

Michigan School Public Relations Association
Executive Board
March 7, 2007
MELG Building (MASA) Lansing, MI

Present: Heinzman, Allen, Cameron, Corbett, Gittus, Rose, Bell, Harris, Roberts, Benoit, Egli, Tank, Koehler, Wacyk, Ackley

Absent: Bauman, Litzenburger, Vance

Call to Order: 11:30 a.m. by President Heinzman

Minutes of February 7, 2006 meeting

Revisions noted: MSPRA August retreat one-day only—August 16

Moved by Harris, supported by Benoit

Ayes: All; Opposed: None

MDE Report – Martin Ackley

1. Michigan Merit Exam begins next Tuesday. There has been a bit of media interest in that. Jim Ballard was quoted in MIRS today to prepare people that this year's scores will be lower than in the past because of ACT.
2. U.S. Chamber of Commerce "Leaders and Laggards" state-by-state national Report Card on Feb. 28. Michigan came in at the middle of the pack with a grade of C. MDE comment: "This is another national report that shows where Michigan has been, not where it's heading."
3. Mike Flanagan has been doing radio interviews around the state for the past three weeks, promoting the need to prevent a mid-year cut in school funding. He supports the Governor's Two-Penny Plan but adds that he would support any other plan that is developed that will prevent a mid-year cut and provide a stable funding source for schools. He discusses the message of Investment and Innovation in this month's Podcast at www.michigan.gov/mde.
4. A major statewide effort, spearheaded by MASA, MASB, MSBO, and Middle Cities to persuade legislators to prevent a mid-year cut in funding and provide a long-term stable funding source for schools. Weekly updates to MDE. Locally-generated letters to the editor, OpEds, interviews. Need to get solid responses from legislators.
5. Upon the recommendation of MF, the MEAP Technical Advisory Committee will be discussing changing the labels of proficiency for the MEAP results—eliminating the "apprentice" label. Going from: Exceeded the Standard; Met the Standard; Basic; apprentice....to: Advanced; Proficient; Basic; Below Basic.
6. MDE pushing info on Early College credit; also has customizable versions of the MMC parent guide available on the MDE High School web page.
7. Members asked MDE to consider giving schools credit for cross-district collaborations, in addition to consolidation of services through their ISDs, as being currently proposed. These collaborations could be reported through the ISD, but not managed by them, necessarily. Bottom line should be saving money and showing it.
8. Ron Koehler described Kent ISD's efforts to provide local districts with ACT 3rd test for career readiness. It involves pretest, and optional online curriculum and exams so kids can graduate with a career readiness certificate. Two reasons cited: 1) identify

and remediate kids with low skills and 2) put kids into ACT data pool of certificate holders (economic development tool.)

Misc. discussion

Briefly discussed how to move forward on suggestions to submit content to other organizations. Subcommittee will review past articles for MASA and make suggestions for fit and adaptability to other audiences.

NSPRA Mideast Region Report – Ron Koehler

Ron K. reminded people about NSPRA conference in July. A quick poll showed about 7 MSPRA board members will attend. We should get some sense of how many members will be attending so we can plan a Michigan event. Early applications are “remarkably” up. Two potential drivers: 1) greater recognition of its importance; 2) greater need to get new people up to speed quickly.

Complimented MSPRA’s quarterly report, prepared by P. Heinzman.

Reported that NSPRA has paid off its mortgage, marking the end of a severe financial setback.

President’s Report– Pat Heinzman

Conference ad hoc committee

Presented final report and thanked the committee. We now have outlined a consistent structure for planning and execution of various components of the conference. Will be used to guide each year’s conference committee. Still allows for flexibility.

Discussed whether or not sponsors will be invited to participate in 2007 conference.

Moved to support and accept the concept of sponsorships as an institutionalized part of our conference-planning structure, with recommendations expected from conference committee on details. (1) Egli; (2) Harris. Ayes: 13; Nays: 0

Nominating Committee

2 positions open: secretary and president elect. Pat will get something out to members to invite nominations.

