

## **Southeast Region Chapter Reports – November 2017**

Prepared by: *Jason Gaston, APR, NSPRA Southeast Region Vice President  
District Coordinator, Public/Media Relations, Hoover City (Ala.) Schools  
[jgaston@hoover.k12.al.us](mailto:jgaston@hoover.k12.al.us)*

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### **General Overview**

The Southeast represents hundreds of memberships for NSPRA and the standing goal is to sustain year-to-year increases in chapter membership. New leadership has been ushered in for some chapters here at the start of the fall.

### **Environmental Scan**

Southeast chapters all look ahead to January/February when many state legislatures convene and begin taking a look at education. Diversion of funds from public schools to charter schools and other “schools of choice” continues as a hot topic in many states.

### **Outreach and Travel**

As NSPRA Southeast VP, I have attended – and/or served as presenter – for various chapters including Georgia (GSPRA); North Carolina/South Carolina (NCSPPRA/SC-SPRA); and Alabama (ALSPRA). I also have had an in-person meeting with Tennessee (TASC) President Anthony Johnson regarding chapter health and various email/phone conversations with Sandi Beason/Karen Kleinz regarding the rejuvenation of the Mississippi (MSPRA) chapter.

### **Suggestions for Improving Regional Relationships/Increasing NSPRA’s Influence**

NSPRA should continue its culture of chapter outreach, digital innovation and exploration of relevant, nationally-renowned speakers. Our chapter affiliates appreciate the responsiveness of NSPRA staff.

### **Alabama School Public Relations Association (ALSPRA)**

*Cindy Warner, APR, chapter president*

**Chapter Well-Being:** The Alabama School Public Relations Association is currently conducting our annual membership drive, which began in August and will conclude on Oct. 31. We currently have 33 members who have renewed their membership for their year, but we are anticipating many of our long-time members who have not renewed are in the process of doing so. We anticipate having a membership roster of between 45-55 by the end of the year. A concerted effort has been made over the past two-three years to increase membership by improving the quality of our professional development offerings at quarterly meetings, which are rotated to locations throughout the state in order for all members to be able to attend a meeting conveniently located to them.

**Chapter Projects/Collaboration Efforts:** The organization’s Professional Learning Unit is still being offered, but with fewer participants than the two previous years. ALSPRA will be sending out a survey to our members and other educators in the state to determine whether to move forward with renewing our PLU offering with the Alabama Council for Leadership Development. It is likely that depending on the response from survey participants that the PLU

will be updated so that past participants can benefit from it again. If response to the PLU offering is low, then we may not renew for it to be offered for another three years.

ALSPRA has several chapter members who have been collaborating with colleagues at NSPRA to help provide leadership and professional development offerings. Jason Gaston, APR, is currently serving as the NSPRA Southeast VP. Lesley Bruinton, APR, was a co-panelist for the September 15 PR Power Hour which focused on equity and inclusion and was also a presenter at the NSPRA Seminar in San Antonio. Bruinton also recently presented a session at the Alabama Association of School Boards' fall meeting. Cindy Warner, APR, recently assisted with the NSPRA Twitter Takeover and will help to moderate #k12prchat on Nov. 1.

**Professional Development Programs/Activities:** We are continuing our effort to provide high-quality programming by partnering with local experts in the cities in which we host our meetings, workshops and conferences. We are also calling on our colleagues from other NSPRA chapters to help provide professional development to members.

ALSPRA held its Spring 2017 conference March 2-3 in Alabaster, AL. The meeting featured presentations on Communications Ethics and Laws for School Districts by Mark Boardman, Past President of the Alabama Council of School Board Attorneys; Website Accessibility by Blackboard; Project Tomorrow/Speak Up Survey results by Dr. Julie Evans; and the Landed Campaign – Changing Perceptions with Content and Influencer Marketing by Shane Haggerty, who serves as NSPRA VP of Communication Technology and Innovation. The summer quarterly meeting was held in Montgomery and featured guest speakers from Alabaster City and Shelby County Schools who spoke on Mental Health Awareness and communicating issues related to student mental health. A media workshop was also held to teach members how to respond to the media during crisis events.

ALSPRA held its Fall Quarterly meeting in Huntsville on October 5, where members learned about DYI video production and Social Media Management. The next quarterly meeting will be held Dec. 7 and will feature guest speaker Kim Doddridge from Maury County Schools (TN), who will present a case study on the Tad Cummins/Elisabeth Thomas Kidnapping.

