

## Mideast Region Chapter Reports – March 2018

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### **VP's General Overview**

All state chapters are reporting increased membership and strong financial positions. Most chapters have concerns regarding student safety in light of the recent school shootings and proposed student walk-outs. I have had communications with chapter leadership in Michigan and Ohio on this issue.

Most chapters seem to be making an effort not only to enroll members but to also involve them. This includes upcoming spring conferences in Michigan, Kentucky, Ohio and the CHESPRA chapter.

While state board transition has been a topic over the past year, it now appears that the chapters have a handle on things.

The Kentucky and Indiana chapters both expressed concerns on the effect of the current political climate and their state's school funding policies on education.

### **VP's Environmental Scan**

The President-elect at **CHESPRA** had to step down due to a position change. Despite that, the chapter leadership feels they have a strong group now serving on their board.

The **INSPRA** (Indiana) chapter is broadening its influence by partnering with several other state organizations. These include working with state education agencies, professional development with Blackboard and NSPRA's PR Power Hour, and active shooter training with a local school district.

The struggles of **KYSPRA** (Kentucky) continue. While the chapter is on sound financial footing and membership is stable, there is a fear that budget cuts may result in the elimination of PR positions from local school districts or a reduction in PR spending.

**MSPRA** (Michigan) has shown a large increase in membership thanks to a membership drive and renewed emphasis on member benefits. They also took the lead in the state in developing talking points for local districts and other state agencies with regards to school safety and student walk-outs.

**OHSPRA** (Ohio) once again submitted a very thorough report. They are aggressively courting sponsors and have collected \$20,500. The chapter's sponsorship level template has also been used by MSPRA with great success. NSPRA may want to consider reviewing this document and making it available to the membership at large.

## **VP's Outreach and Travel**

- Presented an NSPRA PR Power Hour in January on ADA compliant websites.
- Communicated with chapter leadership in Michigan and Ohio regarding school walk-outs.
- Presented NSPRA update at monthly MSPRA board meetings.

## **Chesapeake School Public Relations Association (CHESPRA) (Maryland, Virginia, West Virginia, Washington, DC)**

**Chapter Well-Being:** Our chapter is doing well. Membership has remained strong, with more than 140 members. We are planning for our spring conference in Baltimore, Maryland. Our financial footing remains strong, and we are excited to finish out the year strong.

**Chapter Projects/Collaboration Efforts:** As mentioned above, we are working on our spring conference, which is currently the largest project we have. Board members have also discussed a possible reworking of our job and role descriptions for Board positions in order to have a better tool when reaching out for slate positions.

**Professional Development Programs/Activities:** We held our first “Kappy Hour” – *Keeping Abreast of Press, Policy and You* Hour in January, with members across the state taking time to hold breakout sessions in their home regions for a time of additional networking, professional development and discussion.

**Major Chapter Issues or Concerns:** At the last report, I shared that our major concern is the transfer of leadership since we had Board members who have served in the chapter’s leadership for back to back years and had to be transitioned off the Board. While we feel we have a strong slate in place for the Board now, we also had to work with the loss of our president-elect, who stepped down from her role due to a new position. We have found her replacement, but have been working to plug in needs for the spring conference.

**Issues or Areas That Could Use NSPRA Regional or National Support:** School safety communications as well as support for dealing with student protests (as we have seen an increase in planned student walkouts following the tragedy in Florida). I will also share again that folks still send out inquiries for guidance in regards to ADA compliance with websites/videos, etc.

**Additional Items of Note:** We are trying to identify a new online banking system to handle our online transactions. Our current service is not only expensive but it makes pulling reports a much more arduous and time consuming process.

## **Indiana School Public Relations Association (InSPRA)**

**Chapter Well-Being:** Membership growing. We have some attrition each year, but 12 new member districts this year and a net growth. Over 70 school districts. Fiscally we are the strongest we’ve ever been. Our budget has allowed us to move to a nicer conference venue. Strengthening our sponsorship opportunities as well.

