The “Mark of Distinction” Recognition Program for NSPRA Chapters

Entry Form
(Please include this information with each individual entry)

Chapter Name: ISPRA (Iowa School Public Relations Association)
Chapter President: Celeste Miller

President’s contact information

District/Organization: Bettendorf Community School District
Address: 3311 18th St.
City/State/Zip Code: Bettendorf, IA 52722
Telephone: (563) 359-3681 e-Mail: cmiller@bettendorf.k12.ia.us

Right to Use Materials Statement

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

Signature of Chapter President: ________________________________

Application Process Checklist

☑ Each entry includes this cover form and the Entry Specifics form.

☑ A single PDF that includes links to related supplemental materials and examples is attached. (If entering in more than one category, a single PDF for each category entry is attached or sent individually).

☑ Chapter president has signed the “right to use materials” statement on the entry form.

☑ Entry is delivered no later than May 15 and sent to awards@nspa.org, subject line “Mark of Distinction.”
Mark of Distinction Entry Specifics

Chapter: ISPRA - Iowa

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

☑ 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
NSPRA Chapter of Distinction
APPLICATION

Submitted by
Celeste Miller, ISPRA President 2013-2015
cmiller@bettendorf.k12.ia.us – (563) 359-3681
April 23, 2015

The Iowa School Public Relations Association (ISPRA) would like to request consideration for NSPRA recognition Chapter of Distinction for work we’ve done to build our membership and improve our programs during 2011-2015.

In the spring of 2011 ISPRA had a membership of 29. A modest effort at best was being done to promote the chapter and encourage membership. ISPRA had one meeting a year and hosted a communications contest. New members were elected to the board and terms changed from one to two-year commitments.

As the 2011-13 board began their term of office we implemented significant changes. We created a new chapter website and developed Twitter and Facebook initiative to reach out to members and prospective members through social media. We expanded our conference offerings to two conferences per year.

We also decided to connect ISPRA members with the educational opportunities provided through monthly NSPRA Power Hours. With the goal of engaging members across the state, we decided to have two Iowa satellite sites for the Power Hours, one in the Iowa City area and other in the Des Moines area. In an effort increase the value of ISPRA membership, Power Hours were made available at no charge to members. We offered an opportunity for members to extend the sharing of thoughts, experiences and questions related to the topic presented during a peer lunch after each session. We typically have eight to twelve members participate. The majority of them are the same members that attend regularly.

In the summer of 2013 we decided to continue our fall and spring conferences. We changed out two months of NSPRA Power Hours with ISPRA offerings: a book club and technology sharing. We added a membership survey to garner information about our members hoping they could use the summary to be better recognized and valued as critical members of school/district leadership teams. We also added a Communicator of the Year Award into our annual communications contest to recognize ISPRA members for excellence in communication. The winners have received registration to the annual NSPRA conference.

In addition to the book club and technology sharing (Tech Smackdown) being hosted in our Iowa City and Des Moines area sites, we inviting participants to conference in via Google Group. In 2014 our book was The Power of Communications, by Fred Garcia. In 2015 we discussed the book Jab, Jab, Jab, Right Hook, by Gary Vaynerchuck.
Recognizing the our members have a lot of knowledge and experience to share we decided to learn through each other through Tech Smackdowns, an opportunity for members shared their favorite apps and technology sites.

ISPRA has also tried partnering with other organizations to increase educational opportunities for members. In 2012 we help sponsor the Iowa Central PRSA event PRSA Institute in Des Moines. In 2014 we offered an Illinois School Public Relations Association Tips & Tactics webcast to our members as one of our monthly events – Making Public education & Personal Leadership Matter in a Kim Kardashian World with Brian Woodland from PEEL School District.

During the past four years we’ve provided a monthly newsletter for members in an effort to promote membership, recognition of accomplishments, and highly educational opportunities. We’ve sought out communications professionals in Iowa districts and Area Education Agencies to tell them about the chapter and invite them to consider membership. In April of 2015 our membership is 49 with 24 (49%) members also being NSPRA members. We encourage members to get involved in board leadership to help continue and improve the quality and value of ISPRA to its members.

**Membership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>29</td>
</tr>
<tr>
<td>2012-13</td>
<td>30</td>
</tr>
<tr>
<td>2013-14</td>
<td>40</td>
</tr>
<tr>
<td>2014-15</td>
<td>49</td>
</tr>
</tbody>
</table>

**Website** – [www.ispra.org](http://www.ispra.org)

**Facebook** – [www.facebook.com/IowaSPRA](http://www.facebook.com/IowaSPRA)

**Twitter** - [https://twitter.com/IowaSPRA](https://twitter.com/IowaSPRA)

**Links:**

- [2015 ISPRA Spring Conference Information](#)
- [2014 Technology Smackdown Resources](#)
- [2014 ISPRA Fall Conference Information](#)

**Attached:**

- Membership survey results
- Newsletters
- Conference brochures
- 2015 spring conference attendance & evaluation
Fall 2013 Membership Survey
15 Members Responded - 54% of Membership