The guest speakers for meetings have included local experts, or national colleagues, who have either not charged anything or very little for travel-related expenses. This cost-savings measure allows us to focus financial resources in other areas. A strong partnership also exists with advertising and public relations professors from The University of Alabama who have been willing to bring their curricula to a new audience.

We let our professional development survey (from last summer) drive our programming calendar and have been able to meet the needs of attendees by offering sessions on media relations, crisis communication, strategic communication and social media. This has been borne out by feedback surveys conducted following meetings.

**Major Chapter Issues or Concerns** ALSPRA as a chapter is not struggling with any particular issue, but we continue to monitor issues that impact our state including the selection of a new

state superintendent, adequate funding for education by the state legislature, the push for expansion of charter schools, changes to state assessments, etc.

**State or Local Issues That NSPRA Should Keep an Eye On:** Two pieces of legislation now in effect will offer parents choice options for their students. One, the Alabama Accountability Act, ranks schools and established the Failing Schools List. This list denotes schools in the bottom six percent in the state with reading and math scores. Those schools on this list offer choice, as per the legislation. The second allows for the addition of charter schools into the educational arena and provides tax credits to individuals and businesses to help fund school choice options. Selection of a new state superintendent and how that selection will impact the future of education in Alabama, including recommendations for new state assessments and a revised Strategic Plan for the State Department of Education.

### **Sunshine State (Florida) School Public Relations Association (SUNSPRA)**

*Kevin Christian, APR, chapter president*

**Chapter Well-Being:** SUNSPRA remains active, currently with 63 members on the roster. Renewal season is underway so these numbers are from the most recent 2016-17 membership year.

Fiscally, we are sound thanks to supportive sponsorships from major national names including Blackboard, SchoolMessenger, and Peachjar. As of this report, we have \$14,290.86 in the bank. SUNSPRA submitted its annual Cash Flow Report to NSPRA on October 25, 2017.

Given Hurricane Irma's impact through much of the state, most members are focusing their efforts on their own districts. Through a formal survey of members, we've learned very few have time right now for professional development outside their own district. Webinars and regional meeting options also fared as poor choices in the same survey. A follow-up offer to the first 10 members to respond to a one-hour conference call only garnered two responses. At this time, SUNSPRA is focusing on regular communication via email to members sharing the latest headlines, state-wide concerns, issues and trends, etc. Each "Thursday Thoughts" email also promotes professional development activity, both in Florida and with NSPRA.

Chapter goals and objectives for 2017-18 include:

Goal #1: Promote SUNSPRA as Florida's leading source of school PR professional development

Objective #1: Offer two face-to-face professional development sessions from SUNSPRA members over the next 12 months (December & June)

STATUS: SUNSPRA will present on effective social media use at the FSBA Joint Conference in Tampa Bay on November 29, 2017. SUNSPRA will also hand out two major awards – Outstanding Superintendent Communicator of the Year and the Margie Davidson Leading Light Award – during the luncheon session on Wednesday, November 29. SUNSPRA membership and board meetings are also scheduled during the same conference.

Objective #2: Offer two Internet-based professional development sessions for SUNSPRA members over the next 12 months  
STATUS: in design stage

Goal #2: Strengthen SUNSPRA membership by attracting new districts  
Objective: Increase membership by 5 percent (3 new members and 70 overall) during the next 12 months  
STATUS: Renewal season underway

Goal #3: Maintain SUNSPRA funding by securing national sponsors  
Objective #1: Secure at least 3 national sponsors for the 2017-18 membership year  
STATUS: Confirmed Blackboard as exclusive awards sponsor.  
Objective #2: Increase SUNSPRA treasury by at least \$5,000 in the 2017-18 chapter year  
STATUS: Underway

Goal #4: Increase value of membership by adding accredited/credentialed opportunities  
Objective #1: Offer the APR credential webinar this chapter year with at least two SUNSPRA members participating  
STATUS: On-going  
UPDATE: Minimal interest shown from members in previous years.

Objective #2: Add at least 1 APR accredited member during the 2017-18 chapter year  
STATUS: Achieved and on-going  
UPDATE: One additional member now has her APR.