**Chapter Projects/Collaboration Efforts:** We are doing more and being more of a resource for our state education agencies. They are increasingly pushing out our info to their memberships. Executive Director was interviewed for a podcast with state superintendent organization. School safety specialists now regularly confer with us on crisis communications.

**Professional Development Programs/Activities:** We are planning some professional development opportunities with Blackboard and have offered that to a few other sponsors. We partner each year with Mooresville Schools for their active shooter drill and invite participation from all over the state. We provide PR Power Hour opportunities around the state each month. Last fall we launched a half day “boot camp” for rookies. It was so successful we are lengthening it to a full day with a “reboot” in the afternoon. We are always looking for new ways to create face-to-face opportunities with members.

**Major Chapter Issues or Concerns:** In Indiana, vouchers are always a concern. With a Republican super majority in the legislature they are strangling public schools. Of interest is the current bill that is likely to pass, that will allow a state university to take over a public school district in fiscal distress, rather than an emergency manager. It sets a disturbing precedent in that it voids collective bargaining for teachers. It appoints (rather than elects) the school board, requiring only two of seven members to reside in the city. It provides no “end date” for turning the district back over to the community.

**Issues or Areas That Could Use NSPRA Regional or National Support:** The above is certainly one, but, always the financial/voucher beast

**State or Local Issues That NSPRA Should Keep an Eye On:** Right now, we are dealing with the same things the rest of the country is. Underfunding, vouchers, gun violence, anticipated student walkouts, transgender rights, fake news . . .

### **Kentucky School Public Relations Association (KYSPRA)**

**Chapter Well-Being:** On the upswing. Our fall conference last November at the University of Kentucky athletics complex was well received and offered excellent instruction. Our spring conference will be held in just a couple of weeks with attendance holding steady despite budget uncertainties for many of our colleagues. We have a total membership of 87 and a strong cash balance.

**Chapter Projects/Collaboration Efforts:** We are in the midst of restructuring our OASIS awards program, which recognizes professional achievements by KYSPRA members. The Kentucky Association of School Administrators has offered to help facilitate the awards program by providing a community on the KASA connect platform to upload entries and other facilities and personnel to facilitate judging entries and notifying members. We hope to ratify the KASA proposal at the next board meeting.

**Professional Development Programs/Activities:** The fall and spring conferences are our major professional development effort.

**Major Chapter Issues or Concerns:** As a board I think we are struggling with having the time and resources needed to give to KYSPRA to keep it viable and healthy. As PR professionals we are stretched thin trying to serve our districts to the best of our ability.

Budget cuts at the state level are putting pressure on local districts to make cuts, so some PR positions are at risk and many of our colleagues expect cuts to PR/marketing budgets in the upcoming year.

We are struggling with how to offer value to our membership. Some of our members struggle with getting money from their districts to participate in KYSPRA events. Some of members are so overwhelmed by their work that they simply don't have the capacity left over to be involved in KYSPRA.

We are struggling with finding better ways to make use of digital events and collaborative PD with similar organizations so we can offer our members a broader menu of PD options. While live events have their place, we need to find ways to offer PD that's digital and personalized.

**Issues or Areas That Could Use NSPRA Regional or National Support:** Any efforts that NSPRA could make to help state organizations network and collaborate to offer PD to members would be helpful. I think NSPRA should offer consulting to chapters who are having problems. It would be helpful to have someone come in from the outside and suggest structural changes that need to be made to help the organization become more healthy.

**State or Local Issues That NSPRA Should Keep an Eye On:**

- Implication of ESSA
- Charter schools – how can public schools compete with the advantages that charters offer?
- Continuing declines in state and federal funding, and the increasing need for local funding of public schools.
- School safety measures, and how PR professionals can help make schools safer. Resources on crisis communications would be helpful.