Do You Report Directly to the Superintendent?
15 Respondents

- 11 - Yes (78.3%)
- 4 - No (26.7%)

Are You a Member of the Superintendent's Cabinet?
15 Respondents

- 8 - Yes (53.3%)
- 6 - No (40%)
- 1 - NA

What is Your Department's Budget?
8 Respondents

- $4,000 (Less than 3,000 students)
- $6,000 (5,001-10,000 students)
- $20,000 (3,001-5,000 students)
- $35,000 (3,001-5,000 students)
- $72,000 (10,000-20,000 students)
- No Limitation
- NA—The budget is split with other departments (5,001-10,000 students)
- Unknown

What is Your Annual Salary Range (without benefits)?
14 Respondents (1 Skipped)

- $40,000 - $49,999
- $50,000 - $59,999
- $60,000 - $69,999
- $70,000 - $79,999
- $100,000 or more

How Many Year of Experience Do You Have in School PR?
15 Respondents

- 1-2 Years
- 3-5 Years
- 6-10 Years
- 11-15 Years
- 21 or More Years

What is Your District's Enrollment?
10 Respondents (5 Skipped)

- Under 3,000
- 3,001-5,000
- 5,001-10,000
- 10,000-20,000
- 20,000 or more
### 18. What conference topics would you like to see ISPRA offer? (Select all that apply.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accreditation in Public Relations (APR)</td>
<td>28.7%</td>
<td>4</td>
</tr>
<tr>
<td>Auditing communications</td>
<td>48.7%</td>
<td>7</td>
</tr>
<tr>
<td>Balancing work and home life</td>
<td>13.3%</td>
<td>2</td>
</tr>
<tr>
<td>Budgets/Finance (explaining, gaining support)</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Business partnerships</td>
<td>13.3%</td>
<td>2</td>
</tr>
<tr>
<td>Crisis communications (plan and strategies)</td>
<td>60.0%</td>
<td>9</td>
</tr>
<tr>
<td>Design (publications)</td>
<td>40.0%</td>
<td>6</td>
</tr>
<tr>
<td>FOIA</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Grant writing</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Internal communications</td>
<td>53.3%</td>
<td>8</td>
</tr>
<tr>
<td>Leadership/Management</td>
<td>20.0%</td>
<td>3</td>
</tr>
<tr>
<td>Legal (new legislation, best &quot;safe&quot; practices)</td>
<td>20.0%</td>
<td>3</td>
</tr>
<tr>
<td>No Child Left Behind</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>One-person PR shop</td>
<td>53.3%</td>
<td>8</td>
</tr>
<tr>
<td>Public engagement (not referendums)</td>
<td>26.7%</td>
<td>4</td>
</tr>
<tr>
<td>Photography</td>
<td>20.0%</td>
<td>3</td>
</tr>
<tr>
<td>Referendum</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Research techniques</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Des Moines / State News</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Strategic planning</td>
<td>53.3%</td>
<td>8</td>
</tr>
<tr>
<td>Web 2.0/Social Media/E-communications</td>
<td>45.7%</td>
<td>7</td>
</tr>
<tr>
<td>Websites</td>
<td>33.3%</td>
<td>5</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Total answered question 15
**19. Please rate the following ISPRA services and products.**

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Helpful</th>
<th>Somewhat Helpful</th>
<th>Not Helpful</th>
<th>N/A</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISPRA Listserv (<a href="mailto:ISPRA@gwaeaa.org">ISPRA@gwaeaa.org</a> - electronic mailing list for all ISPRA members)</td>
<td>53.3% (8)</td>
<td>46.7% (7)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>1.47</td>
<td>15</td>
</tr>
<tr>
<td>Fall Conference</td>
<td>66.7% (10)</td>
<td>6.7% (1)</td>
<td>0.0% (0)</td>
<td>26.7% (4)</td>
<td>1.87</td>
<td>15</td>
</tr>
<tr>
<td>Spring Conference</td>
<td>66.7% (10)</td>
<td>26.7% (4)</td>
<td>0.0% (0)</td>
<td>6.7% (1)</td>
<td>1.47</td>
<td>15</td>
</tr>
<tr>
<td>Communication Contest</td>
<td>26.7% (4)</td>
<td>33.3% (5)</td>
<td>26.7% (4)</td>
<td>13.3% (2)</td>
<td>2.27</td>
<td>15</td>
</tr>
<tr>
<td>Communication Award Night</td>
<td>20.0% (3)</td>
<td>40.0% (6)</td>
<td>13.3% (2)</td>
<td>26.7% (4)</td>
<td>2.47</td>
<td>15</td>
</tr>
<tr>
<td>Website</td>
<td>20.0% (3)</td>
<td>46.7% (7)</td>
<td>13.3% (2)</td>
<td>20.0% (3)</td>
<td>2.33</td>
<td>15</td>
</tr>
<tr>
<td>Facebook</td>
<td>13.3% (2)</td>
<td>53.3% (8)</td>
<td>13.3% (2)</td>
<td>20.0% (3)</td>
<td>2.40</td>
<td>15</td>
</tr>
<tr>
<td>Twitter</td>
<td>20.0% (3)</td>
<td>46.7% (7)</td>
<td>13.3% (2)</td>
<td>20.0% (3)</td>
<td>2.33</td>
<td>15</td>
</tr>
</tbody>
</table>

