



Board Meeting Minutes
October 1, 2008, 11:30 a.m. – 2:30 p.m.
Lansing, Michigan

Present: Diane Bauman, APR, Janet Roberts, APR, Tommy Cameron, Gerri Allen, Kristin Tank, Jennifer Rogers, Danelle Gittus, APR, A'Lynne Robinson, Allison Kaufman (via phone), Doug Pratt, Linda Wacyk, Michelle Ready, Alison Arnold, Dick Egli, APR, Martin Ackley, and Nancy Hawkins

Diane Bauman called the meeting to order at 11:35 a.m.

Approval of Minutes

Janet Roberts moved to accept the minutes of the September 3, 2008, MSPRA Board Meeting. Danelle Gittus seconded. Motion passed.

Diane Bauman presented a gift to Janet Roberts for her service as the Board President.

Treasurer's Report, Tommy Cameron

- There is no October report available at this time.
- Tommy Cameron moved that the board transfer \$60,000 of fund equity dollars into the working budget in order to present a balanced budget.
- Janet Roberts made the motion transfer \$60,000 of fund equity dollars into the working budget. Danelle Gittus seconded. Motion passed.
- Conference revenues and expenditures have varied greatly. The committee is taking extra efforts to save dollars. A drive-in-conference is needed to help cover expenses.
- Every committee now has a budget which will help us plan expenditures.

Special Reports

Martin Ackley, Michigan Department of Education

- MDE is working closely with Detroit Public Schools. Mike Flanagan has declared Public Act 72 which could lead to the appointment of a financial manager. This is taking a great deal of energy and focus on the part of MDE. This is not a "takeover." The board of education would be maintained. A manager would take over to pay bills and help the school pay staff. Before any of this would take place a Review Team is expected to be named next week. It would include the State Superintendent, State Treasurer, and several others and requires a consent agreement within 30 days.
- The Fall MEAP marked a change in a 30 year practice moving to a single test in a single day. MDE is working very closely with assessment staff in schools.
- The lame duck session in the next few months could be exciting. There is a bill or package by Senator Kuipers to create neighborhood schools that would allow organizations and private entities to open up schools, and would allow them to draw down from public funds
- A bill was passed last week to make changes to the high school graduation requirements. MDE supported the changes.

Jennifer Rogers, Michigan Association of School Boards

- The MASB Fall Conference is coming up October 30 – November 2, 2008. So far the turnout looks good.
- Congratulations to Janet Roberts and Huron Valley City Schools for winning the Board Visionary Award. Jennifer encouraged other schools to submit applications for this very unique award.

MSPRA Liaison Report - Linda Wacyk

- A Podcasting Event for Superintendents is coming up very soon. It is limited to 40 participants. Members of the Technology Committee may attend. Apple Computers will offer the three-hour class which will cover why a Superintendent would want to podcast and how it works. Participants will create a podcast, script, graphics, and leave with it on an ipod. \$195 registration fee includes an ipod.
- The conference postcard was mailed first class. A mailing service could have printed the item, sorted it, and put the bar code on for less.
- The MASA Server went down recently and all past e-mails were lost.
- The County Road Association contacted Linda about a collaborative effort to create a tool to assist schools and Road Commissions in the case of a school bus/snow plow accident. Kristin Tank and Gerri Allen will work this into their Message Map workshop at the MSPRA Conference.
- New Superintendents' Conference – Anita Banach presented and did a great job representing MSPRA.
- A vendor has an event for IT and communications professionals regarding content filtering, monitoring and safety. They would like to e-mail this information to all members. The board agreed this would not be appropriate as it would be a solicitation of members by and outside vendor.

Committee Reports

Professional Growth – (Accreditation) Dick Egli, APR

- A new NSPRA President has been elected.
- Daniel Pink spoke at NSPRA. He is the author of [A Whole New Mind](#). His speech may be available via an online podcast.

