

**2019 - Chapter Nomination**  
**Ohio School Public Relations Association**  
**NSPRA - Mark of Distinction Program - Exemplary Chapter**  
**Submitted May 14, 2019**

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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 2018-19 membership/fiscal year and we have overcome a great number of professional & personal challenges together. Our membership has remained steady and our sponsor/partnerships have continued to be supported with great enthusiasm allowing us to give back to our membership in various ways throughout the year.

**Section I: Membership Building**

**Membership**

In June 2018, OHSPRA had 160 paid members and 162 members now for the membership year 2018-19 (Sept. 1 2018 - Aug. 31 2019), nearing the end of the fiscal year.

Due to our chapter's strong financial standing, this year we have initiated an "early bird" incentive for renewing members that we announced at the Spring Conference on April 12, 2019. The rates of our individual membership have been \$90 in the past and an institutional (up to 3 members) was \$200. The incentive, if paid prior to the beginning of the membership year (Sept. 1, 2019) is 15% off the cost.

- \$75 Individual
- \$168 Institutional

The documentation explaining the incentive program is in the [membership folder](#). Also included in this folder is the statewide communicators contact list that we obtained from the Ohio Department of Education within the past year and are working to keep up-to-date.

**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 2018-19 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** - Amplify the Positivity was held in partnership with the Ohio School Boards Association. Please see a brief overview below. The event was also promoted in our chapter e-newsletter to members - here is a [link](#). ***We had over 30 in attendance consisting of school counselors, communications staff and superintendents.***

### **Workshop Description**

“OHSPRA invites you to attend the 2018 OSBA/OHSPRA Fall Workshop, Amplify Positivity Workshop: Suicide Prevention and Behavior Supports to Boost Positivity in Your District. OHSPRA is collaborating with the Ohio School Boards Association to sponsor this fall conference, to be held 9:30 a.m.-3 p.m. Thursday, Oct. 4.

What baggage are students bringing to school and how can we help them unpack it? Hear directly from students about the issues they are facing today — such as school safety, suicide, depression, drug and alcohol use and abuse — and the impact these problems have on them in the school setting. Learn from Ohio school public relations professionals and other stakeholders in education about the strategies being used in schools and communities to support student well-being, safety and mental health.”

### **Spring Conference**

OHSPRA’s 2019 Spring Conference, was held on April 11 and 12 at the Renaissance Columbus Westerville-Polaris Hotel at 409 Altair Parkway in Westerville, Ohio.

This year's conference, "[Amplify the Excellence](#)," built upon the theme of the 2018 conference. The OHSPRA Board was excited to offer many learning opportunities with speakers eager to celebrate our craft and offer school public relations tips.

We were also pleased to host Carol Fenstermacher, president of NSPRA's Executive Board, to the conference as a keynote speaker. Building upon more than 30 years in communications,

including 19 in school public relations, Carol shared her top 10 rules to survive just about anything that gets thrown at you. The presentation focused on the origin of these rules, the stories behind each, and how the equity and diversity work Carol has been involved with impact these rules. Her presentation offered great perspective for our attendees.

[View the full conference program.](#)

### **Attendance**

112 registrations:

Full Conference: 77

Thursday Only: 11

Friday Only: 8

Luncheon Only: 16

Comp'd registrations: 34 (This includes OHSPRA Board, Sponsors, and Scholarships)

Based on the generosity of our sponsors, we had the ability as a board to offer five scholarships to incentivize people to attend that may not otherwise have the means from their school district. This is up from two in past years. Additionally in recognition of their receipt of national recognition from NSPRA, we also offered comped rooms and registration to three award winners:

- Amanda Lloyd, Director of Communications - Fairview Park City Schools  
NSPRA 35 Under 35
- Jonathan Davis, Superintendent - Circleville City Schools  
NSPRA announced the 2018-19 Superintendents to Watch
- Matthew Miller - Superintendent - Lakota City Schools  
NSPRA National Communication Technology Award

We also established a new "in honor of" scholarship in the name of Scott Ebright. Scott served on OHSPRA's (formerly NSPRA-Ohio) board as president, president-elect and vice president. He also served one term on the National School Public Relations Association's Executive Board representing the Mid-east Region. Scott lost his battle with cancer in April 2018.