**20. Do you follow ISPRA on Social Media**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Often</th>
<th>Occasionally</th>
<th>Never</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>8.7% (1)</td>
<td>86.7% (13)</td>
<td>6.7% (1)</td>
<td>2.00</td>
<td>15</td>
</tr>
<tr>
<td>Facebook</td>
<td>14.3% (2)</td>
<td>57.1% (8)</td>
<td>28.6% (4)</td>
<td>2.14</td>
<td>14</td>
</tr>
<tr>
<td>Twitter</td>
<td>21.4% (3)</td>
<td>50.0% (7)</td>
<td>28.6% (4)</td>
<td>2.07</td>
<td>14</td>
</tr>
</tbody>
</table>

**How can ISPRA better help you?**

- Provide a conference call/web meeting option for things like Power Hour so those of us not near the metro areas can participate more often. Thank you for the recommendation we will look into the possibility.

- You already do quite a bit. Thanks. Thank you for the compliment & being a member!

- I really liked the Spring conference speaker on the topic of crisis communication because she gave information and strategies to use in our work. I didn't like the morning session as much because I felt like the whole thing was a “tease” to try to get us to go to the NSPRA conference to get the information/strategies. So, in that line of thought, anytime you can offer strategies, that's when the ISPRA can better help me! Thank you for the recommendation!

- Have trouble with accessing the listserv. List Service is a Google Group - iowaschoolpr@googlegroups.com. You should be able to login to Google with your email and find past emails under “Group”

- Polk Co. Emer. talked to our staff - would be a good program. Thank you for the recommendation!
Iowa School Public Relations Association
Spring Conference | Friday, April 27, 2011
West Des Moines Learning Center
3550 Mills Civic Parkway, West Des Moines, IA

Is an APR in your future?

**APR Accreditation** 12:45 - 1 p.m.

**Lauri Pyatt** - School/Community Relations Specialist, West Des Moines Community Schools

**Dawn Kasotia** - District Communications Coordinator, Johnston Community School District

The Accreditation Program is the public relations profession’s national post-graduate certification program. It measures a public relations practitioner’s fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.

Is an app a smart tool for you?

**Smart Phone Apps 1 - 2 p.m.**

**Nick Migliorino, Ph.D.**
President, School Connect Apps - www.schoolconnect.us

In November 2011 NSPRA featured a Trend Tracker article - “Smart Phone Apps are Becoming a ‘Necessary Tool’ to communicate with parents. Learn more about the communication benefits of an app as well as how you can implement app technology for your organization.

Let’s learn from each other!

**Idea Exchange 2 - 3 p.m.**

Bring your biggest challenges and a few idea that have worked for you. “Challenge” and “Idea” boxes will be available during the conference. During Idea Exchange fellow education communication professionals will offer solutions to challenges and share proven ideas that you can implement in your district.

Annual Meeting 3 - 3:30 p.m.

Participants are welcome to stick around for the ISPRA Annual meeting and reports.

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**School Connect** provides mobile communication platforms via apps to school districts for community engagement and communications efforts at no cost. They launched their first school app with Norman, Public Schools in Oklahoma and are working with all major school districts in Oklahoma as well as other districts throughout the U.S. and Canada.

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**Learn more about APR Accreditation**
http://www.prsa.org/Learning/

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Registration
8:15 - 8:45 a.m. (Continental breakfast)

Welcome
8:45 - 9 a.m.

Do you know what you should?

Social Media Readiness
9 a.m. - 12 p.m.

**Nathan Wright**
Lava Row - www.lavarow.com

Setting the Stage
Trends, history, introductions, demographics, and more.

Platform Discussion
Opportunities for you to leverage key platforms such as Facebook, Twitter and LinkedIn in your communication strategy.

Crisis Management
Real-world case studies and guidance for handling crisis communications with real-time media.

Social Technology Access
Open discussion regarding social technology access (for students and faculty) in your schools.

What’s Next?
What’s on the horizon in social media.

Lunch (Included)
12 - 12:45 p.m.
ISPRA Conference  
October 18, 2013  

Conference Highlights  
• Learn powerful tools for improving internal communications  
• Google Analytics - how to get the most from your analytics  
• Network with other school PR professionals  
• Learn about School Messenger and how they might be able to help you  

Location  
Learning Resource Center  
3550 Mills Civic Parkway  
West Des Moines, IA 50265  

Registration  

Contact  
For more information or if you have questions contact Jamie Evans, ISPRA Vice President, evansj@wdmcs.org or (515) 633-5021.  