Bylaws revisions

Some inconsistencies arose in relation to the nominating process. Gerri offered to share NSPRA guidelines that we might model. Gerri, Mimi, and Bob agreed to look at possible options.

NSPRA Audio Conference

Pat shared minutes from conference held 2.15.07. participants agreed Michigan is keeping pace with and in some cases exceeding the activities going on across the nation. Explored whether or not MSPRA/NSPRA accurately describes our role as communicators/strategic planners. Pat suggested each committee study the recommended actions to see which ones fit within their work.

Treasurer's Report—Tommy Cameron

Financial report distributed: We will struggle to stay in the black for this year. Drive-In conference made a profit of approximately \$600. May want to look at repeating in other locations.

Motion to accept report: (1) Harris; (2) Corbett

Ayes: 13; Opposed: 0

Passed resolution to designate Linda Wacyk and Tommy Cameron as authorized signers of the new money market account with Vanguard, and to make electronic transfers between National City and Vanguard. Also Board authorized the transfer of \$45,000 to the interest bearing (Vanguard) account, keeping a balance of approximately \$7,500 in the National City checking account.

(1) Egli; (2) Allen. Ayes: 13; Nays 0

Reported that the Fund Equity Committee continues to meet and is working on draft guidelines. Will meet again in May.

Committee Reports

Blue Ribbon—Gerri Allen

Urged members to continue sending data, reports, documents that will support our Blue Ribbon application.

We have a regional Vice President slot opening up when Ron's term expires. If anyone knows anyone interested, let Gerri know. (Michigan cannot succeed itself.)

Washtenaw ISD has prepared a presentation on the state's fiscal problems. Can be customized as needed and is available on the WISD site so MSPRA members can adapt it.

Professional Development, Conference – Mary Pat Benoit

Kristin presented a report on conference committee activities so far. Suggested possible themes, sessions and keynote topics and asked members for feedback.

Accreditation – Dick Egli

Announced there will be an online session through PRSA and a session at the Phoenix conference for members seeking APR.

Membership and Marketing – Danielle Gittus

One new member this month. Seeking feedback on the MEMO. Committee members like the new format: "Getting better all the time."

Awards and Recognition – Mimi Bell

Improvements have been added to the entry forms. They will make it easier in the technology areas. There will be new categories related to emerging technologies. Forms will go out in late April.

Outreach – Bob Harris

There has been no response to the MEMO request for feedback regarding interest in future sessions of the “Emerging Technologies” drive-in. Suggested we set up another on the west or east side of the state.

Issues Management – Shelley York Rose

Distributed a summary report of recent Listserv activities. She will check with those on the document to see if they are ok with having their feedback posted on Edusource. We should add a disclaimer to the document that will prevent giving an implied endorsement to members’ suggestions or to any product/business mentioned.

MDE has invited MSPRA to be involved in preparing a communications “toolkit” to assist school communicators around the changes to high school curriculum and graduation requirements. The board decided they would not be interested in doing any work on the project, but would agree to survey members via the listserv to ask what members have currently that they would be willing to share. If the MDE would like us to do anything other than gather existing publications for the toolkit, we would entertain the idea of doing this for a fee and perhaps engaging the expertise of some of our independent contractors who sit on the board and/or are MSPRA members, to assemble and polish the toolkit for them

MSPRA Liaison– Linda Wacyk

MASA will have a display table at the Governor’s Summit. We will share it with Michigan ASCD and will be willing to include(partial) MSPRA display on our board at no cost.

Old Business

None.

New Business

Kristin Tank shared the MSBO Fund Equity Talking Points and suggested we invite Lisa Bond Brewer, Director of Communications for MSBO, to come in and talk about communication link with school business officials.

Gerri suggested doing the same with Jennifer Rogers of MASB.

Follow up and Assignments

None

Moved to Adjourn

(1) Egli (2) Bell

Ayes: 13; Opposed: 0

Meeting adjourned at 2:45 p.m.

Next meeting: May 2, 2007, 11:30-2:30 at MASA

Respectfully submitted by Linda Wacyk & Bob Harris