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## [mspramembers] Here is Your MSPRA Professional Development Survey

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Full Header

To: Gerri Allen &lt;gallen48@juno.com&gt;

Sent: Thu, Dec 17, 2015 03:06 PM

NOTE: Replies to this message go automatically to all region list members.



Greetings MSPRA Members,

**As promised, here's your Professional Development Survey**

Use it to tell the MSPRA Board about your most critical Professional Development needs.

You can access the brief questionnaire by clicking [here](#).

Or you can copy and paste this link into your browser: <https://www.surveymonkey.com/r/559599Y>

Please take 5 minutes to complete the survey and help us tailor training to meet your professional development needs. **The deadline is Wednesday, December 23, 2015.**

**Bonus:** If you include your name and email address on the survey, you'll be entered into a drawing for a chance at one of three, \$100-off certificates toward a registration to the Annual MSPRA Conference on March 17 and 18, 2016 at Weber's Inn in Ann Arbor.

**Thank you from your MSPRA Board!**

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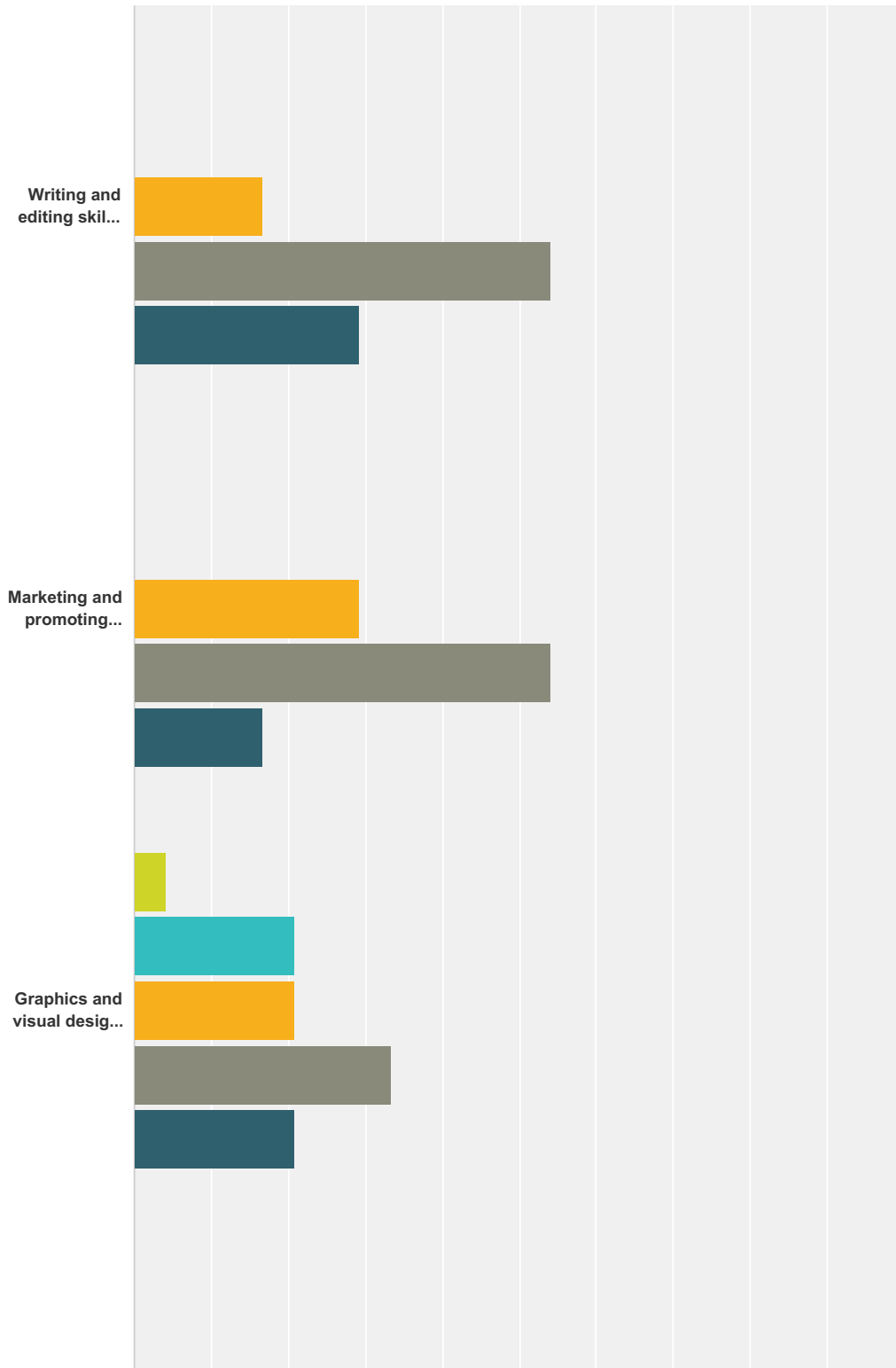
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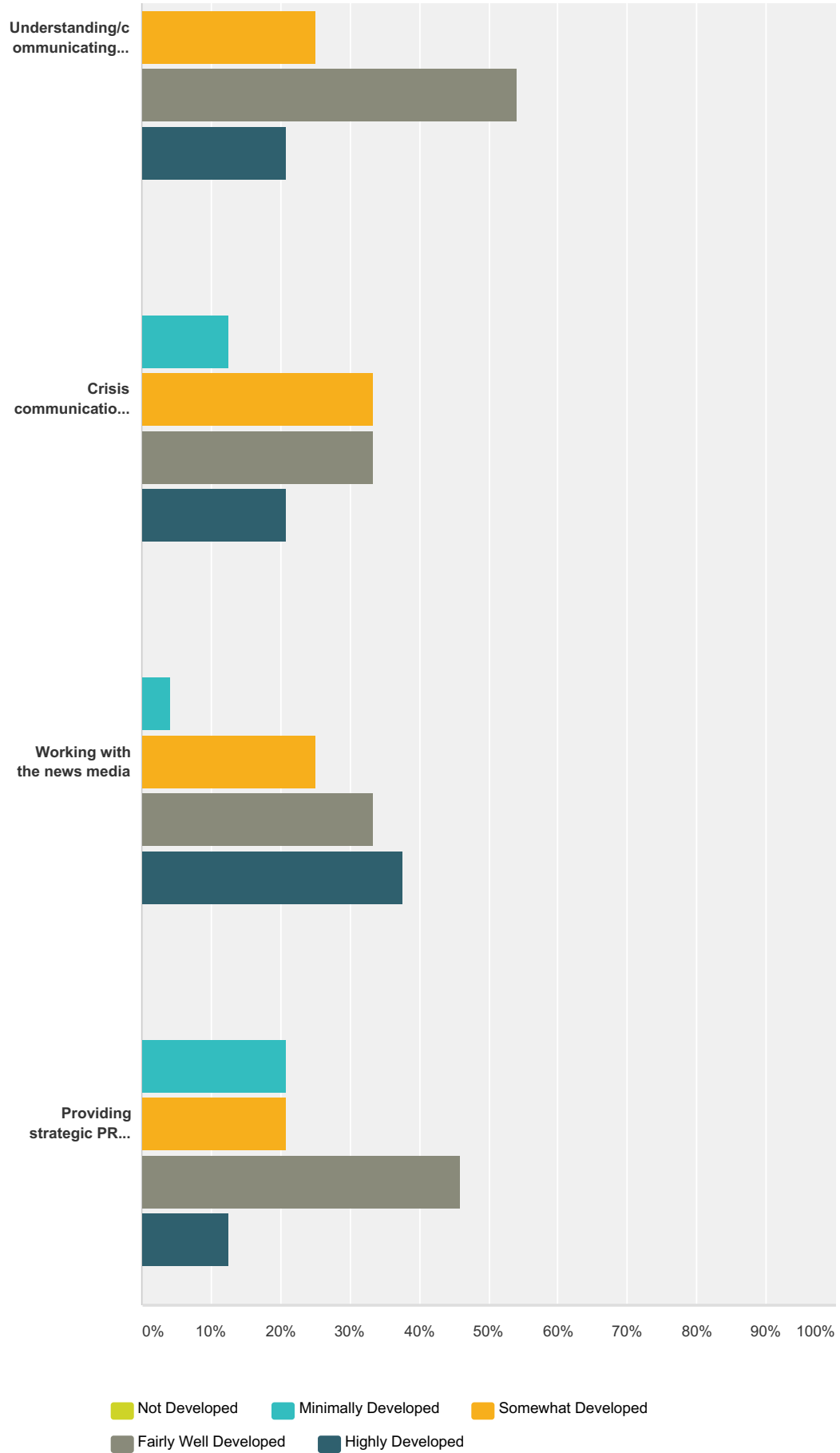