Lodging  
Drury Inn - 5505 Mills Civic Pkwy, WDM  
(515) 457-9500  

Holiday Inn - 6075 Mills Civic Pkwy, WDM  
(888) 465-4329  

The Iowa School Public Relations Association (ISPRA) is an organization of public relations professionals, superintendents, principals, teachers and others interested in fostering understanding and support for education. Find us on Facebook, Twitter or our website to learn more about ISPRA and to connect with us.
Powerful tools for designing messages that capture people attention, encourage participation, build alignment and inspire action.

The Meyvn Group is a Leadership Development company, based in West Des Moines, Iowa, that specializes in Training and Development, Business Coaching, Human Resources and Organizational Development. They give advice that challenges closely held beliefs, take into consideration market, industry and organizational conditions and sheds new light on issues requires intellectual depth, creativity, energy and courage.

How can you get meaningful insights from Google Analytics? There's a treasure trove of useful information that Google Analytics can tell you about your website. What metrics should you care about? Whether you're a beginner or an expert, we're going to teach you how to get the most out of Google Analytics.

Juicebox Interactive is a new digital agency specializing in web design and related services. The firm is comprised of a group of industry veterans that have worked with more than 200 clients, including several of Iowa’s school districts.

Conference Schedule
- Registration: 8:15-8:45 a.m.
- Continental Breakfast
- Welcome: 8:45-9 a.m.
- Session 1 - Morning: 9-11:30 a.m.
- Internal Communications
- Lunch: 11:30 a.m.-1 p.m.
- Session 2 - Afternoon: 1-3:30 p.m.
- Google Analytics

Conference Cost
- Full Day
  - Member: $85
  - Non-Member: $100
- Session 1 - Morning
  - Member: $50
  - Non-Member: $75
- Session 2 - Afternoon
  - Member: $35
  - Non-Members: $50


Special thanks to School Messenger for their sponsorship of the ISPRA Fall Conference. To learn more about School Messenger visit their website at http://schoolmessenger.com/.
September 5, 2013

ISPRA Members –

Thank you for choosing to support the Iowa School Public Relations Association. Our board is working to continue the tradition of our organization to:

1. Improve and increase the skills, the use, and the understanding of the public relations function among school public relations practitioners, Iowa’s educational managers and school employees
2. Provide leadership in the use of school public relations for building public understanding and support for education
3. Facilitate continued professional growth and development of the Chapter members
4. Provide for the exchange of ideas, information, and professional opinions among members

After reviewing your evaluations and comments from last year, our board has decided to continue some of our past years’ opportunities as well as add some new opportunities.

Please join us in the ISPRA events throughout the year. One of the biggest benefits of ISPRA is the opportunity we have to learn from each other. If you’re a sage, we would love to learn from your experiences. If you’re new to school PR, we’re here to help. If you’re like many of us, you’ve grown a lot over the years, have best practices to share, and know that there is always so much more you have yet to learn.

In a world where we have many choices for professional development and networking, we want you all to find value in our state chapter. Thank you again for choosing to be a member of ISPRA!

Celeste

Celeste Miller  
ISPRA President  
Director of Communications, Bettendorf Community School District  
(563) 359-3681, ext. 3005 | Cell (563) 529-2501  
cmiller@bettendorf.k12.ia.us

ISPRA BOARD

Jamie Evans, Vice President/President Elect  
Community Education Communications Specialist/District Webmaster  
West Des Moines Community School District  
evansj@wdmcs.org

Jennifer Woodley, Treasurer (Past President)  
Communications Specialist  
Great Prairie AEA  
Jennifer.woodley@gpaea.org

Lauri Pyatt, Communication Contest & Secretary  
School/Community Relations Specialist  
West Des Moines Community School District  
pyattl@wdmcs.org

Nicole Lawrence, Membership  
Communications Coordinator
2013-2014 Member Opportunities

NEW – Membership Survey - Please take a moment to complete the survey
We’d like to annual compile information about our members and their needs as well as provide you with comparative information about positions like yours. Please take a moment to fill out the membership survey by September 30, 2013. The results will be available to you at the fall conference.  https://www.surveymonkey.com/s/HJ9RSYN

Annual Conferences
Fall Conference – Friday, Oct. 18 – Including Google Analytics (more information coming soon)
Spring Conference – March 6 & 7 (moved up due to membership request)

Communications Contest & Awards Night
Earn recognition for your communication program through our state communication contest. We'll be looking for submission in February. ISPRA Communication Contest Categories: Printed Newsletter; Electronic Newsletter, Publication or Blog; Special Purpose Publication; General Information Brochure; Handbooks; Website; Marketing Materials; Annual Progress Report; Social Media; Poster; Image, Logo, or Identity Changes; Print Advertisement; Electronic Media; Photography; School Calendar.

Awards event held in conjunction with ISPRA’s Annual Spring Conference (March 6, 2014). This year will also be reinstating the annual ISPRA Communicator of the Year, annually recognizing an ISPRA member for communication excellence within the state of Iowa. More information coming will be coming.

