sandra	District Safety Coordinator	Haddonfield Public Schools
Ilconich	Chris	HS VP	BTHS
Irons	Tim	T.C Irons Agency	T.C Irons Agency
Janowicz	Renee	Account Manager	Laura Bishop Communications
Johnson	Joanne	Supervisor	Ms.
Knaak	Fred	Facilities Manager School Safety Specialist/ Director of Instruction	Mansfield Twp Elementary School
Konowicz	Matthew		Northern Burlington County Regional School Dist
Lombardi	CathyJo	School safety specialist	Academy for Urban Leadership Charter School
Maier	David	Assistant Principal	Lenape
McCartney	Scott	Superintendent Coordinator of School/Community Relations	Moorestown Township Public Schools
McGann	Mary Ann		Westfield Public Schools
McGarry	Robert	Superintendent	Holmdel Township Schools
Mitchell	Polly	District Communications Specialist	Haddonfield Public Schools
Morolda	Danielle	Board Secretary	Mansfield Twp Elementary School
Moutis	Tiffany	Superintendent	Mansfield Twp
Mueller	Lana	Operations Manager	Lawrence Township Public Schools
Otto	Joseph	School Resource Officer	Cinnaminson
Palardy	Michael	Security Coordinator	Millburn School District
Perlow	Lori	Communications Manager Communications and District Projects	Camden County Educational Services Commission
Policastro	Rebecca	Coordinator Community Relations/Community School Coordinator	Freehold Regional High School District
Rhodes	Ann		Roxbury Township Public Schools
Rogers	Roger	Class III Special Officer	Cinnaminson Township Public Schools

Salay	Darla	Principal	Hammonton School District
Sourwine	Laura		Burlington Township
Spesaison	Al	Managing Partner	SpencerCom
Sprague	Jeffrey	School Safety & Security Specialist	Sayreville School District
Stolarick	Brian	Assistant Principal	Delran
Strouse	Jason	Vice Principal	Burlington Township School District / Fountain Woods
Teifer	Peter	Supervisor/Athletic Director	Burlington Township School District
Tobin	Cuyler	Assistant Principal & School Safety Specialist	Dunellen School District
Todd	Paul	Business Administrator	East Windsor Regional School District
Walters	James	School Safety Coordinator	Hamilton Township School District
Walton	Erin	Vice Principal	Hamilton Township
Wiley	William	SRO	Cinnaminson School District
Wiley	William	School Resource Officer	Cinnaminson
Williams	Jennifer	Assistant Principal	Freehold Regional High School District
Wilson	Orvyl	Director of School Management	Franklin Township Public School District
Winkelspecht	Ryan	Supervisor	Burlington Township Board of Education

## **SCHOOL COMMUNICATIONS AWARDS PROGRAM**

Under previous chapter leadership, there was a multi-year hiatus for the NJSPRA School Communication Awards program. The program was revived in recent years and has become a useful membership tool. Since the work of most school communicators is generally undervalued in New Jersey, we felt it was important to continue with the program.

In 2018, we added “Photography” as a new award category. This was particularly relevant and intentional since so much of our work includes visual storytelling. We also moved the competition online utilizing reviewr.com for evaluating submissions. We have continued the longstanding tradition of inviting Rowan University professors to judge the awards. We also invited education branding guru and professor, Trish Rubin, to judge as well. To cover the costs associated with reviewr.com, we offered the option to purchase additional submission opportunities.

NJSPRA members can enter two submissions at no cost. Participation is extended to non-member districts that may enter one submission at no cost. Both groups are also able to enter additional submissions for \$40 per submission. We celebrated our winners at a fall reception which turned out to be a wonderful networking opportunity at the start of the school year.

### **Award categories include:**

**Electronic Newsletter** This category will focus on news that is directed towards external audiences, published periodically and disseminated electronically to the community. E-newsletter entries must include two different issues (e.g., two different months, quarters, etc.) to qualify as an entry. An archived link or printed-version handout may be submitted for this category. Student written and/or produced newsletters or other publications are not eligible for consideration.

**Marketing, Branding, Image** This category includes all print branding collateral material, such as logos, stationery and other graphic treatments; advertisements and products that contain persuasive messages; brochures; and items that communicate a district's special qualities to potential constituents. Branding/image packages must include three or more individual pieces to qualify as an entry.

