**NOTE:** Items in red are pending additional action/research.
Audit
According to the by-laws, an Audit Committee shall review the financial records of the chapter and report back to members at the annual meeting. The Audit Committee Chair shall be appointed by the President. The Audit Committee shall include at least three members selected by the Audit Chair.

The Audit Committee may use the Audit Template provided (See Appendix A).

The Audit Committee shall provide a report for approval by the Executive Board at the fall Board meeting. The Audit Chair will present a report to the full chapter at the annual meeting which takes place during the banquet at the spring conference. The chapter will be asked to approve the audit and this action will be recorded in the minutes by the Secretary.

Budget
The President and Treasurer will develop a budget for presentation to the Executive Board at the summer meeting. The Executive Board will approve the budget at the September meeting.

Debit Cards
MOSPRA will issue debit cards to officers/chairpersons to expedite purchases for regional meetings and conferences. At the summer Executive Board meeting, the MOSPRA Treasurer and those officers in need of cards will visit a Bank of America to acquire debit cards. Those officers/chairpersons who can be issued a debit card include the following: President, Treasurer, Regional Directors, and Fall & Spring Conference Chairpersons.

Debit cards may be used to purchase items which are part of the annual budget including the following:

- Food for regional meeting or conference
- Materials and supplies for regional meeting or conference
- On-line purchases for professional development such as NSPRA PowerHours

Any debit card use which falls outside the annual budget must be approved by the President and Treasurer prior to the purchase.

At the close of each year, the Treasurer will secure debit cards from outgoing officers and remove them from the account.

Executive Board Meetings
The Executive Board will meet a minimum of six times each year. Meetings can be in-person or via teleconference. Meetings will be held based on the following schedule – summer, September, Fall Conference, January, Spring Conference, April/May.

A special meeting will be held via e-mail or teleconference to approve Election results by the Friday of the second full week of December.
The President will send a meeting agenda to the Board at least one week prior to the meeting. Regular agenda items shall include Minutes, Treasurer’s Report, Membership Report, Regional Director Reports, Committee Chair Reports.

Other recommended agenda items include:

- Summer – Proposed Budget, Fall Conference, State Conference Scholarships, Goal Setting, Membership Survey, Communications Contest
- September – Budget Approval, Fall Conference, Audit Report
- Fall Conference - Membership Survey Results, Spring Conference Update, NSPRA Scholarship
- January – Jim Dunn Scholarship, By-law Change Proposals, Spring Conference Update
- Spring Conference – Annual Meeting Overview, NSPRA Mark of Distinction
- April/May – Spring Conference Overview, Officer Transition

**Investment**
The MOSPRA Treasurer will oversee any and all investments of the organization.

**Membership Annual Meeting**
The annual membership meeting as required by the by-laws shall be held at the spring conference each year. This meeting must include approval of any by-law changes, Treasurer’s Report, Membership Report, Minutes from prior year’s annual meeting, Audit Report approval, and Communications Contest Report.

**Mileage Reimbursement**
MOSPRA will reimburse officers and chairs for mileage when conducting MOSPRA business. Reimbursable activities include APR Study Group, conference planning, state-level meeting attendance as MOSPRA representative, MOSPRA presentation to outside associations/groups, etc.

Reimbursement must be approved by the President and requests submitted to the Treasurer within 30 days of travel.

MOSPRA will reimburse individuals based on the IRS rate for mileage.

**Memorials**
MOSPRA will send flowers/plant or make a memorial contribution when members lose a spouse, child, parent, or sibling.

**Officer Expenditures**
NSPRA Membership
Four MOSPRA officers including the President, President-Elect and Treasurer are required to be members of NSPRA. If the members’ district is unable to support NSPRA membership, MOSPRA will cover the cost up to $1,000 total.
Conferences
The President will have access to the Presidential Suite at the spring conference.

Membership
MOSPRA membership is open to any school communications practitioner, superintendent, principal, secretary, education association staff, board of education member, and anyone else who work to gain public confidence in education.

Membership appeals are annual and are sent in August/September of each year. The MOSPRA membership year is September 1 – August 31. Membership forms and payment are due by October 15. Annual membership in MOSPRA is $45. For school districts with three or more members, the fee is $40/each.

Membership Benefits
- Access to a directory of public relations practitioners from across the state
- Access to membership resources (document vault, scholarship opportunities)
- Regional meetings for networking and skill building
- Assistance to all public relations programs, especially one-person and part-time departments
- State conference in partnership with the Missouri Association of School Administrators, with nationally known seminar leaders and speakers
- Newsletters with news about MOSPRA members and events
- A voice in developing state education policy
- Professional accreditation availability
- A chance to serve and promote the ideals of professional public relations
- Opportunities to network with public relations colleagues, the media, school board members and superintendents at annual "Thank the Media" luncheons
- A link with the National School Public Relations Association (NSPRA), the national organization for professional school public relations practitioners

Colleague Connections
The Colleague Connections program bring new members together with veteran members for the purpose of providing a personal connection to the organization. The primary purpose of the program is to provide support, learning and professional growth opportunities for new MoSPRA members by establishing a collaborative, professional relationship with a current MoSPRA member. Secondary, the program seeks to:

- build a support system for new communications/public relations persons
- build relationships that last beyond the initial year
- provide a foundation for colleagues to reflect on their practice as communicators
- develop a program where both Colleagues are accountable for learning
- increase attendance at regional meetings
- provide both involved opportunities for professional growth through collaboration

The Colleague Connections program will be provided to new members during the first two school semesters of their membership.
The Colleague Connections Chairperson will seek veteran volunteers and match the veterans with new members based on region, district size, district demographics.

The recommended interaction between a veteran and new members includes a minimum of eight phone meetings (4 per semester) and two additional meetings (regional meeting, MOSPRA/NSPRA conference, or in-person meeting).

**Partners/Sponsors/Business Members**

*Partnerships*

**MOSPRA Benefits**

- Members receive discount/special rates from vendor
- MOSPRA receives an annual service at no cost

**Partner Benefits**

- Recognition on MOSPRA website as partner; includes link to vendor site and representative contact information
- First “ask” for fall and spring conference sponsorship
- Two opportunities each year to provide special offer/information to members via MOSPRA Moment or e-alert

Partnerships will be evaluated annually at the summer Executive Board meeting.

Partnerships are not endorsements from the Executive Board or MOSPRA

**Sponsors**

*Fall Conference (See Solicitation Letter, Appendix B)*

- Thursday Lunch: $750
- Thursday Dinner: $1,000
- Thursday After Hours: Vendor choice
- Friday Lunch: $750
- Attendees Packets: $150 (MOSPRA would place your business information in all attendees packets. Business responsible for providing materials)

*Spring Conference*

- Banquet: $1200 (3 x $400)
- Breakfast: $600
- After Banquet Reception: $600
Sunday afternoon extended session: $400

Sponsor Benefits (Fall & Spring) – See Vendor/Sponsor Agreement (Appendix B1)

- Inclusion on all marketing/conference materials including website page, conference brochure, & signage
- 3-5 minute presentation to conference attendees prior to a session/meal
- Booth site at conference?
- Conference Chairperson to provide participant list including mail and e-mail addresses to vendor following conference

Conference sponsors will be solicited based on the following procedures:

- Previous year’s sponsor for same conference
- Previous year’s sponsor for other conference
- Vendors expressing interest
- All

If there are multiple sponsors for one conference event (i.e. Spring Banquet), competing vendors will not be solicited.

**Business Associate Memberships ($100)**

MOSPRA will offer consultants, businesses, or groups a special membership. This is the only membership available to for-profit entities.

Business Associate Members will have the same benefits of regular membership except for Business Associate members do not have voting privileges nor can they hold office or chair committees.

One Business Associate Membership provides two listings in the MOSPRA directory and member-related discounts for two persons.

Business Associate Members will be noted as such in the MOSPRA Directory.

**According to by-laws, changes to dues structure must be approved by the membership at the annual meeting (spring conference). So we might have to wait on this until the 2012-2013 school year.**

**Annual Membership Survey**

Each year MOSPRA will conduct a survey of its members in the fall. The survey will include demographic information, professional development needs assessment, event planning feedback, membership services feedback, and other pertinent questions, etc.

The survey will be drafted by the President and sent to the Executive Board for feedback. (See Appendix M)
The results will be sent to the Executive Board and committee chairs for use in planning regional meetings, conferences, etc. The Executive Board will review the survey data at the Fall Conference Executive Board meeting.

**Awards of Distinction**

Each year MOSPRA will present Awards of Distinction at the annual spring conference recognizing individuals who make significant contributions in specific areas of school public relations throughout the state of Missouri.

**Categories**

**MOSPRA Rookie of the Year**

The recipient shall be employed at least half time in the field of public relations and shall have exhibited a creative, dedicated and professional approach to school public relations. The person or institution must be a member of MOSPRA. The nominee shall not have been employed in an educational institution in the field of school PR for more than 24 months at the time of nomination.

