

**Michigan School Public Relations Association
Executive Board Meeting
Wednesday, January 10, 2007 • 11:30 a.m.
MEA Building, Lansing, Michigan**

Present: Martin Ackley, Gerri Allen, Diane Bauman, APR, Mary Pat Benoit, Tommy Cameron, Hildy Corbett, Dick Egli, APR, Danelle Gittus, APR, Bob Harris, Pat Heinzman, Allison Kaufman, Janet Roberts, APR, Shelley Rose, Kristen Tank, Tom Vance, Linda Wacyk

Not Present: Mimi Bell, Ron Koehler, Dianne Litzenburger

The meeting was called to order at 11:30 a.m. by Pat Heinzman.

Approval of Board Meeting Minutes - December 6, 2006

– The minutes will be changed to show Dick Egli was not present. Hildy moved to accept as amended; Bobby seconded; motion passed.

MDE Report - Martin Ackley

- Fall MEAP scores went out to schools yesterday – not to release publicly until after MDE does next week.
- To make sure the State has a vision for technology in the classroom, Supt. Flanagan created a new position at the MDE.
- The new State Board of Education member from Rochester was sworn into office on January 9.
- Funding Crisis of Schools – the public does not recognize there is a problem. Up to districts to inform the public.
- The Department will focus on student achievement – not pension, health care, etc.
- Time Magazine article – An article recently ran in Time Magazine which focused on high school innovation. Farmington High School represented Michigan as one of the high schools featured.
- The Department is working hard to increase participation in a summer meals program. Need more sponsors/more sites. A handout on this program was provided.
- Supt. Flanagan is pushing for consolidation of administrative services – more than consolidation of districts. It is up to the school districts to share all the collaboration that we have been doing in making our operations more efficient and effective.
- Twenty-two districts are in deficit spending right now. By November 15 districts send their financial information to the State. By January districts have to file a deficit elimination plan.
- Upcoming release of criminal convictions – more names on this list because all school employees are now on the list. May be released by the end of the week – possibly next week. The results will be released first to the districts, then released to media after the 10/15 day time line.

President's Report – Pat Heinzman

- Pat pointed out that we are at our six months out from our Retreat we held in August. Pat shared with the Board a list of things we should celebrate:

1. New Board members
2. Veteran Board members
3. Treasurer's position
4. Stable membership
5. Excellent Financial Standing
6. Volunteers for committees
7. Annual conference
8. Gold Medallion and Outstanding Supt. Communicator Awards
9. National reputation
10. Indiana and Windsor members
11. On-line, interactive MEMO
12. Communication Contest winners
13. Emerging Technologies Drive-In Conference
14. MSPRA monthly articles in MASA leader
15. MSPRA participation in MASA Midwinter Conference
16. Process for postings to Edusource

- 17. ListServ assistance for members
- 18. Support for one another
- 19. Gov. Education Summit – success stories – vision for Michigan’s future – success for all children
- 20. MDE updates/e-mails

- Bob Harris reported on a meeting he attended regarding the Governor’s Education Summit. Breakout sessions to focus on “Here’s how to make it work.” Perhaps we could present the same or similar presentation that we are presenting at the MASA Conference.

- NSPRA Guidebook Submissions - January 19 deadline - Send to Janet Roberts
 - . Working with other education related or pr organizations
 - . Recruiting - Janet will submit an article on how to reach out to nontraditional PR people to join MSPRA and include something about international membership. Bob Harris will write about the significance that we have representatives from other organizations sitting at the Board table.
 - . Keeping members active and involved
 - . Engaging veteran members
 - . Raising funds - Dick Egli will submit a write up on this topic
 - . Planning meetings and conferences
 - . Surveying members
 - . Developing awards and recognitions
 - . Networking with peers
 - . Developing a web site and listserv – Shelley Rose has already submitted article for submission

- Pat discussed the various NSPRA awards/scholarships and the President’s Award. There are two NSPRA Seminar Scholarships for NSPRA members –

1. Worked in PR less than three years – never attended seminar
2. Ethnic minority scholarship

Bob Harris mentioned that some Boards have a minority representative on the Board. The Board will think about this as an option.

-Committee Volunteers Update

- Shelley Rose got the ball rolling with a letter out to volunteers to her committee.

- Doug Pratt replaced Margaret Trimer-Hartley. Margaret is heading up a new charter high school. Bob will invite him to our next meeting which is to be held at the MEA.

Treasurer’s Report – Tommy Cameron

- MSPRA will be moving \$50,000 from the checking account into a money market account in the same bank where the money will earn interest.
- The Fund Equity Committee will meet an hour before the next three Board meetings.
- Tommy distributed the MSPRA balance sheet and the breakdown of conference expenses.

Outreach – Bob Harris

- Excited about upcoming workshop on Friday – emerging technologies.
- An idea was discussed for an upcoming drive-in workshop: Educational Funding. A response to Governor’s budget talk. What are the facts and what it means to schools. We need to set up meeting with MASA to develop a consistent message regarding the Governor’s talk. The Outreach Committee will work on this.

Issues Management – Shelley Rose

- Shelley recruited a couple of volunteers for her committee from her letters.
- She had no other report at this time.

Blue Ribbon – Gerri Allen

- Gerri has begun collecting items for the Blue Ribbon submission which is usually due in May.
- Gerri reminded the Board to provide to her what presentations they have done.

Professional Development – Mary Pat Benoit and Dick Egli

- One new person on the Conference Committee
- MSPRA received a thank you from the Thomas Edison Inn for holding the Conference there.
- Accreditation Exam
Dick Egli sat in on two exams. The exam focuses on knowledge, skills and abilities. We have about 11 accredited members.

Membership & Marketing – Danelle Gittus

- Danelle distributed the current database of members. We now have 217 members; three new ones since the last meeting.
- The Marketing Committee met this morning.
- MEMO will be sent out monthly – member spotlight – scenario replays – Jennifer Rogers will work on this
- Committees – Marketing would like to collect who has been on what committees – will be added to the checklist
- Went through all the forms used to recruit members – need to be made consistent – will also ask for APR, other Accreditation, advance degrees, etc. of members.
- Recruiting new members – target for next year will be students.

Awards & Recognition – Mimi Bell

- No report - not in attendance.

MSPRA Liaison Report – Linda Wacyk

- No report

Old Business

- MSPRA web site update will be done next month.
- PLEASE NOTE: Due to Spring Breaks, there will be no April Board meeting
- August 16 – Thursday – tentative Retreat Day
- November 2008 – 30th anniversary of MSPRA – 1978 incorporation. What shall we do special at the conference?

Dick Egli moved to adjourn at 2:20 p.m., Bob Harris seconded, motion passed.