

NSPRA **The Leading Edge**

An Update for Chapter Leaders on NSPRA Business and Board Actions

Issue: April 2018

The Leading Edge is an update for NSPRA Chapter officers sent out during the year to update you on important chapter information and deadlines and provide a summary of Board actions impacting the Association. We encourage you to read through this news update and to share it to your chapter members as well.

Chapter Officer “Info to Know”

■ **Reminder: There is Still Time to Sign Up for the 2018 Leaders’ Meeting Chapter Officer Seminar Registration Rebates**

In order to allow more time for chapter and leadership development, the annual Leaders’ Meeting at the Seminar will be held on **Sunday morning, July 15, from 8-11:45 a.m.** This is part of an overarching strategy for the year to build stronger connections between chapters and NSPRA and create a healthy pipeline of association leaders.

As part of this effort, we are offering each of your chapter’s four incoming “designated officers” (those required to hold NSPRA memberships: president, president-elect/VP, treasurer, and a VP of membership or other officer designated by the chapter) a [\\$100 rebate on registration](#) for the 2018 Anaheim Seminar. If any of the four designated officers are unable to attend, the chapter may designate an alternate officer or potential leader to take advantage of the discount.

Important stipulations for receiving this rebate:

- Four designated officers are eligible for this offer – president, president-elect/VP, treasurer, and a VP of membership or other officer designated by the chapter.
- If any of the four designated officers (current or incoming) are unable to attend the Seminar, the chapter may submit the name of another officer or leader to take their place.
- In order to receive the rebate, Chapter officers or other designated leaders are required to attend the Leaders’ Meeting in Anaheim on July 15 and attendance will be taken.
- **This rebate offer may not be used as a chapter drawing/raffle.** It is specifically intended for chapter officers, and incoming leaders.
- Rebates will be sent to participating officers *after* the Seminar.

The Leaders’ Meeting is designed to orient new officers for the 2018-19 school year and help them and other active leaders connect with the NSPRA Executive Board and other chapters in the region to share best practices and ideas and to provide some professional development

in leadership. While all interested chapter members are welcome to attend the meeting, only four rebates will be given per chapter with the intent of ensuring the attendance of your designated officers.

We realize that many chapters do not hold elections until later in the spring, so you may not yet know who your officers will be next school year. Current officers may take advantage of the rebate offer, but once four officers have been identified, there will be no more offered, so it is up to the chapter to determine whether to distribute them to outgoing officers or hold for incoming officers. In order to take advantage of the Super-Early Bird registration rate and maximize this offer, your chapter may want to pay for the registrations now and then offer them to incoming officers following your election.

There is still time to sign your officers up. Please complete and [return this form](#) to Karen Kleinz at kkleinz@nspra.org indicating who the Chapter has designated to receive the \$100 rebate. If you wish to hold one or more of the four offers allowed, just mark “TBD following election” on the form.

If the chapter holds any of the rebates until your election for 2018-19 incoming officers, you must submit their names immediately after the election.

If you have any questions, please contact Karen Kleinz at kkleinz@nspra.org, 301-519-1227 or Jennifer Landes jlandes@nspra.org at 301-519-1221.

It's not too late to submit the names of your officers who can attend.

NSPRA Executive Board Updates

The regular Board Meeting was held March 16 & 17. Some business of interest to chapters includes:

■ **2018 Presidents Award Recipient Named**

The Board approved Karen Kleinz, APR, NSPRA associate director, as the recipient of the 2018 NSPRA Presidents Award. She will be featured in an upcoming issue of *eNetwork* and recognized at the Anaheim Seminar during the July 16 General Session. The Presidents Award recognizes members for outstanding professionalism and integrity throughout a career as an educational public relations practitioner and for contributing to the advancement of educational public relations. Karen is retiring after 20 years with NSPRA.

