

## Mark of Distinction Entry Specifics

Chapter: Ohio School Public Relations Association

Please complete and include the information below for each individual entry

X

### Section I: Membership Building

- Current number of chapter members 144
  - NSPRA-provided membership baseline number as of June 1 50
  - Number of chapter members who belong to NSPRA as of April 30 74
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**2020- Chapter Nomination**  
**Ohio School Public Relations Association**  
**NSPRA - Mark of Distinction Program - Exemplary Chapter**  
**Submitted May 15, 2020**

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I respectfully submit this nomination application for the NSPRA Mark of Distinction award program for Exemplary Chapter. Our OHSPRA chapter has worked incredibly hard in the 2019-20 membership/fiscal year and we have developed some incredible benefits and opportunities for our members. The week of March 16 changed everything for all of us as it did for all across the country. We have worked to support members with information, idea sharing, Zoom calls and more. As you read through our submission you will follow the roller coaster ride that we have all experienced and at the same time tried to still support our members in many ways. Our membership has remained steady and our sponsor/partnerships had been growing until we needed to cancel our spring conference.

**Section I: Membership Building**

**Membership**

In June 2019, OHSPRA had 162 paid members and 16 members now for the membership year 2019-20 (Sept. 1, 2019 - Aug. 31, 2020), nearing the end of the fiscal year.

Due to our chapter's strong financial standing, we continued to offer the "early bird" incentive for renewing members that we announced at the Spring Conference in 2019. The rates of our individual membership had been \$90 in the past and an institutional (up to 3 members) was \$200. We will continue to honor the incentive at the beginning of the membership year (Sept. 1, 2020) is 15% off the cost.

- \$75 Individual
- \$168 Institutional

Our membership director, Alicia Mowry has been working hard to recruit, retain and enhance the OHSPRA membership while also encouraging membership to NSPRA. See one of her sample communications below.

Dear Fellow School Communicators,

If you're like me, you're living day-to-day and maybe even minute-to-minute and the thought of planning ahead to next year can be daunting. As you sit down to prepare your budget for the 2020/2021 school year, I want to make sure that [renewing your Ohio School Public Relations Association membership](#) for next year is as easy as possible. In the attached document, we have compiled for you:

- A breakdown of membership costs  
*(If you haven't renewed yet this year, do so now & we'll roll your membership into next year!)*
- Estimates of costs for our Spring Conference and Achievement Awards
- Information about joining the National School Public Relations Association
- A sneak peek at some fun announcements coming soon!

There are so many great reasons to be a member of OHSPRA. I hope this information helps you as you look ahead to next year.

I've thoroughly enjoyed seeing the work that is coming out of each of your districts. I am proud to be an Ohioan right now and especially proud to be part of this excellent group of School PR Professionals. You are all doing a great job supporting your students and communities. I hope you are all taking time for yourselves and looking up from your computers every once in a while to enjoy the spring weather.

Sincerely,

Alicia Mowry  
Public Information Officer  
Delaware Area Career Center  
Membership Director, Ohio School Public Relations Association ([OHSPRA](#))  
ph: (740) 201-3233  
cell: (614) 506-2829  
[www.DelawareAreaCC.org](http://www.DelawareAreaCC.org)

## **Section II: Special Focus Area**

In this Nomination packet, we will highlight the following areas:

- Professional Development/PR Skill Building
- Partnerships/Sponsorship Support
- Coalition-Building & Collaborative Communication Effort

OHSPRA meets the Requirements and Criteria to be eligible for the Mark of Distinction

Chapters must be in "good standing" with the Association

- We maintain a minimum of 10 NSPRA members among the membership as required in NSPRA Policy 260.1 Chapters;
- We met as a board eight times in the 2019-20 fiscal year;
- We submitted the required Annual Chapter Cash Flow Report by Oct. 30 of the year;
- We submitted a current chapter membership contact list by Oct. 30 of the year;
- We submitted the names of newly elected chapter officers following our annual election in April;
- We adhere to our chapter bylaws.

## **1. Professional Development/PR Skill Building Fall Workshop**

We hosted in collaboration with the Ohio School Boards Association a Fall one-day workshop (detail and promotional is included below).

We had 46 members from across the state join us for this enlightening workshop. Attendees ran the spectrum of superintendents, communication professionals, admin assistants and more.



Don't miss this dynamic, hands-on workshop designed to provide attendees with tips and tools for upping their communications game.

Whether you are a communications professional, board member, school administrator or the staff member whose "other duties as assigned" include communicating with the public, you will come away from this workshop with tangible tools to make your communications efforts impactful and successful.

