

**NSPRA Mark of Distinction
Submission by Illinois Chapter (INSPRA)
May 2012**

**Prepared by:
Bill Clow, Board Member
Carla Erdey, President
Bridget McGuiggan, Past President**

Entry Part II - Section II – 2. Special Project

Enclosures

- Cover Pages
- Tips & Tactics Overview Flyer
- Annual Planning Meeting Agenda
- Membership Survey Results
- E-mail from Brett Clark (Regional VP) to Fellow Chapters
- E-mail from Bridget McGuiggan to Board
- Agreement with Arkadin
- E-mail from Bridget McGuiggan to Regional Directors
- Sample Text for Regional Directors to Send
- E-mail from Bridget McGuiggan to All INSPRA Members Announcing Trial (Page 2 of 3)
- Arkadin Directions
- E-mail from Bridget McGuiggan to Webcast Participants with Directions
- E-mail from Bridget McGuiggan to Webcast Participants Seeking Feedback

**NSPRA Mark of Distinction
Submission by Illinois Chapter (INSPRA)
May 2012**

**Prepared by:
Bill Clow, Board Member
Carla Erdey, President
Bridget McGuiggan, Past President**

Entry Part II - Section II – 2. Special Project

- Overview of Year-Long Effort
 - a. One of the challenges that INSPRA faces, that we know many other state chapters face, is the size of our state. When we hold our professional development series (called Tips & Tactics), our Communications Contest awards luncheon and workshop, our Foundations Conference, and our Distinguished Service Awards, we know that attendance for these in-person events will be limited by those who have the time and job freedom to travel to the programs. This challenge in turn impacts membership in our Chapter. If a person cannot attend our events, the benefits of membership are limited. Our Regional Directors, especially those in the areas furthest from the Chicago area, have repeatedly noted that they find it difficult to "sell" the idea of membership to those more distant residents. The stagnant membership in turn impacts our finances.
 - b. The INSPRA Board has discussed possible resolutions to the above concerns for many years, such as rotating the location of INSPRA events and doing a "show on the road" that would have select Board members and presenters travel to another location for a one-time session. In 2010-11, Board members first gave true consideration to the idea of webcasting, but it wasn't until 2011-12 that the idea started moving forward. The timeline below outlines the next steps of the process.
 - i. For our purposes, we define a webcast as the ability for a user to access both a live video and presentation (i.e. PowerPoint slides) of the session, complete with audio.
- Chapter Goals for the Project
 - a. Expand professional development opportunities for INSPRA members.
 - i. The INSPRA Board knew that there are many members who cannot attend in-person programs, particularly Tips & Tactics programs.
 - b. Expand professional development opportunities for INSPRA members by offering webinars in addition to the standard Tips & Tactics series.
 - i. Utilizing webcast technology means not only webcasting in-person meetings, but also means the chance to hold a new session or series of sessions that are web-only (as in webinars).
 - c. Expand the Chapter's membership.
 - i. The Board knew that membership growth is highly likely, particularly in the more distant portions of the state, if we could offer the webcast service.
 - d. Model 21st century technology for the Chapter membership.
 - i. It is important that the INSPRA Board be a leader in modeling effective tools and technologies that may be beneficial to school PR professionals.
 - e. Provide an alternative means for holding phone conferences among the INSPRA Board and Board Committees.
 - i. Webcasting can be used not only for member-wide professional development, but also for holding Board meetings and Board Committee meetings, which are currently done only in person or via a phone-only conference.
 - f. Ensure the long-term financial stability of INSPRA.
 - i. Increased membership adds the Chapter's bottom line, as does a new source of income by charging an additional fee to participate in a session as a webcast participant. It was important to the INSPRA Board that webcasting not create a financial drain on the chapter.
 - g. Expand coalitions / partnerships with other organizations.
 - i. Webcasting is an offering that will likely appeal to membership of other organizations, such as the Illinois Association for School Administrators and Illinois Association of School Boards, in addition to members of other NSPRA state chapters.