Additionally, we will celebrated the winners of this year's OHSPRA Achievement Awards and recognized the hard work that school public relations professionals do around the state.

### **Contests & Awards**

OHSPRA distributed 86 awards at our Spring Conference on April 11, 2019. 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.

A full list of the recipients is available [here](#).

## **Partnerships & Sponsorship**

OHSPRA continues to develop relationships with a variety of sponsors to support our programming and member opportunities throughout the year. At our retreat in June of 2018, we redesigned the sponsorship levels and then set a timeline to open up the window of when OHSPRA would be accepting sponsorships on September 7, 2018. Please see the sponsor grid below.

<b>Sponsor Level &amp; Benefits</b>	<b>PLATINUM \$8,500 <i>*2 Available</i></b>	<b>GOLD \$5,000 <i>*2 Available</i></b>	<b>SILVER \$2,500</b>	<b>BLUE \$1,000</b>
Keynote Presenter	1 Day	N/A	N/A	N/A
Vendor Table	2 Days	2 Days	2 Days	2 Days
Advertisement In Program	Full Page Ad	Logo included	Logo included	Name Listed (not as logo)
Complimentary Registration	4 Included	3 Included	3 Included	2 Included
Website Recognition	Sponsorship & Registration Page Included	Sponsorship & Registration Page Included	Sponsorship Page Included	Sponsorship Page Included
Meal Sponsor <i>*2-Minute Presentation And Signage Included At Event</i>	N/A	Lunch Sponsor	Breakfast Sponsor	N/A
Distribution Of Promotions Materials	Included	Included	Included	Included
Spring Conference Scholarship	Included	Included	N/A	N/A
Attendee List Included With Contact Info	Included	Included	Included	Included

**2019 SPRING CONFERENCE SOCIAL SPONSORSHIP OPPORTUNITIES**

<b>Spring Conference Social Sponsorships</b>	<b>Cost</b>
Thursday Evening Beverage Sponsorship <i>*1 Available</i>	\$2,500
Thursday Evening Food Sponsorship <i>*1 Available</i>	\$1,500
Thursday Evening Entertainment & Prizes Sponsorship <i>*1 Available</i>	\$1,500

*Marketing and benefits are time sensitive depending on contract signing and publication and event dates. Become a sponsor...contact Crystal Davis at [cdavis@ohioschoolboards.org](mailto:cdavis@ohioschoolboards.org). All sponsorship commitments must be submitted via email.*

Within the first five minutes of the sponsorship window opening, here's where we landed:  
 Gold (\$5000) - SchoolMessenger/West  
 Silver (\$2500) - Allerton Hill, eSchoolView  
 Blue (\$1000) - FinalSite

Social event

Food (\$1000+) - School Messenger/West

Beverage (\$1000+) - Roetzel Consulting Solutions (this sponsor committed after the opening of the sponsorship window.

That means in the opening day, OHSPRA had commitments for \$11,000, plus the food to be covered for the social. We continued to work on sponsorships additional vendors eventually partnering with these additional sponsors:

Blue (\$1000)

- Aptegey
- Blackboard
- Edlio
- MarketVolt
- Schoolpointe
- Smore
- Peachjar

**SPONSORED BY:**

**GOLD**



**SILVER**



**BLUE**





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SOCIAL

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

In the summer of 2018 and the 2018-19 school year OHSPRA partnered with several organizations to provide professional development opportunities for members, superintendents and more.

**Buckeye Association School Administrators**

**June 14, 2018**

# LEADING WITH EFFECTIVE COMMUNICATIONS

## Do YOU have a plan?

Thursday, June 14, 2018

BASA | 8050 N. High Street | Columbus, OH 43235

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8:30 a.m. - 9:00 a.m.

### REGISTRATION

9:00 a.m. - 9:50 a.m.

### YOUR SCHOOL ROCKS...SO TELL PEOPLE

**Eric Lowe**, Superintendent, Beaver Local Schools

**Ryan McLane**, Principal/Special Ed Director of West Muskingum Schools

*Lowe and McLane are the co-authors of the book, "Your School Rocks...So Tell People," which provides practical, effective tips for using social media to communicate with students, families, and community members. In this session, the authors will provide practical ideas that you can take back and implement immediately to make a positive impact in your district.*

10:00 a.m. - 10:50 a.m.