**Michigan School Public Relations Association (MSPRA)**

**Chapter Well-Being:** Our recent membership drive resulted in growth of our organization from around 170 members to 203 members. We threatened (and then followed through) with removing non-members from the active listserv and that seemed to be the motivating factor. The board voted to renew the part-time Executive Director contract and extended it for 3 years. We are extremely fortunate to have Gerri Allen in this role and she continues to exceed our expectations and serve as a connection between other school-related state level organizations and MSPRA. Based on feedback from new members we established a one-time extended membership year (up to 17 months) for first-timers who join on April 1 or after. Our committees (PD, Awards & Recognition, and Membership) continue to be actively working between board meetings. The Board appointed Laurie Zywiczynski ([lauriez@waylandunion.org](mailto:lauriez@waylandunion.org)) as Treasurer in the place of Micki O'Neil who remains on the Board as Past President/Chapter Advisor (at Micki's request). Laurie's orientation seemed to occur simultaneously with our February

Executive Board Meeting. We began having these pre-board meetings in September of 2017 and they seem to be helpful in building a more useful and more efficient Board Meeting agenda.

**Chapter Projects/Collaboration Efforts:** Most recently the MSPRA President and Executive Director suggested and facilitated the creation of a collaborative document to guide schools in How to Approach Student Walkouts. The Michigan Association of School Administrators, Michigan Association of Intermediate School Administrators, Michigan Association of School Boards, Michigan Association of Secondary School Principals, Michigan Department of Education, Michigan School Business Officials and the Michigan School Public Relations Association all shared the final document with their respective members. Please see the end of this report for the positive reactions to the final product.\*\* MSPRA was even contacted by the New York BOCES for permission to use portions of the content. We shared the document with NSPRA as well for inclusion in the national toolkit.

MSPRA continues ongoing work with the Michigan Association of Intermediate School Administrators on a Public Relations sub-group focusing on intermediate unit communicators. MSPRA member Tom Gould and his Superintendent, who was named MSPRA Superintendent Communicator of the Year, presented a breakout session in January at the Michigan Association of School Administrators winter conference. With these kinds of efforts we continue to remind/show superintendents the value of PR. We are working with a leader of the Michigan Association of School Boards to provide presenters for their annual May Communication Workshop. MSPRA members Keely Baribeau and Tom Gould will present at the Michigan School Business Officials Annual Conference in April. We are also working with the statewide School Funding Research Collaborative to help communicate about its recent school funding study. MSPRA members Rebecca Fannon and Kristin Ledford presented on January 18, 2018 at Galileo Teachers' workshop as well.

**Professional Development Programs/Activities:** We are now preparing for our annual conference on March 15 and 16. As of March 1, 2018, 56 people are registered. We have also set a June 25 Summer Drive-in date and will select a topic based on feedback from the annual conference. We modified the conference agenda just yesterday to accommodate a conversation and reflection on the School Walkout event planned for March 14 and were able to garner the support of a legal firm.

**Major Chapter Issues or Concerns:** The chapter is neck deep in school safety, student walkouts, school and area flooding!

**Issues or Areas That Could Use NSPRA Regional or National Support:** Resources for school safety/walkouts: the legalities, communicating about them, and helping make them learning opportunities. Perhaps there is an opportunity to provide a guide designed to assist high school students as they are navigating media interviews/interactions for the first time.

**State or Local Issues That NSPRA Should Keep an Eye On:** Career and Technical Education national direction, funding, rebranding and promotional tools  
Early Literacy

**Additional items of note:** MSPRA congratulates Karen Kleinz on her upcoming retirement and thanks her for her 20 years of dedicated service. We will miss you. Best wishes!

**\*\*Reactions to “How To Approach Student Walkouts” Planning Document**

From Chris Wigent, Executive Director, Michigan Association of School Administrators

I am extremely impressed with the high quality of work and the timely manner in which it was developed. Thanks to everyone (especially Gerri, Kristin and Brad). Gerri, thanks so very much for your leadership in bringing this group together.

This is the type of resource that quality associations should be providing to their members and I am pleased to be offering this to the MASA membership.

Thanks again and let's keep the dialogue continuing.

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From William Miller, Executive Director, Michigan Association of Intermediate School Administrators

Thanks for being proactive on this critical topic.