▪ Timeline / Calendar

- a. May 2011 – The INSPRA Board's annual membership survey included questions regarding webcasting and podcasting of Tips & Tactics to get a sense of how much support members gave for the idea.
- b. June 2011 – INSPRA Board President Bridget McGuiggan lead a discussion about the possibility of holding a webcasting trial for members during a Tips & Tactics session to be held during the 2011-12 school year. The Board identified which sessions would be ideal opportunities to webcast based on the topics and presentation types.
- c. September 2011 – January 2012 – McGuiggan researched nearly two dozen companies offering a variety of webcast services. Regional Vice President Brett Clark assisted in reaching out to other state chapters within the North Central region in November 2011 to determine what, if any, webcast services other chapters have used or are considering using.
- d. February 2012 – McGuiggan contacted the INSPRA Board with an update on the webcast project. She defined webcasting for INSPRA purposes, outlined the purpose of webcasting as discussed by the INSPRA Board and elaborated on during research, and the introduced the partner recommended for the webcast service. McGuiggan solicited feedback from the Board following the email and again at the Board's February meeting.
- e. March 2012 – McGuiggan developed questions for the webcast partner (Arkadin – Conference Plus) based on the Board's feedback and provided responses to the Board. A trial date was set for the April 20, 2012, Board meeting.
- f. April 2012 – Regional Directors were asked to solicit INSPRA members or potential members to participate in the webcast. A sample email was provided and McGuiggan maintained a list of interested users.
- g. April 2012 – McGuiggan received training from Arkadin in using their webcast platform, based in the program Adobe Connect.
- h. April 20, 2012 – McGuiggan led a group of four users in a trial of the webcast service during INSPRA's last Tips & Tactics of the year, which was titled, "Best Practices in Design and Photography." Following the session, users were contacted to gather their feedback on the process and the system itself.
- i. June 2012 – The INSPRA Board will discuss the system and feedback at length and determine the next steps in rolling out a webcast offering for the 2012-13 Tips & Tactics series. The Board will discuss the short- and long-term costs of the system usage, as well as the costs that would be charged for participation. The Board will additionally consider other uses for the system beyond the Tips series.

▪ Communication Plan

- a. Communication to the 2011-12 Board included in-person discussion of the system first in June 2011 and again at each of the subsequent Board meetings through April 2012. The Board was kept apprised of research and roll-out of the trial use via email, most notably on February 1, 2012. Board members were encouraged to provide feedback or ask questions at any time, particularly following the February 1, 2012, email and the February and March Board meetings.
- b. Communication to the membership was minimal, as the Board was interested in only a trial during the 2011-12 school year and could not be sure a successful solution would be found. In an e-mailed letter to the membership on April 4, 2012, McGuiggan noted (among other Chapter announcements):
 - i. *Your INSPRA Board is committed to researching the most effective ways of reaching out to our members and building our membership in the future. At our April meeting, we will test a webcast system that will allow select users to listen to and engage in the meeting from remote locations. If this trial is successful, the Board may look to implement webcasting for the 2012-13 Tips series. Stay tuned!*
- c. Communication about webcasting will be a major discussion piece for the 2012-13 Board's summer planning meeting.

▪ Documentation of Materials

- a. Please see the page noting all enclosures supporting this entry.

- Target Audience and Desired Outcomes
 - a. The target audience for Phase I of the webcast project (research and trial use) was limited to the INSPRA Board and select INSPRA members and potential members who served as trial users. The target audience for communication efforts and roll-out in 2012-13 will include: all INSPRA members; school PR professionals and administrators from throughout the state; partner organizations (such as Illinois Association of School Boards and the Illinois Association of School Administrators), and members of other NSPRA state chapters.
 - b. The desired outcome for the trial was to host an experience that would provide the Board with sufficient feedback to determine if the chosen program would be the right fit for the Chapter's use in the 2012-13 year. That outcome was certainly met, as the Board is planning to approve the year-long use of the service at the summer planning meeting. Desired outcomes for the future include: expanded professional development opportunities for INSPRA members; expanded Chapter membership, successful use of 21st century technology by the Chapter; the creation of an alternative means for holding phone conferences among the INSPRA Board and Board Committees; strengthening of the long-term financial stability of INSPRA; and enhanced coalitions and partnerships with other organizations.

- Relation to NSPRA Goals and Objectives
 - a. One of NSPRA's goals is to be the professional organization that is indispensable to school public relations professionals and other education leaders. As one of NSPRA's leading chapters, it is the hope of the Illinois Chapter to be indispensable to school PR professionals and educational leaders in our state. We can do that most effectively if those individuals can gain access to us. The vast majority of those individuals could not get that access by coming to meetings, but they can certainly connect with INSPRA virtually.
 - b. One of NSPRA's objectives is visibility. Our chapter believes that our own visibility and that of our national office and other state chapters will be greatly enhanced through the offering of web-based professional development opportunities.



Illinois Chapter National School Public Relations Association.

Tips & Tactics | 2011-2012

What will *your* focus be this year?

Whatever your personal or professional goals are for the 2011-12 school year, the INSPRA Tips & Tactics sessions are sure to help you achieve them. This year's exciting lineup includes new topics to meet the needs expressed by members in our annual survey, as well as INSPRA favorites that keep members coming back each year to learn more.



- | | |
|------------------|---|
| Friday, Oct. 21 | Organized and Efficient: How to Better Manage Your Time and Space |
| Friday, Dec. 9 | Annual Idea Exchange: Give (and Get!) the Gift of Networking |
| Friday, Jan. 20 | Financial Forecasting and Planning for a Referendum in Challenging Financial Times |
| Friday, Feb. 17 | Inspiring and Infusing Strategy in Planning, Advising and Internal Communication |
| Friday, March 19 | Technology Update for the School Communications Professional |
| Friday, April 20 | Best Practices in Design and Photography |

All sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove, IL. Sessions begin with networking and a continental breakfast at 9:00 a.m., followed by the Tips & Tactics workshop from 9:30 - 11:30 a.m.. In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSPRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSPRA members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSPRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSPRA, PO Box 47, Frankfort, IL 60423.