**Q1 Effective school communication often involves the key areas listed below. On a 5-point scale of Not Developed to Highly Developed, please rank how you feel you or your office rates on:**

Answered: 24 Skipped: 0



## 2015 MSPRA Professional Development Survey

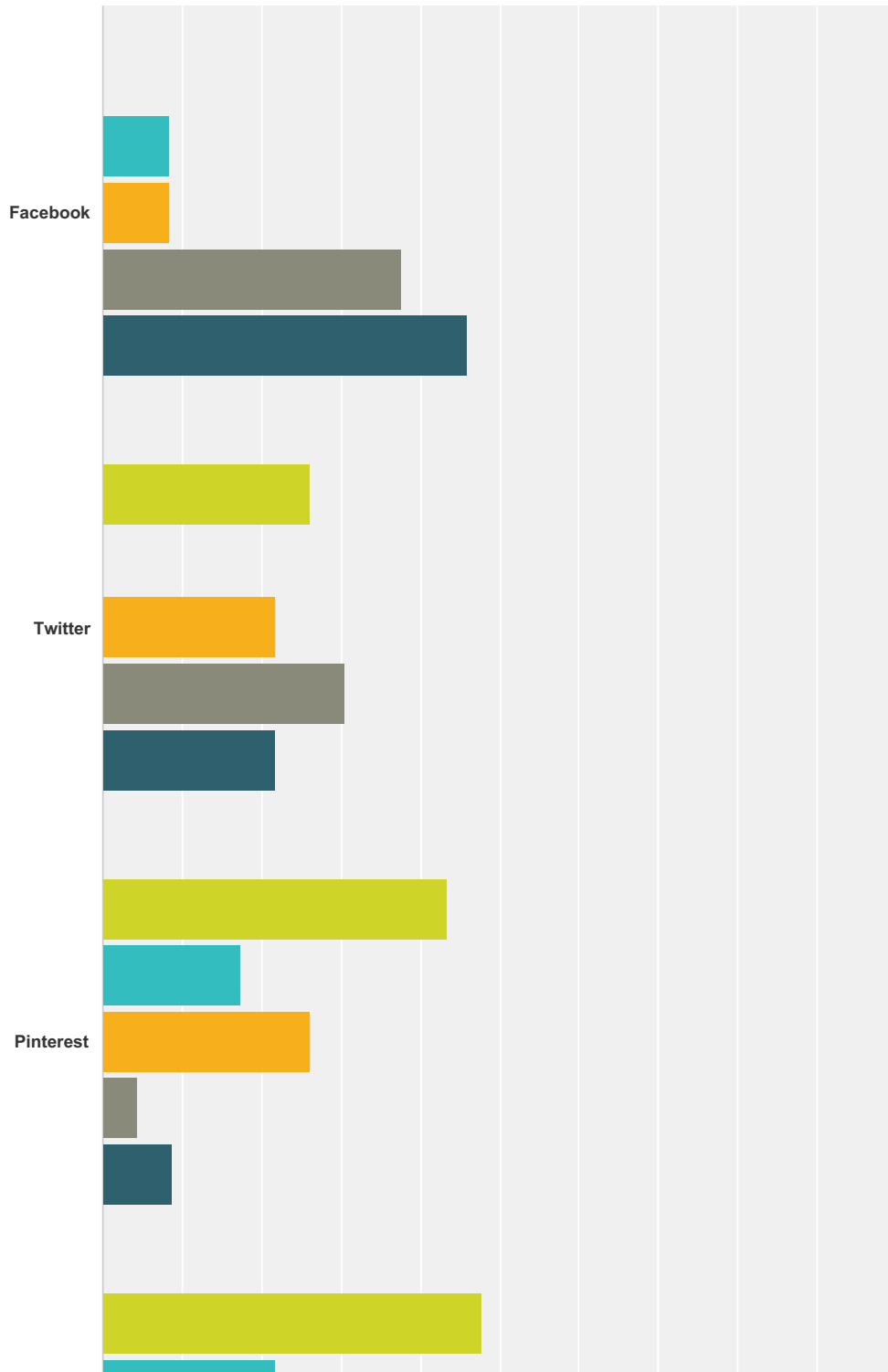


## 2015 MSPRA Professional Development Survey

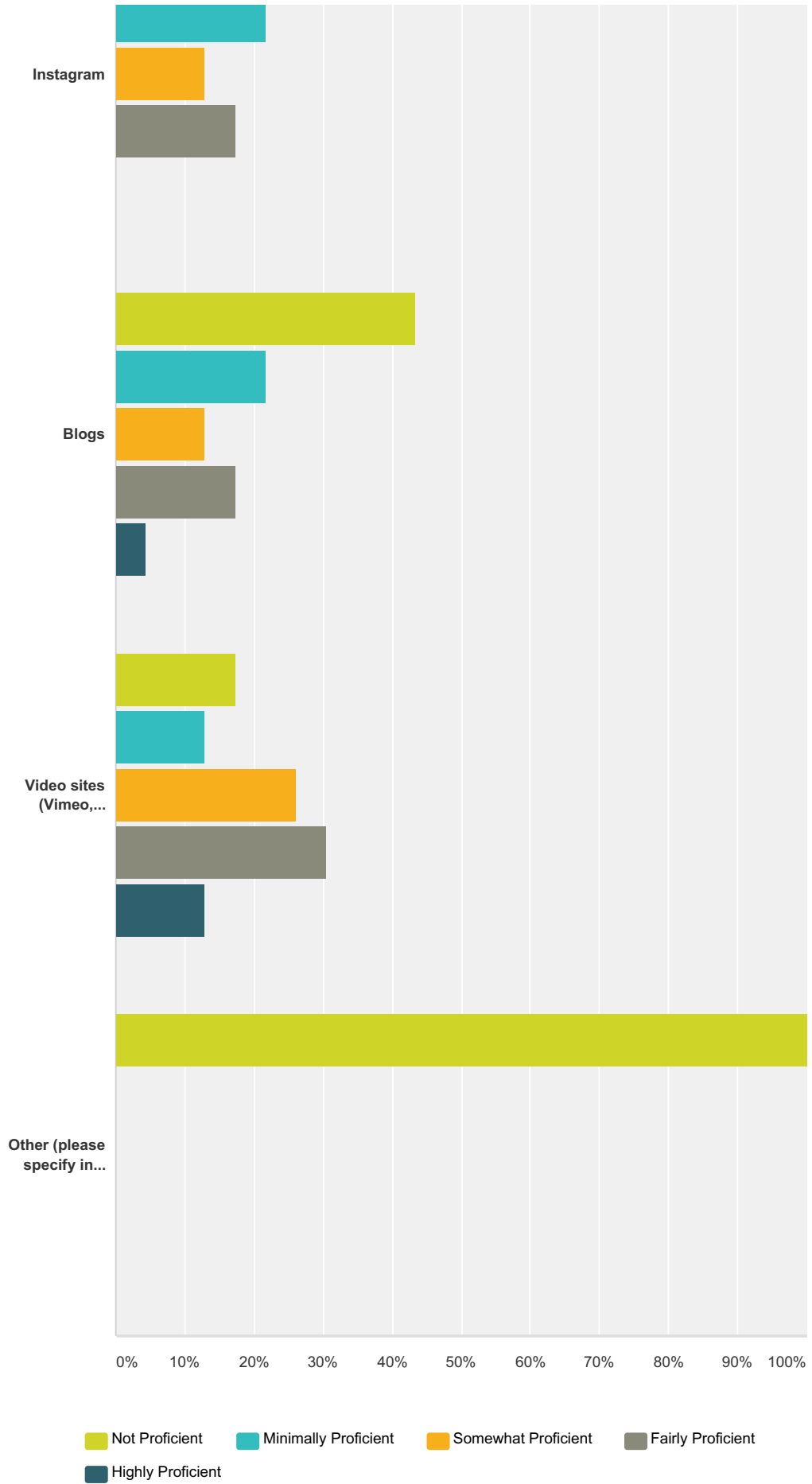
	<b>Not Developed</b>	<b>Minimally Developed</b>	<b>Somewhat Developed</b>	<b>Fairly Well Developed</b>	<b>Highly Developed</b>	<b>Total</b>
Writing and editing skills, and general storytelling ability	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>16.67%</b> 4	<b>54.17%</b> 13	<b>29.17%</b> 7	24
Marketing and promoting schools, programs and services	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>29.17%</b> 7	<b>54.17%</b> 13	<b>16.67%</b> 4	24
Graphics and visual design skills; graphics software skills	<b>4.17%</b> 1	<b>20.83%</b> 5	<b>20.83%</b> 5	<b>33.33%</b> 8	<b>20.83%</b> 5	24
Understanding/communicating the district's goals and needs	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>25.00%</b> 6	<b>54.17%</b> 13	<b>20.83%</b> 5	24
Crisis communication and message management	<b>0.00%</b> 0	<b>12.50%</b> 3	<b>33.33%</b> 8	<b>33.33%</b> 8	<b>20.83%</b> 5	24
Working with the news media	<b>0.00%</b> 0	<b>4.17%</b> 1	<b>25.00%</b> 6	<b>33.33%</b> 8	<b>37.50%</b> 9	24
Providing strategic PR counsel to district leaders	<b>0.00%</b> 0	<b>20.83%</b> 5	<b>20.83%</b> 5	<b>45.83%</b> 11	<b>12.50%</b> 3	24