Group Email List
Share information and ask questions of your IowaSPRA peers through - iowaschoolpr@googlegroups.com

NSPRA/ISPRA Power Hours
This year we are offering an opportunity for our members to participate in 5 of the NSPRA PR Power Hours AND adding ISPRA Power Hour opportunities.

Our first ISPRA Power Hour is Back-to-School Redo, Friday, September 18 -
an opportunity to share what went well and what you’d like to do differently for the start of next school year.

Like last years’ Power Hours there will be an education opportunity at two region locations (West Des Moines and Coralville). Participants will then have the opportunity to network after the event during lunch. Power Hours are FREE to members!


- September 13 – ISPRA Power Hour – Back-to-School Redo
- October 11 – NSPRA PR Power Hour – Moving from Taco Tuesday to Inclusive Communication: Strategies for Reaching and Engaging Diverse Families
- November 8 - ISPRA Power Hour - Tech Smack Down
- December 6 - ISPRA Power Hour - Book Club (more information at fall conference)
- January 10 – NSPRA PR Power Hour – What Gets Measured Gets Done (and Valued)
- February 7 – NSPRA PR Power Hour - Marketing Schools in Today’s Competitive Climate
- March 14 – NSPRA PR Power Hour - Parent Ambassadors: Changing the Conversation About Schools
- April 4 - ISPRA Power Hour - TBD
- May 2 – NSPRA PR Power Hour - Raising Staff Morale: Tips and Ideas for Inspiring Renewal and Hope for the Future

Locations:
Grant Wood AEA Coralville Office – 200 Holiday Road Coralville, IA
West Des Moines Learning Resource Center – 3550 Mills Civic Parkway West Des Moines, IA (Sept. 13 & Oct. 11 Des Moines Power Hours will be at held at Waukee CSD – 560 SE University Ave., Waukee)

Website/Social Media
Website – [http://iowaspra.wordpress.com](http://iowaspra.wordpress.com) (We are working on establishing our URL to replace the current site [www.ispra.org](http://www.ispra.org))
Facebook – [www.facebook.com/IowaSPRA](http://www.facebook.com/IowaSPRA)
Twitter - [https://twitter.com/IowaSPRA](https://twitter.com/IowaSPRA)

Confidentiality Notice: This email and any attachments are covered by the Electronic Communications Privacy Act, 18 U.S.C.§§2510-2521 and contain privileged and confidential information intended only for the use of the individual or entity named. If you are not the intended recipient, you are hereby notified that you should not review, use, disclose, distribute, copy, or forward this email. If you have received this email in error, please notify the sender immediately and delete/destroy any and all copies of the original message.
Mark your calendar!

**ISPRA 2014-2015 Conferences**

**Fall Conference** - Friday, October 17, 2014  
**Spring Conference** - Thursday & Friday, April 9 & 10, 2015

**ISPRA Fall Conference and Workshop**
Friday, October 17  
9 a.m. - 4:15 p.m.  
Johnston School District | 5608 Merle Hay Road | Johnston, Iowa 50131  
$75 members | $100 non-members

*Register Online* | *More Information*

Please Note: Due to a speaker cancellation one of the sessions information is not available at the date of this email. Once the information for the session is confirmed it will be posted and emailed. I apologize for the inconvenience, but hope you will still join us for a full day of fun, learning, and networking.

**Beyond the Basics – Social Media Strategy**
This two-hour training and workshop will go beyond teaching you social media basics and delve right into strategy. How do you show your administrators ROI? Are there any tools out there to make posting more efficient? What platforms and trends should you be paying attention to? What does a good social media policy include? Social media has fundamentally changed the way the world communicates; you’ll leave this workshop with a solid plan and strategy for remaining relevant within the space.
Learn How to Obtain Your APR
Hear from a couple of your very own on how you can earn your Accreditation in Public Relations (APR).

Putting it All Together - Round Table Discussions
One of the best parts of ISPRA conferences is a chance for you to discuss success and issues with your peers. We will spend this time sharing stories, ideas, and brainstorming about the future of public relations in an educational setting.

Friday Lunch Time Learning Events
Join us for NSPRA's PR Power Hour and ISPRA lunch time learning opportunities in the Des Moines metro area and eastern Iowa. Come for the event and join your peers for lunch and networking. The lunch time learning events begin at 11 a.m. They are free for members and $10 for non-members. Register - bit.ly/1pccHRk

October 10  NSPRA Power Hour - Empowering Your School Staff as Communicators and Good News Ambassadors
   Coralville - Grant Wood AEA Room B - 200 Holiday Rd.
   West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway

November 7 NSPRA Power Hour - Research Driven Messages for Public Education
   Iowa City - Iowa City Community School District - 1725 North Dodge St.
   Pleasant Hill - Southeast Polk Community School District - 8379 NE University Ave.