INSPRA Annual Planning Meeting

Friday, June 24, 2011 8:30 a.m. - 2:30 p.m.




ARAMARK – DOWNER'S GROVE

- 8:00 Continental Breakfast**
- 8:30 Call to Order – Bridget**
- Appointment – Melea Smith, APR, Regional Director (Chicagoland)**
- Welcome and Introductions – Bridget**
- INSPRA Board Book Contents**
- Board Contacts
 - Bylaws
 - Budget
 - Calendar
 - Agendas/Minutes/Reports
 - 2011-2014 Strategic Plan
 - Programs
 - Surveys
 - Affiliations
 - Other Business
- 9:00 2010-2011 Year Review – Bill**
- 9:10 Strategic Plan and Bylaws Review – Bridget**
- Finances – Bernadette**
- Approval of Minutes – April 15, 2011**
- 9:30 Survey Results Analysis – Bridget**
- 10:30 Communications – Jean and Sara**
- Website
 - Social Media
 - Member Needs Help
 - Getting more responses
 - Posting responses
 - Sorting capability
 - Using LinkedIn
 - IASB Journal articles
- 11:30 Brainstorming – Programming – Mary and Robin**
- Tips & Tactics Topics, Speakers
 - Build in a soft topic – motivational, self-building, less direct?
 - Bill Reynolds, School Wires – present on stakeholder engagement
 - Faith Behr
 - The need for Administrators (Allison's email)
 - Referenda in Recession – Rod Wright (Bill's email)
 - 21st Century Presentations for School Leaders (Mary's email)
 - Graphic design (Sara's email)
 - Tips & Tactics - New technologies / Webinar Format
 - Breaks during Tips session (per Chris / Karen)

29. The INSPRA Board is researching potential new methods of delivering programs, such as Tips & Tactics, to its members. Please rate your interest in the following program formats, assuming that you were interested in the subject.

	Extremely Interested	Somewhat Interested	Not Interested	Response Count
Podcasts (Audio Only)	22.5% (9)	47.5% (19)	30.0% (12)	40
Webcasts (Audio and Video)	47.6% (20)	42.9% (18)	9.5% (4)	42
			Other (please specify)	8
			answered question	43
			skipped question	0

30. If you expressed an interest in either of the options above, would you still be interested in them if there was an additional fee for the service?

	Response Percent	Response Count
Yes 	2.5%	1
Yes, but depending on the cost 	75.0%	30
No 	22.5%	9
	answered question	40
	skipped question	3

Q29. The INSPRA Board is researching potential new methods of delivering programs, such as Tips & Tactics, to its members. Please rate your interest in the following program formats, assuming that you were interested in the subject.

1	Facebook account for real-time interaction; linking content; group share, etc.	May 17, 2011 10:50 AM
2	Are you willing to sacrifice the benefits of personal contacts and networking opportunities by going to these formats? Those are the core of INSPRA - even more so than the information gained from programs.	May 13, 2011 2:15 PM
3	My only worry is that this might affect T & T attendance.	May 12, 2011 1:20 PM
4	I prefer off site trainings. Webcasts are convenient but I am always being interrupted.	May 10, 2011 8:50 AM
5	question 30 states additional fees. Is this in addition to the fee to attend? I would like to ability to attend or watch the live stream if for some reason I need to be close to the office but still interested in the topic.	May 10, 2011 8:19 AM
6	think this is a great idea. have no clue how to do that though. might reach more members, cater to non-members	May 10, 2011 7:54 AM
7	Not interested	May 10, 2011 7:48 AM
8	not disinterested?	May 10, 2011 7:35 AM

Q31. The INSPRA Board is looking to enhance its methods of communication to members and to school districts throughout the state. Please indicate how helpful these communication formats would be for you and for your district.

1	Facebook only works if it's used regularly, both on the sending and receiving ends. So if INSPRA's going to use it, they need to keep it active and current.	May 21, 2011 5:55 PM
2	We don't currently have a Facebook page.	May 12, 2011 1:20 PM
3	love that INSPRA got on linkedin this year. very good!	May 10, 2011 7:54 AM

Q32. What are the best ways to share information with you about future programs and services? (Check all that apply.)

1	I think we should severely limit our INSPRA mailings to save money.	May 12, 2011 1:20 PM
2	Please mail fewer flyers – E-mail is better!	May 10, 2011 2:19 PM

Bridget McGuiggan

From: Brett Clark [bclark@glenview34.org] **Sent:** Thu 11/17/2011 7:04 PM
To: Barb Brown; Melissa Badger; Celeste Miller; Jennifer Woodley; Brett Johnson; Tori Stofferson; Kala Morrissey; Mabel Schumacher; Kit Dailey
Cc: Bridget McGuiggan; Carla Erdey
Subject: Question for North Central Region Chapter Leaders
Attachments:

Dear all -

I am hopeful this message finds each of you in good health and good spirits as we move closer to one of my favorite holidays ... Thanksgiving.