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From Anne Cron, APR, Community Outreach Facilitator, Birmingham Public Schools

Wow! What a great guide you sent out this morning, Gerri! Thank you to everyone that worked on that. I wanted to share a note I received from my boss today, which I think summed it up nicely:

MSPRA really knocks it out of the park with this one. Kudos to everyone on the board. I also see from the addresses that it's a great example of true collaboration between organizations united with a common goal. Great job!

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From Allison Kaufman, Director Communications & Marketing; Managing Editor School News Network, Kent ISD

Thank you MSPRA! This is just excellent and very helpful. And what a fast turnaround. We are grateful!

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From Michelle Ready, Director Communications & Integrated Marketing, Ottawa Area ISD  
I echo what Allison said. Thank you so much!

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From Diane Bauman, APR, Director, School/Community Relations, Farmington Public Schools

This is fabulous information and I cannot thank MSPRA and our other partners enough for stepping up to provide this to districts. Just the type of info we need when events like this occur. THANK YOU!!!

## **Ohio School Public Relations Association (OHSPRA)**

**Chapter Well-Being:** OHSPRA membership is already exceeding expectations this year with 166 current members. Our membership year began in September and we see more payments trickling in every week. Last year, we ended the fiscal year with 160 members. Our director of membership has been very aggressive by sending extra reminders to those who have not renewed touting the benefits of membership. He has also worked to expand our communication lists. The communications sent this membership year include:

- Email blasts to ODE/OHSPRA state-wide school communication list
- Email blasts to ODE superintendent list
- Email renewal infographic to members who hadn't renewed yet
- Invoice sent to all members along with gift at beginning of OHSPRA year
- Membership posts on Facebook and Twitter
- Prompt response to all membership questions

The chapter continues to be fiscally viable and responsible. In fact, OHSPRA beefed up our social event at the Ohio School Board Association's Capital Conference in November as an added member benefit because we had the funds to do so. The additional funds used were taken from the record sponsorship year we had last year, where we brought in in \$16,500, exceeding the goal of \$15,000. The chapter's director of partnerships and chapter manager are aggressively soliciting sponsorships for the year and have already exceeded the goal of \$13,500. So far, they've brought in \$20,500 from the following:

eSchoolView	1,000
BlackBoard	5,000
School Messenger	5,000
Roetzel Consulting Solutions	1,000
Peachjar	8,500

\*\*Please note that School Messenger is a \$5,000 sponsorship but the actual cash we received from them is \$3,600 due to the discount from our website hosting.

This is the first in at least 7 years in which we've finalized the sponsorship levels menu at our board retreat and stayed firm in making no changes to them during the year. I insisted on this at retreat in response to many problems we've had in the past with changing the levels to make sponsors happy and bring in the most sponsorship dollars, which has sometimes resulted in unequitable treatment between our sponsors.

Keeping the levels constant has worked out well as we have exceeded our yearly sponsorship goal while interacting fairly with all vendors. We did have a few sponsors complain that our lowest level of sponsorship was raised from last year (from \$500 to \$1000), so the board considered changing the levels during one board meeting this year but ultimately decided against

it. The board agreed to research what other similar state chapters are charging for sponsorships and revisit sponsorship levels at the 2018 board retreat. Our sponsorship menu is included below.

### **Proposed Bylaws Changes**

By electronic ballot, proposed bylaw changes were voted on in October. Please below for the specific language changes, along with the rationale shared with members regarding the proposed changes. The proposed changes did not garner enough votes to be sent to NSPRA for consideration – 63 votes were needed (based on the number of paid OHSPRA members at the time of survey dissemination) – and only 22 voted in favor of the proposed changes.

At the Board’s February meeting, it was decided that the chapter would put the Bylaws changes back before members at the Spring Conference in April. The Board felt strongly that the Bylaws changes did not pass because the vote was done electronically at a busy time of year and that they might stand a better chance of being voted on by the majority of members at conference. The sample size simply was not large enough via electronic dissemination to get an accurate reflection of how the majority of our members feel about the changes, so the Board wants to try an in-person vote at conference.