**MOSPRA Professional of the Year**

The recipient must be a member of MOSPRA and have been a professional in school public relations for more than 12 months at the time of nomination deadline. The person should have made a valuable contribution to either an education institution or MOSPRA in promoting school PR or have made a difference in the life of students.

**MOSPRA Administrator of the Year**

The recipient should not be in an official PR position, but be employed by an institution that has a member of MOSPRA. The recipient should have made a significant contribution to school PR.

**MOSPRA Distinguished Service Award**

The recipient should have made a significant contribution to school public relations efforts or the enhancement of the image of education. The recipient may be a legislator, business person, community member, teacher or individual who is not a school PR professional.

**Process**

Nominations for all awards will be sought beginning January 1 and are due by February 15. Communication regarding the award nominations will be done using the following strategies:

- MOSPRA Moment
- Regional Meetings
- E-alert
- MOSPRA website
- MOSPRA Facebook page

Nominations will include a one- to two-page letter of recommendation.

All members of the MOSPRA Executive Board will be expected to submit at least one nomination.

The nominations will be sent to the Past President.
Nominations will be “active” for two years. Those nominations not selected during the initial submission year will be considered the following year.

Selection of Award Winners
The selection committee will be chaired by the Past President. The selection committee will include the previous year’s Professional of the Year and Rookie of the Year if they are still active in MOSPRA, plus two additional members from regions not already represented. These two additional members will be selected by the Past President. If the Professional or Rookie of the year is no longer a member, the Past President will select committee members to replace them.

If a member of the selection committee has submitted a nomination, he/she will recuse him/herself from the selection of the award winner from that category.

Following award winner selection, the Past President will notify the nominators of their nominee’s selection to ensure family, co-workers, etc. have the opportunity to attend the spring conference banquet.

The Past President will also notify the nominators of those not selected to let them know that the nomination will remain active for another year and to encourage the submission of additional letters of recommendation the following year.

The Past President will also take care of ordering the awards for the honorees and submitting the invoice to the MOSPRA Treasurer for payment.

Awards Presentation
The Rookie of the Year, Distinguished Service, and Professional of the Year will be recognized at the spring conference banquet. The Administrator of the Year will be recognized at the joint luncheon of MASA and MOSPRA during the conference.

During the recognitions, the President will read remarks about each from their nomination. During the Administrator of the Year recognition, the President will also recognize the other award recipients by name, title, and district.

Follow-Up
Following the awards presentations, the President will send a press release template and picture to each award winner and/or co-worker (See Appendix C).

The Award winner information will also be posted on the home page and history page of the MOSPRA website and the MOSPRA Facebook page.

Communications Contest
The annual MOSPRA Communications Contest will take place in the spring/summer of each year. Entries will be submitted electronically and each entry will be judged by at least two people. Judges will be sought from neighboring NSPRA chapters. Judging will be completed via an on-line surveying tool.
Entries will be recognized with a Certificate of Excellence (97-100%), Merit (96-85%), or Commendation (84-65%).

All entries will be judged following the RACE model – Research, Action, Communication, and Evaluation. (See Communications Judging Matrix, Appendix D1)

**Categories**
- Brochure/Pamphlet
- Building/Department Newsletter
- Calendar
- District/Organization Newsletter
- District Report Card/Annual Report
- Handbook
- Internet/Intranet Website
- Image Package
- Instructional Video
- News Release, E-Release, Media Tipsheet or Media Relations Series
- Photo/Photo Series
- PR Video, Video News Release or Video PSA
- Social Media Campaign
- Special Purpose Publication
- Staff Newsletter
- Strategic PR Program
- Writing
(See Appendix E for full category descriptions)

**Timeline**
- March – Seek judges
- End of April/May – Call for Entries (Entry Form, Appendix D)
- June 15 – Entry Submission Deadline
- June/July – Judging
- August – Announcement of Results via MOSPRA website, MOSPRA Moment, e-mails to honorees
- August/September – Contest entries added to MOSPRA Document Vault
- Fall Conference – Public recognition of winners

**Fall Conference**
MOSPRA will host a fall conference in November. The conference will be focused on a specific area of school communications as determined by the membership survey. The location of the fall conference will be rotated among the membership regions.

**History**

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>2010</td>
<td>Kansas City</td>
<td>Internal Communication &amp; Staff Morale</td>
</tr>
<tr>
<td>2009</td>
<td>Branson</td>
<td>Social Media</td>
</tr>
<tr>
<td>2008</td>
<td>St. Louis</td>
<td>New Media/Internal Audiences</td>
</tr>
</tbody>
</table>
Timeline
Summer – Select Fall Conference topic, Secure Presenters
August – Select Conference Site, Begin Soliciting Sponsors
September – Develop marketing/registration materials & send to membership
October – Continue to promote conference

See Sponsors, pg. 4

Spring Conference
MOSPRA will partner with MASA to host a spring conference. The Spring Conference Chair/Committee will work with MASA to develop conference sessions.

Timeline
See Sponsors, pg. 4

Scholarships
MOSPRA will provide up to $3,000 per year in scholarships for our members to attend both state and national conferences. Another $500 will be presented as through the Jim Dunn Professional Development Scholarship.

All MOSPRA Scholarships will be reviewed by the Scholarship Committee, chaired by the President-Elect and consisting of four members of the Executive Board as appointed by the President. The Scholarship Committee will make a recommendation regarding recipients to the MOSPRA Executive Board for approval. The NSPRA Conference Scholarship recipient will be chosen at the November Executive Board Meeting and the State Conference Scholarship recipients will be selected at the summer Executive Board Meeting. The Jim Dunn Scholarship recipient will be selected at the January Executive Board Meeting.

NSPRA Conference Scholarship, $500
Deadline for application: October 1
Presentation Date: Fall Conference

Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Have not received the NSPRA Conference Scholarship in the last five years

Requirements: Recipient must present a workshop based on knowledge gained at NSPRA for members at a regional meeting, fall conference, or spring conference

Scholarship may be used to pay for conference registration, hotel, and/or airfare for the NSPRA National Seminar.
**State Conference Scholarships,** 10 scholarships @ $250/each
Deadline for application: June 1
Presentation Date: August

Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Have not received a State Conference Scholarship in the last two years

Scholarships may be used to pay for conference registration and/or hotel for either the MOSPRA Fall Conference or the MOSPRA/MASA Spring Conference.

**Jim Dunn Professional Development Scholarship,** maximum $500 (Appendix H)
Deadline for application: January 15
Presentation Date: February

Criteria: Member of MOSPRA; Have not received the Jim Dunn Professional Development Scholarship in the past five years; Outside of the realm of the operating budget; No Public Relations budget or department; If not for these funds person would not be able to participate; Preference will be given to an individual who is applying for MOSPRA and/or NSPRA seminars

Requirements: Recipient must present a workshop based on knowledge gained through professional development at a regional meeting, fall conference, or spring conference

Scholarship may be used to pay for professional development including any MOSPRA/NSPRA Conference; PRSA events/seminar; Travel/Hotel costs for meetings, conferences, seminars ; Classes related to the field of public relations

**Officers**
A $1,000 scholarship will be available for the MOSPRA President at the time of the national conference. The scholarship may only be used to pay for the conference registration, hotel, and air travel. If unable to go, the scholarship will go to another Executive Board member to represent the state at the national conference.

A $1000 scholarship will be available for President-Elect at the time of the national conference. The scholarship may only be used to pay for the conference registration, hotel, and air travel. If unable to go, the scholarship will go to another executive board member to represent the state at the national conference.

**Scholarship Disbursement**
Once scholarship recipients have been chosen and notified, the MOSPRA Treasurer will disburse payment in the scholarship amount to the recipient’s school district.

**Scholarship Requirements**
The Scholarship Committee Chair (MOSPRA President-Elect) will follow up with the NSPRA Conference and Jim Dunn Scholarship recipients to ensure they have the opportunity to present the information gained through their scholarship experience at a regional or state conference.
Facebook Page
MOSPRA will manage a Facebook page. Administrators of the page will include the President, Office Manager, and MOSPRA Social Media Chairperson.

The MOSPRA Facebook page shall be used for the following purposes:

- MOSPRA news and information
- Event pictures
- Member discussion
- Idea sharing
- Member honors/awards
- Redirection to MOSPRA website

All information posted on the MOSPRA Facebook page will also be posted to the MOSPRA website.

MOSPRA Moment/Katey Charles
The MOSPRA Moment is a monthly e-newsletter sent to all members. The President is responsible for creating and distributing the newsletter each month.

The President will use the previous year’s membership list for the August, September, and October newsletters. After the membership deadline in October, a new distribution list will be uploaded for use November-May.

The MOSPRA Moment is created using Katey Charles (www.kateycharles.com). The username is ______________ and the password is ________________.