A question was posed to me from the Illinois Chapter leaders (they are copied on this note) regarding engaging members through the use of technology. Specifically, looking for ways to connect with members who are quite a distance from where the regular meetings take place. The question posed is if other state chapters use a service like Go-To Meeting or other webinar products, in an effort to have the outer reaches of their membership become participants in meetings and workshops?

If you have had experience (either positive or negative) with this type of approach, please share those thoughts with myself or Bridget and Carla.

I will be in touch soon to update each of you on our Board meeting that took place a few weeks ago as I keep you each in the loop of the activities, priorities and actions of your elected national leadership.

Have a great day and thanks in advance for your assistance with this inquiry.

 Brett Clark
 Executive Director of Communications and Strategic Planning
 Glenview School District 34
 1401 Greenwood Road
 Glenview, IL 60026
 847-486-7861
 847-998-5094 (fax)
 www.glenview34.org

Want to stay up to date with District 34?

1. Sign up for our twitter account at <http://twitter.com/glenview34>
 2. Subscribe to 34 eNews at www.glenview34.org
-

CONFIDENTIALITY NOTICE: This email message is intended only for the person to whom it is addressed and may contain confidential and/or privileged material. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. If you are the intended recipient but do not wish to receive communications through this medium, please so advise the sender immediately.

Bridget McGuiggan

From: Bridget McGuiggan **Sent:** Wed 2/1/2012 12:51 PM
To: Chris Glatz; 'Allison Strupek'; 'Bernadette Tramm'; 'Bill Clow'; 'Carla Erdey'; 'Dana Brown'; 'Gail Kahover'; 'Jay Wojcik'; 'Jean Hockensmith'; 'Jennifer Bialobok'; 'Jennifer Waldorf'; 'Mary Todoric'; 'Robin Smith Kollman'; 'Sara Loeb'; 'Shannon Hansen'; 'Susan Rice'; 'Teri Wood'; 'Venetia Miles'; karen@managementservices.org
Cc:
Subject: INSPRA - Webcasting
Attachments:

Hello!

For the past several months I have been researching different solutions to provide a webcast service for our INSPRA Tips & Tactics sessions. Below, I define webcasting, outline the purpose of webcasting as we initially discussed at our planning meeting, and highlight a specific company that I believe may be a good match for us. I would greatly appreciate you spending a few minutes reading through my email and reviewing the video in the link below, and then contacting me with your feedback.

Defining Webcasting (for INSPRA purposes)

For our purposes, I would define a webcast as the ability for a user to access both a live video and presentation (i.e. PowerPoint slides) of the session, complete with audio. The user would also have the ability to ask a question through the webcast portal, which could be shared with the live group by a moderator during the appropriate time. The service would be accessible only by those who have paid for the Tips session. It would be accessible via a link on the INSPRA website and/or via a direct email, and would be archived on our site (again, only accessible to those who paid for the session). Ideally, this service would also include analytical data so that we may evaluate the success of the service.

Purpose of Webcasting

The purpose of offering T&T webcasting is to allow members who are unable to drive to the event the chance to see and hear the presentation. The goal of offering webcasting is not to replace our live T&T sessions, but rather to supplement the live experience for those who cannot be a part of it. Down the road, we may also be inclined to offer web-only sessions (like NSPRA Power Hours), webcast parts of our big events, or discuss urgent Board matters through such a channel.

My hope is that we can select a company to partner with us in this endeavor and then provide a trial webcast to a group of select individuals before the end of this INSPRA year in April. We would then craft the pricing structure and accompanying communication to our members for a full roll-out in 2012-13. Offering webcasting seems to me a very natural extension of INSPRA services and would serve as an exceptionally powerful recruiting tool, particularly for those in our more distant regions.

A Potential Webcasting Partner

I am excited to let you know that, after talking with nearly a dozen different companies, I believe I have found an ideal match for our needs and I am eager to hear your input and questions. Below is a link to a 12-minute video that explains what is offered by this company (Arkadin - Conference Plus). If you wish to learn more about the other companies I contacted, I am happy to share that data with you.

The cost I have been quoted after our initial conversation is \$600 for the year, which includes unlimited meetings, up to 100 attendees per meeting, flash-based (no download) service for users, and strong video quality. The video explains their full service in much more detail. The only additional charge is a very minimal per-minute fee for a person who accesses the webcast via phone only (not via the computer). I can tell you after many conversations with many providers that this is far and away the best-priced service. I also like that it is based on Adobe Connect - I have always enjoyed Adobe products. Another important feature to consider - this company is based in Schaumburg. Almost every other company I spoke with is based in another state.