### BEST PRACTICES AND TIPS FOR SUCCESS IN ONE-PERSON PR SHOPS

**Erika Dagggett**, Associate Director of Communications, Forest Hills School District

*Erika will moderate a panel discussion of pros who run one-person PR shops including: (1) How to prioritize the many tasks they face on a daily basis, (2) You can't be everywhere at once. How can fellow colleagues and students be communications ambassadors and partners? (3) Hard copy versus electronic communications: How do you determine if one or both has a place in your communications plan. (4) The media has your cell phone number. Do you have to be "on-call" 24/7 for the media? When is it okay to ignore a media phone call or text?*

10:50 a.m. - 11:50 a.m.

### CRISIS COMMUNICATIONS: A BALANCED APPROACH

**Nicole Donovan**, Attorney, Bricker & Eckler, LLP

**Amanda Morris**, Outreach Strategist, Allerton Hill Consulting, LLC

*Donovsky and Morris will present real-life scenarios and give the participants the opportunity to create responses for each situation. They will then offer feedback on the participants' plans and expertise about the best approach for each scenario.*

11:50 a.m. - 12:30 p.m.

### LUNCH

12:30 p.m. - 1:20 p.m.

### RIGHT WORDS, RIGHT TIME, RIGHT PEOPLE: COMMUNICATING IN A 24/7 DIGITAL WORLD

**Hinda Mitchell**, President, Inspire PR Group

**Diane Hurd**, Senior Associate, Inspire PR Group

*How can school districts effectively choose the right language and the right medium to share good (and bad) news with their stakeholders? Why is getting the timing right so important? The Inspire team will lead an interactive, engaging dialogue to answer these questions and more.*

1:20 p.m. - 3:30 p.m.

### OWNING YOUR EXPERIENCE - DEVELOPING A COMMUNICATION PLAN THAT WORKS FOR YOU

**Patrick Gallaway**, Director of Communications, New Albany-Plain Local Schools

*In this final session of the day, Gallaway will discuss the forming, storming and development of a comprehensive communications plan and how it is used to effectively tell the story of his district. The interactive session will include group work with template ideas that participants can think through, compare, contrast and finally take home to begin building their own plan to fit their district.*





## **School Security and Safety Solutions Summit**

**September 12, 2018**

OHSPRA was part of this event in Columbus, Ohio joining forces with a number of educational associations all listed below. The panel session that OHSPRA will lead is also described below

### **Engaging the Community in Your District's Safety Initiatives**

Communication is a vital component to district safety. Is your district proactively communicating about its safety policies and protocols before a crisis happens? When a crisis strikes in your school district, what is the messaging to your community and media that needs to take place immediately, regularly, as well as in the aftermath of the incident? How does your district respond when there is a crisis in a neighboring community or a national movement that has caused disruption in schools across the country? What systems do you have in place to disseminate the facts and how effective are these systems? In a panel discussion, hear from school communication experts across Ohio about best practices and the role a communications professional can play in relation to district safety.

Tentative Panelists include:

- Jenny Alexander - Communications Director, Mad River Schools
- Dr. Roseann Canfora - Chief Communications Officer, Cleveland Metropolitan School District
- Trevor Patton - Director of Marketing and Communications, Washington Court House City Schools
- Erika Daggett - Associate Director of Communications, Forest Hills School District
- Lou DeVincentis - Director of Communications, Orange City School District

### **Information about the summit:**

Recent events across the country have renewed the nation's focus on protecting the students and staff in our schools. The debate on school safety is raging and people are wrestling with what school districts can do to prevent this kind of tragedy from happening again. The education community understands that the problems and challenges facing our school leadership go beyond individual roles and even district boundaries.

The solution to school violence is not one dimensional and requires an ongoing effort in a multidisciplinary approach. The inclusion of mental health services, safety measures, improved safety features for school buildings and increased training must be enhanced to ensure the continued safety of our students and staff.

OSBA is taking part in a collaborative effort involving a multitude of education groups, mental health organizations and law enforcement agencies to address the issues surrounding the safety and security of Ohio's schools. Twenty groups have committed themselves to working together to make a difference for the schoolchildren of this state. They have developed both short- and long-term goals that focus on mental health, safety procedures and training,

cooperative relationships between law enforcement and school districts, weapons in schools, family and parental involvement and more.