### **8:30 a.m. Registration**

#### **9 a.m. Stories in sound: How to podcast in your school district**

In this interactive workshop, you'll get a primer on how to tell your districts' stories through sound. Discover how others are already employing podcasting as a tool in their districts; learn

about the various equipment, tools and platforms that can be used to create a podcast; hear how to structure a show, find stories and market your podcast; gather tips on interviewing, scriptwriting, editing, choosing music and more; and participate in the production of a podcast episode. Shane Haggerty, owner, Purposeland

### **Noon Lunch (provided)**

#### **1 p.m. Leverage the latest tools in today's new world of curated media**

The ways we communicate are evolving at a rapid pace, as students, parents, businesses and residents control what they want to know and where they want to get their information. Learn the latest tips and tricks to get your message through the clutter. Discover methods and strategies you can begin using right away to best leverage your website, e-newsletter, social media, news media, video and even print in today's new world of curated media. Erin Graham, president, Erin Graham Consulting; and Alicia Mowry, public information officer, Delaware Area Career Center

### **3:30 p.m. Adjourn**

## **Spring Conference**

OHSPRA's 2020 Spring Conference was on track to be held on April 30 and May 1 at the Renaissance Columbus Westerville-Polaris Hotel at 409 Altair Parkway in Westerville, Ohio.

This year's conference was themed "Charting Your Course" with a nautical theme. The conference was again to be hosted at the Renaissance Columbus Westerville-Polaris Hotel. The hotel has a nautical decor and we thought it was a great tie in. We were also getting pretty creative with the messaging; "Prepare to earn your captain's license as we offer an extensive two-day conference dedicated to navigating the rough waters of school PR and keeping afloat!"

Fortunately for OHSPRA we were able to negotiate with the hotel and cancel our contract with no fees or penalties to the chapter. This was an easy negotiation for us and they were completely understanding given the circumstances. This saved our budget from taking a big hit and we are incredibly grateful to the hotel.



## **Covid-19 Resources & Submissions**

On March 11, 2020 we messaged members to begin to collect and share examples of how they were supporting students, staff and community. We created a warehouse for them on our website, accessible [here](#).

Dear OHSPRA Members,

I know that we are all feeling the strain of what seems like a situation that changes by the minute. Of course, everything is local and what some may be dealing with in one part of our state may be drastically different in another.

You may have already developed your toolbox and created a resource center on your website for families, but we have also been working to collect examples of what OHSPRA members are assembling across the state in response to the COVID-19 crisis.

Thank you to members of our OHSPRA Board for submitting examples of resources and messaging they have been using in their communities. Thank you to our President-elect, Lou DeVincendis for taking the time today to put these in one place on our new OHSPRA website. Also, thank you to our director of communications, Kurt Moore who will be adding to this as it grows with more ideas for communicating to families, staff and community.

If you missed the email from our director of membership, Alicia Mowry earlier today, here are some instructions on how to create your new account on [Ohspra.org](https://www.ohspra.org) if you have not had a chance to do so.

[On behalf of the Ohio School Public Relations Board, I'm thrilled to share with you that our new website has launched! This new site will add opportunities to collaborate and share best practices with each other. The username & password you used on the old web site will no longer work on the new website. Please visit this page to build your new profile – it will only take a few moments of your time. <https://www.ohspra.org/protected/MemberProfile.aspx>]

Please note that to login to the site after your account is created and you return to the site, simply click the small downward-arrow in the upper right hand corner of the site near the social media icons, as the login feature will appear in a drop down.

We are here to help support you wherever you are in the process or in the state.

Thank you and let's work through all of this together.

Hang in there,

Patrick Gallaway  
President  
Ohio School Public Relations Association

“We are not at the mercy of this virus. Let hope be the antidote to fear. Let solidarity be the antidote to blame. Let our shared humanity be the antidote to our shared threat.”

~ World Health Organization

## **Contests & Awards**

Typically handed out at the Spring Conference, OHSPRA received a total of 107 award submissions and the judging did take place in February. OHSPRA's plan is to do some virtual video announcements to recognize the Best of the Best winners in early June, once the school year is complete and we hope to have a live celebration at the Ohio School Boards Association, Capital Conference honoring the winners in November 2020.

### **OHSPRA Achievement Awards update**

Number of Entries - 107

This is an increase from 96 in 2019

The judging took place on Feb. 8, 2020

The categories are as follows:

Website

e-Newsletter

Social Media Campaign

Social media

Special Purpose Publication

Print Newsletter

Video

Print/Quality Profile/Annual Reports

Electronic Quality Profile/Annual Reports

Photography

Writing

PR Marketing Plan

Marketing Materials

Student video

### **Friend of Education Award**

School public relations is more than a one-person or one-department job. With that in mind, OHSPRA annually sponsors the Friend of Education Award to recognize those unofficial members of the school public relations team. Recipients can be individuals or groups of students, parents, volunteers, employees or community partners.