**Chapter Projects/Collaboration Efforts:** OHSPRA was asked by Real Choice Ohio, a new non-profit association that is working to promote the value of public schools, if they could present as part of our upcoming Spring Conference in April. The Board discussed the issue and decided that since OHSPRA did not have any clearly defined policies regarding allowing non-profit organizations to present at the conference for free (in the past, we have had non-profits speak but they had to become a sponsor), the request would be denied. It is important to point out that Real Choice Ohio is selling a toolkit to school districts as part of their initiative which was the sticking point for the Board. However, the Board did agree to discuss the issue at the June retreat to nail down a policy or procedure to better handle similar requests by non-profits in the future.

Additionally, OHSPRA participated as part of a collaboration of education-related associations working to promote public education via the #PublicSchoolShoutout initiative (see below). The Ohio Federation of Teachers is the lead organization in the effort and OHSPRA is also joined by the Ohio School Boards Association, Ohio PTA, Ohio Education Association, OASSA and OAESA. See Attachment D for materials related to this campaign.

New this year, we are partnering with WSPRA for awards judging. They will judge our entries and we will judge theirs. It’s a pilot initiative which we are hoping will work out well!

### **Professional Development Programs/Activities:**

OSBA Capital Conference Sessions – OHSPRA board members presented two sessions during OSBA’s 2017 Capital Conference in November. The session descriptions are below. Both sessions received high ratings in post-conference evaluations.

1. “Survey Says .... ?” — Tracey Carson, public information officer, Mason City (former OHSPRA Secretary); Patrick Gallaway, director of communications, New Albany-Plain Local (Franklin) and OHSPRA president-elect; and Crystal Davis, deputy director of

communications, Ohio School Boards Association and OHSPRA president will present this interactive session to help answer the question, “What do your stakeholders think about your schools?” Surveys, data and information are more valuable than ever and you’ll learn how to ask the right questions to the right people in the right way and how to analyze and use the information.

2. “Top 10 Social Media Tips: So you have a social media page...now what?” — Mary Beddell, public relations director at Plain Local Schools (Stark County) and OHSPRA Chapter Manager, offers her top-ten tips for using social media effectively. Learn from a PR pro on the best apps to make your life easier, how to make a killer video without spending hours creating it and other time saving tips and tricks including a snap chat tutorial.

**Major Chapter Issues or Concerns:** The allowance of non-profit presentations at Spring Conference – as mentioned above in the chapter collaboration efforts section.

The allowance of Board members to join Board meetings via conference call – we are working on putting a policy or procedure in place as we currently have no policy on this matter specifically and the president feels it needs to be addressed.

Newsletter dissemination issues – we have had ongoing issues with MailChimp newsletter delivery in that many of our members told us they weren’t receiving it when we sent it out. So, in February, the director of communications created the newsletter in MailChimp and then sent it out from his school email address to each member’s email address instead of sending it out through MailChimp. This process worked well so it is the way we will continue to disseminate the newsletter from now on.

Awards and judging concerns during Spring Conference last year – The Board has discussed these matters at length and put plans in place to hopefully correct these issues for the Spring Conference this year. The partnership with WSPRA to judge our awards (as mentioned above) may fix some of these problems of the past.

Name change to OHSPRA – many years ago OHSPRA’s official name was the National School Public Relations Association/Ohio Chapter. It turns out most of the legal documents that are important to governmental agencies still have this old name on them. Getting this fixed once the issue was brought to our attention has, quite frankly, created a nightmare for the chapter over the past six months. One of the biggest issues was that we couldn’t get our Chase bank account access rights changed to our new Treasurer Patti Koslo because of our name listed with the IRS. The IRS had us listed as operating under the old name, which we needed to get changed, and the Secretary of State had the old name listed as well. The Ohio Attorney General’s Office also began requiring that OSHPRA file as a charitable organization, something that we found out we should have been doing but didn’t realize because our taxes are filed by NSPRA. Chapter Manager Mary Beddel, Crystal Davis, Patrick Gallaway and Patti Koslo worked hard to get all of this straightened out and I am happy to report that after a cumbersome process, everything is now fixed and we are in compliance with all of the above agencies.