Recommended information for inclusion is as follows:

- August – NSPRA Review (presenters, awards), Membership Renewal Reminder, Fall Conference Preview, Summer Executive Board Meeting Summary, Regional Meeting Dates, MOSPRA NSPRA Scholarship
- September – Membership Renewal, Executive Board Summary, Fall Conference, Membership Survey, Colleague Connections, MOSPRA NSPRA Scholarship
- October – Membership Renewal, New Member Welcome, Fall Conference, Membership Survey, Call for Officer Nominations, Executive Board Meeting Preview, NSPRA Session Proposal Deadline
- November – Fall Conference Overview/Thanks, Executive Board Summary, Jim Dunn Scholarship, MOSPRA/NSPRA Scholarship Recipient, Reserve spring conference rooms
- December – Elections, Jim Dunn Scholarship, Awards of Distinction Nominations, Spring Conference Dates
- January – NSPRA Scholarship Deadline
- February – Spring Conference, Awards of Distinction, Executive Board Meeting Summary, Jim Dunn recipient
- March – Spring Conference, Executive Board Preview
• April – Awards of Distinction Honorees, Contest Submissions, MOSPRA State Conference Scholarships
• May – Contest Submissions, MOSPRA State Conference Scholarships
• June - MOSPRA State Conference Scholarship Recipients

Regional Meeting Information
Regional Directors will also have access to Katey Charles to send regional meeting information to members.

Press Releases
MOSPRA will provide press release templates for use by officers (Appendix F), Awards of Distinction recipients (Appendix C), and Communications Contest winners (Appendix ___) to promote their achievements.

Website
The MOSPRA website is hosted by SchoolWires. The SchoolWires agreement is three years in length with the next renewal scheduled for September 2013. (Appendix G)

The site will be updated regularly by the Office Manager and President.

All members will have access to all areas of the website including the Document Vault, Membership Directory, etc. It will be the responsibility of the Office Manager to upload members to the site each October (following the membership deadline of October 15). The Office Manager will create usernames for all members and a common password. Members will also be added to the e-alert feature of the site to receive e-mail notifications. Members will be notified by November 1 of their new username and password.

E-Alerts
E-Alerts will be used by the MOSPRA President and Office Manager to send reminders, new website information notification, legislative alerts, MOSPRA Partner special offers, and other news deemed worthy. Regional Directors can also request e-alerts for regional meeting reminders.

Officers/Chairpersons

President

• Organize and oversee all Executive Board Meetings
• Create and send regular communication to members
• Assign committee chairs
• Act as liaison with NSPRA/communicate with South Central VP
• Must be a member of NSPRA

Past President
• Chair Elections committee composed of four most recent past presidents (see election timeline in MOSPRA By-Laws)
• Chair Awards of Distinction contest

President-Elect
• Develop and submit NSPRA Mark of Distinction entry
• Attend NSPRA Chapter Leader’s Meeting at annual conference
• Chair Scholarship Committee
• Must be a member of NSPRA

Secretary
• Develop minutes at each Executive Board meeting and submit for approval at following meeting
• Post minutes to website

Treasurer
• Provide financial reports to Executive Board at each meeting
• Develop and oversee annual budget
• Manage investment of MOSPRA funds as outlined in Investment Policy
• Collect and distribute MOSPRA debit cards as outlined in Debit Card Policy
• Develop and submit annual Cash Flow report to NSPRA
• Must be a member of NSPRA
• Upon election, must visit Bank of America with minutes from annual meeting listing the election results to add his/her name to the MOSPRA account

Regional Director
• Plan monthly professional development meetings.
  o Establish location
  o Use membership survey data to determine topics
  o Take reservations
  o Order food & beverages
  o Collect money
• Send monthly meeting invitations.
• Work with treasurer to deposit money, turn in receipts, etc.
• Stay in contact with local members – act as local liaison, answer questions and provide assistance when needed.
• Select Alternate Director
• Attend MOSPRA Board meetings as voting member
• Submit meeting summary to Office Manager for posting on website

**Regional Alternate Director**

• Perform the duties of Regional Director in his/her absence

**Contest Chair/Committee (Per By-Laws)**

• Oversees annual Communications Contest  
• Secure judges  
• Notify membership of entry submission requirements, timeline  
• Collect entries and disburse to judges  
• Organize judges’ feedback and awards for presentation to members  
• Present contest awards at fall conference

**Audit Chair/Committee (Per By-Laws)**

• Conducts annual audit of books at the close of the fiscal year (August 31)  
• Reports to membership via next newsletter and as part of annual meeting  
• Includes at least three members; chair appointed by President  
• See Audit Template (Appendix A)

**Membership Chair/Committee (Per By-Laws)**

• Consists of one chair and two committee members  
• Complete NSPRA membership requirement by sending membership list to NSPRA by October 1  
• Recruit and retain MOSPRA members  
• Update on-line membership directory and members’ only access  
• See Appendix I for Timeline and Membership Documents

**APR Chair**

• Leads APR Study Group  
• See sample syllabus (Appendix J)

**Fall Conference Chair/Committee**

**Spring Conference Chair/Committee**

**Social Media Chair**

• Oversees/updates MOSPRA Facebook page
• Makes weekly posts to page to drive discussion, promote MOSPRA events, encourage traffic to MOSPRA website, etc.

Colleague Connections Chair
• Communicate with Membership Chair regarding new members
• Recruit MOPSRA veterans to serve as “mentors” to new members
• Match veterans with new members based on region, district size, district demographics
• Send Colleague Connections information to new members (Appendix K)
• Check on both veterans and new members mid-way through year

Legislative Relations Chair/Committee
• Appointed annually by the MOSPRA President.
• Monitors state and federal legislative matters on behalf of the membership.
• Provides the MOSPRA membership with educational background and information resources related to state and federal legislative issues through the MOSPRA website and member e-alerts
• Remains neutral on all issues when representing MOSPRA, however the chair will advise the Executive Board if a matter arises on which MOSPRA may want to take a position.
• Helps MOSPRA members increase their value to their District by enabling members to effectively facilitate legislative communications with their legislators and to their district stakeholders.

Office Manager
Provides organization and technical assistance to the Executive Board of the Missouri School Public Relations Association.

Position Description
• Updating and maintaining the MOSPRA website
  o Developing a document vault
  o Developing and updating on-line membership roster
  o Ensuring content throughout site is current
  o Updating the calendar with regional meeting information
• Assist with coordination of publications contest
• Assist in coordinating MOSPRA board meetings
• Assist with collection of NSPRA awards documentation
• Other duties as assigned by the MOSPRA Executive Board

Qualifications Desired
• Excellent communication skills - both oral and written.
• Familiarity with content management systems and website development.
• Background in communications and/or education.
• Access to computer and internet

Organizational Responsibilities

• Reports to MOSPRA President

Compensation

• Contracted employee (see Contract, Appendix L)
• $20/hour, not to exceed 10 hours per month
### Appendix A – Audit Template

**MOSPRA Annual Financial Review**

**Date of Review**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1. Beginning Balance</td>
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<tr>
<td>2. Receipts (total receipts to the end of the fiscal year)</td>
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<tr>
<td>3. Total Cash (add line 1 and line 2)</td>
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<tr>
<td>4. Disbursements</td>
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</tr>
<tr>
<td>5. Ending Balance</td>
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</tr>
<tr>
<td>6. Bank Statement Balance (as of 8/31/10)</td>
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<tr>
<td>7. Outstanding Checks</td>
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<tr>
<td>8. Outstanding Deposits</td>
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</tr>
<tr>
<td>9. Account Balance</td>
<td>$</td>
</tr>
</tbody>
</table>

We have examined the books of MOSPRA for the fiscal year of _______ and find them to be:

- _____ Correct
- _____ Substantially Correct
- _____ Incomplete
- _____ Incorrect

Substantially correct with the following adjustments:

______________________________________________________________

**Signatures of Review Committee:**
DATE

MOSPRA Business Associates~

With fall upon us, we are planning and preparing for our annual Missouri School Public Relations Association (MOSPRA) Fall Conference. We are excited to announce that it will be held in _________ on _____________ at the ________________. The training will be held at the ________________ with our hotel ________________. The topic, ________________, is a timely one for public schools in these challenging budget times. ________________, will be our keynote speaker, however, we plan to imbed many opportunities for our attendees to share and collaborate on this topic. We have had an average of 60 attendees, both superintendents and public relations professionals, over the past few conferences.

As a respected business partner with MOSPRA, we would like to offer you the opportunity to support school public relations across the state of Missouri by sponsoring one of the meal functions or after hours activity during our two-day training. This is an excellent way to reach, share and touch school superintendents and PR professionals about your business and build relationships.

Please review the various meal functions available for sponsorship. Your sponsorship would allow you to bring greetings and share for up to ten minutes about your business/company and to place business information in the packets for all attendees. We would also offer the opportunity to set up a table during the scheduled break on Thursday afternoon for our attendees to visit. The after-hours event would be the sponsors choice, but we would certainly be available to offer suggestions if needed.