If we move forward with this service or one like it, we will need to determine who will manage it during the meeting, that person (and a back-up person) in using it and we will need to buy some very basic equipment, including a laptop with either a built-in webcam or separately purchased webcam. It is possible we would need a microphone, but unlikely given the audio built in to the conference room. The representative from Arkadin that I have been speaking with said they would be happy to recommend equipment for our needs. They also offered

to meet with the AV team from Aramark to ensure we comply with any specifications or needs they may have.

<http://arkadinoneplace-nd.adobeconnect.com/p7j7fs4atI9/>

Next Steps

After watching the video, please reply to me (only to me, not all) with your feedback or questions you wish me to pass on to the company. Based on the feedback I hear from you, I will gather any additional needed data and prepare a full proposal for the Board to consider.

Best Regards,

Bridget McGuiggan, APR
Community Relations Coordinator
Orland School District 135
15100 South 94th Avenue
Orland Park, IL 60462
o: 708/364-3335
f: 708/873-6479
*Have you had a **BLISS**ful morning?*
Visit us online at www.orland135.org



ArkadinOnePlace Pilot Service Agreement

Company name: Illinois Chapter of the National School Public Relations Association

("INSPRA")

Address: PO Box 47

Address: Attention: Chris Glatz

City, State, Zip Code:

Frankfort, IL 60423

Business contact name: Bridget McGuiggan

Title: President

Telephone: 708/364-3335

Fax: 708/873-6479

Email: bmcguiggan@orland135.org

Billing Address

(if different from above):

Billing Contact: Chris Glatz

Title: Management Services

Billing Telephone: 815/464-3275

Billing Fax: 815/469-1901

Billing Email: cglatz@managementservices.org

Tax Exempt ID No.:

(Tax Exempt Certificate must be provided)

Effective Date: 4/18/2012

Term: 7 days

Customer: Orland School District 135

Arkadin:

By: 

Name: Bridget McGuiggan

Title: President

Date: 3/22/12

By: _____

Name: _____

Title: _____

Date: _____




ArkadinOnePlace Pilot Service Agreement

ArkadinAnytime	
USA Toll and Toll-Free rate :	\$.025 p/minute
International Toll and Toll Free rates	
International Toll rates	
Band 1:	\$.12 p/minute
Band 2:	\$.20 p/minute
Band 3:	\$.30 p/minute
Band 4:	\$.50 p/minute
International Toll Free rates	
Band 1:	\$.15 p/minute
Band 2:	\$.30 p/minute
Band 3:	\$.40 p/minute
Band 4:	\$.50 p/minute
Band 5:	\$.75 p/minute
Band 6:	\$.85 p/minute
Dial-Out call rates	
USA Phone Number:	\$.08 p/minute
Band 1:	\$.15 p/minute
Band 2:	\$.25 p/minute
Band 3:	\$.35 p/minute
Band 4:	\$.45 p/minute
Band 5:	\$.75 p/minute
Band 6:	\$ 1.80 p/minute
Band 7:	\$ 11.00 p/minute

1. Non-Continental US locations are subject to a surcharge
2. Past-due balances shall be subject to a service charge of one and one half percent (1.5%) per month on the net amount due on each unpaid invoice

ArkadinOnePlace <small>powered by Adobe Connect</small>				
Subscription				
Type of Subscription		Quantity	price per unit	Total Fee
Trial Period 7 Days	Service Type: Per Minute	1	\$50.00	\$600.00


<p>Other Terms*: *Information in this section supersedes or modifies any inconsistent provision in the accompanying Terms and Conditions</p>	<p>a) This is a request for trial accounts for ArkadinOnePlace powered by Adobe Connect and integrated with ArkadinAnytime.</p> <p>b) During the trial period Customer agrees to Arkadin's terms of use (http://www.arkadin.com/documents/en/ArkadinWebsiteTermsOfUse.pdf) and the Adobe Connect terms of use (http://www.adobe.com/products/eulas/pdfs/Connect_OnPrem-combined-23_June_2011_1215.pdf).</p> <p>c)</p>
---	---

 You replied on 4/18/2012 10:57 AM.

This message was sent with high importance.

Attachments can contain viruses that may harm your computer. Attachments may not display correctly.

Bridget McGuiggan

From: Bridget McGuiggan **Sent:** Wed 4/4/2012 10:21 AM
To: 'Dayna Brown'; 'Shannon Hansen'; msmith@elmhurst205.org; kahover.g@nb27.org
Cc: cerdey@d230.org; wood@fenton100.org; venetia.miles@d214.org
Subject: Webcasting - Trial Users
Attachments:  [Sample Email to Request a Webcast Trial Participant.doc\(17KB\)](#)

Hello!

I am very excited to announce that we are ready to proceed with our webcast trial on April 20! Our company representatives will work with me in these next weeks to finish preparations and then launch it for our final Tips & Tactics session on "Best Practices in Design and Photography." This has been a goal of mine all year, so I am thrilled it is becoming a reality. This can be a very meaningful and powerful addition to our INSPRA list of services.