**Issues or Areas That Could Use NSPRA Regional or National Support:** None at this time. Again, NSPRA was very helpful to the president as she was going through the process of drafting the proposed Bylaws language changes! Thanks Karen Kleinz!

Also, I'd like to give a big thank you shout out to Tommy Jones for all of his help over the past year with getting our financial and compliance issues straightened out as outlined in number 2 above.

**Additional Items of Note:** Communication to Members

**Newsletters:** Our *Snapshot* newsletter, which was first published in August 2015 was rebranded to the *Amplify Your Story* newsletter beginning with the November 2017 issue. The newsletter continues to be widely read by our members and has been published over the last quarter according to the following schedule:

- [November 2017](#) — Newsletter rebranding article, OHSPRA speakers at OSBA Capital Conference article, OHSPRA seeks volunteers for Capital Conference blurb, OHSPRA Capital Conference social event promo, Save the Date for Spring Conference blurb, OHSPRA member spotlight article (new addition to our newsletters)
- [February 2018](#) — Spring Conference promo, Spring Conference Scholarship promo, Election call for candidates.

**Communication focus:** OHSPRA's focus in communications has been on updating members about events, trends in school public relations and public relations in general, and joining with school districts in celebrating their successes.

As stated above and exemplified in our newsletter, we in the middle of rebranding our communications with the theme "Amplify Your Story." We recognize that there is a lot of noise **today** when it comes to getting our messages out, whether it be on social media, the news, or other means of communication. We will strive to share information with our members that help them amplify their stories. While we are currently only using the theme in our newsletters, we plan to discuss how else to revamp our communications methods in 2018 with this message being the focus.

*OHSPRA 2017-18 Sponsorship Levels*

<b>Sponsor Level &amp; Benefits</b>	<b>PLATINUM \$8,500</b>	<b>GOLD \$5,000</b>	<b>SILVER \$2,500</b>	<b>BLUE \$1,000</b>
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 <i>(day to be determined by OHSPRA)</i>	1 Day <i>(day to be determined by OHSPRA)</i>
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

## *Proposed Bylaws Amendments materials*

The following email was sent to members:

### **Proposed Bylaws Amendments — important notification for OHSPRA members**

**Please read and vote by Nov. 2 at 4 p.m.**

At its Sept. 22 meeting, OHSPRA's Board of Directors approved amendments to the association's Bylaws. Bylaws may be amended after:

- 1.) the Board of Directors approves the amendments by majority vote
- 2.) a two-thirds vote by members in favor of the amendments (by electronic ballot after providing at least 30 days' notice in writing of the proposed changes).
- 3.) NSPRA approves the Bylaws changes (at its next meeting which is Nov. 6).

The purpose of this email is to provide notice of the proposed language changes and to call for a vote from members, by electronic ballot. The OHSPRA Board has created a survey to expedite and simplify the voting process, which means that to vote, you will be asked to answer just three questions — along with providing your name, district/organization and email address (required by NSPRA for the official vote). Please note, the votes will be counted and recorded by Chapter Manager Mary Beddell. Board members will not be provided with the specifics on how individual OHSPRA members voted for each question. Click [here](https://www.surveymonkey.com/r/OHSPRABylaws) to vote (<https://www.surveymonkey.com/r/OHSPRABylaws>). **Voting begins today, Monday, Oct. 2 at 4 p.m., and will end on Thursday, Nov. 2 at 4 p.m.**

Below are rationale explaining the impetus behind the amendments.

- Nomination Committee Chair amendment — The Board voted in favor of having the Immediate Past President instead of the President chair the Nominating Committee. If the Immediate Past President is running for another Board seat, then the entire Board would (by majority) vote to select the Chair of the Nominating Committee. This is the way the elections have been handled for the past few years (as it is stated this way in OHSPRA's Policy and Procedures Manual). Approving this change in language would resolve the conflict in language between the Bylaws and Policy and Procedures and would ensure a much more transparent and unbiased election process.