Thursday Lunch: $750
Thursday Dinner: $1,000
Thursday After Hours: Vendor choice (could be a Happy Hour or after dinner cocktails with music, etc.)
Friday Lunch: $750
Attendees Packets: $150 (MOSPRA would place your business information in all attendees packets. Business responsible for providing materials)

Please let me know by _____________ which sponsorship opportunity you would like to partner with MOSPRA. Our registration materials are scheduled to go out across the state to all school districts in late September. These materials would have all sponsor logos included if received by _____________. We look forward to hearing from you soon!

Sincerely,

FALL CONFERENCE CHAIR
Appendix B1 – Vendor/Sponsor Agreement

_____ Conference ______

Vendor/Sponsor Agreement

Name of Sponsoring Organization: ______________________

Event Sponsored: ______________________

Date/Time: ______________________

Amount of Sponsorship: ______________________

Thank you for agreeing to support the Missouri School Public Relations Association at the _____ MOSPRA _____ Conference in ______. As part of your sponsorship, MOSPRA will:

- List your company as a presenting sponsor in the conference brochure, program and on the MOSPRA Web site
- List your company in signage at the event
- Provide you with a list of conference attendees’ mailing and e-mail addresses
- Provide an opportunity to speak to those attending the Conference about your company at the event you sponsor
Appendix C – Press Release for Awards of Distinction

For Immediate Release

For More Information Contact:
Jill Filer, MOSPRA President
(816) 380-2727, ext. 1224
filerj@harriosnville.k12.mo.us

(Name) earns top honor from statewide organization

____________________ (Name) of _________________ (district) has been honored as the Missouri School Public Relations Association _________________(name of the award) for the 2010-2011.

_______ (Name) is the _________________ (Position) for the ________________ (District).

INSERT BACKGROUND ON OFFICER (Other Awards, Leadership Experience, # of Years in District.)

MOSPRA presented its annual awards during the association’s spring conference March 20-22 at the Lodge of the Four Season. The MOSPRA ____________ (insert name of the award)

(Choose Appropriate Description)
Rookie of the Year
is awarded to an individual who is employed at least half time in the field of public relations and exhibits a creative, dedicated, and professional approach to school public relations. This individual must be a member of MOSPRA and have not been employed in an educational institution in the field of school PR from more than 24 months at the time of nomination.

Professional of the Year
must be a member of MOSPRA and have been a professional in school public relations for more than 12 months at the time of nomination. This person should have made a valuable contribution to either an education institution or MOSPRA in promoting school PR or have made a difference in the life of students.

Administrator of the Year
should have made a significant contribution to school PR. The recipient should not be in an official PR position, but be employed by an institution that has a member of MOSPRA.

Nominations for _____ (Name) cited...(INSERT COMMENTS AS PROVIDED FROM SCRIPT PROVIDED)

The Missouri School Public Relations Association (MOSPRA) is the Missouri state chapter of the National School Public Relations Association. While the membership in MOSPRA is primarily composed of school communication practitioners from both public and private school districts, members also include superintendents, principals, secretaries, education association staff, board of education members and others who work to gain public confidence in education. Like its parent organization, MOSPRA is dedicated to providing citizens with a better understanding of the objectives, accomplishments and needs of the schools within our communities.
Appendix D – Communications Contest Entry Form

Entry Form

Fill out one form for each entry.

Entry Category: _______________________________________________________________________

Entry Title: _______________________________________________________________________

Provide a one-page narrative addressing the topics below. Entries are not complete without the accompanying narrative and will not be considered for awards.

Research: Provide a narrative on the needs assessment that was conducted and the strategic purpose of the project.

Action Steps: Explain the actions taken to identify target audiences, involve others in planning, establishing goals and timelines.

Communication: Explain the message, communication techniques used and implementation. Each piece will be judged on effective use of message, style and graphics.

Evaluation/Results: Show evidence of planned, objective evaluation of success in reaching stated goals and evaluation of communication techniques used, as well as changes, if any, to be made).

How to Enter

Send a digital copy of each of your entries with a completed copy of the entry form to: Contest Chair, e-mail or at the mailing address listed below. All entries must have been produced between January _____ and May _____. Your entries must be postmarked by ______. MOSPRA is not responsible for damage or loss of entries.

School/District/Organization: _______________________________________________________

Name and Title of Person Submitting Entry: __________________________________________

Name(s) for Certificate: ____________________________________________________________
Send completed entries, postmarked by ____________.

Appendix D1 – Communications Contest Judging Matrix

<table>
<thead>
<tr>
<th>MOSPRA Communications Contest Judging Matrix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Number:</td>
</tr>
<tr>
<td>Entry Category:</td>
</tr>
<tr>
<td>Entry Title:</td>
</tr>
<tr>
<td>District/Organization:</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESEARCH</td>
<td>Should not be considered for award.</td>
<td>Below average work. Did the project meet expectations?</td>
<td>Average work. Met most expectations.</td>
<td>Above average work. Met all expectations.</td>
<td>Excellent work. Met all expectations. Top of the category.</td>
</tr>
<tr>
<td>1. A needs assessment was conducted and the strategic purpose of the project was identified prior to work beginning.</td>
<td></td>
<td></td>
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<tr>
<th>ACTION</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. Target audience(s) was clearly defined.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2. A collaborative planning process was used.</td>
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<tr>
<td>3. Goals were clearly outlined.</td>
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<tr>
<td>4. A project timeline was established.</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNICATION</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Message</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Meets the information needs and interests of the intended audience.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The piece leaves a positive impression on the reader.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Content/Format is appropriate for the intended audience.</td>
<td></td>
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</tbody>
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<th>Style</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. Message is conveyed clearly to the intended audience.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2. Writing is clear, concise, and avoids educational jargon.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
## MOSPRA Communications Contest

### Judging Matrix

<table>
<thead>
<tr>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The design is attractive and readable.</td>
</tr>
<tr>
<td>2. The logo reproduces well in color and in black and white.</td>
</tr>
<tr>
<td>3. Design is a dynamic image, effectively used in multiple formats.</td>
</tr>
<tr>
<td>4. Text is legible and appropriately sized.</td>
</tr>
<tr>
<td>5. Logo will withstand enlargements or reductions.</td>
</tr>
<tr>
<td>6. Color, rules, boxes, and screens are used appropriately.</td>
</tr>
<tr>
<td>7. Layout is consistent.</td>
</tr>
</tbody>
</table>

### EVALUATION

| 1. Evidence is provided of planned, objective evaluation of success in reaching stated goals. |
| 2. Evidence is provided of evaluation of communication techniques used. |
| 3. Conducted thorough evaluation of future improvements and suggested changes. |
Appendix E – Communications Contest Category Descriptions

MOSPRA Communication Contest Categories

Brochure/Pamphlet
Submit a digital copy of a brochure or pamphlet for an activity, program, school, etc.

Building/Department Newsletter
External newsletters for a building or department, published on a regular basis, either printed or electronic. Provide digital samples of three consecutive issues.

Calendar
Publication with event dates or information. Provide digital samples.

District/Organization Newsletter
External newsletter, published on a regular basis, either printed or electronic. Provide digital samples of three consecutive issues.

District Report Card/Annual Report
Annual publication to inform patrons of the district’s performance. Provide a digital copy of the report.

Handbook
Yearly publication designed to inform students, staff and/or parents about the organization and policy. Provide a digital copy of the handbook.

Internet/Intranet Website
Submit a digital copy of your home page (first page of your site only) and include the address for your website on your entry form. Please do not submit separate entries for each of your individual school sites.

Image Package
Coordinated use of four or more of the following: logo, letterhead, envelopes, folders, fact sheets, business cards, signage, brochures, newsletters, etc. Provide digital copies of the various pieces associated with the image package.

Instructional Video
Video or documentary designed to educate adults or children.

News Release, E-Release, Media Tipsheet or Media Relations Series
Strategy used to effectively communicate information about your district that results in successful media coverage (including proof of publication/use in digital format). This category includes a series of media relations activities.
Photo/Photo Series
Photographs taken by an employee for publication (submit digital .jpeg images, along with proof of use in a publication).

PR Video, Video News Release or Video PSA
Video promoting or explaining an organization, event or program. Please submit a CD or DVD.

Social Media Campaign
Submit a digital copy (e.g. screen shot) of a social media profile (Facebook, Twitter, LinkedIn, blogs, etc.) used to effectively inform students, staff and/or parents about news and events.

Special Purpose Publication
A series of publications or a single topic publication designed for a specific purpose. For example, a series focused on NCLB or a one topic covering finance. Provide a digital copy of the publication.

Staff Newsletter
Newsletter or bulletin developed for and distributed to internal audiences. Provide digital samples of three consecutive issues.

Strategic PR Program
This category allows you to showcase your work in planning and executing a major program, event or campaign. Program should include coordinated use of communication channels (i.e. print, audio, video, Web, speeches, etc.). Provide digital copies of communication pieces.