November 21 ISPRA - Technology Smack Down
Members sharing technology tips and favorite resources. Join us at either of our two locations or via Google Hangout.
   Iowa City - Iowa City Community School District - 1725 North Dodge St.
   West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway

December 5 NSPRA Power Hour - The Road Well Traveled: Tips, Strategies and Lessons Learned from School PR Road Warriors
   Ankeny - Ankeny Community School District - 306 SW School St.
   Coralville - Grant Wood AEA Room D - 200 Holiday Rd.

February 13 NSPRA Power Hour - Preparing for the What Ifs: Things to Do Before a Disaster Strikes
   Coralville - Grant Wood AEA Room B - 200 Holiday Rd.
   Waukee - Waukee Community School District - 560 SE University Ave.

March 6 ISPRA - Book Club - Jab, Jab, Jab Right Hook: How to tell your story in a noisy social world by Gary Vaynerchuk
Join us as we delve into a discussion about a book we believe is relevant to our field and our work at either of our two locations or via Google Hangout.
New York Times best-selling author and social media expert
Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works.

Iowa City - Iowa City Community School District - 1725 North Dodge St.
West Des Moines - West Des Moines Learning Center - 3550 Mills Civic Parkway

April 17  NSPRA Power Hour - Tapping the Power of Key Communicator Networks
Coralville - Grant Wood AEA Room B - 200 Holiday Rd.
Johnston - Johnston CSD - 5608 Merle Hay Rd.

Please be sure to take the . . .

**Iowa School PR Staff Survey**

We have about 25% of our membership. We'd love to have 100%. Please take a moment to complete the survey [https://www.surveymonkey.com/s/S9YKL52](https://www.surveymonkey.com/s/S9YKL52)

The survey asks Iowa school PR professionals questions regarding experience, education, salary, department budget, reporting relationships, job responsibility, and more.

Please complete the survey by October 15, 2014. The results will be available to members at the fall conference. Those who are not members of ISPRA and take the survey may provide an email and receive a copy of the results.

Welcome 2014-2015 Members

**New or Rejoining . . .**

**Kristin Pederson**
Coordinator of Community Affairs
[Log in: Iowa City CSD](#)
pedersen.kristin@iowacityschools.org

**Chace Ramey**
Chief Community Affairs Officer
[Log in: Iowa City CSD](#)
ramey.chace@iowacityschools.org

**2014-2015 Membership Renewals**

Cynthia Angeroth  Iowa School for the Deaf  Outreach Coordinator
Julie Eslich  Southeast Polk CSD  Community Relations Coordinator
Katrina Heman          Waterloo CSD          Communication Specialist
Adam Kurth            Adel-DeSoto-Minburn CSD  Director of Technology
Diane Ostrowski       Council Bluffs CSD       Supervisor of Community Services
Alice Pareti          Ankeny CSD               Communications Assistant
Jarrett Peterson      Ankeny CSD               Coor of Communications & Marketing
Tara Thomas            Waterloo SCD         Director of School/Community Relations

Membership Directory
The 2014-2015 ISPRA Membership Directory will be sent out to members by Oct. 15.

ISPRA Membership
Please send membership payments to . . .
ISPRA - Att: Jennifer Woodley, Treasurer
Great Prairie AEA, 3601 West Avenue, Burlington, Iowa 52601-9456
Jennifer.woodley@gpaea.org or 319-753-6561 ext. 1232

Nicole Lawrence Receives NSPRA's 35 Under 35 Recognition

Congratulations to Nicole Lawrence for recently being name one of NSPRA's 35 Under 35 members! The award spotlights NSPRA members for their outstanding achievements.

Nicole is the communications coordinator for Waukee Community School District and ISPRA membership chair. Learn more - https://www.nspra.org/files/35%20Under%2035%202014.pdf

Sharing Resources
Emergency Planning Work by Music Watson
Chief Communications Officer - San Diego County Office of Education

Check out the attached resources on emergency planning from the San Diego County Office of Education.

Music Watson presented a session "10 Things to Do Before Disaster Strikes" at the NSPRA annual conference in July. I've attached some resources she share with those in her session. I particularly liked the simplicity of her template for messages to staff and crisis scenario talking points.

Music approved my sharing them with you. Learn more about the San Diego County Office of Education - http://www.sdcoe.net/Pages/Home.aspx
Easy access to ISPRA knowledge & experience

Regional NSPRA Chapter Opportunities

ISPRA members are able to attend at chapter rate.

**WSPRA (Wisconsin)** - [Branding Your District From the Inside Out: Creating a Comprehensive Plan and Toolkit](#) - November 5-7

**INSPRA (Illinois)** - [2014-2015 Tips & Tactics Lineup](#)

**MinnSPRA** (Minnesota) - MinnSPRA Fall Conference November 13-14

Easy access to ISPRA knowledge & experience

**ISPRA Group Email**

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

We are adding new members to the ISPRA group and will continue to keep last years ISPRA members on the email list through October 14. On October 15 the group email will consist of current and lifetime members. Please be sure to update your membership to keep receiving ISPRA group email!