## **Partnerships & Sponsorship**

OHSPRA continued to develop relationships with a variety of sponsors to support our programming and member opportunities throughout the year. Obviously a lot of the benefits to sponsors come from our spring conference which was canceled. The sponsors that we had lined

up said they will support us again as we come back to the time when we can do more for members or we are going to explore some support webinars focused on communication strategies and support for members.

Below is what we had lined up prior to March 2020.

Feb. 7, 2020 we secured \$8,000 in sponsorship for the following:

- SchoolMessenger, Blue - \$1,000
- SchoolMessenger, Food - valued at \$1,000
- Ten10 Design, Blue + Umbrellas - valued at \$2,500
- ParentSquare, Blue + SWAG - \$1,000 + SWAG value
- Roetzel Consulting Solutions, Beverages - valued at \$1,500
- PeachJar, Blue - \$1,000

We were in ongoing discussions with the following:

- MyVRSpot
- Linq
- Rhodes Branding

## **Financial Position**

### **Budget/Finances**

The chapter continues to be fiscally viable and responsible.

#### **-As of May 15, 2020**

- Checking \$25,135.98
- Savings \$25,661.71
- Total \$50,797.69

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## **Coalition Building & Collaborative Communication Effort**

### **Ohio School Boards Association - Capital Conference**

#### **November 10-12, 2019**

The OSBA Capital Conference and Trade Show is Ohio's premier continuing education program — delivering practical solutions to help school district governance teams improve student learning and achievement. Whether you are a veteran board member, a superintendent, a board support professional or a first-time attendee, you'll leave the conference with practical ideas and a renewed commitment to help your board accomplish the critical work ahead.

OHSPRA annually staffs a booth that is in the main registration area adjacent to the OSBA

booth. OHSPRA members staff the booth for the three days of the conference managing a publications exchange area, answering questions of attendees and more. Over 10,000 school board members, administrators and more attend this conference.

OHSPRA Members presented sessions in 2019 ([click this link for a summary](#)).

## **Buckeye Association for School Administrators**

### **COVID-19 Zoom Sessions for members...**

OHSPRA partnered with BASA to promote these events to our membership and support communications in an ever-changing situation with the COVID-19 crisis.

Beginning in late March 2020, OHSPRA worked with the Buckeye Association for School Administrators to begin providing a Zoom experience for not only their members, but promote to our OHSPRA membership as well. The series has spanned several weeks now, ultimately slowing down as we near the end of the school year.

**March 27, 2020** - Join the discussion about how to effectively communicate with stakeholders during the COVID-19 crisis. Topics will include:

- Using email, video and social media to reach your community;
- Adapting future events during the shutdown; and
- Moving forward with communications during these rapidly changing times.

#### [3-27-2020 Meeting Audio Recording](#)

**April 2, 2020** - We will feature Hinda Mitchell, the CEO of Inspire PR based out of Columbus. She will have a few essential thoughts and then we will open it up to best practices and questions. Again, very casual. Feel free to join or share this information. Last time we had around 95 join, no idea how many this time around.

#### [4-2-2020 Meeting Audio Recording](#) - Guest Speaker [Hinda Mitchell](#), President [Inspire PR Group](#)

**April 9, 2020** - Communicating During the COVID-19 Crisis

Join this weekly discussion about effective communications during the COVID-19 crisis. This week's special guest is Andrea Gribble, owner of #SocialSchool4EDU. We'll be discussing using social media to connect with stakeholders.

#### [4-9-2020 Meeting Recording](#) - Guest Speaker Andrea Gribble CEO & Founder of #SocialSchool4EDU [Link to Andrea's slide deck](#)

**April 16, 2020** - This week's Communications Zoom call from Actionable Leaders & BASA

will focus on the inevitable time when the tides change. How to communicate when support from parents and stakeholders starts to wane?

Join special guest Carol Dorn-Bell with Allerton Hill Consulting as we tackle the inevitable.

[4-16-2020 Meeting Recording](#) - Guest Speaker Carole Dorn-Bell, Partner [Allerton Hill Consulting](#)

**April 23, 2020** - Now that Gov. DeWine has closed schools for the remainder of the year, how will adjust your year-end celebrations? Join Sarah Irvin Clark & Dan Farkas from Irvin Public Relations as we talk about celebrating our students virtually.