■ **2018 Barry Gaskins Mentor Legacy Award Recipient Named**

The Board approved the selection of **Terry Locke**, director of community relations for Chandler (Ariz.) Unified School District and a past NSPRA Southwest Region Vice President, as the 2018 Barry Gaskins Mentor Legacy Award recipient. He will be featured in the April issue of *eNetwork* and be recognized at the Anaheim Seminar during the July 17 General Session for his support and mentoring of colleagues in the school PR profession.

■ Board Approves Appointment of Cathy Kedjidjian as Incoming Vice President at-Large of Communication Technology & Innovation

Current Vice President at-Large of Communication Technology & Innovation Shane Haggerty's term expires the end of September. The Board approved a recommendation from the Executive Director to appoint Cathy Kedjidjian, coordinator of communications & community relations for Deerfield (Ill.) Public Schools 109 to a two-year term beginning Oct.1, 2018 and ending Sept. 30, 2020.

■ 2018 NSPRA Scholarship Recipients Named

The Board named the following members to receive scholarships to the Anaheim Seminar:

- **Briana Warner**, communications director, Kanawha County Schools, Charleston, W.Va – NSPRA Foundation scholarship with \$250 stipend
- **Brook Razo**, communications multimedia coordinator, Arizona School Boards Association, Phoenix, Ariz., – NSPRA Foundation scholarship with \$250 stipend
- **Rebecca Bultsma**, communications officer, Westwind School Division in Cardston, Alberta, Ca. – Armistead New Professional Scholarship
- **Kendra Tillberry**, communications specialist, Osseo Area Schools, Maple Grove, Minn. – Dawn K. McDowell Memorial Scholarship
- **Laura Harrison**, student services coordinator/district communications & marketing representative, Kiamichi Technology Centers, Poteau, Okla. – Don Bagin Memorial Scholarship
- **Ashley Ford**, communications coordinator, Union County Public Schools, Monroe, N.C. – Pat Jackson Seminar Scholarship
- **Ashley-Michelle Thublin**, executive director, communications, Asheville (N.C.) City Schools – Executive Board's Seminar Scholarship
- **Ty Beaver**, social media & web content coordinator, Kennewick (Wash.) School District – Joe Krumm Leadership Memorial Seminar Scholarship

In addition, **Joy Walczak**, communications & production specialist, Kent ISD, Grand Rapids, Mich., was selected to receive the 2018 Barry Gaskins Mentor Legacy Scholarship by last year's Gaskins Award recipient, Ron Koehler, APR.

More News and Reminders

■ Approaching Deadlines

May 15, 2018 Chapter [“Mark of Distinction” entries](#) due in to NSPRA

June 22, 2018 [Chapter Report Form](#) due in to Regional Vice Presidents for inclusion in the July Board agenda

Please remember to report the names and contact information on your new officers following your Chapter elections to kkleinz@nspra.org.

■ **NSPRA Connect online collaborative community platform set to launch May 1**

We are completing the Beta test of our new Higher Logic collaboration platform, *NSPRA Connect*, and now expect to launch it to all NSPRA members on May 1, so watch for information. This is a members' only benefit so encourage those in your chapter who don't currently belong to join NSPRA so they can access this exciting new resource.

■ **Chapter Best Practice Idea**

Our Ohio Chapter (OHSPRA) has implemented a menu of sponsorship levels for chapter activities that has significantly increased their funding and is an idea we thought other chapters might want to explore. OHSPRA's director of partnerships and chapter manager aggressively solicited sponsorships for the year and have already exceeded the goal of \$13,500. So far, they've brought in \$20,500.

Sponsorship levels were determined at a board retreat and the chapter stayed firm in making no changes to them during the year. This was in response to past problems related to changing the levels to make sponsors happy and bring in the most sponsorship dollars, which sometimes resulted in inequitable treatment between their sponsors. Keeping the levels constant has allowed OHSPRA to exceed their yearly sponsorship goal while interacting fairly with all vendors.