Writing
Op-ed pieces, editorials, speeches or individual articles from newspapers or newsletters. Provide a digital copy of the writing piece, along with proof of publication.
Appendix F – Press Release for Officers

For Immediate Release

For More Information Contact:
NAME, MOSPRA President
PHONE NUMBER
E-MAIL

(Name) to serve on state-level board

__________________________ (Name) of ____________________ (district) has been elected to serve on a state-level board as ________________ (Office) for the Missouri School Public Relations Association for the ____________ school year.

_______ (Name) is the ________________ (Position) for the ________________ (District). INSERT BACKGROUND ON OFFICER (Awards, Leadership Experience, # of Years in District.)

The Missouri School Public Relations Association (MOSPRA) is the Missouri state chapter of the National School Public Relations Association. While the membership in MOSPRA is primarily composed of school communication practitioners from both public and private school districts, members also include superintendents, principals, secretaries, education association staff, board of education members and others who work to gain public confidence in education. Like its parent organization, MOSPRA is dedicated to providing citizens with a better understanding of the objectives, accomplishments and needs of the schools within our communities.

####
Dear Superintendent,

As the ________ President of the Missouri School Public Relations Association, I want to thank you for supporting the involvement of your district’s PR professional, ____________, as a member of the Executive Board/MOSPRA Chairpersons.

The Missouri School Public Relations Association is a collection of the finest communicators in the nation. This group is committed to continued excellence and provides its members with the necessary tools to both maintain and develop the skills needed to hone their craft.

MOSPRA members are dedicated to promoting public schools through effective communications. We are an award-winning chapter of the National School Public Relations Association (NSPRA) and an organization that promotes best practices in the field of educational communications. For PR professionals and school leaders across the state, MOSPRA is a common link—offering support, information and proven ideas for building and strengthening a successful communications program.

One final note, we are gearing up for our annual membership drive and I encourage you to consider joining our group if you’re not a member already. __________ should be receiving membership information soon, so please ask him/her about it.

I am looking forward to a great year for our organization and truly appreciate your support of ________ and his/her involvement as a leader in MOSPRA.

Sincerely,

NAME, President
TITLE
DISTRICT
Appendix H – Jim Dunn Professional Development Scholarship

Jim Dunn Professional Development Scholarship

Why the scholarship was developed:

In honor of Jim Dunn’s career and retirement from school public relations, in 2007 the executive board of MOSPRA decided to honor his service to the field by creating a scholarship in his name.

Dunn, a 1971 graduate of William Jewell College, began his career in the Liberty Public Schools 34 years ago as a communications teacher at Liberty High School. He became a part-time director of communications/teacher in 1985 and a full-time communications director in 1999. Dunn holds a Masters Degree from Baker University and earned his APR (Accredited in Public Relations) in 1996. He also teaches communications in the evening division at William Jewell College.

Dunn is a former National School Public Relations Association (NSPRA) national president, a NSPRA regional vice-president and past president of the Missouri School Public Relations Association (MOSPRA). He served on the William Jewell College Board of Governors, the Liberty Sister City Commission and the Martha LaFite Thompson Nature Sanctuary Board of Directors.

Dunn was the MOSPRA Professional of the Year in 2003 and won the Rotary Club Service Award for Professional Excellence in 2005.

Dunn pioneered several communication initiatives in Liberty Schools. In the late 1970’s, his students were creating a daily television news show that was broadcast during lunch periods, the earliest predecessor to KLPS Channel 18, which is now the area’s only 24/7 student-produced cable TV station. An e-mail school newsletter, “QuickNews”, established by Dunn, was also the region’s first. The district’s annual “School Reports” have been used as a national model for excellence.

Dunn championed professional communications, formal research, on-going two-way communications, transparency and accountability through the creation of a comprehensive Communications Plan approved each year by the Liberty Board of Education.

Background:

The Jim Dunn Professional Development Scholarship will be presented annually to a MOSPRA member who demonstrates need for financial assistance in obtaining professional development to enhance their personal career as well as to help them better serve public education in the field of communication. There is a maximum limit of $500 each calendar year that is presented to one individual at the annual spring conference.

Where the monies come from:
In April 2007 the MOSPRA executive board approved a $500 seed to start this annual scholarship in honor of Jim Dunn, APR who retired. Each year as MOSPRA members are asked to renew or join the organization, they will also be asked to include additional monies to designate to the scholarship fund. Other initiatives will be used such as monies earned through the MOSPRA Focus Group Consortium, corporate partners, and various other fundraising means.

Criteria for what constitutes Professional Development:

1. Any MOSPRA or NSPRA conference
2. PRSA events/seminar
3. Travel/Hotel costs for meetings, conferences, seminars
4. Classes related to the field of public relations

Criteria for need:

1. Outside of the realm of the operating budget
2. No Public Relations budget or department
3. If not for these funds person would not be able to participate

Criteria for selecting a recipient:

1. Only one winner is selected each year.
2. Must be a member of MOSPRA.
3. A maximum of $500 can be given out each year.
4. Preference will be given to an individual who is applying for MOSPRA and/or NSPRA seminars.
5. Selection of recipient will be done in January of each year for the following calendar year.
6. Applications will be mailed out to all MOSPRA members via U.S. Postal Service, email, or other electronic means in November of each year.
7. Applicant must return the application and all supporting materials by January 15th.
8. The executive board will appoint a committee each year to select the recipient. The president will receive the applications.

To apply you must:

1. Have not received the Jim Dunn Professional Development Scholarship in the past five years.
2. Complete the application form.
3. Include a letter of recommendation from your school district Superintendent and/or Board of Education president.
4. Application must be received by the deadline.
5. Recipient must present a workshop based on knowledge gained through professional development at a regional meeting, fall conference, or spring conference.
Application for the Jim Dunn Professional Development Scholarship

Name___________________________________________________________________

Title__________________________________________________________________

School District_________________________________________________________

Address_________________________ City____________________ Zip_________

Email____________________________ Phone__________________ Fax_________

How long have you been a member of MOSPRA?___________________________

Are you a member of NSPRA?_____________

Professional Development Opportunity_____________________________________

Estimated Total Cost $____________

Amount you would like to receive to assist you (maximum of $500) $____________
Please answer the following questions with no more than a half page typed response per question:

1. Discuss your professional aspirations.
2. Discuss the professional development opportunity in which you wish to participate.
3. How will this scholarship help you in advancing your career?

Along with your application and responses to the above questions, please include a letter of recommendation from your school district’s Superintendent and/or Board of Education President.

I understand that should I be selected as the recipient of the Jim Dunn Professional Development Scholarship and upon completion of my professional development, I will be required to present a workshop based on knowledge gained through professional development at a regional meeting, fall conference, or spring conference. In the event I am unable to attend the professional development opportunity mentioned above and the money has already been given to me, I understand that I will need to reimburse MOSPRA for those funds.

Signature_________________________________ Date__________________________

For questions or more information on the Jim Dunn Professional Development Scholarship please contact Jill Filer via phone at (816) 380-2727, ext. 1224 or by email at filerj@harrisonville.k12.mo.us.

Completed applications may be submitted in the following manner:

Mail:
Harrisonville Schools
Attn: Jill Filer
503 S. Lexington
Harrisonville, MO 64701

Email: mailto:ssmith@fortosage.net filerj@harrisonville.k12.mo.us

Fax: Attn: Jill Filer (816) 380-3134
Appendix I – Membership Timeline & Documents

Membership Documents

➢ Prior year membership list with payment data
➢ MOSPRA membership renewal packet
  • Member letter
  • Invoice for membership
  • Invoice for Jim Dunn scholarship
  • MOSPRA member information sheet
➢ Administrator membership packet
  • Administrator letter
  • Invoice for membership
  • MOSPRA member information sheet
➢ Complete school district list from DESE to send administrator packets

Responsibilities Timeline

July

➢ Ask two MOSPRA members to be part of the membership committee.
➢ Update last year’s membership forms and put together membership packet as a PDF.
➢ In mid-July, send packet to all current MOSPRA members.
➢ Include that membership renewals are due by October 1 to be included in the directory.

August

➢ Email DESE to get an updated school district list with Superintendent emails.
➢ Update administrator forms and put together administrator packet as a PDF.
➢ In mid-August, send the pack and emails to the MOSPRA president. The president will send out the letters to administrators.

September (through June)

➢ Input member renewals and new members into the membership list.
➢ Update changes in membership information.
➢ Track payments on page 2 of membership list.
  • Check with current treasurer to get MOSPRA Bank of America account number.
  • Deposit checks into account. (Keep track of how much is membership money and how much is for other MOSPRA payments.)
• Send check stubs and deposit slip to the MOSPRA treasurer.
  ➢ Note new members (and put if it is a new district or returning district with a new member).
  ➢ Send all new member information to the Colleague Connections chair.
  ➢ Send all new member information to the President for disbursement to regional chairs

October

On October 1, send completed MOSPRA membership list to MOSPRA president for submission to NSPRA. Make a separate excel file, so the dues and payments are not shown.