Follow Us

Website – [www.ispra.org](#)
Facebook – [www.facebook.com/IowaSPRA](#)
Twitter - [https://twitter.com/IowaSPRA](#)

**ISPRA Chapter Officers - 2013-2015**

Celeste Miller  
*President*  
Bettendorf CSD  
[cmiller@bettendorf.k12.ia.us](mailto:cmiller@bettendorf.k12.ia.us)

Jamie Evans  
*Vice President*  
West Des Moines CSD  
[evansj@wdmcs.org](mailto:evansj@wdmcs.org)

Nicole Lawrence  
*Membership*  
Waukee CSD  
[nlawrence@waukeeschools.org](mailto:nlawrence@waukeeschools.org)

Lauri Pyatt  
*Secretary/Awards Chair*  
West Des Moines  
[pyattl@wdmcs.org](mailto:pyattl@wdmcs.org)

Jennifer Woodley  
*Treasurer/Past President*  
Great Prairie AEA  
[jennifer.woodley@gpaea.org](mailto:jennifer.woodley@gpaea.org)
2012 FALL Conference Attendees
Nancy Brown  Great Prairie Area Education Agency
Courtney Croatt  Heartland AEA
Laura Dillavou  Johnston Community School District
Steve Doser  College Community Schools
Jamie Evans  WDMCS Community Education
George Held  Grant Wood AEA
Kim Hellige  Ottumwa Community School District
Pat Howard  Southeast Polk Community School District
Marcia Hughes  Cedar Rapids Community School District
Jennifer  Fort Dodge Community School District
Nicole Lawrence  Waukee Community School District
Craig Menozzi  Southeast Polk Community School District
Celeste Miller  Bettendorf Community School District
Tom Mitchell  Johnston Community School District
Jarrett Peterson  Ankeny Community Schools
Lauri Pyatt  WDMCS
Claire Sowder  Heartland AEA
Jason Staker  Marshalltown Community School District
Beth Strike  AEA 267
Elaine Watkins-Miller  WDMCS
Jennifer  Woodley Great Prairie AEA

2013 SPRING Conference Attendees
Nancy Brown  Communication Specialist/Board Secretary Great Prairie Area Education Agency
Courtney Croatt  Communications Specialist Heartland AEA
Laura Dillavou  Marketing & Communications Coordinator Johnston Community School District
Steve Doser  Communications Director College Community Schools
Jamie Evans  Communications Specialist West Des Moines CS Community Education
Kathy Hanson  Director of School, Community and Media RelationAmes Community School District
George Held  Communications Supervisor Grant Wood AEA
Kim Hellige  Community Programs Director Ottumwa Community School District
Pat Howard  Community Relations Coordinator Southeast Polk Community School District
Marcia Hughes  Community Relations Supervisor Cedar Rapids Community School District
Jennifer Lane  Director of Communications & Community Relation Fort Dodge Community School District
Nicol Lawrenc  Communications Coordinator Waukee Community School District
Craig Menozzi  Superintendent Southeast Polk Community School District
Celeste Miller  Director of Communications Bettendorf Community School District
Tom Mitchell  Executive Director of Human Resources Johnston Community School District
Jarrett Peterson  Coordinator of Communications Ankeny Community Schools
Lauri Pyatt  School/Community Relations Specialist WDMCS
Sandi Rohrer  Communications & Media Relations Coordinator Linn-Mar Community School District
Jessica Rolwes  Director of Communications/Marketing Holy Family Catholic Schools
Claire Sowder  Communications Specialist Heartland AEA
Jason Staker  Director of Communications Marshalltown Community School District
Beth Strike  Director of Communications AEA 267
Elaine Watkins-Miller  Director of School/Community Relations WDMCS
Jennifer Woodley Communication Specialist Great Prairie AEA
2015 SPRING Conference Attendees

Nancy Brown  Great Prairie AEA
Lisa Bunn  Muscatine Schools
Mike Cyze  Dubuque Community School District
Janelle Darst  Cedar Falls Schools
Sue Deike  Mason City Community School District
Justin DeVore  Charles City Community School District
Steve Dozer  College Community Schools
Jamie Evans  WDMCS Community Education
Brian Graves  Community Unit School District 308
Kathy Hanson  Ames Community School District
Marcia Hughes  Cedar Rapids Community School District
Jennifer Lane  Fort Dodge Community School District
Nicole Lawrence  Waukee Schools
Celeste Miller  Bettendorf Community School District
Diane Ostrowski  Council Bluffs Community School District
Alice Pareti  Ankeny Community Schools
Jarrett Peterson  Ankeny Community Schools
Tricia Pitz  Dubuque Community School District
Andrew Potter  Marshalltown Community School District
Sandie Rohrer  Linn-Mar CSD
Laura Sprague  Johnston Community School District
Beth Strike  AEA 267
Lori Thomas  AEA 267
Tara Thomas  Waterloo School District
Alexandra Wade  West Des Moines Community Schools
Elaine Watkins-Miller  West Des Moines Community Schools
Jennifer Woodley  Great Prairie AEA
2015 ISPRA Spring Conference

Evaluations

15 evaluations submitted

Registration
- Registration was simple and Jamie Evans was very prompt in answering any questions.
- The google form is quick and easy on the registrants end.