**Media Relations – Human interest** This category focuses on the human interest side of media relations. This category will be judged on appropriate timing of the story, media reach, and level of human interest. Two sets of the printed publication (or screen shot of an electronic publication) must be provided.

**Photography** This category focuses on promoting education in the New Jersey schools. Suggested themes for the submissions are success stories in public schools, equity in education and the future of education. Photographs should depict the Love of Public Education theme and be the original work of the photographer/contestant. Photographs must be in a .jpeg, .jpg, .gif, .psd, or .png formats and submitted in high resolution (1MB and higher). Photos must be appropriate for a wide audience. Submitting a photo(s) implies permission for use in online viewing and marketing purposes. Social Media This category will be based on strategic usage of various social media platforms to engage stakeholders and communicate district information. Two sets of printed examples (screen shots are acceptable) and a brief explanation of effective usage must be provided for consideration.

**Special Interest Publication** This category includes publications that fall outside of the other categories, such as employee recruitment materials, employee newsletters, handbooks, general district information, specialized informational publications, finance publications, etc.

**Video** This category includes videos that were produced for external use in promoting the district or communicating a specific message. Include a brief explanation of the video's purpose and a link to the video as all videos must be available to view online. (Note: Videos produced by students will not be considered.)

**Website** This category is based on overall design, ease of use and up-to-date content. Please provide website address on application.

**Pictured below are winners from the Fall 2018 Awards Reception**



## **ANNUAL MEETING**

Until 2016, there was never a formal annual meeting held. We seized the opportunity to merge the annual meeting with our awards reception. In 2016 and 2017, an annual meeting was held in conjunction with the School Communication Awards reception. Located at the Arm and Hammer baseball stadium in Trenton, New Jersey, members and award winners were treated to dinner and a baseball game.

The 2019 Annual Meeting will be a standalone event at the Frog and Peach Restaurant in New Brunswick, New Jersey on May 30<sup>th</sup>. During the meeting, the current officers will be acknowledged and the 2019-2020 officers will be announced. Trish Rubin, education branding expert and marketing professor, will attend to read and discuss excerpts from "BrandED," which she co-authored with Eric Sheninger.

**NJSPRA Officers pictured below with Trenton Thunder mascot in 2018.**



## **SUMMER PLANNING MEETING**

Every summer, NJSPRA officers and the advisory committee get together to plan the upcoming year's activities. Last summer, everyone was treated to a headshot taken by a professional photographer. This decision was made as an effort to encourage personal branding amongst members while elevating awareness of our profession. It was also a nice way to give back to those who volunteer their time to raising awareness of NJSPRA.