Other Notes

➢ The responsibilities of the membership committee are to recruit and retain MOSPRA members. One project of the current committee (2010-2011) is to identify districts in Missouri without MOSPRA representation and reach out to their administration.
Dear MOSPRA Member:

It’s time to renew your membership to the Missouri School Public Relations Association!

I have enclosed an invoice for you to easily renew your MOSPRA membership for the ______ year. Membership dues are $45. If your organization has three or more MOSPRA members, membership dues are $40 per person. Please submit a check or purchase order with the invoice payable to MOSPRA and mail to (please note the change of address):

___________________, MOSPRA membership chair
School District
Street Address
City, State, Zip

MOSPRA’s goal is to have your most recent and accurate information in our directory each year. Please fill out the member information sheet and mail it to us so that we can make a note of anything that needs to be changed. Membership renewals are due by October 1, so we can include you in the ______ membership directory.

MOSPRA also has another great opportunity for you! When you send in your renewal payment, you can contribute additional money to the Jim Dunn Professional Development Scholarship fund. The scholarship is presented annually to a MOSPRA member who demonstrates need for financial assistance in obtaining professional development to enhance their personal career as well as to help them better serve public education in the field of communication. Thanks in advance for your help in growing this scholarship fund. Look for more information in the November MOSPRA newsletter about applying for the scholarship.

Finally, mark your calendar for the MOSPRA _____ Fall Conference _____________ in ___________. The conference focus will be "__________________." Watch the MOSPRA web site for additional information. Registration information will be sent to all members in September.

We look forward to a great year! Please call me at __________________ if you have any questions.
Dear Administrator:

As you well know, the perceptions of parents, patrons, staff and legislators impact the realities of your school or district. From financial issues like funding shortfalls and budget reductions, to academic issues like the impact of No Child Left Behind and AYP, the attitudes and actions of your various publics influence the academic and fiscal success of your organization.

If you are not already a member of the Missouri School Public Relations Association (MOSPRA), I heartily invite you to invest $45 for an annual membership.

For less than $4 a month, you can be a full MOSPRA member and gain access to valuable resources that can help you successfully manage some of the toughest educational communication challenges in decades. Do your parents, patrons and staff understand No Child Left Behind and AYP? How about APR and MAP? Do you meet the public notice requirements of federal and state grants, the concealed weapons law or Missouri Open Records? Are you prepared for a news media onslaught should your school suddenly fall under a negative spotlight?

MOSPRA, in tandem with our parent organization, the National School Public Relations Association, can help you develop the tools and skills to handle all this and more. MOSPRA and NSPRA provide a network of professionals who can help you use public relations to bridge internal communication gaps, build trust in the community, manage the news media and get the attention of legislators – ultimately to help improve programs and services in your educational setting.

MOSPRA understands that you are facing intense challenges this year. Isn’t this the best time to have peers across the state and nation who understand and can help? Allow MOSPRA (and NSPRA) to be your partners this year as you craft the tools and messages to manage those challenges. MOSPRA will even pair you with a veteran school public relations professional to offer his or her guidance and support.

To join MOSPRA, complete the enclosed form and submit it with a check or purchase order for $45 payable to MOSPRA and mail to: NAME, MOSPRA membership chair, STREET, CITY, STATE, ZIP.

Membership applications are due by October 1, _____, so we can include you in the online membership directory.

Please call NAME, MOSPRA membership chair, at PHONE NUMBER if you have any questions.

Sincerely,
NAME
MOSPRA President

**Missouri School Public Relations Association**
NAME, Membership Chair
STREET ADDRESS
CITY, STATE ZIP

PHONE NUMBER

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Rate</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual membership dues for MOSPRA for (September 1, _____ through August 31, _____)</td>
<td>1</td>
<td>45.00</td>
<td>45.00</td>
</tr>
</tbody>
</table>

Subtotal: 45.00
Previous Amount Owed: 0
Credit: 0

Please pay this amount: 45.00
*Please return your membership dues by October 1, ____, to be included in the MOSPRA membership directory.

MOSPRA Member Information

Please complete the following form, enclose a check or purchase order for $45 for individual annual membership dues, or $40 if you have three or more MOSPRA members in your organization, payable to MOSPRA, and mail to: NAME, SCHOOL DISTRICT, STREET ADDRESS, CITY, STATE, ZIP. You must return this form by October 1, ____, to be included in the MOSPRA directory.

Name: __________________________________________
Title: __________________________________________
School District: __________________________________
Address: _______________________________________
City/State/Zip: __________________________________
Work Phone: _____________________________________
Home Phone: _____________________________________
Fax Number: _____________________________________
Cell or Pager: _____________________________________
E-mail Address: _________________________________

Are you a new MOSPRA member?  □ yes  □ no

Are you an NSPRA member?  □ yes  □ no

Are you professionally accredited? (ASPR, APR, ABC) □ yes  □ no
Appendix J – APR Study Group Syllabus

Sample

MOSPRA APR Study Group Syllabus

Introduction to the Program

- What the review course will cover
- How to prepare for the exam, competencies covered
- Knowledge of the field of PR
- Definition of concepts and terms
- Discussion of Readiness Review (another session may be needed prior to actual review)
- Self-study: History of PR
- Strategic process – what’s the end goal

Business Literacy

- Terms, Industry knowledge, business drivers
- Environmental Scanning
- SWOT Analysis, impact of internal/external trends
- Understanding levels of management, how businesses are organized and how PR fits in
- Leadership and problem solving skills
- Case studies

Specific Communication Topics

- Crisis Communications
  - Phases
  - Risk management
  - Crisis preparedness
- Information Technology
  - Literacy
  - Knowledge of channels
- Media Relations
  - Relationships between practitioners and journalists
  - Analyzing media trends
  - Understanding, identifying and choosing appropriate media
  - Utilizing media in most effective way

Management Skills and Issues, Audience Definition

- Audiences, cultural and diversity issues
- Diffusion
• Problem-solving, consensus building, consulting and negotiating
• Public opinion (Lang & Lang, The Tipping Point)
• Case studies and exercises

Communication Models, Theories/Ethics and Law
• Communications models (Shannon & Weaver, Schramm, etc.)
• Barriers to communication
• Ethical behavior, integrity
• Knowledge of legal issues
• Review scenarios/ethical dilemmas

Research, Planning, Implementation
• Goals, objectives, strategies and tactics, definitions and discernment
• Strategic thinking in plan development
• Putting the plan together
• Evaluation of plans/research methodology
• Budget and timing
• Case studies
Appendix K – Colleague Connections Letter

DATE

New Member Name & Address

Dear New Member,

On behalf of the Missouri School Public Relations Association, I’d like to welcome you and congratulate you on your decision to become a part of one of the best resources for school administrators and communications professionals in the state. While the membership in MoSPRA is primarily composed of school communication practitioners from both public and private school districts, members also include superintendents, principals, secretaries, education association staff and others who work to gain public confidence in education.

MoSPRA provides a network of professionals who can help you use educational public relations as a tool to help improve programs and services in your school district or organization. Communication, commitment and cooperation are the hallmarks of MoSPRA school communications practitioners. Promoting and encouraging effective communication is a common bond of MoSPRA members. To support this process, we would like to encourage you to participate in our Colleague Connection Program. This program assigns a public relations colleague to our new members and this person would support the new member in their new position as requested.

MoSPRA established the Colleague Connection Program to provide support, learning and professional growth opportunities for new MoSPRA members by establishing a collaborative, professional relationship with a MoSPRA colleague. In addition to providing you with a professional, confidential resource of school communication expertise during your first year as a member, your participation in this program will

- create a dynamic link between you and a seasoned communications professional who will always be available to answer questions and to supply guidance and perspective.
- build lasting relationships with communicators across the state.
• provide a forum to reflect on your practice as a school communicator.
• provide your MoSPRA colleague with an opportunity for professional growth from collaborating with you.

As MoSPRA’s Colleague Connection Chairperson, I have assigned ______________ to be your Colleague Connection professional (include contact information). I encourage you to take advantage of this unique program. You should expect a call or email from this professional within the coming weeks. Over a dozen school administrators and communications professionals have taken advantage of this excellent resource. If you have any question regarding the Colleague Connection Program, please contact me at E-MAIL or PHONE NUMBER.

Sincerely,
COLLEAGUE CONNECTIONS CHAIR
Appendix L – Office Manager Contract

MOSPRA

Part-Time Office Manager

CONTRACT for Part-Time Office Manager
under the Direction of the MOSPRA President

This contract made and entered into this 1st day of December 2010, by and between the Missouri School Public Relations Association, hereinafter referred to as “MOSPRA”, and, Linda Gross, Second Party, hereinafter referred to as “Part-Time Office Manager”.

In consideration of the agreements hereinafter contained, the parties hereto agree with each other as follows:

1. MOSPRA hereby obtains the Part-Time Office Manager to work on or about the first day of December 2010, and continuing through June 30, 2011. An evaluation will be completed no later than 60 days prior to the commencement of this contract to determine contract renewal.