President's Report – Diane Bauman, APR

- At the board's request, William L. Coale, Ph. D., Superintendent of Western School District, will now serve as "Superintendent Liaison" to the MSPRA Board.
- Diane is working on finding a place for the November 12, 2008, Board Meeting to be held at 5:00 – 6:30 p.m. The Past President's Celebration Dinner will follow at 7:00 p.m.
- No board meeting on November 5, 2008. Diane will let new members know the meeting is cancelled.
- Thursday, November 13, 2008, in the evening Alec Lee offered up an exciting venue for the Anniversary Celebration. He was able to work out a very reasonable price for dinner and the event. The event will be a "Mystery Trip" to an unknown location. Alec will provide busses. We will need to let participants know how to dress. Participants will be asked to contact the registration desk if they need to drive there. We will drop clues throughout the day. We must have a starting and ending time. Tickets will be provided and there will be an option for guests to attend.
- An invitation to Past MSPRA Presidents is going out 4-weeks before the conference.

President Elect's Report – Danelle Gittus, APR

- Danelle Gittus will take on the role of MSPRA Historian.
- She has many materials to go through.
- Danelle suggested a “Member Watch” similar to what NSPRA does.

Outreach – Frank Rugeilo – No Report.

Membership & Marketing - Jennifer Rogers (MASB) & Nancy Hawkins (MSBO)

- 1,000 Media Interview Guides were printed to be distributed at MSPRA.
- The calendar was mailed to all members.
- The Membership Directory will be distributed at the conference.
- The Membership & Marketing Committee is now focusing on educational organizations
- MSPRA Memo will be released by next Tuesday. All articles must be sent to Danelle.

Professional Growth – (Conference) Allison Kaufman

- The board reviewed the final draft of the conference agenda.
- The committee is sewing up the final speakers.
- Facilitators will be needed for the conference.

Issues Management - Gerri Allen

- Information on the Dropout Prevention Leadership Summit to be held at the Lansing Center on October 20, 2008, can be found at www.midropoutsummit.org. There is positive PR hidden in this; earned media; getting in front and owning it are helpful. Communities are encouraged to send teams to help solve this problem.
- The need for a lay-person's budget guide for taxpayers was discussed. Those interested in tackling a publication should plan to meet at 10 a.m. prior to Dec. 3 meeting.
- FLU shot providers are moving into the schools.
- NSPRA – Virginia Tech provided 59 pages of written notes after the investigation was over and case was closed. Their personal notes and e-mail responses were accessed via FOIA – personal notes.
- Digital differences – Generation Y Moms use Internet to connect; Generation X Moms tend not to.
- The diversity tip sheet written for the NSPRA Award appeared as NSPRA's tip of the week.
- National punctuation day was September 24!

Technology Committee – Michelle Ready and Dick Egli, APR

- Survey – Change Administrative Staff to Administrator; Like the definitions; School Board Member, and Communications Professional first; Delete student;
- Good job; Get the survey out and the deadline will be 2 weeks. Deadline will be extended. Provide results at conference.
- Website look: More choices will be available soon for review. We will vote in the near future. There will be different variations of blue. Narrowed it down to 4. Still hoping implementation will be done by conference.

Continuing Business – None.

New Business

- Margaret Trimmer-Hartley, Superintendent of the Detroit Science Center, a science/mathematics charter school. She has funding from a WIRED grant and plans to develop online tools to help educators and parents drive students toward college. She would like to conduct focus groups in high schools throughout the state to gather information on how to message to youth on this topic. The board will get back with her to find out what specifically she is asking the MSPRA organization to provide. The board agreed that time is a hot commodity for schools and it would be difficult to free up students to participate in focus groups.

Danelle Gittus moved to adjourn the meeting. Gerri Allen supported the motion. The meeting was adjourned at 2:25 p.m.

Next Meeting:

November 12, 2008, at the Kalamazoo Radisson Hotel