**Summer planning meeting kickoff with headshots for all!**

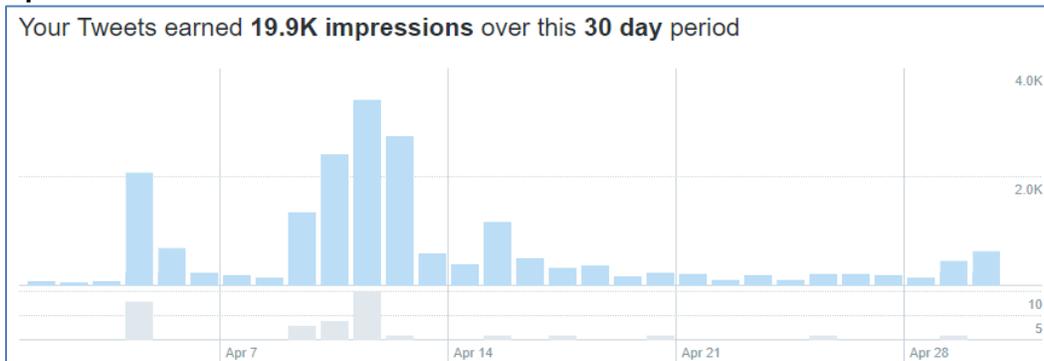


## SOCIAL MEDIA

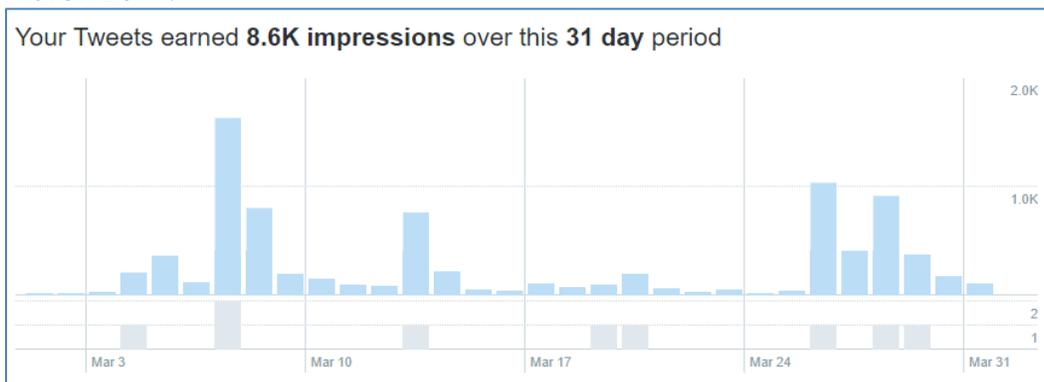
In addition to email marketing, our chapter relies on social media tools to share information. Sharing workshop information, NSPRA resources, local education news or even simply retweeting information about an upcoming Twitter chat, allows us to share information quickly and easily. While we've seen a 20% increase in Facebook likes this year, Twitter is the platform we use most. With our increased use of Twitter, I've seen members begin to use Twitter professionally when they were previously using Facebook for personal purposes.

Typically, we see less than 10,000 impressions in a month on Twitter. However, in April 2019, we had our highest rate of nearly 20,000 impressions. This is likely due to the safety and security event we hosted on April 11<sup>th</sup>. We've also been pushing out communications regarding nominations and our annual meeting in May. All in all, it's helpful to see how our varied communication methods are reaching out members and prospective members.

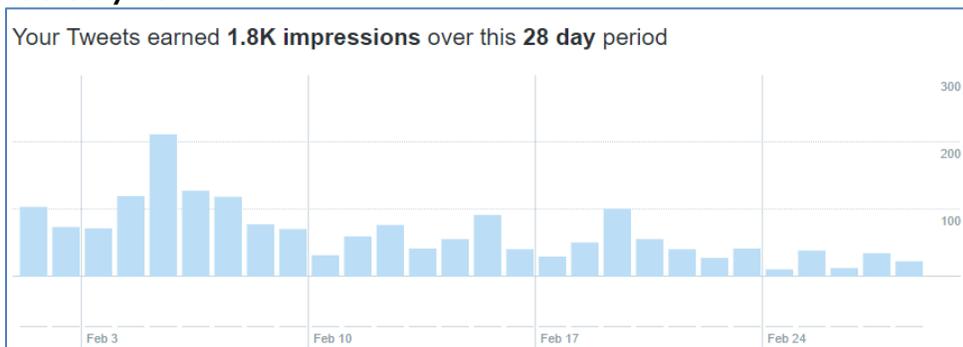
### April 2019:



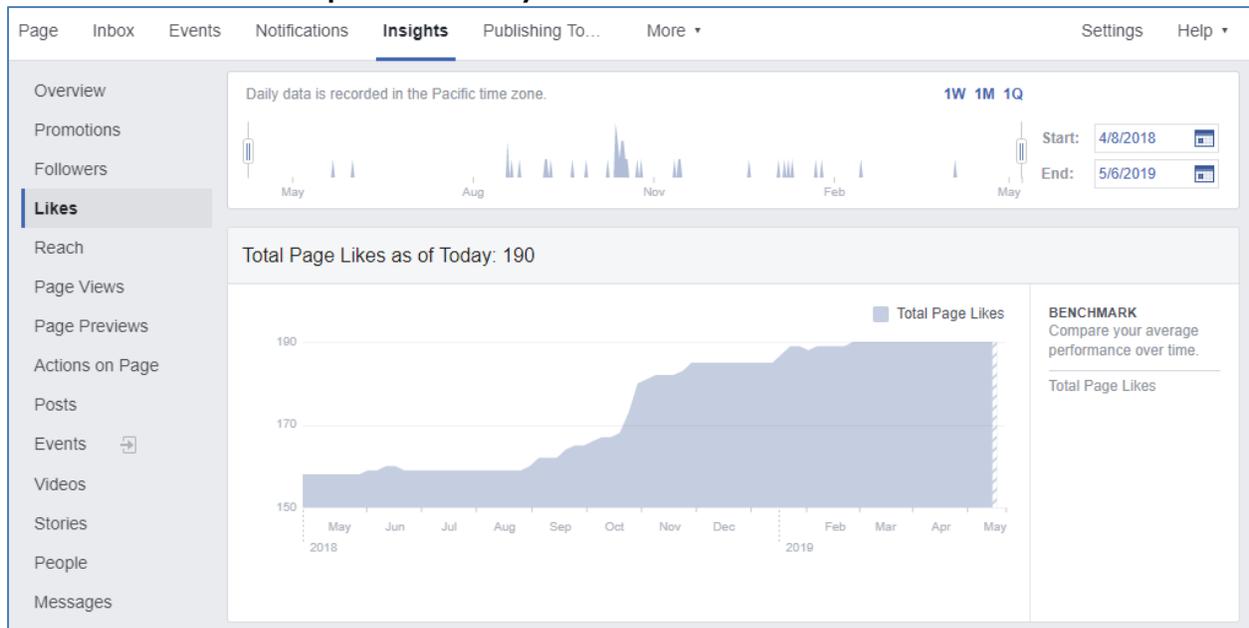
### March 2019:



