



Advancing education through responsible communication

## March 2015 SNAPSHOT – *A Quick Overview for Our Members*

### Membership

Up slightly at 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 09-01-13 through 08-31-14:	\$36,348.11
Total expenses 09-01-13 through 08-31-14:	\$21,779.35
Outstanding checks:	(\$16.12)
Bank Balance as of 08-31-14:	\$67,472.84

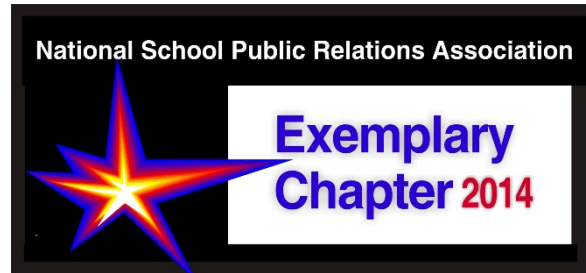
\*Our fiscal year is September 1 to August 31.

## NSPRA’s Mark of Distinction 2014

*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.



## 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.

## Providing Outstanding Professional Development

*Specifically Designed to Meet the Needs of Communicators*

Our Annual Conference is the centerpiece of our PD for 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. The upcoming Summer Drive-in is slated for June 25 in Petoskey.

Fall-Drive In:	November 14, 2014 - Engaging Your Community
Annual Conference:	March 12 & 13, 2015
Summer Drive-In:	June 25, 2015 – FOIA and Communicating with Generations

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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 and this contest helps us measure our work against other very talented professionals in our field.

Our timeline is now more aligned with the NSPRA contest and we hope our new online submission process with allows us to announce aware recipients sooner and provide a new way to include more professionals in the judging process.

## Overcoming MSPRA Challenges

*Thank you for spreading the word...*

Our biggest challenge is still membership, but we have seen an increase in our membership numbers, thanks to you. We know that when our own members share resources, and talk with others in our industry, we are able to connect better. We believe this is the source of our membership growth. As stated last year, while our overall totals are starting to bounce back, the number of professionals in school districts has seen a serious decline. Those left are doing the job of two or three people, making conference attendance and MSPRA Board/Committee participation a real challenge. We are looking at new ways to reach new members, along with trying to provide even more valuable services for you. We welcome your ideas and input on this.

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 joining us, please see any Board member.