#### **Chapter Projects/Collaboration Efforts:**

- “Thursday Thoughts” – weekly / bi-weekly emails sent to members detailing the latest SUNSPRA concerns, Legislative roundup, professional development opportunities, NSPRA announcements / PR Power Hours / National Conference announcements, inspiring video, PR industry buzz, and other info pertinent to public school PR.
- FSBA sessions – Once again, the Florida School Boards Association specifically asked SUNSPRA to present professional development to school board members at its annual Joint Conference in late November / early December.
- Fall Awards – include “Outstanding Superintendent Communicator” and Margie Davidson “Leading Light” Awards, both nominated by SUNSPRA members, with individual awards handed out during the November 30 general session at the Florida School Boards Association fall conference in Tampa Bay. Blackboard returns as the exclusive awards sponsor.
- [www.sunspira.org](http://www.sunspira.org) – SUNSPRA is working to revamp its website and strengthen its social media presence.
- FASA Summer Conference – SUNSPRA will present professional development in June and hand out its Medallion Awards at this same conference.

**Professional Development Programs/Activities:** SUNSPRA continues looking for professional development opportunities to offer its members.

### **Major Chapter Issues or Concerns:**

Membership – Given the size and geography of Florida, we continue efforts to recruit even more members from the Central Florida area. It is difficult to attract members from the Panhandle and South Florida, though we succeeded with Escambia and Miami-Dade Public Schools last year. With conferences in Central Florida, travel time and costs make it tough to attract significant new numbers to conferences and SUNSPRA events. Not sure what the solution is but we are always reaching out to potential new members.

Professional Development – Again, time and distance prohibit far-away districts from participating in awards competitions, annual get-togethers and other chapter functions.

Leadership Stream – President Kevin Christian, APR, CPRC, continues leading his second two-year term. Previous president elect and treasurer are no longer members and not in the PR profession. Current members offer limited interest in leading but Kevin is following up with two potential leaders who have positively responded. NSPRA is also offering regional and national support to increase member leadership participation.

### **Issues or Areas That Could Use NSPRA Regional or National Support:**

Professional Development – We'd love to have NSPRA help offer our members professional development in Florida. SUNSPRA's president has discussed some ideas with Karen Kleinz, APR, and continues looking for additional opportunities.

APR Incentive – SUNSPRA now offers a \$100 rebate to anyone sitting for the CBE (Computer-Based Exam). This is on top of other incentives offered by other professional PR organizations.

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

- Charter schools continue pulling serious funding from public schools
- Too much testing
- Opt-out concerns continue

### **Georgia School Public Relations Association (GSPRA)**

*Barbara Jacoby, chapter president*

**Chapter Well-Being:** The GSPRA chapter remains in good shape with 19 new members joining in conjunction with registering for our Annual Conference scheduled for later this month.

**Chapter Projects/Collaboration Efforts:** GSPRA continues its partnership with the [Georgia Vision Project](#) (GVP) to support the SPARK! campaign, an advocacy campaign to celebrate public education in Georgia and to change the perception of our schools by changing the conversation about our schools.

**Professional Development Programs/Activities:** We are completing the final details for our Annual Conference, which will be Oct. 22-24 at St. Simons Island. We have 84 PR professionals registered for the conference, which is our highest attendance in recent years. We are excited to

have several National speakers including NSPRA member Daniel Thigpen of Folsom Cordova Unified School District in California.

**Major Chapter Issues or Concerns:** Our members are very eager for more professional development opportunities based on the results of the membership survey conducted in May. As a result, the Board already has agreed to supplement the Annual Conference held in the fall with our first-ever “Power Hour” conference call and a one-day “drive-in” conference.

**Issues or Areas That Could Use NSPRA Regional or National Support:** We are interested in learning from NSPRA who our like SPRAs are across the country, so we can forge relationships with them for planning, contest judging and other purposes.

**State or Local Issues That NSPRA Should Keep an Eye On:** As many SPRAs likely are, we are very concerned in Georgia about continuing attacks on public education with a goal of discrediting, defunding and dismantling our systems and schools in order to benefit profiteers and politicians at the expense of the children we serve.

### **North Carolina School Public Relations Association (NCSPRA)**

*Todd Hagans, chapter president*

**Chapter Well-Being:** It’s full steam ahead for the North Carolina School Public Relations Association (NCSPRA). The Association is active and going strong with initiatives in the works to make us even bigger and better in 2017-2018.

We have seen success with our fall membership drive, already topping 100 members and on track to surpass last year’s membership of 123. Another membership push is planned for November to reach out to those members who have not renewed and engage our Superintendent Liaison to contact superintendents whose districts have not been involved in recent years. We also expanded membership opportunities this year to include former NCSPRA members who are now retired from the profession.