Ø For your reference, here is the section in the Policy and Procedure Manual which conflicts with the Bylaws (listed above) in regards to the selection of the Nominating Committee Chair:

#### **Article VI - Nominations and Elections**

##### **Section 1: Nominations**

- (a) The Nominating Committee

3. The Immediate Past President will serve as the chair of the Nominating Committee, and the Immediate Past President will appoint two additional members of OHSPRA to serve on the committee.

- Election timeframe amendments — Last year, OHSPRA held the Spring Conference in April which worked well as an opportunity to remind members to vote immediately following the conference and to solicit people to run for a vacant board seat. By eliminating the timeframes currently stated in the Bylaws for the election process, OHSPRA would still meet NSPRA’s only requirement that the chapter turn in the names of those newly elected by **May 1**, while still having the ability to hold the election during the Spring Conference or at whatever time in March or April the Board deems most appropriate.
- Board term amendment — Currently, all Board seats are a two-year term except for the President, President-elect and Immediate Past President, which are one-year terms. Here’s a history of the length of terms for President since OHSPRA’s inception in 1983:
  - o 1983-2009 — one-year term
  - o 2009-2014 — two-year term
  - o 2014-present — one-year term (excludes the current President who was “grandfathered in” with a two-year term)

On Sept. 22, the Board voted to change the Presidential term to two years after a lengthy discussion of the issue. Here are some of the main arguments both for and against changing the term length:

- o Pro: One year is not long enough for a person in any Board seat, including the President, to make any significant changes to the association. Once that person starts to get the hang of their duties, their term is up.
- o Con: If a Board member first serves as President-elect for two years and then automatically assumes the Presidency, it is a four-year commitment, which may be longer than some people can commit to given their workloads and superintendent’s support.
- o Pro: Two-year terms across the Board means that those who fulfill their terms have demonstrated a true commitment to OHSPRA’s mission and growing the association.
- o Con: If the President is not a good leader and the chapter begins to languish, the chapter could be in a challenging situation if members leave due to leadership not giving it the focus needed to keep the chapter strong and dynamic.

Bylaws amendments are listed in the attachment in **red (new language)** and with ~~striketrough text~~ (language to be removed). You can read all of the current Bylaws [here](#). You can read OHSPRA’s Policy and Procedure Manual [here](#).

*#PublicSchoolShoutout campaign materials*



FOR IMMEDIATE RELEASE

January 24, 2018

For more information, contact:  
Crystal Davis,  
deputy director of  
communication services  
(614) 540-4000, office  
(614) 204-6924, cell  
cdavis@ohioschoolboards.org

**Ten education-related associations launch #PublicSchoolShoutout initiative**

COLUMBUS – During this National School Choice Week, a coalition of ten public education-related associations are pleased to announce the launch of the **#PublicSchoolShoutout** campaign.

**#PublicSchoolShoutout** is a year-round project acknowledging the great work in public schools. The initiative will officially kick off February 11-17, 2018, purposely coinciding with Ohio PTA's *Take Your Family to School Week*, which encourages parents to visit, applaud, and engage with their local public schools.

School staff, administrators, board of education members, parents, students and community members across Ohio are being encouraged to join the celebration by using the **#PublicSchoolShoutout** hashtag to post photos and videos on personal and school social media showing the cool things happening in schools and classrooms.

Parents are also being encouraged to have lunch with their child(ren) and post about it, and schools are being asked to invite community leaders, members and legislators to visit schools and classrooms.

Some districts may host special events and activities during the week as well, such as a

—more—

walk-in where staff, parents and community members arrive 15 minutes before school to cheer for students as they arrive. Some other sample activities include: bringing in speakers to talk about school pride; encouraging community organizations or businesses to adopt a classroom and forming a relationship with that specific class; allowing a student to be a principal for a day and documenting the event; having a student art or essay contest that explains why they love their public school; holding a school spirit rally inviting community members to attend, and more.

The campaign goal? Simply to generate and expand positive, wonderful pride in our public schools. Please help us SHARE and AMPLIFY pride in our neighborhood public schools with a **#PublicSchoolShoutout**.

