

MSPRA Board Meeting Minutes

May 15, 2008

11:30 a.m. – 2:30 p.m.

MASB, Lansing, Michigan

Present: Diane Bauman, APR, Gerri Allen, Michelle Ready, Kristin Tank, Linda Wacyk, Anita Banach, Jennifer Rogers, Frank Ruggirello, Jr., Janet Roberts, APR, Danelle Gittus, APR, and Tommy Cameron

Janet Roberts called the meeting to order at 11:56 a.m.

April 3, 2008, Meeting Minutes

Correction made to the spelling of Diane Bauman's first name and a mistaken APR designation for Gerri Allen. Danelle Gittus moved to accept the minutes with corrections. Diane Bauman seconded.

Motion passed.

Special Reports

Martin Ackley, Michigan Department of Education (Not Present)

Jennifer Rogers, Michigan Association of School Boards

- Jennifer noted that MASB is focusing its efforts on getting new board members up to speed.
- May 27, 2008, MASB is offering its joint legislative conference and is making it the first ever paperless conference to go with the green movement. Participants will receive jump drives loaded with the reference materials and resources and documents are available online.

President's Report – Janet Roberts, APR

- Janet distributed a "Proposed 2008-09 MSPRA Executive Board Composition" document.
- The board discussed extending an invitation to a northern Michigan superintendent or board member.
- Janet recommended that Steve Wasko of Detroit Public Schools be invited to join the board as an at-large member. Janet also recommended that Anita Banach serve another 3 year term. Doug Pratt may join the board as well.
- Frank Ruggirello was asked to serve on the Outreach Committee. One of the duties would include promoting the use of the newly developed interagency calendar.
- Jennifer Rogers was asked to chair the Membership and Marketing Committee and a co-chair could be found to assist her.

President Elect's Report – Diane Bauman, APR

The Board determined that the retreat dates would be Tuesday, August 19, 2008, and Wednesday, August 20, 2008. The retreat will be held at the English Inn in Eaton Rapids as in past years and will include the award judging on Tuesday for those board members who volunteer to serve in this way. Linda will check facility availability. Diane asked for topics that should be covered at the retreat. The board suggested the following: How often we meet as an MSPRA Chapter (many other chapters do not meet monthly), Awards Process Feedback,

Budgets – Committees, Membership and Membership Survey, Strategic Plan, Conference and Anniversary Planning, and Outreach.

Treasurer's Report – Tommy Cameron

- Revenues are up, but expenses are way up.
- MSPRA has lost \$10,000 in both of the past two years. The fund equity of \$64,000 covers this loss.
- Revenues are up as we are earning more interest; special projects like MiPhy have generated income; membership has increased; there was an increase in registrations for the annual conference although there were no sponsorship dollars coming in.
- Expenses for conference related items like meals, speakers, and fees went up
- MSPRA lost dollars on the Communications Contest in 2007 due to mailing costs and dinner provided to judges. The board discussed a paperless application for 2009 and targeting electronic marketing to likely contest participants.
- Tommy proposed that the projects of each committee need to pay for themselves by committee. That would allow members to pay for administrative fees.
- Tommy asked that we review his proposed budget for 2008-09 to determine if this is feasible. The proposed budget is based on an assumption that more people will attend the conference.
- Tommy also proposed a \$20 membership fee.
- Now that MSPRA has adopted a new way to budget, we can now compare budget figures by year.
- Gerri moved to approve the MSPRA budget for September through April. Tommy approved. Motion passed.

Membership & Marketing - Danelle Gittus, APR and Jennifer Rogers

- The committee is putting the Marketing Plan in place for membership and marketing.
- They are researching how many members we have, who is missing, and are targeting education associations.
- The committee is moving forward to invite students from colleges in the Kalamazoo area to the conference; some college students are gone until fall. MSPRA may ask if students have thought of interning at a local school district. This could be a good source for unpaid interns.
- The committee is trying to come up with dollar figure to convey the value of MSPRA membership for marketing purposes.
- Danelle will be working on the MSPRA Memo next week and asked for items. So far she will include awards, first time MSPRA participants, green schools, common calendar, conference, grad cohort stuff, plugging the new web site, job postings for PR, and include a link to the completed Blue Ribbon application.