Our Board of Directors conducts in-person meetings (at least one each quarter) and has a summer planning retreat each year. Our planning retreat in June 2017 was one of our most productive, and our fall Board of Directors meeting in September 2017 gave us an opportunity to review plans for our fall conference and other upcoming events as well as judge entries for the Georgia School Public Relations Association contest. Further, our annual meeting for membership (as required by our by-laws) is planned to take place during our fall conference (October 27). Our various professional development programs give us an opportunity to engage our members several times a year.

The Association is financially sound with an annual \$10,000 commitment from Blackboard, a strong membership drive, an overwhelmingly successful awards program that generates revenue for the Association, and various business/corporate sponsorships.

**Chapter Projects/Collaboration Efforts:** Our chapter projects are focused on providing quality professional development, fellowship, and collaboration opportunities for members. Our projects are listed below.

- **Fall Conference:** Our annual fall conference is a joint venture with the South Carolina Chapter of the National School Public Relations Association. NCSPPRA hosted this year's conference in Asheville; held October 25-27, 2017. Tom DeLapp was the keynote speaker. In addition to Tom's sessions that highlighted trends and current issues in school communication, PR stories from across the country, and working with the modern-day superintendent, other session topics included ADA and website compliance; media relations; the effective use of theming in school districts; the benefits of Google Analytics; crisis communication during a natural disaster; and the importance of public relations training for everyone in your school district. The conference theme was "Prepared for all seasons."
- **Blue Ribbon Awards:** This is our annual awards program that recognizes excellence in school communications and public relations. This year's ceremony will be held at the O. Henry Hotel in Greensboro (SC) on January 26, 2018. Last year, 270 entries were submitted for judging, which is conducted by the Georgia School Public Relations Association (NCSPPRA returns the favor by judging the GSPRA award entries). Entries cost \$35 each – this program has generated considerable profit for the past two years primarily because of a restructuring of the contest categories and the introduction of "Best of the Best" awards in each category. "Best of the Best" has renewed interest in the awards program and created some friendly competition among school districts.
- **"Final Four" Professional Development Workshop:** This year's Final Four is scheduled for March 23, 2018 when college basketball will be on every Tar Heels' mind. The one-day program features four sessions. The event is typically held in an interesting location. Previous venues include the Charlotte Motor Speedway (2017), the North Carolina Biotechnology Center (2016), and the North Carolina Zoological Park (2015). A location being considered by the Board for this year's program is the U.S. National Whitewater Center in Charlotte. One of the sessions features the PR team from the venue to give attendees another view of the public relations profession.
- **Website/Social Media:** Efforts have been put into place to keep our new website updated and take advantage of social media to better connect with membership. One goal is to establish a "Members Only" section on the website to provide information and resources exclusively to members ([www.ncspira.org](http://www.ncspira.org)).
- **Partnership with the North Carolina Association of School Administrators (NCASA):** The NCSPPRA President and Vice President serve as Board of Directors members for NCASA, an organization that brings together representatives from various areas of school leadership in support of public education. It is an excellent networking opportunity to promote NCSPPRA among non-PR school professionals.

- **Mentoring Program:** NCSPPRA continues to offer a mentoring program that pairs a seasoned PR professional with someone who is new or relatively new to the job.

**Professional Development Programs/Activities:** Some of our professional development activities are listed for the second question. Here is information about our plans for additional programs. Overall, our goal is to provide as many professional development and engagement opportunities as possible for our members.

Last December, NCSPPRA partnered with the Personnel Association of North Carolina (PANC) to host a one-day PR/HR workshop in Greensboro. It was an opportunity for PR and HR professionals to learn and share ideas about how to promote our schools to various audiences.

This year, we are planning a partnership with the North Carolina Center for the Advancement of Teaching (NCCAT). NCCAT wants to reach out to school PR professionals and rely on them to promote programs available to teachers and highlight the teachers who participate in NCCAT activities. In exchange, NCCAT is offering to host an NCSPPRA event. While this event is still coming together, we have discussed holding a “reflect on the past year and look ahead to the next one” program in May for PR professionals with less than three years of experience.

Additionally, our Board has discussed holding at least one professional development webinar/conference call to provide additional support and engagement for members. Another idea is to conduct a survey to engage members and gather feedback about how well we are doing.

Our scholarship program gives two members an opportunity to experience professional development at the national level. The scholarships cover registration to attend the NSPPRA National Seminar. The Bonnie Reidy Mentor Legacy Scholarship is given to a member with less than three years of experience in school PR while the Nora Carr Presidential Scholarship is given to a member who has not attended the National Seminar in the past three years.