As our Regional Directors, I would appreciate your help in identifying 2-3 people from your region who can participate as webcast trial users. Ideally, we are looking for current INSPRA members who are not planning to otherwise attend the T&T. If you are not able to identify a current member, but have a *potential* member in mind, that person would be welcomed to participate, as this is only a trial of the service. Perhaps it will be just the thing to reel them in for membership in 2012-13!

Attached is sample text you can use in an email or phone call to solicit their help. As you'll read, the only requirements for them are that they participate in the session, they have a computer with audio capability (speakers), and that they complete a brief evaluation afterward.

What I need from you is the name, organization name, e-mail address, and phone number for each person who will participate, emailed to me no later than Friday, April 13.

If you have any questions, do let me know. This adventure is new for all of us, so I anticipate concerns may arise, and we'll try to work them out together and make this a success!

In appreciation,

Bridget McGuiggan, APR
 Community Relations Coordinator
 Orland School District 135
 15100 South 94th Avenue
 Orland Park, IL 60462
 o: 708/364-3335
 f: 708/873-6479
Have you had a BLISSful morning?
 Visit us online at www.orland135.org

Sample Email to Request a Webcast Trial Participant
Drafted by Bridget McGuiggan
April 4, 2012


Hello,

I am reaching out to you on behalf of INSPRA, the Illinois Chapter of the National School Public Relations Association. As a Regional Director for the organization, I have the opportunity to welcome you as one of a select group of participants in a free webcast for an upcoming professional development session on Friday, April 20. The topic is “Best Practices in Design and Photography” – a topic I believe you may find valuable.

Our Chapter is conducting a webcast for the first time, and so we are participating in a trial of this service. To participate in the trial with us, you need only commit to virtually attending the session (held from approximately 9:30 – 11:30 a.m.) and a computer with speakers to view and hear the presentation. Following the webcast, I will provide you with a brief questionnaire to gain an understanding of how the service worked for you.

If you are interested in participating in this Tips & Tactics webcast at no charge, please let me know by Wednesday, April 11. We will then contact you with the simple steps to join in on Friday, April 20.

I look forward to hearing from you!

 You replied on 4/5/2012 8:11 AM.

Bridget McGuiggan

From: INSPRA Illinois Chapter [karen@managementservices.org] **Sent:** Wed 4/4/2012 4:40 PM
To: Bridget McGuiggan
Cc:
Subject: INSPRA News - A Message from Bridget McGuiggan, APR
Attachments:



Attention INSPRA Colleagues:

Please take a few moments to review the information below from your INSPRA Board!

Elections

Please check your e-mail for the ballot for our 2012-13 INSPRA Board. We have an exceptional slate of candidates who have answered the call to be leaders for our organization. Your vote counts! Ballots are to be returned by Friday, April 13.

Distinguished Service Awards

We will not hold the DSA program this year. Because of our extended commitment in preparation for the NSPRA 2012 Seminar in Chicago, our Board determined it would be best to focus our efforts on the conference. If you had individuals in mind whom you had planned to submit for recognition, please save those nominees for next year's program. We will welcome back the Distinguished Service Awards in 2013, and plan to re-vamp the program and make it better than ever for our members! If you are interested in helping plan that event, please let me know (bmcguiggan@orland135.org).

Accreditation in Public Relations

Thank you to Karen Geddeis, APR, for her efforts to support and encourage our members who are interested in learning more about APR. Karen hosted "A Pizza Roundtable" after our March Tips & Tactics to help potential candidates learn more about the accreditation process. To learn more about APR, visit the recently added APR page on our INSPRA website. Did you know that INSPRA maintains a library of the APR suggested reading texts? Books are available to borrow at no charge for all INSPRA members. Download the book loan form on our APR webpage under "Programs."

Website Updates

Speaking of the INSPRA website, we hope you have had a chance to visit the site recently and enjoy several new additions. You will notice our Communications Co-Vice President Sara Loeb has worked with our web partner to add hover functions to our menu items, making navigation easier than ever. You'll also notice a new red tab called "NSPRA Seminar" that leads to a section featuring all the must-know information for the upcoming Chicago 2012 conference. We encourage you to visit today!

Communications Contest

This week, you will receive a brochure inviting you to submit entries for the INSPRA 2012 Communications Contest. We hope you will plan to enter your best publications, writing, videos and other materials for this outstanding program, and then join us for the workshop and awards luncheon in September!

E-Mail List Invitation

Both the Illinois State Board of Education and U.S. Department of Education invite INSPRA members to join their e-news distribution groups. Please contact Mary Fergus at mfergus@isbe.net and Julie Ewart at julie.ewart@ed.gov to stay in the loop with education-related news!

March Tips Materials Available Online

If you are interested in the materials presented at the March Tips & Tactics session on technology, handouts are available for download on the website under the "Programs" section.

