

# 2020 State of the Chapter Report

## A Year of Heroic Efforts, Strength and Resilience!

We know this has been a unique year...but MSPRA is dedicated to keeping our members informed, focused and ready to serve no matter what comes our way. This year, MSPRA chose three goals to emphasize and offer the support we all need to not only survive, but thrive during a year of pandemic learning. MSPRA Board and Committee members focused on tangibles such as resources and toolkits, relationship-building with state agencies to keep us well-informed and poised to act, all built on a foundation of our values of inclusion and equity.

The 2020-21 Annual Report provides you with a summary of our work and offers an opportunity to celebrate our achievements. Thanks to all of our Board and Committee members who have worked tirelessly to support our members. And we offer our humble gratitude to all of our members who have supported MSPRA and taken advantage of the resources, networking and professional development opportunities over the last year!

### Chapter Awards/Recognition

- For the 11th consecutive year, MSPRA was awarded Exemplary Chapter status by the National School Public Relations Association (NSPRA).
- For the third year in a row, MSPRA earned two NSPRA Mark of Distinction Awards; Collaboration and Year-Round Professional Development.
- Our Chapter was recognized nationally for our COVID-19 Toolkit work. As a result, NJSPRA invited two members, Ashley Kryscynski and Michelle Karpinski, to present at their Annual Conference in February.
- MSPRA member Tom Gould and MSPRA President Karen Heath presented at NSPRA's virtual National Seminar: You've Got This! How to Build a Successful Communication Program. They subsequently produced a 750-word article entitled "Tips to Build a Successful (and Respected) School Communication Program for the NSPRA Gold Standard Column to be published later this year.

### Resources and Relationships

- The MSPRA Minute has now aligned with our member Facebook page for added engagement and updated information for members. MSPRA Board members have been highlighted through the Minute to offer a more personal connection with members across our state. We look forward to building on these features in the coming months!
- MSPRA continues to meet with state communication professionals to keep us informed and ready to serve the greater community when needed. State communicators joined MSPRA Board members in October and will do so again in June to keep our connection strong.
- MSPRA continues to collaborate with NSPRA to offer special membership opportunities and dual membership discounts.

### Collaboration

During this year, MSPRA:

- Authored the Toolkit for Communicating about Returning to School during the Pandemic that was widely shared across our state and received national attention through NSPRA. Prior to its release, the Michigan Department of

Education (MDE), the Michigan Department of Health and Human Services (MDHHS), the Michigan Association of Superintendents and Administrators (MASA) and the Michigan Association of Intermediate School Administrators (MAISA) reviewed the toolkit at MSPRA's request.

- Supported MASA around inquiries related to student count during the pandemic.
- Continued collaboration with the MDE Way of Work committee, offering expert communication support.

### Professional Development

- Just after school buildings closed in the spring of 2020 due to COVID-19, MSPRA came to the rescue to help school communicators with its first-ever Idea Hour focusing on "Celebrating End-of-the-Year Traditions" in a Non-traditional Time. The event was such a success that a second event was hosted on June 9 called "Back to School: The Key Questions You Need to Ask." These no-cost events spurred conversations and helped members reinvent traditional school experiences during a very uncertain time.
- On Wednesday, October 14, MSPRA offered at no cost, the virtual webinar "Growing Yourself -- Mindfulness and Growing in your Profession." The session provided information about MSPRA for members and featured members who have had success in part due to their involvement with MSPRA. Counselor and Restorative Practices Coach Gregorio Cognito led the mindfulness session, offering our members a chance to breathe and focus on themselves.
- On November 19 and 20, MSPRA featured two virtual offerings: "Continuing Diversity, Equity and Inclusion Work" and "How to Produce Great Videos." Additionally, we provided our members with a post-election legislative update and structured opportunities to interact with each other. Survey evaluations found the sessions to be incredibly timely and valuable.
- On March 11 and 12 we are offering our first-ever virtual Annual Conference. We exceeded our registration goal and are looking forward to the conference evaluation results.

## **We are Proud to Serve You!**

### **Board Officers**

Anne Cron, APR, President  
Birmingham Public Schools

Holly McCaw, President-Elect  
Otsego Public Schools

Ashley Kryscynski, Secretary  
Washtenaw ISD

Michelle Karpinski, Treasurer  
Portage Public Schools

Karen Heath, Past-President  
Berrien RESA

### **At Large Members**

Dick Egli, APR  
Egli & Associates

Keely Baribeau  
Port Huron Schools

Lori Grein  
Rochester Community Schools

Tom Scheidel  
Allegan Area ESA

Kristin Tank  
Muskegon Area ISD

### **Standing Committees**

Andrew Munson  
Awards/Recognition  
Lenawee ISD

Rebecca Fannon  
Marketing  
Grosse Pointe Community Schools

Kyle Gilbert  
Marketing  
Oakridge Public Schools

Gail Fox  
Professional Development  
Berrien Springs Public Schools

Michelle Ready  
Technology  
Ottawa Area ISD

Executive Director  
Gerri Allen

## **Operations**

During this year, MSPRA:

- Implemented an Institutional Membership providing opportunities for more school professionals to gain benefits from MSPRA services and resources.
- Welcomed three new Standing Committee Chairs to the Board: Andrew Munson, Rebecca Fannon and Kyle Gilbert.
- Updated all materials with new branding for MSPRA, creating an updated look and feel for the association following our 60th anniversary.
- Updated our bylaws to redefine our membership year to align with the Michigan school fiscal year.

## **Member Award Winners**

### **NSPRA**

- Tom Scheidel was recognized as a Learning and Liberty Legacy Leader.
- We successfully nominated two MSPRA members to NSPRA's 35 Under 35 Class of 2020-21: Ashley Kryscynski and Andrew Munson.

## **Training Others**

MSPRA members served as guest speakers at various conferences including: Michigan Leadership Institute, Superintendent Preparation Academy and NJSPRA Annual Conference.

## **Membership and Finances**

Total Current Members: **184**

Total Income (9/1/2019-8/31/2020): **\$40,825.00**

Total Expenses (9/1/2019-8/31/2020): **\$64,994.58**

Bank Balance as of 8/31/2020: **\$79,027.24**

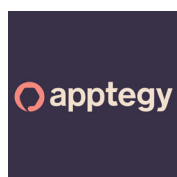
*The MSPRA fiscal year is September 1 through August 31.*

## **Looking Ahead!**

As we move into a new time post-pandemic, our members will continue to benefit from the resources and relationships MSPRA provides. Look for:

- The latest in best practices around post-pandemic communication in professional development offerings.
- Mental health and wellness breaks to keep you on your game and serving your community at your best!

## **Thank you for investing in us!**



**Coming soon! Be sure to look for more information about MSPRA's June Drive-In Conference!**