**Major Chapter Issues or Concerns:** We do not have major issues or concerns facing the Association. Our leadership is strong, and we are providing quality services for members. Obviously, membership is always a concern because it provides financial sustainability for the organization; fortunately, we’ve had excellent response to our 2017-2018 membership drive.

Our Association has seen several school PR veterans retire within the past five years, which has placed more responsibility on the organization to provide professional development opportunities for people who do not have the experience/expertise as a seasoned PR professional.

**Issues or Areas That Could Use NSPPRA Regional or National Support:** The media attack on public education is frustrating, to say the least. Negative, negative, negative is the order of the day for news coverage especially in the Raleigh and Charlotte television markets, and schools seem to be a target. We are not sure how NSPPRA can help with this issue since the media is a “machine” driven by revenue and ratings.

**State or Local Issues That NSPRA Should Keep an Eye On:** The continued rise of non-traditional schools is an issue in North Carolina. The number of charter schools has increased significantly, state money is funding private schools through “opportunity scholarships” (vouchers), and for-profit, out-of-state businesses are operating virtual schools. The Innovative School District, a state takeover effort of the lowest-performing schools and changing them into charter schools, is being put into place. Further, changes are expected to the state accountability program that grades (evaluates) schools based primarily on test scores rather than academic growth and other factors. Any changes are likely to further the narrative that traditional public schools are “broken” and “failing.”

One issue that has received much attention recently is political gerrymandering. Critics believe gerrymandering has resulted in one party (with a public education agenda that champions “school choice”) having a veto-proof majority in the state legislature. In November 2016, voters elected a new governor; however, his relationship with the legislature has been contentious. Another relationship that is contentious is the State Board of Education and the new State Superintendent, who are involved in a legal battle over the authority of the two entities

**Additional Items of Note** – NCSPPRA is fortunate to have the ability to employ an executive director. Chris Fuller continues to serve our Association in this role. Additionally, W. Jeffrey Booker, superintendent of Gaston County Schools, continues to serve as our Superintendent Liaison and is responsible for promoting and advocating for NCSPPRA among school superintendents.

### **South Carolina School Public Relations Association (SC/NSPRA)**

*Johnathan Graves, chapter president*

**Chapter Well-Being:** SC/NSPRA membership has increased this year. We currently stand at a total 119 school communicators who are either active, retired, affiliate, or institutional members. Our finances are in excellent shape thanks to an excellent membership drive and a well-attended Back to School meeting in Columbia in September. We believe the increase in membership can be attributed to our new online payment system which allows individuals to make payments for their membership electronically.

**Chapter Projects/Collaboration Efforts:** In September, we had a very successful Back to School meeting in Columbia. We collaborated with our State Department representatives to host the meeting and provided attendees with excellent topics. For the first time ever, we hosted a school supply drive during the meeting. School supplies were collected and separated by region at the meeting. The supplies will be donated back to a school that was affected by Hurricane Harvey.

Our organization’s lone sponsor, Blackboard, hosted a webinar on Web Accessibility on Tuesday, October 3rd. This webinar is one of three we will have during the year on hot topics for school communications professionals. The participation and feedback from the first webinar was very positive!

**Professional Development/Program Activities:** Our joint fall conference with NCSPPRA was a major success on October 25th-October 27th in Asheville, NC. Registrations for the conference were literally through the roof! NCSPPRA had to open an additional room block at a nearby hotel just to accommodate all of our attendees. This conference always provides attendees with a chance to network and also gain valuable information from some of the best speakers in our business. SC/NSPPRA looks forward to hosting the conference next year on October 12th-14th at the Marriott Resort Grande Dunes in Myrtle Beach, SC. Upcoming SC/NSPPRA events include our Winter Workshop on February 23rd in Darlington and our Rewards for Excellence program on April 27th in Columbia.

**Major Chapter Issues or Concerns:** We would like to see more buy-in from our regional contacts within SC/NSPPRA. Our organization is separated into three regions: Upstate, Midlands, and Lowcountry. We had members within our organization who serve as contacts for these regions. We would like to see more networking and professional development opportunities offered in each region. SC/NSPPRA provides opportunities for all members, but we believe we could potentially be missing some school communicators in smaller districts.

