



The Leading Edge

An Update for Chapter Leaders on NSPRA Business and Board Actions

Issue: December 2017

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”

■ 2018 Leaders’ Meeting at Anaheim Seminar Expanded to Sunday Morning

In order to allow more time for chapter and leadership development, the NSPRA Executive Board is expanding the annual Leaders’ Meeting at the Seminar to Sunday morning, July 15. 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 will be 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 discount 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.

Details are being developed now, but for planning purposes we encourage you to note this for your Seminar travel planning and share this information with members in your leadership pipeline who may be considering running for a chapter office in the spring. The Leaders’ Meeting will start at 8:30 a.m. on July 15, so those attending will need to arrive on Saturday. The Leaders’ Meeting is designed to orient new officers for the 2018-19 school year and help them connect with the NSPRA Board and other chapters in the region to share best practices and ideas and provide some professional development in leadership.

Watch for more information after the first of the year!

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

If you were not able to join us at the Seminar or you missed the Leaders’ Meeting, you can 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.

NSPRA Executive Board Updates

■ **Communication Technology & Innovation will continue as the focus for the next VP at-Large appointment to the Executive Board**

The term of office for current Vice President at-Large, Communication Technology & Innovation Shane Haggerty expires Oct. 1, 2018. The Board will continue with this focus for the next appointed officer. Members interested in serving in this role should contact Executive Director [Rich Bagin, APR](#). This is an appointed position for a two-year term (Oct. 2018- Oct. 2020).

■ **Marcia Kelley, APR, appointed NSPRA UAB Liaison**

The Board has appointed Marcia Kelley, APR, public information specialist for East Syracuse-Minoa Central School District in New York as NSPRA's liaison to the Universal Accreditation Board. She takes over from Barb Nicol, APR, president of Barbara Nicol Public Relations in Minneapolis, Minn., who has served in the position the past three years.

■ **NSPRA Connect online collaborative community platform projected to launch in March 2018**

NSPRA is in the process of implementing a new Higher Logic collaboration platform that will offer a way for members to connect online in a variety of ways to learn from each other. We will be seeking some Beta testers before the actual roll-out, so if you are interested in participating, contact [Jennifer Landes, APR](#), NSPRA senior communication manager.

■ **Support Needed in Order to Continue the NSPRA Foundation Seminar Scholarships**

The Foundation for the Advancement of Education supports and administers scholarships to the NSPRA Seminar each year, which helped nine members attend the Seminar in San Antonio this past July. In order to continue offering these valuable professional development opportunities, we need your help to maintain the funding required by encouraging your members to donate or making a Chapter commitment to make a supporting donation.

Donations are tax deductible and you can make a [contribution online](#). As you think about your end-of-year charitable contributions, we hope you or your chapter will consider

supporting these valuable scholarships by making a contribution this year. Please share this information with your chapter members and encourage them to support the Foundation.

More News and Reminders

■ Approaching Deadlines

February 1, 2018 All [NSPRA Seminar Scholarship applications](#) due

- Foundation Seminar Scholarships (2)
- Armistead New Professional Seminar Scholarship
- Dawn K. McDowell Memorial Scholarship
- Don Bagin Memorial Scholarship
- Pat Jackson Seminar Scholarship
- Executive Board's Seminar Scholarship
- Joe Krumm Leaders Memorial Scholarship

February 14, 2018 [Barry Gaskins Mentor Legacy Award](#) nomination forms due

February 14, 2018 [NSPRA Presidents Award](#) nomination forms due

February 23, 2018 [Chapter Report Form](#) due in to Regional Vice Presidents for inclusion in the March Board agenda.

■ Post Your Chapter's Conferences and Events

Did you know that you can post your chapter's upcoming conferences, meetings and events on our website under NSPRA Info/Chapters/[Chapter Conferences and Events](#)? Share your dates so that other interested colleagues in your region (particularly those in states without chapters) can take advantage of your professional development opportunities. This is also a good place to find out who other chapters are using for keynote speakers and presenters as you are coordinating your programs for the year.

■ Connect with Chapter Officers Around the Country Via Our Closed Facebook Group!

One of the most popular activities during our annual Leaders' Meeting at the Seminar each year is the time set aside for chapter leaders to share with each other about what is working and what isn't and to get input from colleagues on new chapter strategies to try. To keep that conversation going, we have created a closed Facebook Group specifically for our designated Chapter Officers (log in to the Members Only section of our website to find a list of current officers). On this page you can hold discussions, post chapter information and programs that you want to share, and seek advice and ideas from each other and your NSPRA Executive Board as you go through the year.

To participate and see conversations on the [NSPRA Chapter Officers closed group page](#), you will need to go log into your own Facebook account first and then request access.

1. Use [this link](#) or search for “NSPRA Chapter Officer” in Facebook’s search function once you are logged in.
2. Click on **Join Group** on the top-right to request access.
3. Your request will be “Pending” until we review your request and give you access.

We hope that you will take advantage of this tool and help us make it a robust resource for our chapter leaders. We look forward to chatting with you there!

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!