Webcasting

Your INSPRA Board is committed to researching the most effective ways of reaching out to our members and building our membership in the future. At our April meeting, we will test a webcast system that will allow select users to listen to and engage in the meeting from remote locations. If this trial is successful, the Board may look to implement webcasting for the 2012-13 Tips series. Stay tuned!

April Tips & Tactics / Induction of Officers

Please join us for the April T&T focusing on design and photography, and help us congratulate the 2012-13 Board. Be sure to RSVP by replying to the e-mail reminders or calling the Management Services office.

Chicago 2012

Last, but certainly not least, we hope to see you at the 2012 National Seminar in Chicago in July! This is the most comprehensive school communications conference in the country, and it's right in our backyard! Visit the 2012 Seminar page of the INSPRA website to learn more about registration and sign up for the Tuesday evening social event at House of Blues. If you are interested in getting involved with planning for the conference, please contact President-Elect Carla Erdey (cerdey@d230.org). In return for our local chapter's commitment to hosting the National Seminar, we received five half price registrations for the Seminar, which are being raffled off to eligible INSPRA members. The criteria is simple: volunteer and help with planning, have a financial need, and return the completed entry form by this Friday, April 6. [Click here](#) for details!

In closing, we wish you all a productive and positive Spring for yourselves, your communities, and the students of our Illinois schools!

Best Regards,

Bridget McGuiggan, APR,
INSPRA President
& Carla Erdey,
INSPRA President-Elect

Visit INSPRA online at www.inspra.org and join us on any of these social medial channels:



Forward email



This email was sent to bmcguiggan@orland135.org by karen@managementservices.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

INSPRA Illinois Chapter | P.O. Box 47 | Frankfort | IL | 60423



Welcome to Arkadin Remote Collaboration!

The easy way to enjoy collaborating starts right here.



Dear Bridget McGuiggan,

1 SAVE your Arkadin Collaboration Pass

You will always need these personal codes to start your audio and web conferences from your landline, mobile phone or computer.

 Arkadin Collaboration Pass Bridget McGuiggan			
Access to AUDIO conference		All audio and web services available in the ArkadinLounge online portal:	
<ul style="list-style-type: none"> - Toll Number: 1-212-786-7191 - Toll Free Number: 1-866-439-4480 - Moderator PIN Code followed by #: 89986539# - Participant PIN Code followed by #: 58330461# 	<ul style="list-style-type: none"> • Go to: https://lounge.anywhereconference.com • Audio Console to manage your audio conference • Outlook and Lotus Notes invitation toolbars • BlackBerry and iPhone applications • Product Quick Start Guides • List of international access Numbers 	Audio Keypad Functions	
Host WEB meeting Go to: http://arkadinoneplace-nd.adobeconnect.com Login: bmcguiggan@Orland135.org Password: 89986539		Recording and playback:	
Live assistance during conference: *0 Customer Service: 1-866-922-9566		<ol style="list-style-type: none"> 1. Dial *#5 to access the recording menu 2. To access your recording(s): <ul style="list-style-type: none"> • Dial your Recording Access Number: «CONF_PB_NUM» • Enter your Conference Playback Number: 424837 # 	
		<ol style="list-style-type: none"> *0 Speak to an operator *1 Mute/Un-Mute your own line *2 Mute/Un-mute participant line (participants cannot press *1 to un-mute themselves) *4 Lock/Unlock conference access *6 Terminate call when moderator disconnects *7 Go to a sub-conference / Return to main conference *#1 Terminate the conference *#2 Hear the number and / or names of participants *#5 Start/Stop recording *#6 Enter a billing code *#0 Listen to the help menu #2 Personalise your conference welcome 	

Tip! Print and cut out your Arkadin Collaboration Pass

2 START your conference in just a few steps



AUDIO conference – for meetings over the phone

TO START your audio conference:

1. Dial the Toll Number: 1-212-786-7191
or the Toll Free Number: 1-866-439-4480
2. Enter the Moderator PIN Code followed by #: 89986539#

ASK PARTICIPANTS to follow these steps to join your audio conference:

1. Dial the Toll Number: 1-212-786-7191
or the Toll Free Number: 1-866-439-4480
2. Enter the Participant PIN Code followed by #: 58330461#



WEB host instructions

TO START OR SCHEDULE your web meeting:

1. Go to: <http://arkadinoneplace-nd.adobeconnect.com>
2. Enter Login: bmcguiggan@Orland135.org
3. Enter password 89986539
4. Click Login

3 ACCESS all Arkadin services through your personal portal



ARKADIN ONEPLACE PORTAL

Create a personalized meeting room

1. Login to Arkadin OnePlace portal (see above)
2. Click **Create New: Meeting**
3. Fill in the Meeting Room Name and Custom URL
[best practice: johnsmithmeetingroom]
4. Set your Meeting Room Access (for secure meetings, select "Only Registered Users and Accepted Guests")
5. Click **Finish**
6. Copy and paste the Meeting Room Link into an invite


*once created, the meeting room link can be re-used, no need to repeat above steps on a per meeting basis

Live assistance 24x7x365

- During your conference, dial *0
- For requests, contact the **Arkadin Customer Service Team**:
- email: inquiries@arkadin.com

Recording and playback

1. Dial *#5 to access the recording menu
2. To access your recording(s):
 - Dial your Recording Access Number: 1-866-551-4520
 - Enter your Conference Playback Number: 424837 #

 You forwarded this message on 4/19/2012 9:36 AM.
This message was sent with high importance.