The associations uniting in the **#PublicSchoolShoutout** effort:

Buckeye Association of School Administrators  
Ohio Association of Elementary School Administrators  
Ohio Association of Public School Employees  
Ohio Association of School Business Officials  
Ohio Association of Secondary School Administrators  
Ohio Education Association  
Ohio Federation of Teachers  
Ohio PTA  
Ohio School Boards Association  
Ohio School Public Relations Association



**Feb. 11-17, 2018**

*The following letter was hand delivered to each legislator in the Ohio Statehouse*



### **Ten education-related associations launch #PublicSchoolShoutout initiative**

A coalition of ten public education-related associations ask for your participation and assistance in promoting the **#PublicSchoolShoutout** campaign, a year-round project acknowledging the great work in public schools.

**#PublicSchoolShoutout** officially kicks off during the week of February 11-17, 2018, purposely coinciding with Ohio PTA's *Take Your Family to School Week*, which encourages legislators and parents to visit, applaud, and engage with their local public schools. Governor John R. Kasich also proclaimed the week *#PublicSchoolShoutout Week* in Ohio and more information about the campaign can be found at <https://www.publicschoolshoutout.com>.

Legislators, school staff, administrators, board of education members, parents, students and community members across Ohio are being encouraged to join the celebration by using the **#PublicSchoolShoutout** hashtag to post photos and videos on personal and school social media showing the cool things happening in schools and classrooms.

Parents are also being encouraged to have lunch with their child(ren) and post about it, and schools are being asked to invite community leaders, members and legislators to visit schools and classrooms.

Some districts may host special events and activities during the week as well, such as a walk-in where staff, parents and community members arrive 15 minutes before school to cheer for students as they arrive. Some other sample activities include: bringing in speakers to talk about school pride; encouraging community organizations or businesses to adopt a classroom and forming a relationship with that specific class; allowing a student to be a principal for a day and documenting the event; having a student art or essay contest that explains why they love their public school; holding a school spirit rally inviting community members to attend, and more.

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The campaign goal? Simply to generate and expand positive, wonderful pride in our public schools. Please help us SHARE and AMPLIFY pride in our neighborhood public schools with a **#PublicSchoolShoutout**.

The associations uniting in the **#PublicSchoolShoutout** effort:

- Buckeye Association of School Administrators
- Ohio Association of Elementary School Administrators
- Ohio Association of Public School Employees
- Ohio Association of School Business Officials
- Ohio Association of Secondary School Administrators
- Ohio Education Association
- Ohio Federation of Teachers
- Ohio PTA
- Ohio School Boards Association
- Ohio School Public Relations Association



**Feb. 11-17, 2018**

The following was sent to Ohio school districts as a template for a campaign Letter to the Editor:

Please note that this letter is written from the viewpoint of a classroom teacher or education support professional. Please feel free to modify it for use by a school principal, parent, local education association, or any other person or group sponsoring an event in celebration of #PublicSchoolShoutout week .

[Date]

[Name of Newspaper]

[Attn: Letters to the Editor]

[Mailing Address]

[City, State, ZIP Code]

Dear Editor:

During the week of February 11-17, public schools across Ohio, including [your school name/your association's name], will be giving a Public School Shoutout about the importance of great public schools. Teachers, janitors, bus drivers, cafeteria workers, school nurses, classroom aides, principals, superintendents, school board members, treasurers, business managers, parents and community members are critical to student success and making sure schools work well. We are proud of the work these people do for students—and the amazing achievements of Ohio's public schools—and want to celebrate these important efforts.

While the #PublicSchoolShoutout is a year-round project acknowledging the great work in public schools, our efforts will culminate in a week of activities in schools and classrooms February 11-17. We will highlight and celebrate the event by sharing stories from our public schools.

Here in [name of town], we're joining the celebration, too. [Explain in one or two sentences the great work and cool things happening in your schools and classrooms]

During #PublicSchoolShoutout week, join in the fun by sending a shout out to #PublicSchoolShoutout to generate and increase pride in our public schools!

Sincerely,

[your name]

[your school name]

[your home address]

[your phone number]

[your e-mail address]