Committee Reports

Professional Growth - (Conference) Kristin Tank reported for Allison Kaufman

- The Conference Committee asked that the board approve an honorarium for Janice Brown in the amount of \$500 for presenting at the November MSPRA Pre-Conference. Diane moved; Gerri seconded. Motion passed. (Janice Brown is also presenting June 26 and 27, 2008, at the Promise Net Conference in Kalamazoo)

Accreditation - Dick Egli, APR (Not Present)

Awards & Recognition – Hildy Corbett (Not Present)

- The nomination brochure for the Communications Contest is being printed and we should see it soon.

Outreach (No Report)

Blue Ribbon - Gerri Allen

- The application for the NSPRA Blue Ribbon Award is in the mail. This is the final year for this award. Gerri will provide official thanks in the form of a gift card to her administrative assistant from the Board.

Issues Management - Gerri Allen .

- There is still an issue that folks are responding to the whole listserve instead of to the individual.
- Two recent listserve issues involved putting board member names on letterhead and townships/local government collaboration
- NSPRA topics have included elementary students and sexual harassment; Newsweek was sent a letter from Superintendents asking them to stop ranking schools.
- Other hot topics include student violence and video postings online; photographing student fights and sharing with others; exploiting others as bullying. This would make a great session at the conference.
- Linda shared that Charles Panes does a great keynote on “The nexes between school districts and electronic media and where boundaries have been drawn by law.”
- Cyberbullying and violence – this would be a great conversation as part of the conference; demand of parents; media – what can you do; talk about it in a way that everyone understands; we expect it would attract small school Superintendents.
- Frank could present a break-out session on what happens when a student murders another student. He will invite law enforcement to talk too about the role of the police liaison officer or law enforcement. What things can you do? Should you grant permission to interview students on campus? How do you deal with the internal crisis after the murder, and how to know when you need outside help will also be covered. Frank has experience training administrators in how to manage the media.
- Police Chief Conference – Perhaps MSPRA should present a session at their annual conference?
- Other NSPRA hot topics include attempted kidnappings at bus stops, the 25th Anniversary of a Nation at Risk, and natural disasters.
- Gerri mentioned there is a newly published book from NSPRA called “Why should anyone listen to you?”
- Possible hot topic for the conference would be about the changes and demise of print media; some papers are now charging for good news to be reported. How does this affect our work? What does this mean to families that cannot access news online. Schools must establish strong relationships with parents so that school news is credible.

Technology Committee – Michelle Ready and Dick Egli, APR

- Michelle distributed a list of sample survey questions.
- The committee met last month and looked into options. They brought together pieces and determined they really need to ask the members some specific questions. Michelle asked

the board to approve a technology survey and distributed sample questions. This will answer the question about what format member services should be offered in.

- At the annual conference perhaps one topic could be done in a webinar/podcast format. Would NSPRA offer something during the conference? Dick Egli has an archived presentation on APR Certification. It would be simpler to find one that is offered at the time that is needed for the conference.
- If a person provided the content and ideas, MSPRA could partner with MIEM to create and distribute webinars to members. The committee is looking at purchasing an on-demand session that would allow items to be archived. Perhaps a small fee would be charged. The bottom line needs to be to build membership.
- Tommy Cameron moved that the technology survey be given to all members. Diane seconded. Motion passed.
- MSPRA is ready to move forward on the website upgrades with James. The committee will select three options for the template and then the board will approve. Board members were asked to take a look at the current website and e-mail Michelle any functions or content that should be added to the website. Michelle will send a document to all board members. There will be a connection on the new MSPRA website to any discussion threads on the MSPRA Group website. Michelle will be e-mailing copies of the g-mail and Google group directions to all board members.

MSPRA Liaison Report - Linda Wacyk

- Superintendent's membership renewal letter needs a brochure to be inserted inside.
- Lisa Bond-Brewer was replaced with Nancy Hawkins. Nancy is a MSPRA member and has a background in public relations work for other entities. She will be invited to present at the MSPRA board meetings.
- Jayne Johnson will present a newsletter session for the MIEM Conference on Friday morning. Kim McKullopp will present on communicating to a diverse audience. MIEM would still like to have someone present on the 4-year graduation cohort on Thursday or Friday. (The MIEM conference is the same date as the MSPRA conference)
- The Michigan Association of Pupil Transportation contacted Anita and she will assist them in planning a drive-in conference. They are meeting on May 21, 2008.

Continuing Business

None.

New Business

Huron Valley Schools is looking for a full-time studio manager.

Janet Roberts adjourned the meeting at 2:50 p.m.

Next Meeting: Wednesday, June 4, 2008, at MASB