Sponsor Level & Benefits	PLATINUM \$8,500	GOLD \$5,000	SILVER \$2,500	BLUE \$1,000
Spring Conference Keynote Presenter	1 Day (only 2 offered)	n/a	n/a	n/a
Vendor Table at Spring Conference <i>* due to fire laws, limited to the first four vendors to sign contracts</i>	2 Days	2 Days	1 Day (day to be determined by OHSPRA)	1 Day (day to be determined by OHSPRA)
Advertisement in All 2017-18 OHSPRA Event Agendas	Full page ad	Logo included with contact info	Logo included	Name Listed
Complimentary Spring Conference Registration	4 included	3 included	2 included	1 included
Spotlight in an OHSPRA Newsletter	1 stand-alone e-blast to member list	1 article	1 business card sized ad	1 logo included
OHSPRA Website Recognition	on all web pages	on sponsor page	on sponsor page	on sponsor page
Company Promotional Materials Distributed at 2017-2018 Professional Development Events	Included	Included	Included	Included
Access to Conference Attendee List	Included with email addresses	Name listing	n/a	n/a



2017-2018 Sponsorship Levels

- **Access Important Chapter Information and Resources at [Updates for Chapter Leaders](#) on the NSPRA website**

Find all the important information you need as a chapter leader on our website. Go to the **NSPRA Info** tab and follow the menu to [Updates for Chapter Leaders](#) to access the list of [deadlines](#), [Cash Flow Report form](#), the [“Mark of Distinction” chapter recognition program application](#), and the [2017 award winning chapter applications](#), [scholarship and recognition nomination forms](#), and other chapter resource items.

Also check out the Regional Chapter Reports compiled by your Vice Presidents. We post these reports so that you can keep abreast of chapter activities and emerging issues around the nation. The updates are posted by region on our website under the **NSPRA Info tab/Chapters/[Regional Chapter Reports](#)**. We hope you will take a minute to review the reports for emerging issues/trends and ideas that might be useful for your chapter.

If you have questions or need additional information or assistance, contact Associate Director [Karen Kleinz, APR](#). We have put all of this information on the NSPRA website for your easy access and use.

- **There’s Still Time to Get a Discount to the 2018 Anaheim Seminar If You Act Now!**

You can still save money if you [register and pay](#) to attend the NSPRA Seminar by May 18, 2018. If you register for a full conference and are employed in the Southwest or Northwest Regions (Arizona, California, Colorado, Hawaii, Nevada, New Mexico, Utah, Wyoming or Alaska, Idaho, Montana, Oregon, Washington, Alberta, British Columbia, Northwest Territories, Saskatchewan, Yukon) **you save \$100 more for a total of \$150 off. Check out our [Seminar brochure](#).**



The [2018 Anaheim Seminar](#) will be held July 15-18 at the [Hyatt Regency Orange County](#) in Garden Grove, Calif.

- **Recognize a Deserving Chapter Leader or Colleague as a Learning & Liberty Legacy Leader**

Every one of us has a special place in our hearts for NSPRA colleagues and leaders who have helped us to grow and advance professionally and personally in our careers. Most often, these unsung heroes generously share their knowledge, skills, expertise, advice and time unselfishly, for the simple reward of seeing a colleague succeed and the chapter thrive.

Now your chapter can recognize the many contributions of those NSPRA members who have had a positive impact on their colleagues’ careers and who work tirelessly behind the scenes on behalf of education and improved communication. This also is a great way to recognize retiring colleagues.

By honoring a mentor or colleague as an [NSPRA Learning & Liberty Legacy Leader](#), you will also be supporting the NSPRA Foundation for the Advancement of Education in its Communication Accountability Program research and in providing scholarships to the NSPRA Seminar each year.

For a minimum tax-exempt gift of \$75 to the Foundation for the Advancement of Education, you can nominate your mentor or colleague for recognition as a Learning & Liberty Legacy Leader. Those honored as Learning and Liberty Legacy Leaders will receive a special certificate, have their name permanently listed on our website, and be recognized at the NSPRA National Seminar. [Nominate a colleague](#) today!

We look forward to working with you all this year. Please feel free to contact Associate Director [Karen Kleinz, APR](#), or your [Regional Vice President](#) whenever you have questions or need assistance working through an issue. We want this be a terrific year for you and your chapter!