

Section II: Special Focus Area

Professional Development/PR Skill-Building

CalSPRA is working to create a climate for better public understanding, commitment, and support of public education. In May 2012 our annual membership satisfaction survey discovered that in order to better serve our members, professional development events are essential. The conference programs were designed to serve the needs of various levels of expertise and interests in school public relations. Programs ranged from panels of speakers on current issues to the “how to” seminars that offered practical tips on communication skills.

Chapter Goals for CalSPRA 2012-13 Conferences:

- The 2012/13 Conferences will serve the needs of various levels of expertise and interests in school public relations to help them better public understanding, commitment, and support of public education.
- Ensure fiscal solvency for CalSPRA, while providing a reasonable rate for conference attendees during times of school budget cuts.

Chapter Objectives for CalSPRA 2012-13 Conferences:

- Retain 2011/12 conference attendance numbers for the 2012/13: 70 at the Fall Conference and 40 at the Spring Conference.
- Gain conference satisfaction rates in follow-up Conference Satisfaction surveys of 90 percent or higher.
- Gain three sponsorships from vendors that will help to offset the costs for the conference ensuring CalSPRA breaks even for 2012/13 Conferences.

Communication/Marketing Strategy:

- Gain support from key organizations/groups in education.
- Increase awareness of the programs to non-members.
- Provide keynote speakers who are well known and/or have a relevant message for public relations and/or education.
- Network with sponsors/vendors at other communication/public relations and education conferences.

Messages

- Messages for the conferences were created based on topics of interest found in Membership Satisfaction Survey Results of May 2012.
 - *Fall Conference*
 - California School Public Relations Association presents *Surviving a Crisis of Confidence: 2012 Fall Conference and Awards Ceremony*.
 - Schools in California are facing a crisis in confidence: There is no shortage of people willing to proclaim education is failing. We all know that despite many challenges, most schools are doing great things for young people throughout the State. We owe it to our kids and communities to refocus the spotlight on all the things that work in schools.
 - You asked for it - so we're planning it! This year's Fall Conference will give you the knowledge and tools to combat this crisis of confidence.
 - Join CalSPRA as we share case studies, discuss best practices, and prepare for the year ahead together. This year's Fall Conference will provide you with budget implications from the November 6 election, as well as communication strategies and tools used by experts. Learn how communication strategies, effective story telling techniques, and Web 2.0 can be used to amplify the positive efforts of educators throughout the State.
 - Join colleagues and industry experts, including:
 - *Kelly Avants*, APR, Southwest Regional Vice President, National School Public Relations Association
 - *Dr. John Deasy*, Superintendent, Los Angeles Unified School District
 - *Dr. Mick Founts*, San Joaquin County Superintendent of Schools
 - *Joe Krumm*, APR, President, National School Public Relations Association
 - *John Mockler*, Chief Architect of Proposition 98, John B. Mockler and Associates
 - *Laurie Weidner*, APR, Director of Communication, California School Boards Association

- *Spring Conference*
 - California School Public Relations Association Spring Conference – Seize the day!
 - Seize the day! With the passage of Proposition 30 and rising student achievement, we have a window of opportunity to heighten the image of California schools.
 - Join us from February 28-March 1, 2013 in Oakland to learn how we can collectively seize this moment in time using strategic marketing communication, social media, and web 2.0, and much more!
 - *Seize the day with the help of television personality, Michael Burger, at the Spring Conference!* Thanks to SchoolMessenger-Michael Burger—will use his television hosting experience and early career in stand up comedy to share fresh business practices and broadcast skills that can make you a better salesperson... BUT that's not all!
 - We have a conference jam-packed with sessions provided by industry experts. Check it out:
 - Ian Hill, KQED, will share how to effectively use social media to engage the community;
 - Tery Levi, Educate Our State, will share her Twitter Party Case Study that was picked up by Twitter's top tweets and the #yes4ed trended below Justin Bieber;
 - Jim Negri, Superintendent of Castro Valley USD, will give you tips on how to make your Superintendent Successful using Social Media;
 - Kelly Avants, APR, NSPRA Southwest Regional Chapter Vice President, will share her Gold Medallion Case Study on Marketing using California's place of work law to attract students;
 - CSBA will give us an overview of the State budget and its implication for K12 LEAs and remind us how to Stand Up for Education;
 - Chet Quaid, partner at Atkinson, Andelson, Loya, Ruud, and Romo, will give us legal updates pertaining to public information and schools;
 - Tom DeLapp, Communication Resources for Schools, will prepare your table manners for the negotiation table;
 - Heather McGowan, Sounding Board, will provide a session on finding out who's poking holes in your marketing success?
 - Trinette Marquis-Hobbs, Syntic Communication, will remind you what gets measured, gets done, (and valued!);
 - Dan Thigpen, CalSPRA Treasurer/San Juan USD, will

- teach you to adjust your message for your audience;
- Trent Allen, San Juan USD, says don't leave your website behind;
 - Naomi Hunter, APR, Redwood City Schools, will prepare you for your APR; and
 - Steve Rees, Schoolwise Press, will help you figure out who you are competing against when you are marketing your district's schools, and how might you measure your success.