**Q2 Social media is becoming an increasingly important communication tool. On a 5-point scale of Not Proficient to Highly Proficient, please rank how you feel you or your office rates on effectively using the following social media:**

Answered: 24 Skipped: 0



# 2015 MSPRA Professional Development Survey



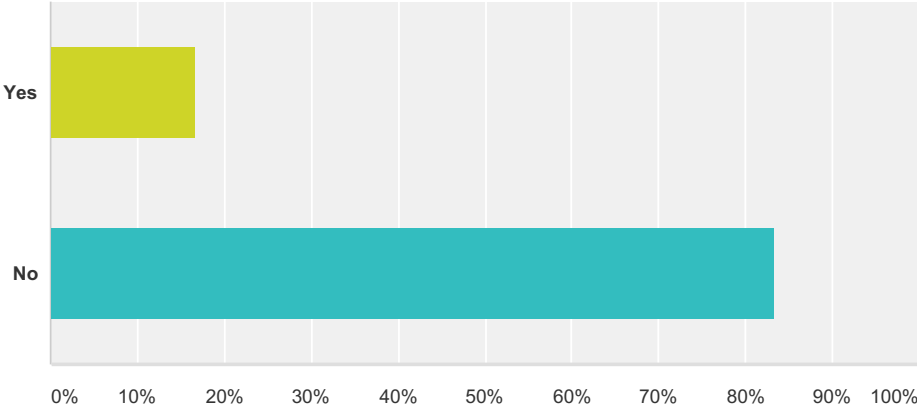
## 2015 MSPRA Professional Development Survey

	Not Proficient	Minimally Proficient	Somewhat Proficient	Fairly Proficient	Highly Proficient	Total
Facebook	0.00% 0	8.33% 2	8.33% 2	37.50% 9	45.83% 11	24
Twitter	26.09% 6	0.00% 0	21.74% 5	30.43% 7	21.74% 5	23
Pinterest	43.48% 10	17.39% 4	26.09% 6	4.35% 1	8.70% 2	23
Instagram	47.83% 11	21.74% 5	13.04% 3	17.39% 4	0.00% 0	23
Blogs	43.48% 10	21.74% 5	13.04% 3	17.39% 4	4.35% 1	23
Video sites (Vimeo, YouTube, etc.)	17.39% 4	13.04% 3	26.09% 6	30.43% 7	13.04% 3	23
Other (please specify in comments)	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1