Bridget McGuiggan

From: Bridget McGuiggan
To: Bridget McGuiggan
Cc:
Subject: INSPRA Webcast 4.20.12
Attachments:

Sent: Wed 4/18/2012 4:08 PM

Good afternoon!

Thank you for your interest in participating in the first webcast used by the Illinois Chapter of the National School Public Relations Association! The INSPRA Board is hopeful that this trial use will result in a long-term commitment to create a 21st century professional development and learning environment in the 2012-13 school year and beyond.

Below are the steps to participate in our meeting on Friday, April 20. To ensure that we have established a connection with you before the start of the program, please login and call beginning at 9:15 a.m. The presentation should begin at approximately 9:30 a.m. Please note that this meeting will also include the induction of our 2012-13 Board members, and so the start of the Tips session may be slightly delayed.

Call: 212-786-7191 (toll) or 866-439-4480 (toll free)
Participant code: 58330461 (followed by #)

Visit: <http://arkadinoneplace-nd.adobeconnect.com/tandt042012/>
Enter as a guest and type in your name.

By calling in, you will hear the presentation, but you will be muted once the meeting begins. You will have the opportunity to ask questions by typing them through the online system. Questions regarding the conference itself, such as a technical issue, will be answered by me as the host. Questions you have for the panelists will be shared by me on your behalf during the Q&A portion of the event, and you will be able to hear the answers through the built-in audio.

You will participate in this session at no charge in exchange only for your evaluation afterward. You will receive a separate email with a link to a very brief survey that asks for your feedback on the directions I have provided, the broadcast quality, and other components of the webcast. Your feedback will be extremely valuable as we evaluate this service for future use.

I look forward to joining you in the webcast on Friday!

In appreciation,

Bridget McGuiggan, APR
Community Relations Coordinator
Orland School District 135
15100 South 94th Avenue
Orland Park, IL 60462
o: 708/364-3335
f: 708/873-6479

*Have you had a BLISSful morning?
Visit us online at www.orland135.org*

Bridget McGuiggan

From: Bridget McGuiggan **Sent:** Mon 4/23/2012 3:14 PM
To: psherman@springfield.k12.il.us; brownda@unit5.org
Cc:
Subject: Webcast Evaluation
Attachments:

Hello!

Thank you so much for participating in Friday's webcast! I hoped you felt it was worthwhile and was formatted in a way that made the presentation an educational one. From my perspective as moderator, I was thrilled with the ease-of-use and the final product.

My husband is the participant Mel you saw being involved. Technology is his field so he and I had a great discussion on Friday afternoon to review some of the features and functions that he thought worked well and some thought might need review. Below are some of our general notes. I would love to hear anything further that you can share. Please also let me know if you don't agree with any of the comments below or if you have anything to add to them.

- At the start up, some participants may have noticed a pop up window that said "add in not installed" - The system successfully by-passed any issues and the program ran smoothly automatically. No technical problems were experienced.
- Using the back arrow and then using the forward arrow resulted in a second log in being created (Mel2).
- The computer audio was noticeably clearer than the audio through the phone. It was noted that audio was much improved after presenters were asked to use the microphone. Moderators will need to get used to repeating questions and comments for the benefit of webcast participants. Audio for moderator (me) was sensitive and so moderator will need to keep that in mind.
- Send handouts and slideshow files to participants with the call-in / link information so that they can be printed in advance.
- Connection speed was excellent and there didn't seem to be any audio delays in regard to sync with video.
- Zooming in and out on the webcam was helpful for participants.
- Video quality was excellent.
- Consider making the chat window larger. (I have the ability to change the layout style of the participant view.)
- Maximizing the webcam video was nice for large visual but hid chat and other features. Consider changing layout rather than maximizing video to full screen.
- Participant liked that he can pause visual; audio continues uninterrupted so participant doesn't lose anything.
- Moderator did a good job in conversation with participants.
- Like the "I have a question" and "applause" features for participants.

The Board will discuss the webcast system in detail at their planning meeting in June, so anytime in the next couple of weeks you can give some thought to the ease of use, video quality, audio quality, moderation, and other features would be terrific.

Thank you!

Bridget McGuiggan, APR
 Community Relations Coordinator

Orland School District 135
15100 South 94th Avenue
Orland Park, IL 60462
o: 708/364-3335
f: 708/873-6479
Have you had a BLISSful morning?
Visit us online at www.orland135.org