Tactics/Tools:

- Email marketing to current, past, and potential members sent weekly
- Send conference direct mailer to all school organizations' (school districts, county office of educations, community colleges, and universities) Communication Director or Superintendent within California
- Update website with information about speakers and program
- Post weekly updates/reasons for attending a conference on CalSPRA social media outlets
- Promote conference to membership on listserve
- Make personal phone pitches to conference neighborhood school districts/organizations
- Make personal requests to area education organizations (California Association of School Administrators, California School Business Officials) to promote their publications and social media

Budget:

- Fall Conference: \$12,000
- Spring Conference: \$10,000
- Total Conference budget: \$22,000

Evaluation:

CalSPRA's 2012/13 Conferences exceeded the expectations set forth by its goals and objectives.

Goals:

- *The Conference survey results showed that attendees received new information that will help them develop as a professional.* Thus the goal of the 2012/13 Conferences will serve the needs of various levels of expertise and interests in school public relations to help them better public understanding, commitment, and support of public education was met.
- *The 2012/13 Conferences profited by nearly \$5,000.* The goal to ensure fiscal solvency for CalSPRA, while providing a reasonable rate for conference attendees during times of school budget cuts was met.

Objectives:

- The Fall Conference met its objective of maintaining conference attendance by 70 individuals. The Spring Conference attendance grew by 175 percent, which translates into CalSPRA *exceeding our objective* for the Spring Conference attendance *by 30 attendees*.
- Conference survey results show that *100 percent of attendees strongly agreed/agreed* that their overall experience at the conference provided the following:
 - *Overall, the Conference was a positive experience for me.*
 - *The Conference gave me new information that will help me develop as a professional.*
 - *The Conference gave me information that I can use in my current job.*
 - *The Conference provided opportunities for networking.*
 - *I would recommend this Conference to a colleague.*
- Finally, the 2012/13 Conference *exceeded its goal* to gain three sponsorships from vendors to offset the costs for the conference attendees *by more than 300 percent*.

Explanation of how program/activity relates to NSPRA's Goals and Objectives

California School Public Relations Association mirrors the goals and objectives set by the National School Public Relations Association. In fact, CalSPRA's strategic goals for the 2012/13 Conferences fall in line with goal one, objective one set by NSPRA: *members will have the skills they need to plan and implement an effective public relations program.*

In addition, this year's CalSPRA Conferences focused on bestowing the knowledge and know how of social media and marketing to its members, which fall in line with NSPRA's second goal and objective four: *members will use new and emerging communication technology to expand outreach and engage families and communities in the schools.*

The overarching theme of both CalSPRA and NSPRA is to provide its members with resources to help schools communicators better educate its community on the issues and information about schools.

Appendix

- 1) Documentation and copies of conference programs and agendas, marketing materials, tip sheets and/or PowerPoint presentations distributed to participants:
 - CalSPRA Fall 2012 Event Organizer
 - CalSPRA Spring 2013 Event Organizer
 - CalSPRA Fall 2013 Conference Costs
 - CalSPRA Spring 2013 Conference Costs
 - Fall Program Agenda
 - Spring Program Agenda
 - Speaker Table Fall 2012
 - Speaker Table Spring 2013
 - 12/13 Vendor and Sponsor List
 - Fall Marketing Material
 - Postcard, email marketing and website
 - Spring Marketing Material
 - Poster, email marketing, and website
 - Fall Program
 - Spring Program
 - Fall Handouts:
 - Inspiring Conference during “The Critical Hour”
 - Keys for Inspiring Confidence during “The Critical Hour”
 - Standing Up for Students
 - Media Relations in Crisis presentation by Kelly Avants, APR
 - Spring Handouts:
 - 10 Ways to use Instagram & Pinterest to Market your Organization
 - Making your Superintendent shine in the Social Media World
 - What gets Measured gets done presentation by Trinetta Marquis
 - Marketing your school using California place of work law presentation by Kelly Avants, APR
 - SchoolMessenger Advertisement/handout
 - Blackboard Advertisement/handout
 - Twitter Case study presentation by Educate Our State
- 2) Identification of target audience and participation/attendance list:
 - Target mailing list
 - Target email list
 - Attendance list
- 3) Documentation/demonstration of measurable outcome, effectiveness, and success of the program:
 - Fall and Spring Post Conference Survey results