The groups involved include:

- Buckeye Association of School Administrators;
- Ohio Educational Service Center Association;
- National Alliance on Mental Illness – Ohio;
- Ohio Federation of Teachers;
- Ohio Association for Career and Technical Education;
- Ohio High School Athletic Association;
- Ohio Association of Elementary School Administrators;
- Ohio Mental Health and Addiction Services;
- Ohio Association of Public School Employees;
- Ohio PTA;
- Ohio Association of School Business Officials;
- Ohio School Boards Association;
- Ohio Association of Secondary School Administrators;
- Ohio School Counselors Association;
- Ohio Department of Education;
- Ohio School Psychologists Association;
- Ohio Homeland Security;
- Ohio School Resource Officers Association.
- Ohio Education Association;
- Ohio School Public Relations Association.

The organizations are planning a School Security and Safety Solutions Summit on Sept. 12, 2018, in Columbus. The event will be free of charge and is designed for district teams including administrators, board members, educators, school counselors, school psychologists, support staff, mental health professionals, parent leaders, law enforcement and other first responders.

### **Ohio School Boards Association - Capital Conference November 11-13, 2018**

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 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 also presented sessions at the 2018 conference and several are scheduled to present in 2019 ([click this link for a summary](#)).

## 2018-19 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** — Erika Konowalow, Communication & Marketing Coordinator, Pickaway-Ross Career & Technology Center
- **Director of Membership** — Erika Daggett, Communications Consultant
- **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 2018-2019

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

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

August 24

Sept. 21

Oct. 19

Nov. 11-13 (Ohio School Boards Association - OSBA, Capital Conference)

Dec. 7 (Holiday meeting/luncheon @ Patrick Gallaway's home)

Jan. 18

Feb. 15

March 22

Spring Conference — April 11 & 12 - Renaissance Hotel & Conference Center

RETREAT - June 6 & 7 - Renaissance Hotel & Conference Center

## Communications

Amplify is the title of our chapter e-newsletter. OHSPRA distributes Amplify about six times

throughout the membership year and occasionally send a few special editions to members. The chapter is also in the process of developing & launching a new website for summer 2019 working with vendor and sponsor eSchoolview.

### **Amplify Newsletter Archive for 2018-19**

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- [September 2018](#)
  - [Ebright Scholarship & Awards Information - January 8, 2019](#)
  - [Message from the President - 2019 National Seminar Promotion](#) January 16, 2019
  - [January 2019](#)
  - [March 2019 - Spring Conference Reminder](#)
  - [April 2019 - Elections Special](#)
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### **NSPRA Award Recipients**

Finally, we are proud of our three NSPRA Award winners this past year:

#### **35 Under 35**

In October NSPRA announced the 35 Under 35

"While the faces of NSPRA are changing, the dedication, professionalism and enthusiasm for our profession remain the same," said Executive Director Rich Bagin, APR. "The insight of these 35 individuals is invaluable, and we look forward to seeing them grow in their careers."

Amanda Lloyd

Fairview Park City Schools

#### **Superintendent's to Watch**

NSPRA announced the 2018-19 Superintendents to Watch. 14 district leaders were selected for their use of communication technology in innovative and effective ways. They engage and inform their school communities with new communication technology tools combined with tried-and-true techniques.

The honorees have fewer than five years of experience as a superintendent and possess dynamic, fast-paced leadership with strong communication at its core:

Jonathan Davis , Circleville City School District (Circleville, Ohio)

Evan Debo - Communications Director

#### **Lakota Superintendent Matthew Miller Receives National Communication Technology Award - announced March 29**

Submitted by Betsy Fuller

Director, School/Community Relations

Matthew Miller, superintendent of Lakota Local School District in Liberty Township, Ohio, was selected to receive the [2019 Communication Technology Award for Superintendents](#). The [National School Public Relations Association](#) and [Blackboard](#) will present him with the national award during the [NSPRA 2019 National Seminar](#) on Monday, July 15, in Washington, D.C.

Since his arrival at Lakota schools in August 2017, Miller's active leadership style has inspired staff and students to use new forms of technology, including multiple social media platforms, videos and blogging. He has leveraged digital platforms to make connections, build relationships, support a venue for 24/7 professional development, lead weekly Twitter Ed Chats and tell the story of Lakota schools through social media.