



Advancing education through responsible communication

## March 2016 SNAPSHOT – *A Quick Overview for Our Members*

### Membership

150

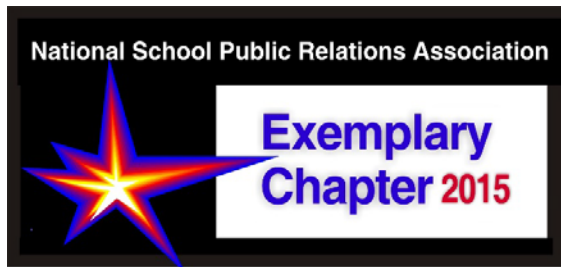
### Financial Health

We are responsibly managing chapter resources through conference sponsorships, cutting costs, reasonable PD and member fees, and maintaining our fund balance.

#### MSPRA Chapter Cash Flow Report for FY 2014\*

Total Income 09-01-14 through 08-31-15:	\$43,357.25
Total expenses 09-01-14 through 08-31-15:	\$32,823.19
Bank Balance as of 08-31-15:	\$78,868.59

\*Our fiscal year is September 1 to August 31.



### NSPRA's Mark of Distinction 2015 *Continuing a Tradition of Chapter Excellence*

#### From our national association:

MSPRA has been awarded the NSPRA Chapter Mark of Distinction Award as an Exemplary Chapter in the **Special Focus Area: Professional Development/PR Skill Building** for your **Year-long Program**.

The judges were impressed with the comprehensive year-long program and MSPRA's efforts to provide timely and relevant professional development and support for members in a variety of topic areas.

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### Free Resources for Educators (FRED)

*Putting Resources at Your Fingertips*

MSPRA in partnership with the Michigan Association of School Administrators (MASA) has launched FRED an electronic communication resources library. Members from both organizations are sharing samples of their work and talking points about key topics, such as Proposal 1 to maximize our resources as schools and communicators. FRED is a member only resource which provides tools and tips to help communicate successfully and quickly in a time when our financial and personnel resources have been reduced in the school communications field.

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### Providing Outstanding Professional Development

*Specifically Designed to Meet the Needs of Communicators*

Our Annual Conference is the centerpiece of our professional development members, and continues with summer and fall drive-in conferences (typically ½ day sessions). We deliberately

plan sessions for both new and experienced communicators, and to address strategic and tactical needs. National speakers and expert facilitators from across Michigan were featured at these conferences. This year the NSPRA conference is in Chicago and it is the closest our members will ever get to a national school PR conference. Therefore, we are encouraging members to experience NSPRA in Chicago instead having a half-day summer drive-in.

Fall-Drive In: October 29, 2015 – Social Media Action Lab

Annual Conference: March 17 & 18, 2016 – Ann Arbor

Summer Drive-In: We encourage members to attend the NSPRA conference in Chicago

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## Annual Communications Contest

*New electronic submission process and alignment with NSPRA makes contest more efficient for members.*

Acting on member feedback, the MSPRA Board of Directors sought out to find a more efficient and effective process around our Communications Contest. Like the shoemakers children who have no shoes, Public Relations professionals often don't brag about their accomplishments. As PR Professionals we must have a measure to reiterate our value to stakeholders. Our annual communications contest is all online now and is at a low cost for those who are interested. In addition, our timeline is now more aligned with the NSPRA contest. We hope you will consider entering an item to show of your skills and illustrate the value of your work to others.

## Overcoming MSPRA Challenges

*Thank you for spreading the word...*

Our biggest challenge is still membership, especially as education continues to experience financial challenges. We know that when our own members share resources, and talk with others in our industry, we are able to connect better. We believe in the power of collaboration and helping one another as needed as PR positions continue to decline. Those left are doing the job of two or three people, making conference attendance and MSPRA Board/Committee participation a real challenge. We welcome your ideas and input to bring more value to our membership.

Please join us! The Board is a friendly group of great communicators – and the networking and support you'll find there will be well worth your time. If you're interested in participating as a Board member or on a committee, please see any Board member.