### February 2019:

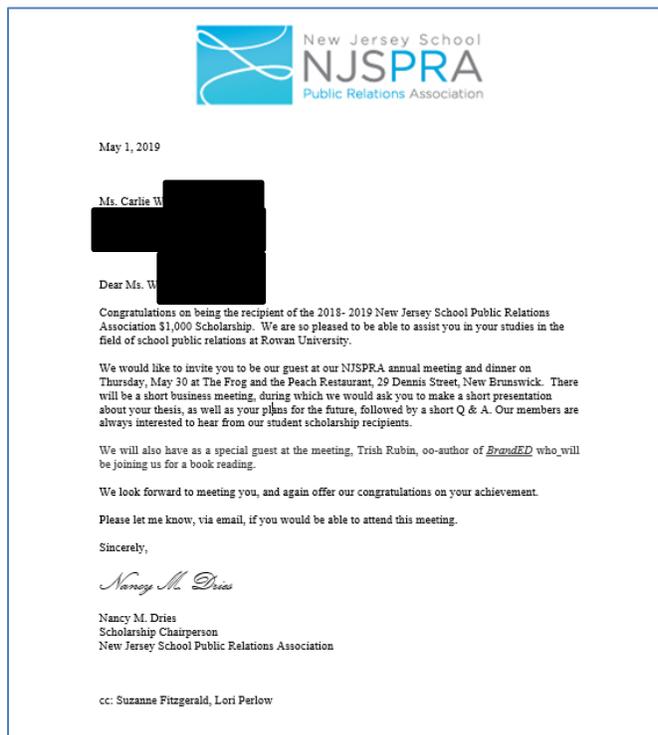


## Facebook Likes from April 2018 – May 2019



## ROWAN SCHOLARSHIP

In the spirit of encouraging college graduates into the school communications profession, NJSPRA provides a scholarship to one Rowan University graduate annually. This tradition has been in place for ten years and we'll continue so long as the funding is available. Scholarship applicants must be enrolled in the school public relations program and they're required to submit an essay on a related topic provided by NJSPRA. The winner is acknowledged by our chapter at a spring meeting where they can share the essay or other summary of their learning experience and career pursuit.



**NSPRA SEMINAR SCHOLARSHIP**

Beginning in spring 2018, NJSPRA offered members an opportunity to attend the NSPRA Seminar by providing a scholarship to cover the registration fee. With travel budgets being limited, we felt the financial support would be a worthwhile incentive for our members to attend the NSPRA Seminar. NJSPRA intends to continue providing this scholarship as we want to help connect our members to useful resources offered by NSPRA. With our current year account balance being quite healthy, we offered scholarships to two deserving NJSPRA members.

**CLOSING STATEMENT**

In closing, I thank you for considering the NJSPRA chapter for this honor. The NJSPRA chapter leaders are quite proud of the work we've accomplished together. We will continue to collaborate, grow and support one another while providing the most relevant professional development resources to our members.

Sincerely,

A handwritten signature in cursive script that reads "Lori Perlow". The signature is written in a dark ink and is positioned above the printed name and title.

Lori Perlow  
New Jersey School Public Relations Association President