2. MOSPRA agrees to pay said Part-Time Office Manager $20 per hour, not to exceed 10 hours per month, with no benefits.

3. The Part-Time Office Manager agrees to enter upon and perform the services of a Part-Time Office Manager at the times and places and for the duration of this contract and perform all duties of an Part-Time Office Manager faithfully and satisfactorily as directed by the President of MOSPRA; to comply with and abide by all reasonable rules and regulations promulgated by MOSPRA; and to comply with and abide by all pertinent statues and laws of the State of Missouri.

4. It is hereby mutually agreed by and between the parties hereto that nothing herein contained shall operate or be construed as a waiver of any of the rights, powers, privileges or duties of either party hereto by or under the laws of the State of Missouri.

In witness whereof, MOSPRA has caused this contract to be executed in its name by its proper officials and the Part-Time Office Manager has executed the same, all as of the day and year first above written.

MOSPRA
By

Gail Freezer
President, MOSPRA

ATTEST:

Linda Gross
Part-Time Office Manager Signature

Date 11/30/10

Secretary, MOSPRA
Appendix M – Membership Survey

Q1. What region of the state do you work in?
Western
Mid-State
Ozark
Eastern
Not Sure

Q2. I am a:
PR Professional
Superintendent
Asst. Superintendent

Q3. My background is in:
Education
Communication
Journalism
Marketing/Advertising

Q4. Do you have your APR (Accreditation in Public Relations)?
Yes
No
Currently participating in APR Study Group

Q5. How many years have you worked in school public relations?
Answer Options
Less than 1
1-3 years
3-5 years
5-10 years
More than 10

Q6. Please mark the responsibilities below that are part of your job.
Internal Communications
Staff Recognition
Web Site Management
Media Relations
Event Planning
Community Engagement
Social Media Management
Marketing
Board of Education Meetings
Bond/Levy Campaigns
Newsletter Design/Development
Business Partnership Program
Volunteers

Q7. Are you a member of the Superintendent's Cabinet or Senior Leadership Team?

Yes
No
As needed

Q8. What percentage of your department's budget was cut this year?

None
1-5%
6-10%
11-20%
21-30%
31-50%
More than 50%
Unsure

Q9. If your department suffered personnel cuts this year, how many positions (FTE) were cut?

None
Part-Time (1/2)
1
2
3
More than 3

Q10. How many MOSPRA sponsored events have you attended in the last 12 months?

None
One to three
Four to six
Seven to nine
Ten or more

Q11. Which of the following events have you attended?

MOSPRA/MASA Spring Conference
Eastern Division Meeting
MOSPRA Fall Conference
NSPRA Seminar in Charlotte
Western Division Meeting
Mid-State Division Meeting
Ozark Division Meeting

Q12. What prevents you from attending more MOSPRA events?

Budget constraints
Job responsibilities
Time/day of events
Meeting/event topics
Distance to events

Q13. Which day of the week is best to meet for regional meetings?

Monday
Tuesday
Wednesday
Thursday
Friday

Q14. What is the best time of day to meet for regional meetings?

Morning
Lunch
Afternoon
Evening

Q15. How far in advance of an event do you prefer to receive information?

One week
Two to three weeks
Four to six weeks

Q16. What suggestions do you have for the regional meetings?

Q19. Please select the topics that you are interested in hearing about at the spring MOSPRA/MASA Conference and regional meetings. While you are going through the list, keep in mind that you will be asked to list your top three choices in the next question.

How PR Can Impact Student Achievement
Using New Media (Podcasts, RSS, etc.)
Managing Website Content
How to be a Strategic Advisor to your Boss
PR Legal Issues
Social Media Relations
Gold Mine Sessions (brief, specific roundtable discussions)
Board of Education Meetings as PR
Bond & Levy Campaigns
Internal Communications
Advanced Media Training
Fundraising & Foundations
Creating Effective Publications/Design
Key Communicators
Business Partnerships
Marketing & Branding
Sunshine Law Requests
Customer Service Training for Staff
Working with Parents
Issue Management
Special Event Planning
Superintendent Transitions/Relations
Boundary Changes
Working with Higher Education Institutions
PR/Communications Management & Strategic Planning
Crisis Communications
Practical Research
APR Accreditation Process
Coping with Funding Challenges
Community Engagement/Parent Involvement
Maximizing the Impact of a One-Person PR Department or No PR Dept.
Leadership Creates a Culture of Communication
Health Issue Communications

Q20. Considering the above options or your own suggestion(s), please list your top three choices for the MASA/MOSPRA Spring Conference and regional meetings.

Q21. If you're interested/willing to present a session at the spring conference, please provide a session description and your name in the box below.

Q22. Considering the above options or your own suggestion(s), please list your top three choices for the Fall MOSPRA Conference. Keep in mind that the fall conference is an opportunity to go in-depth on a topic.

Q23. Please choose the statement which best matches your interest in becoming Accredited in Public Relations (APR).

Yes, I'm interested in obtaining my APR now.
Yes, I'm interested in obtaining my APR in the next five years.
Yes, I'm interested in obtaining my APR beyond five years in the future.
No, I'm not interested in obtaining my APR.

Q24. Does your school district recognize receipt of the APR in any of the following ways?

Financial Reward through Salary Increase or Stipend
Opportunity for Professional Advancement
Professional Development or Educational Credit
No Recognition
Unsure
Q25. Which of the following NSPRA Power Hours would you be interested in?

Q26. Would you be interested in a MOSPRA Power Hour focusing on issues relevant to Missouri?
   Yes
   No
   Maybe

Q27. How often do you visit the MOSPRA web site?
   Weekly
   Monthly
   Rarely
   Never

Q28. When did you last visit the site?
   This month
   Within the last three months
   Last school year
   Longer than a year
   Never

Q29. Please indicate how much you agree with the following statements regarding the MOSPRA web site (www.mospra.org).
   The site provides relevant information.
   The information on the site is always up-to-date.
   I can always find what I'm looking for easily on the site.
   The site is aesthetically pleasing.
   Overall, I'm satisfied with the site.

Q30. What resources would you most like to see added to the MOSPRA web site?
   Document Vault
   Membership Directory
   Regional Meeting Summaries
   Event Information/Registration
   Legislative Updates
   Members’ Only Forum
   E-Alerts for Web Site Updates

Q31. What recommendations would you make to improve the MOSPRA web site?

Q32. How satisfied are you with your MOSPRA membership?
   Answer Options
   Very Satisfied
Satisfied  
Somewhat Satisfied  
Somewhat Dissatisfied  
Very Dissatisfied

Q33. Please rank the benefits of MOSPRA membership below with 1 being most important.

Connection/Relations with Colleagues  
Regional Meetings  
Fall/Spring Conference  
MOSPRA Moment E-Newsletter  
MOSPRA Web site

Q34. How satisfied are you with the monthly MOSPRA Moment e-newsletter?

Very satisfied  
Somewhat satisfied  
Somewhat dissatisfied  
Very dissatisfied

Q35. What suggestions do you have for the MOSPRA Moment newsletter?

Q36. What other benefits would you like to see MOSPRA provide?
Appendix N – Calendar

June  
Executive Board Meeting, (President)

Summer  
Send letters to Executive Board and Chair Superintendents (Appendix F, pg. 2)

Sept. 1 – Aug. 31  
Membership Year

September  
Newsletter to Membership (President)

September  
Executive Board Meeting (President)

End of September  
Membership Survey
Fall Conference Registration Materials to Members

October 15  
Membership dues deadline for inclusion in directory (Membership Committee)

October 1  
NSPRA Scholarship App Due (Scholarship Committee)

October  
Newsletter to Membership (President)

End of October  
Current Directory posted on MOSPRA website (Membership Committee)

October 30  
NSPRA Cash Flow Report due (Treasurer)

October 30  
Membership List due to NSPRA (Membership Chair)

First two weeks of Nov.  
Nominations sought for Officers (Elections Committee)

November  
Fall Conference (Fall Conference Chairs)
Communications Contest Awards (Contest Chair)

Fall Conference  
Executive Board Meeting (President)

November  
Newsletter to Membership (President)

