



2024-2025 Annual Report

The 2024-25 Annual Report showcases the achievements and impact of our association while recognizing the dedication of our board, committees, and task force members. Their steadfast commitment has been essential in supporting our community of members. We sincerely appreciate every member who has engaged with MSPRA, making the most of our valuable resources, networking connections, and professional development opportunities throughout the year.

MSPRA At-A-Glance

- 219 members
- 17-member MSPRA Board; 3 committees and one task force
- Executive Director to lead the organization
- Second oldest active chapter of the National School Public Relations Association (NSPRA)

Financials*

- Total Income (9/1/2023 - 8/31/2024): \$102,800
- Total Expenses (9/1/2023 - 8/31/2024): \$93,031
- Bank Balance as of 8/31/2024: \$76,515, a 15% increase from the previous year

*MSPRA fiscal year is September 1 through August 31.

Highlights in 2024-25

- The Diversity, Equity, and Inclusion Task Force continues to make significant progress, achieving key milestones in its ongoing efforts through dedicated initiatives and strategic actions.
- Supported members pursuing their APR.
- Increased sponsorship revenues significantly, strengthening the chapter's financial health.
- Quarterly Regional Meetings planned by the Marketing and Membership Committee strengthened relationships across the state and chapter
- Launched the inaugural Take a Breath with MSPRA virtual meeting to kick off the new school year.
- Added additional free, virtual lunch and learn programs throughout the year.
- Continued to support our members with key information, template letters, resources and tips in the weekly MSPRA Minute.
- Welcomed three new board members, increasing regional representation on the board.
- Reviewed and adjusted the chapter's strategic plan to ensure the continued strength and growth of the chapter.
- Implemented a strategic Financial Investment Plan to support long-term chapter growth and stability.

Chapter Awards/Recognition

MSPRA presented two school districts with Gold Medallion awards for exemplary work on special projects or campaigns:

- Berkley Schools
- Rochester Community School District.

MSPRA awarded two outstanding communicator awards:

- Dr. Shawn Ryan, Clarkston Community Schools Superintendent, received the Superintendent Communicator of the Year award.
- Tim McAvoy, Director of School and Community Relations, Utica Community Schools, received the Gerri Allen Outstanding School Communicator of the Year award.

The Awards Committee's Excellence Award program featured 10 categories and awarded 28 Excellence Awards and 52 Merit Awards.

For the 15th year, MSPRA earned the National School Public Relations Association (NSPRA) Mark of Distinction Award for Professional Development.

This award recognizes the efforts to strengthen our members' skills through various professional development opportunities.



Operations

- Continued improving processes and procedures to ensure efficient and effective Chapter operations.
- Added a Chapter Communications position on the Board to strengthen and streamline communication efforts.

Professional Development

Summer 2024

- In June, we held a day-long Drive-in Conference on two important topics: “Leveling Up Your District’s Media Relations” and “Leveraging Paid, Earned, Owned and Shared Media for School Communication.”
- In August and September we hosted several Lunch and Learns.

Fall 2024

- We held our annual Fall Drive-In Conference in October 2024, “ADA Compliance and Connecting with Your Entire Community.”

Spring 2025

- This March, we are hosting our largest Annual Conference in recent memory, bringing together 136 attendees, including registrants, speakers, and sponsors. This milestone event is fostering meaningful connections, insightful discussions, and valuable professional development opportunities for all participants.
- Additional Regional Meetings and Lunch and Learns planned.

Summer 2025

- Mark your calendars for June 25, 2025, for our Summer Drive-in Conference in Lansing.

Resources and Relationships

- MSPRA hosted a luncheon with our valued partners in education, including the Michigan Department of Education, the Michigan Department of Lifelong Education, Advancement and Potential, the Michigan Association of Superintendents and Administrators, the Michigan School Business Officials, the Michigan Association of Intermediate School Administrators, and the Michigan Association of Secondary School Principals. These recurring meetings serve as a vital forum for discussing current challenges, evolving member needs, and our top communication priorities for the year ahead. They also strengthen collaboration among our organizations, ensuring we work together to enhance communication efforts across Michigan’s educational landscape.
- In February 2025, MSPRA leaders attended the 4th Annual NSPRA Presidents Summit in Phoenix, AZ, joining 70 school public relations association leaders from across the nation. This sponsor-supported event strengthened the connection between our national and state chapters while expanding our professional perspectives on member engagement and chapter growth. Throughout the Summit, we shared innovative program ideas, explored cutting-edge tools, and discussed strategic approaches with our counterparts, equipping MSPRA with valuable insights to enhance our impact. Additionally, MSPRA co-led a roundtable discussion with Karen Heath, NSPRA Mid-East Region Vice President, focusing on effective board management and relationship-building, highlighting the work of our Chapter.
- MSPRA continues to collaborate with NSPRA to offer special membership opportunities.

Looking Ahead

We are here for you! We are proud of our member-focused approach and efforts to provide you with timely and relevant resources, knowledge and support. Contact us at mspraboard@gmail.com.

Proudly Serving You!

Executive Director

Gerri Allen

Board Officers

Tom Gould, APR, President
Howell Public Schools

Kelly Allen, APR, President-Elect
Clarkston Community Schools

Sara Parkinson, APR, Secretary
Ingham ISD

Michelle Karpinski, Treasurer
Portage Public Schools

Holly McCaw, APR, Past-President
Otsego Public Schools

At-Large Members

Dick Egli, APR
Egli & Associates

John Ellsworth
Grand Ledge Public Schools

Gail Fox
Berrien Springs Public Schools

Heather Jewell
Northwest Education Services

Jessica Stilger, APR
Berkley Schools

Standing Committees

Rebecca Fannon
Membership & Marketing Co-Chair
West Bloomfield School District

Zach Harig
Sponsorship Chair
Hamilton Community Schools

Ashley Kryscynski
DEI Task Force Co-Chair
Washtenaw ISD

Andrew Munson, APR
Awards/Recognition
Washtenaw ISD

Tom Scheidel, APR
DEI Task Force Co-Chair

George Sipple
Professional Development
Novi Community Schools