

**MSRA Board Meeting
February 7, 2007
MEA Building, Lansing**

Present: Martin Ackley, Gerri Allen, Diane Bauman, APR, Mimi Bell, Tommy Cameron, Dick Egli, APR, Danelle Gittus, APR, Bob Harris, Pat Heinzman, Dianne Litzenburger, Janet Roberts, APR, Linda Wacyk

Absent: Mary Pat Benoit, Hildy Corbett, Ron Koehler, APR, Shelley Yorke Rose, Kristin Tank, Tom Vance

Bob Harris introduced Doug Pratt, the new Communications Director for MEA. He has been with MEA for the past six years.

Pat called the meeting to order at 11:30 a.m.

Minutes: Dick moved to accept the minutes as amended with name changes (Rick to Dick and Bobby to Tommy); Gerri seconded. Motion passed.

MDE Report: Martin Ackley

-MEAP scores were a positive story across the state.

-MDE, MVJ and Microsoft are launching a new product on February 8 that will provide free to every high school in the state an Online course called CareerForward.

-Great announcement by the Governor last night that she doesn't want to slash funding for schools mid year. Marty handed out her comments regarding education.

-Mike Flanagan is testifying in Washington on February 8 to the Senate Education Committee, the kick off meeting on the reauthorization of NCLB. Mike will herald the accomplishments in Michigan and some of the challenges.

-MDE has developed a number of information documents for the new High School requirements – they would like to work with local districts to find out what they are doing to share the information with parents.

-Mike Flanagan will be debuting a monthly Podcast beginning this Friday. This month's message will be on advancing technology in the classroom. You can access the Podcast from the MDE web site: www.michigan.gov/mde.

-No FOIAs have been received by the Department regarding the School Safety lists.

President's Report: Pat Heinzman

-Governor's Education Conference—discussion and action

The group reviewed the call for proposals for the 12th Annual Governor's Education Summit. Is there something that we could present at the Summit? At this point, we do not see a presentation that can be submitted for the Summit. We should review this at our Summer Retreat so that we can plan ahead for these types of presentations at various conferences.

-MSPRA Ad Hoc Conference Committee—discussion and action

Pat provided a brief update on the MSPRA Ad Hoc Conference Committee. The group has met three times and will be meeting again after today's board meeting. The group is working on this in the spirit of continuous improvement. The group is looking at overall timelines and functions in putting on the State Conference.

The Committee has also created a goal for the annual MSPRA Conference. It is the goal of the conference planning committee to design the "must attend" conference for MSPRA members and others who provide school-related communication, public relations, and marketing programs and services.

To achieve this goal, the annual MSPRA conference will offer:

-an agenda that is compelling to potential attendees at all stages of their careers and in the various roles in which they serve;

-presentations and sessions that help MSPRA members move into strategic roles within their organizations and prepare them for future opportunities;

-presentations and sessions that feature new ideas and trends, along with proven strategies and tactics;

-content leaders from diverse backgrounds; and

-a variety of learning formats.

In addition, conference planners will take into account the fiscal constraints of potential attendees.

-Bob Harris said that we should always be looking at different ways to deliver the conference information. The critical question to ask "What will our members take back from the conference?"

-NSPRA Guidebook: update - Janet Roberts, APR

Janet put together the submissions for the NSPRA Guidebook. She handed out what was submitted to NSPRA.

- MSPRA expands membership marketing to superintendents
- Increasing networks benefits MSPRA
- Raising Funds

-MASA Mid-Winter Conference-debrief – Janet Roberts, APR

Janet shared the comments regarding the Mid-Winter Conference.

-NSPRA Audio Conference

Coming up on Thursday, February 15 at 2 p.m.- Strategies for saving and creating school PR positions. Pat and Janet received an invitation to participate. Janet is not available to participate in the discussion-Pat will check to see if we can put someone else in her place. The talk is facilitated by NSPRA. \$25 administrative fee. Dianne asked that whoever participates create a white paper of the discussion. Danelle will check to see if Shelley would like to participate. Motion was made by Gerri to pay the fee for up to two members to participate, Bob seconded; motion passed.

Treasurer's Report – Tommy Cameron

Tommy handed out the MSPRA Balance Sheets for August 31, 2006 and December 31, 2006. We have two sources of revenue- member dues and the conference. The revenue raised from Conferences has been down over the last few years. Some of our expenses are down this year, for example, speakers' fees for the Conference. It was suggested that we need to create a budget for the conference committee to work with while planning the conference.

-We thought we would transfer some of our money in a different account but it does not look feasible. We will now look at putting it into a mutual fund.

-Dick moved to accept the Treasurer's Report, Danelle seconded. Motion passed.

Committee Reports

Issues Management – Shelley Yorke Rose

-No report. Shelley was not present.

-Linda brought the issue of MDE asking for MSPRA's help in creating information around the new state requirements. To what degree does MSPRA want to be involved in this process? This would be a good time to do an e-survey/list serv question of members to see what they need to help communicate the issue and what they have already done. Danelle will share this with Shelley.

Blue Ribbon – Gerri Allen

-Gerri reported on her work gathering items for the Blue Ribbon Application. An all call was put in the last MEMO with a deadline.

Professional Development – Mary Pat Benoit and Dick Egli, APR

-Mary Pat was not in attendance.

-Dick reported that the new NSPRA person who is the new liaison for the universal accreditation board member is looking for material that would help people when taking the exam. What does accreditation in public relations really mean would be a good item to get out to superintendents.

Membership and Marketing – Danelle Gittus, APR

-We are up to 218 members. Danelle is working on updating the database of members. The only members who received this directory are those who attended the fall conference. We would like to get the updated directory out to our members as soon as possible. MASA is looking into doing on-line member management that may be ready for next year. Dianne asked if we are looking at the best format/cost effective way to produce the Directory.

-MEMO – Danelle is working on the February MEMO which she hopes to have out by the end of next week.

Awards and Recognition – Mimi Bell

-Mimi is beginning to update the Contest Entry Forms. Julie Ferguson from Oakland Schools is working with her on this. The forms should be complete by April. The deadline is mid-July. Bob asked if we had a category on our forms for webcasts, podcasts, webinars? We have the category of electronic communications.

Outreach – Bob Harris

Bob reported on the Drive In Conference and shared with the Board comments from the Drive In. Danelle asked for a brief summary to be shared in MEMO. We do not know at this point if we made money on the Drive In. There were quite a few MSPRA nonmembers there.

Bob has not moved forward on the other suggestion for a Drive In Conference on Educational Funding. How to build grassroots support for fixing educational funding.

MSPRA Liaison Report – Linda Wacyk

-The communications articles in the Leader have been so good. Would there be a value in bundling communication tips and sending to other groups such as the principals groups? Columns they can use in their newsletters?

-Linda and Bob are continuing to work on the common calendar. Linda could write something for people to be able to use the calendar immediately.

-The Retreat is scheduled at the English Inn – August 16.

NSPRA Report – Ron Koehler, APR

-No report at this time; Ron was not in attendance.

Old Business

-MSPRA web site update – Tom Vance and Diane Bauman, APR

Diane reported to the Board the work that she and Tom have done in fine tuning MSPRA's web site.

New Business

-Bob Harris passed out a conference registration form for an upcoming conference called "Preparing our students for a place in the world: Internationalizing Michigan Education." There is an acclaimed speaker Yong Zhao who is one of the keynote speakers. The conference is scheduled for March 6.

The meeting adjourned at 2 p.m.