Communication Contest
- Great event! Thank you for all your work and sponsoring recognition of these professionals. It means a lot to a lot of people - members, their administrators, . . .
- More guidance / direction on the nomination form regarding what to provide as description/support information with an entry would be appreciated.
- It was my first time submitting entries. I thought the process was good, not too much work/time on a submission.
- Did not participate this year (new to job).
- It was my first time entering and I didn't catch that an "evaluation" was to be included with every category entry. (Especially because I rushed through the entry process as my son was sick with pneumonia at the time - which is on me!) But other marketing awards that I'm aware of from my years at an advertising agency make some categories stand on their own because the piece should be self-explanatory. So maybe just that portion of the form could be a little more prominent? At least in bold? :)

Awards Night – Average 4.7 (1 low - 5 high)
- So fun! Having Juicebox as the sponsor was a great idea and I liked hearing about their cool projects.
- I am sure it went well. I was not in attendance.
- Wasn't able to attend this year, but it has always been great in the past.
- I would have liked to have everyone go around and introduce themselves at that event once all were seated.
- I would have loved to have seen examples of all of the winners and maybe entries.
- Had a great time! Loved the location and food was excellent!

Location of Awards Night – Average 4.7 (1 low - 5 high)
- Food and atmosphere were great.
- Very much appreciated that the location was located in a hotel (and yet still delicious!)
- Nice meal, room, easy to find.
Location of Conference – Average 4.9 (1 low - 5 high)

- Perfect central location!
- Great location when meeting in the central part of the state. Thank you to WDM team for hosting! The only downer for the site was tripping on the exposed extension cord and falling.
- The conference location was easily located and in a beautiful area of Des Moines.
- Nice space size and accommodations for a group of this size. Able to see and hear well.
- Perfect location
- Easily accessible off major highways and nice, wide-open meeting room.
- I liked the location for the previous 2 years better - and the chairs weren't very comfortable at this location.

Media & Crisis Response – Average 4.4 (1 low - 5 high)

- Ironically, I missed part of the workshop due to a crisis :(
- Lauri was very engaging and relevant to our work. If anything, more hands-on exercises would be great.
- It was a very good presentation!
- She was good and the info was validating and always important to discuss. There was nothing new, however.
- Ms. Freking was an excellent speaker and the content was very much needed for schools in today's world. This was a great choice for a topic.
- Good information, had an understanding of "school" needs.
- Could have spent a whole day just with Lauri. She presented some excellent information.
- I got a lot out of her presentation. Liked the hands-on activity.
- She is very knowledgeable and was a very good presenter. I learned a lot from her and my peers at the conference.
- She was very good, but I thought this was too similar to the previous Crisis communication session that Wixted presented at another conference.

Future Conference Topics

- Session on creativity would be cool, but I don't know what that looks like.
- "Awesome job filling the space that was left open by ""the change"" speaker.
- A pat on the back to the conference committee."
- Website and social media "do's" and "don'ts"
- I still think that a good topic would be "Long Term Strategic Plans versus Short Term Action Plans." The focus would be how communication strategy is changing so fast and furious that long term planning is no longer as effective. Also, I think it's interesting that communication strategies for our high school parents is much different now than those we need to use with our Kindergarten parents who expect communication to come to them in 140 characters or less.
Additional Conference Comments

- It was disappointing that the Friday a.m. speaker did not show up BUT I really appreciated how quickly the host team identified alternatives to fill the time.
- I enjoyed the day very much and felt that I learned a lot of very useful information. ISPRA is a great group of communicators!
- Great job of improvising when morning speaker was unable to be reached.
- I would like ISPRA to help spread the word to other districts about head's up topics in other school districts via e-mail. For example we talked about the A14 day flyer. Had we not had the conference I wouldn't have known about that. Another example could be the Waterloo / Cedar Falls incident where someone was calling in a bomb threat to schools across the state. Anytime ISPRA can help spread the word (not via social media) would be beneficial.
- Would love to have districts bring some of their annual reports, pamphlets, examples of what they do communications-wise to either have us all look at and/or be able to bring back with us. Could just have a couple of tables set up for this and everyone can just browse at their leisure during breaks, lunch, etc. Have a table set up for the winners from the night before to display their goods!
- It was disappointing that the speaker scheduled for the morning session didn't show up. What a great group that we could make lemons out of lemonade. (And kudos to Jamie too!) However, I feel that the speaker should have at least presented on video and given us a link to watch on our own time to make up for the fact that he messed up so badly. (Free of charge too!)
- Just love being with my peers.
- Thank you Jamie!!!! Nice evaluation too!
- "Everyone seemed way too chained to their computers. Could something please be said about giving speakers full attention and then perhaps giving attendees 15-20 minutes between sessions to check email, voice mail, etc.