**Issues or Areas That Could Use NSPPRA Regional or National Support:** It would be helpful if NSPPRA could assist us with these efforts. I know that support is provided at the state level, but it would be wonderful to see NSPPRA focus support and resources to regions within each state. SC/NSPPRA would be willing to assist in anyway with making these connections. We are thrilled to see our membership increase for NSPPRA and this might be a great initiative to get more buy-in for the organization.

**State or Local Issues That NSPPRA Should Keep an Eye On:** Issues that are currently affecting school communicators in our state include:

- Web Accessibility
- Changes in FOIA laws
- Cybersecurity
- Video-Surveillance
- Social Media Policies

We have plans to address some of these topics and hot button issues by providing webinars to our members, but any support NSPPRA could provide on any of these topics would be greatly appreciated.

**Additional Items of Note:** SC/NSPPRA appreciates the support NSPPRA provides to our organization and we look forward to partnering with NSPPRA to begin new initiatives for our organization!

## **Tennessee Association of School Communicators (TASC)**

*Anthony Johnson, chapter president*

**Chapter Well-Being:** TASC is active, fiscally sound, and has grown by three members this year. However, TASC leadership will be sending letters to the 90+ districts across the state that are not represented in TASC to increase membership with a goal of doubling membership in 2017-2018. The current list of districts with representation has been cross-referenced with the full list of districts from the Tennessee Department of Education. TASC will use the sample letter provided by NSPRA to contact district leadership and invite directors, communications professionals, district leadership and communications designees to join our chapter.

Collaboration and support via email has been ongoing. This year, members have sought feedback on social media strategy, OCR compliance, and communication software/program/service options. Additionally, the professional network, specifically in Middle Tennessee, is strong when it comes to media relations and providing a “heads up” on investigative reports.

While the chapter is active, we need to increase engagement from West and East Tennessee. Overall, we struggle with the typical “busy professionals” issue that I sense a good chunk of chapters and professional organizations have. Leadership will continue identifying opportunities to keep consistent communication and increase chapter engagement outside of just email threads.

**Chapter Projects/Collaboration Efforts:** TASC was planning to have a full-day professional learning and collaboration meeting on Nov. 10. However, at the last minute, the host district and many of the presenters were notified that their district would be closed that day. Therefore, we have postponed our meeting and intend to reschedule for late February or early March. While this last-minute cancellation was a disappointment, we hope to be able to further strengthen the agenda for the day with this additional planning time.

**Professional Development Programs/Activities:** See item 2. Additionally, a survey was dispatched to TASC members in August seeking professional learning needs and other valuable feedback to chart the course for TASC over this school year.

**Major Chapter Issues or Concerns:** As stated in item 1, the chapter does struggle with engagement, especially in the eastern and western portions of the state. Middle Tennessee has the majority of largest districts in the state (Metro Nashville, Williamson, CMCSS, Rutherford, etc.) and most meetings and networking opportunities occur in Nashville because of its central location. While Nashville is a short drive for most districts in the middle, it can be a 3-5 hour drive for eastern and western districts. Discussions will continue on opportunities to rotate meetings or even develop regional meet ups as membership grows.

**Issues or Areas That Could Use NSPRA Regional or National Support:** See item 6. I feel like NSPRA is doing an effective job of providing articles, research, training, and support to help communications professionals with today’s challenges.

**State or Local Issues That NSPRA Should Keep an Eye On:** One of the biggest challenges in school communications in Tennessee is helping our stakeholders understand ESSA and the new

Tennessee Department of Education scoring and reporting structures. Middle Tennessee is seeing explosive growth, so many of the districts in the region are dealing with overcrowding, funding, construction, organizational changes, and the other challenges experienced with growth. Additionally, we are struggling with many of the same challenges observed across the nation: teacher shortages, bus driver shortages, the student mental health crisis, the opioid epidemic, continued concerns over school safety, OCR compliance with websites and other communications, parent and community engagement, the current political climate, and the ever-changing technology landscape.

**Additional Items of Note:** In regards to the survey mentioned in item 3, a question was posed about the chapter's name: TASC. Over 80% of respondents favored changing the chapter name to something more reflective of NSPRA, such as TNSPRA. However, this will not be further discussed or voted on until our rescheduled meeting in the spring.

We appreciate Jason's support as the Regional VP. He is quick to respond to requests for assistance and he keeps consistent communication with chapter leaders. As we continue to identify opportunities to grow, we know he will be an asset for us.

### **Mississippi School Public Relations Association (MSPRA)**

No report submitted.