



Advancing education through responsible communication

NSPRA Chapter/Committee Leaders Meeting
Sunday, July 6, 2008

MSPRA Chapter Overview

Chapter Structure

Officers (one-year terms)

- President
- President-Elect
- Secretary
- Treasurer (appointed to two-year term)
- Past President

At Large Members

- Six members serving three-year terms representing various size districts, geographic regions and education related organizations

Standing Committees (two-year terms)

- Awards/Recognition
- Issues Management
- Membership/Marketing
- Outreach
- Professional Development
 - Conference
 - APR

Staff Liaison

- Paid part time staff person provides clerical support, conference support, administrative support for financial reporting, records, web site, mailings, etc.

Board Meetings

- Board members meet monthly in a central location
- Annual retreat held
- Committees meet regularly—either in person or electronically

Chapter Financials

- Monthly reports are given to the Board
- Committees are asked to develop annual budgets for Board approval
- Annual budget is approved by Board
- Budget policies in place to determine use of fund balance and/or financial support for special projects/initiatives

Professional Development

MSPRA conducts an annual two-day conference in the fall at various locations throughout the state. Pre-conference options are available. The conference includes 2-3 keynote speakers and several breakout sessions, as well as the popular “speed dating” sessions. Networking social hours and dinners are held in the evening.

Drive in conferences, providing members the ability to “drive in” for a morning or day long session on a single topic, are developed and offered as needed.

The Chapter is investigating online seminars or other technology based professional development for members who find it difficult to leave the office.

Electronic Member Communication

MEMO

Thanks to the work of the MSPRA Membership and Marketing Committee, the on-line edition of *MEMO*, with links to timely and targeted information for members, is published regularly.

Listserv

Members have access to a member only listserv with which to post questions, requests for information, sharing of resources and networking. Board members also have a separate listserv to facilitate board communications.

MSPRA Website

MSPRA maintain its website: www.mspra.org which features membership information, conference details and resources.

Edusource

Edusource is a joint website sponsored by educational organization in Michigan, including MSPRA that is an electronic warehouse of resources on a variety of topics. The address is www.michiganedusource.org.

“In The News” Emails

Members receive a daily summary of education news links from around the state. Called “*In the News*,” this e-mailed service helps MSPRA members stay ahead of issues and trends that impact Michigan’s schools.

Awards & Communications Contest

The communications contest includes categories for publications, video productions and websites. This year’s contest had ninety-one entries that were judged by a combination of Public Relations Society of America (PRSA) members from agencies and organizations in the Lansing area and MSPRA members. We had one entry for MSPRA’s Gold Medallion Award and four entries for the Outstanding Superintendent Communicator. The award recipients were honored at MSPRA’s annual conference in November 2007.

Collaboration with other Organizations

MSPRA and the Michigan Association of School Administrators (MASA) continued a collaborative effort aimed at helping superintendents and their first-line assistants communicate more effectively with their employees, communities and local media. The “Communications Corner” regularly appears in MASA’s bi-weekly member print publication, *MASA Leader*.

MSPRA teamed up with the Center for Educational Performance and Information (CEPI) and the Michigan Department of Education (MDE) to create a communication toolkit to help schools describe and discuss the move in 2008 to report "on-time" cohort graduation rates. The resulting toolkit includes:

- Graduation Rate Fact Sheet
- Talking Points-Internal Audience
- Talking Points-External Audience
- CEPI Timeline for gathering/reporting data
- Four-year Cohort Graduation Rate Used for High School Report Cards
- Steps districts can take by April 2008 to ensure quality data

Member Presentations

Ron Koehler, APR, presented the session: “What Do They Want From Me: Going from Table Skirter to Trusted Advisor” at the Annual MSPRA Conference held on November 8 and 9, 2007. In addition, these MSPRA members presented sessions at MSPRA’s 2007 annual conference, “*Making Connections*”: **Dianne Litzenburger, Janet Roberts, APR; Dick Egli, APR; Danelle Gittus, APR; Anita Banach, Shelley Yorke Rose, and Gerri Allen.**

Tom Vance was one of the presenters in a session entitled *Unique Approaches to School Bond Issues* presented at the 2008 Mid-Winter Conference of the Michigan Association of School Administrators.

Michelle Ready and Julie Gillespie co-presented on *Communicating during a Crisis* at the Southwest Michigan School Business Officials Annual Conference at Western Michigan University on March 6, 2008.

Linda Wacyk did a presentation on *Working with the Media* for the Michigan Association of Secondary School Principals New Principal’s Boot Camp in August 2008.

Member Articles/Interviews

Tom Vance wrote an article that was featured in Volume 18, Issue 1, 2008 of the *Images* newsletter published by the Michigan Alliance for Gifted Education, entitled “Enrichment and Extension Services at Portage Public Schools.”

Gerri Allen authored an article entitled, “Letting the Fast Runners Run: Creating Michigan’s Mass Customized Learning Vision,” that was published in the July 13, 2007 issue of *The Michigan Association of School Administrators Leader* electronic newsletter.

Ron Koehler, APR, was the featured guest on episode 8 of the podcast *Inside Michigan Education* that was distributed via e-mail on August 7, 2007.

MSPRA Promotion

MSPRA has a display booth that is used at our event and also the booth is taken to other events:

- Michigan Association of School Administrators (MASA) 2007 Fall Conference
- MASA New Superintendents Conference, September 2007
- MASA Mid-Winter Conference, January 2008
- Governor's Education Summit, March 2008

Special Projects

In August, 2007, the MSPRA Board, upon request, agreed to develop a communication toolkit and provide four one-hour training sessions across the state for 50 Demonstration Projects that were piloting the Michigan Profile for Healthy Youth (MiPHY). The MiPHY, a newly developed online survey that replaces paper-and-pencil instruments, meets the self-assessment requirements to receive Title IV Safe and Drug Free Schools money.

MSPRA members worked with the Michigan Department of Education (MDE) and the Michigan Association of Intermediate School Administrators (MAISA) to equip and train these pilot districts to engage in high-quality communication around what could be a sensitive subject for districts and communities.

We provided the toolkit and the "How-to" presentations much to the appreciation of those who were involved in the Demonstration Projects. And, now these tools have wider application, since the MiPHY electronic assessment is available online, free-of-charge to all 500+ Michigan school districts, as of November 2007. And, not only is the survey available online, but the survey results and reports are also available online.

MSPRA received a consulting fee for this project which was put in the chapter coffers to support member programs.

Membership Campaigns

MSPRA has a comprehensive membership and marketing campaign which includes not only soliciting district communications professionals, but also superintendents, administrators, board members and college students. MSPRA also joins with the NSPRA Membership Campaign to solicit members for the national organization and in turn NSPRA shares its member list for our chapter to solicit.

Member Accreditation

MSPRA has 11 members who are accredited: **Bill Banach, APR; Diane Bauman, APR; Dick Egli, APR; Betsy Erickson, APR; Judy Evola, APR; Cass Franks, APR; Danelle Gittus, APR; Dave Kahn, APR; Ron Koehler, APR; Janet Roberts, APR; and Steve Wasko, APR.**

Dick Egli, APR, MSPRA's accreditation chair, presented an information program on accreditation at MSPRA's annual conference in November 2007 as part of our *Making Connections Speed Dating* segment. MSPRA also promotes accreditation in the association newsletter and on the website.