Monday of 3rd full week in November  
Ballot to membership (Elections Committee)
<table>
<thead>
<tr>
<th>Event Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday of 1&lt;sup&gt;st&lt;/sup&gt; full week in December</td>
<td>Election Deadline (Elections Committee)</td>
</tr>
<tr>
<td>Dec.</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>Friday of 2&lt;sup&gt;nd&lt;/sup&gt; full week in December</td>
<td>Deadline for certification of election results by Executive Board</td>
</tr>
<tr>
<td></td>
<td>(Elections Committee)</td>
</tr>
<tr>
<td>Jan.</td>
<td>Executive Board Meeting (President)</td>
</tr>
<tr>
<td>Jan.</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>Jan. 15</td>
<td>Jim Dunn Scholarship Apps Due</td>
</tr>
<tr>
<td>Feb. 1</td>
<td>NSPRA Seminar Scholarship Nomination due (President)</td>
</tr>
<tr>
<td></td>
<td>Dawn K. McDowell Memorial Scholarship Nomination due (President)</td>
</tr>
<tr>
<td></td>
<td>Don Bagin Memorial Scholarship applications due (President)</td>
</tr>
<tr>
<td>Feb. 14</td>
<td>NSPRA President’s Award Nomination Due (President)</td>
</tr>
<tr>
<td></td>
<td>Barry Gaskins Mentor Legacy Award Nomination Due (President)</td>
</tr>
<tr>
<td>Feb.</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>March</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>March</td>
<td>Spring Conference, Lodge of the Four Seasons (Spring Conference Chair)</td>
</tr>
<tr>
<td>Spring Conference</td>
<td>Executive Board Meeting (President)</td>
</tr>
<tr>
<td></td>
<td>Annual Meeting &amp; Spring Awards Banquet (Past President)</td>
</tr>
<tr>
<td>April</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>May 1</td>
<td>Chapter Officer Election results due to NSPRA (President)</td>
</tr>
<tr>
<td>May 15</td>
<td>NSPRA Mark of Distinction entries due (President-Elect)</td>
</tr>
<tr>
<td>May</td>
<td>Newsletter to Membership (President)</td>
</tr>
<tr>
<td>June 1</td>
<td>State Conference Scholarship Apps Due</td>
</tr>
<tr>
<td>August</td>
<td>Announcement of State Scholarship Recipients</td>
</tr>
<tr>
<td></td>
<td><strong>Add Regional Meetings</strong></td>
</tr>
</tbody>
</table>
Renewal Addendum

to the Master Agreement

Schoolwires, Inc.
320 Rolling Ridge Dr., Suite 201, Slate College, PA 16801
Phone 814-686-1046 Fax 888-861-8612
www.schoolwires.com

Schoolwires SPIN Number: 143027372

DISTRICT/ENTITY
("CLIENT") NAME: MOSPRA
503 South Lexington
Harrisonville, MO 64701

Customer ID: [N007000034]

<table>
<thead>
<tr>
<th>Subsidized by the Champions of Education Program?</th>
<th>Has Applied/Will Apply for E-Rate?</th>
<th>Account Tier</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>Tier 0 (1 school)</td>
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</tbody>
</table>

Term of Renewal: 3 years
Start Date: 05/21/2010
Expiration Date: 03/20/2013

Amendment to the Master Agreement

This Addendum amends the Master Agreement (the “Agreement”) previously entered into, and currently in effect between the parties. Under the Addendum, the parties are agreeing to renew the Master Agreement so that it remains in effect until the Expiration Date specified above. In this regard, Schoolwires, Inc. (“Schoolwires”) will provide Client with the Licensed Software, support and/or services listed in Exhibit A, for the fees set forth in Exhibit A, for or during the period commencing with the Start Date and ending on the Expiration Date (as specified in the table above). The Terms of the Agreement may be renewed beyond the Expiration Date in accordance with the relevant provisions of the Schoolwires Standard Terms and Conditions. In all other respects, the Agreement shall remain in full force and effect.

Fees and Payment Terms

Schoolwires will provide Client with the Licensed Software, support and/or services listed in Exhibit A of this Addendum for the fees set forth in Exhibit A. Payment procedures, payment terms, fees, limitations to increase in amounts and other such specifics are governed by the relevant provisions of the Schoolwires Standard Terms and Conditions.

Client Accounts Payable Information:

<table>
<thead>
<tr>
<th>Is a PO Number Required? (Y/N)</th>
<th>PO Number:</th>
</tr>
</thead>
</table>

Accounts Payable Contact Person Information

Contact Name: [Contact Name]
Contact Telephone Number: [Contact Telephone Number]

ADDITIONAL NOTES:

Schoolwires will host a new Free Power Pack Plus website for the Missouri School Public Relations Association as currently provided.

MO-SGRA will provide Schoolwires with Sponsor privileges that include:
*Allowing Schoolwires to attend two state and local chapter meetings free of charge each year the chapter website is hosted by Schoolwires
*Notification to members of the Schoolwires/AIDS-GRA partnership and workshops via email, newsletters, website and advertising opportunities.

MO-SGRA President elect (Mr. Chris Tennant) has had formal Schoolwires training so initial required training is waived. MO-SGRA will purchase additional training as necessary at the standard Schoolwires price.
### EXHIBIT A

<table>
<thead>
<tr>
<th>Fees</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Unit Price</td>
<td>Total Fees</td>
</tr>
<tr>
<td><strong>Licensed Software</strong> (\text{**}})</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACK - Power Pack Plus</td>
<td>1.0 Site</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SchoolWires Web Hosting Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Hosting Power - SchoolWires Hosted</td>
<td>1.0 Site</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>CertifiCITY. 1GB Additional Storage</td>
<td>4.0 GBs</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Sites have the meanings defined in the Standard Terms and Conditions. Web Hosting Services are billed by a specified number of Sites, and as long as SchoolWires is hosting the Licensed Software for Client, this Site limitation shall apply and shall serve as a limit on any other Services provided.
- The fees for each of the annual or other periods reflected in the table above are stated as fixed fees, the fees for each annual period following the initial period (which is either Year 1 or a period equal to or less than a year) may be increased by a percentage amount no greater than the applicable increase in the U.S. Department of Labor’s Consumer Price Index for All Urban Consumers, U.S. City Average (1982-1984 = 1.00) (“CPI-U”). In each instance, the CPI-U shall be measured from a twelve (12) month period which ends on the month which is one (1) month immediately prior to the first month of the contract year for which the increase would apply. SchoolWires would notify Client of any such increase in the invoice submitted prior to the contract year at issue. Increases that may apply to renewals or other periods following the term of years reflected in the table above, shall refer to the applicable provisions of the Standard Terms and Conditions.
- Components included in the Licensed Software and additional licensing and hosting limitations and restrictions are provided in Exhibit B of this Master Agreement. Some Licensed Software may require supplements (essential to software or services to be provided by third parties) or Addenda to the Master Agreement and some components may not be currently available.
- Web-hosting services provide a school or organization at a location outside of the school’s or Sibcy’s premises. A location is a location such as www.schoolwires.org for World Wide Web content made available to those accessing the site. The Web Hosting General Fee includes maintenance and technical support appropriate to maintain reliable operation. SchoolWires Hosting Services and associated fees are separate and distinct from SchoolWires Licensed Software.

### EXHIBIT B

**Additional Notes Related to SchoolWires Licensed Software, Hosting Services and Packaged Professional Services**

**SchoolWires Bundled Solutions Package Selection**

**Components Included in Package Selection**

<table>
<thead>
<tr>
<th>Power Pack Plus</th>
<th>Power Pack Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>CentriCITY™ Software Subscription</td>
<td>✓</td>
</tr>
<tr>
<td>Advanced Website Design &amp; Management Tools (Website Stats)</td>
<td>✓</td>
</tr>
<tr>
<td>Forms and Surveys</td>
<td>✓</td>
</tr>
<tr>
<td>Macintosh Support for editing with Mozilla Firefox</td>
<td>✓</td>
</tr>
<tr>
<td>Online Payment Module</td>
<td>✓</td>
</tr>
<tr>
<td>MiniBase</td>
<td>✓</td>
</tr>
<tr>
<td>Multimedia Bundle (Clip Art, Podcasts, Blogs, Photo Gallery)</td>
<td>✓</td>
</tr>
<tr>
<td>Software Maintenance (Updates and Upgrades)</td>
<td>✓</td>
</tr>
<tr>
<td>Storage Capacity</td>
<td>1 GB</td>
</tr>
<tr>
<td>Sections</td>
<td>100</td>
</tr>
<tr>
<td>Support Level</td>
<td>Standard</td>
</tr>
</tbody>
</table>

By signing below, each of SchoolWires and Client represent that this Addendum to the Master Agreement has received all necessary approvals, that each party is authorized to enter into this contract, and that each party agrees to be bound by the terms of the Master Agreement as modified by this Addendum.

THE PARTIES have executed this Agreement through the signatures of their respective authorized representatives.

**SchoolWires, Inc.**

<table>
<thead>
<tr>
<th>Name of Authorized SchoolWires Officer:</th>
<th>Name of Authorized MOSPRA Representative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Title:</td>
</tr>
<tr>
<td>Signature:</td>
<td>Signature:</td>
</tr>
<tr>
<td>Date:</td>
<td>Date:</td>
</tr>
</tbody>
</table>

**SchoolWires Internal Use Only:**

<table>
<thead>
<tr>
<th>Service Agency:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Manager:</td>
<td>Bill Reynolds</td>
</tr>
<tr>
<td>Sales Manager:</td>
<td>Bret Barbes</td>
</tr>
</tbody>
</table>