4-23-2020 Meeting - Guest Speakers Sarah Irvin Clark & Dan Farkas, [Irvin PR](#)

**April 30, 2020** - Wondering how to celebrate Teacher Appreciation Week virtually? Bring your ideas & let's brainstorm together! Thursday, April 30, 9 a.m.

**May 7, 2020** - This week we're looking ahead to summer and even back to school. How are you planning to modify in-person events given today's environment? Come with your ideas to share!

**May 14, 2020** - In this week's Actionable Leaders' statewide Zoom session, we're talking surveys. What have you asked, what do you want to know and what have you learned. We may also dive into back to school communications if time permits. Come ready to share & learn.

## 2019-20 OHSPRA Board

- **President** — Patrick Gallaway, Director of Communications, New Albany-Plain Local Schools
- **Past President** — Crystal Davis, Director of Communications, Pickerington Local Schools
- **President-Elect** — Lou DeVincentis, Director of Communications, Orange City Schools
- **Treasurer** — Patti Koslo, K Communications & eSchoolView
- **Secretary** — Audrey Holtzman, Director of Enrollment and Recruitment, Parma City Schools
- **Director of Membership** — Alicia Mowry, Public Information Officer, Delaware Area Career Center
- **Director of Communications** — Kurt Moore, Communications Consultant
- **Director of Professional Development** - Kari Basson, Community Relations Coordinator, Kettering City Schools
- **Director of Contests and Awards** — Olivia Bronczek, Communications Director, Massillon City Schools
- **Director of Partnerships** — Erin Graham, Communications Consultant, multiple districts northeast Ohio

*Mary Beddell, public relations director, Plain Local School District, serves as chapter manager (not a Board position).*

## **Board Meeting Schedule 2019-20**

Location (unless otherwise noted): New Albany-Plain Local Schools

Time: 10 a.m.-3 p.m.

August 30

Sept. 27

Oct. 24 Fall Workshop (replace meeting)

Nov. 10-12 (Ohio School Boards Association - OSBA, Capital Conference)

Dec. 12 (Holiday meeting)

Jan. 10

Feb. 7

March 6 (Virtual)

Spring Conference — April 30-May 1 (canceled) Renaissance Hotel & Conference Center

RETREAT - Early June - virtual

## **Communications**

Amplify is the title of our chapter e-newsletter. OHSPRA distributes Amplify throughout the membership year and occasionally send a few special editions to members. The chapter also developed & launched a new [website](#) in March 2020 working with vendor and sponsor eSchoolview.

## **Amplify Newsletter Archive for 2019-20**

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- [January 2020](#)
  - [December 2019](#)
  - [September 2019](#)
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## **NSPRA Award Recipients**

Finally, we are proud to have the Bob Grossman Award winner as a Buckeye this year!

This was our congratulatory message to Superintendent Magyar, Brecksville - Broadview Heights Schools.

Dear Superintendent Magyar,

Congratulations to you on receiving the Bob Grossman Leadership in School Communications Award. On behalf of the entire Ohio School Public Relations Association ([OHSPRA](#)) Board we are incredibly grateful to your dedication to and support of school communication. It is very exciting to see another of our Ohio Superintendents being recognized by the National School Public Relations Association.

This is very dear to me, as I submitted my former superintendent, Dr. April Domine back in 2014 and she was selected. It saddens me that we cannot honor you formally and in person this summer at the National Seminar. As the mid-east Vice-President for NSPRA, I would be honored to be there in person to celebrate you and I hope we have a plan to still do it in some way this summer.

I am also the outgoing President of OHSPRA and would like to extend a complimentary membership to your district for our organization. I know Brecksville - Broadview Heights had been a member in the past and we would love to have you back.

Congratulations again and please have your coordinator of community relations, Jim Crooks reach out to Alicia Mowry, our director of membership to get you all set up. Her contact info is below.

Alicia Mowry  
Public Information Officer  
Delaware Area Career Center  
Membership Director, Ohio School Public Relations Association ([OHSPRA](#))  
ph: (740) 201-3233  
cell: (614) 506-2829  
[www.DelawareAreaCC.org](http://www.DelawareAreaCC.org)

All the best to you and keep hanging in there through this new world.

**Patrick Gallaway**

Director of Communications  
New Albany - Plain Local Schools  
Midwest Region Vice-President, National School Public Relations Association ([NSPRA](#))  
President, Ohio School Public Relations Association ([OHSPRA](#))  
55 N. High St.  
New Albany, Ohio 43054  
(614) 855-2040  
[gallaway.1@napls.us](mailto:gallaway.1@napls.us)  
[www.napls.us](http://www.napls.us)