

2022-23 Annual Report

The 2022-23 Annual Report provides you with a summary of our work and offers an opportunity to celebrate our achievements. Thanks to all of our board, committee and task force 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!

MSPRA At-a-Glance

- 230 members strong
- 15-member MSPRA Board; 3 committees; 1 task force
- Executive Director to lead organization
- Second oldest chapter within the National School Public Relations Association (NSPRA)

Financials*

- Total Income (9/1/2021 - 8/31/2022): \$68,355
- Total Expenses (9/1/2021 - 8/31/2022): \$58,017
- Bank Balance as of 8/31/2022: \$90,933

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

Highlights in 2022-23

- Diversity, Equity and Inclusion Task Force developed a long-term implementation and learning plan for MSPRA members.
- Awarded our first \$500 scholarship encouraging members to earn their Accreditation in Public Relations (APR) in honor of long-time board member Dick Egli, APR.
- Supported a member-initiated weekly study group focused on earning the APR.
- Assembled a financial subcommittee to explore investment options for long-term stability and sustainability.
- Established regional representatives to provide additional professional development and networking opportunities in the future.
- Continue to support our members with key information, template letters, resources and tips in the weekly MSPRA Minute.
- Awards and Recognition Committee designed an expanded awards program to further showcase our members' excellent work in communication; this will begin in spring 2023.

Chapter Awards/Recognition

MSPRA presented three districts with Gold Medallion awards for exemplary work on special projects or campaigns

- Detroit Public Schools
- Kalamazoo Public Schools
- Oakland Schools

MSPRA awarded two outstanding communicator awards:

- Dr. Dedrick Martin, Caledonia Schools Superintendent, received the Superintendent Communicator of the Year award.
- Ashley Kryscynski, Communications and Public Relations Specialist, Washtenaw Intermediate School District, received the Gerri Allen Outstanding School Communicator of the Year award.

For the 13th year in a row, MSPRA earned the National School Public Relations Association (NSPRA) Mark of Distinction Award for Professional Development. This award recognizes the efforts to strengthen the skills of our members through a variety of professional development opportunities.

For the 5th year in a row, MSPRA has earned the NSPRA Mark of Distinction Award for Collaboration, recognizing the relationships we have built and the work we do with other educational organizations in Michigan.

MSPRA Board member, Tom Scheidel, APR, was recognized at the NSPRA National Seminar in July 2022 in Chicago for earning his APR certification.

Professional Development

Summer 2022

- In June, we held a day-long drive-in session on three important topics titled: "Conduct a School Communications Audit", "Customer Service: Leaning in to Make a Difference" and "HR+Communication = Power-Packed Collaboration".
- In July, we hosted a virtual gathering titled "Lessons Learned at NSPRA". This offered a time for seminar attendees, and interested MSPRA members, to learn what others found helpful during this conference.

- In August, we hosted an Idea Hour titled “Building a Key Communicators Network” where attendees learned a new way to connect with their community.

Fall 2022

- We held our annual Fall Drive-In Conference in October 2022 entitled “All Things Social Media” with national school social media expert Andrea Gribble. We had more than 60 in-person participants learning about tackling tough issues, building a social media report card, creating Instagram Reels and learning what works best to improve engagement.

Spring 2023

- Hosted our largest annual conference in recent memory with 112 attendees in March.

Summer 2023

- Mark your calendars for June 28, 2023, for our Summer Drive-In in Lansing.

Resources and Relationships

- MSPRA has a representative on the Michigan Department of Education’s Way of Work team, offering expert communication support.
- MSPRA held a virtual lunch with our partners in education: the Michigan Department of Education, Michigan Association of Superintendents and Administrators, Michigan School Business Officials, Michigan Association of Intermediate School Administrators, the Michigan Association of Secondary School Principals, and the Michigan Association for Career and Technical Education. These recurring meetings provide an opportunity for our organizations to discuss current challenges, changes in members’ needs, what we see as our top communication priorities in the coming year, and ways we can all support each other in our communication.
- MSPRA leaders attended the 2nd annual NSPRA Presidents Summit in February 2023 in Chicago. This event helped strengthen ties between the national and state chapters, provided professional development on strengthening members and membership within our chapters, and cultivated networking opportunities that provide each chapter with additional program ideas, tools, and tactics.
- MSPRA continues to collaborate with NSPRA to offer special membership opportunities.

Operations

We revised our bylaws to update our terms of service for the office of President and President-Elect from one to two years. This change falls more in line with terms of other chapters and helps to streamline leadership for the organization.

Looking Ahead!

We are here for you! We are proud of our member focus and efforts to provide you with timely and relevant resources, knowledge and support.

We are proud to serve you!

Executive Director
Gerri Allen

Board Officers

Holly McCaw, APR, President
Otsego Public Schools

Tom Gould, President-Elect
Howell Public Schools

Ashley Kryscynski, Secretary
Washtenaw ISD

Michelle Karpinski, Treasurer
Portage Public Schools

Karen Heath, Past-President
Berrien RESA

At-Large Members

Kelly Allen
Clarkston Community Schools

Keely Baribeau
Port Huron Schools

Dick Egli, APR
Egli & Associates

Lori Grein
Rochester Community Schools

Michelle Ready
Ottawa Area ISD

Tom Scheidel, APR
Allegan Area ESA

Standing Committees

Rebecca Fannon
Marketing/Membership
Grosse Pointe Community Schools

Kyle Gilbert
Marketing/Membership
Forest Hills Public Schools

Gail Fox
Professional Development
Berrien Springs Public Schools

Andrew Munson
Awards/Recognition
Lenawee ISD