#	Comments:	Date
1	Have the ability to be proficient on all social media platforms, just not the time.	12/21/2015 11:06 AM
2	Google+	12/17/2015 3:39 PM
3	We don't utilize all the social media platforms listed.	12/17/2015 3:28 PM
4	We use a PR/MAR firm for other support	12/17/2015 3:22 PM

### Q3 Does your school district have a mobile app?

Answered: 24 Skipped: 0

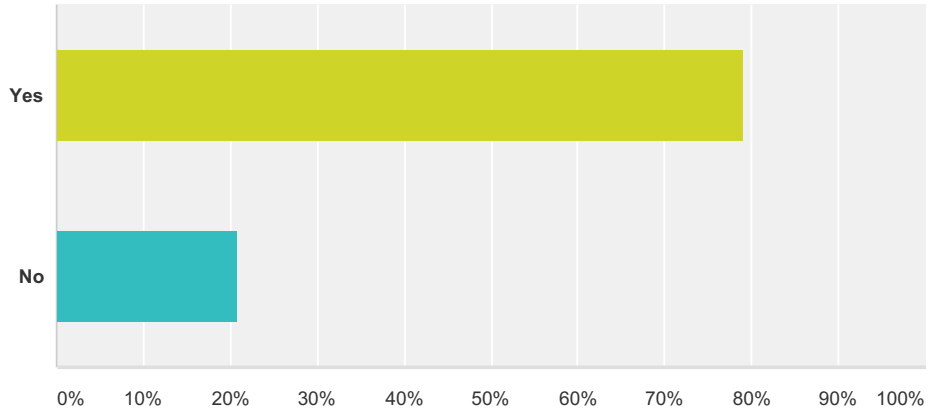


Answer Choices	Responses
Yes	16.67% 4
No	83.33% 20
<b>Total</b>	<b>24</b>



**Q4 Would you be interested in learning how to use a school district mobile app more effectively?**

Answered: 24 Skipped: 0



Answer Choices	Responses	
Yes	79.17%	19
No	20.83%	5
<b>Total</b>		<b>24</b>

**Q5 What two professional development topics would be most valuable to offer in an upcoming MSPRA Annual conference or in future drive-ins? Please specify.**

Answered: 16 Skipped: 8

#	Responses	Date
1	How to encourage yourself when the people you work are all educators and they have no idea of how to treat you. Graphic Arts skills.	12/22/2015 4:32 PM
2	How to use social media more effectively and How to use media in the classroom.	12/21/2015 2:55 PM
3	-Doing more with less (I'm a one man part time dept.) -Building Bridges, getting all staff involved/on board with communication/pr	12/21/2015 11:06 AM
4	Graphic Design/Visual Communications Online Advertising Strategies	12/21/2015 9:11 AM
5	effectively managing and monitoring social media graphic design - basics and laws for use	12/20/2015 11:01 PM
6	Media engagement, how to sell the story. Ongoing social media trends.	12/18/2015 3:13 PM
7	-Maximizing the Adobe Suite (Photoshop, Indesign, etc.) -Cultural competency	12/18/2015 10:00 AM
8	Social media; developing and managing list serves;	12/17/2015 6:56 PM
9	I have trouble getting the attention of media - no matter how I send info - traditional press release to email to tweets - I don't seem to get any reaction or follow up. Would love to hear how others "get it done"	12/17/2015 4:36 PM
10	How to analyze the effectiveness of social media and websites i.e. twitter, facebook, instagram, district blogs	12/17/2015 3:55 PM
11	Speechwriting (for others) Using Video	12/17/2015 3:42 PM
12	Emergency management plans and short vs long term pr campaigns	12/17/2015 3:39 PM
13	- Crisis communications - School branding	12/17/2015 3:28 PM
14	- What is a realistic budget for a district's communication/PR program? -	12/17/2015 3:21 PM
15	School threats ADA Compliance (websites, videos, etc.)	12/17/2015 3:21 PM
16	-The truth about copyright issues. What can we (as school employees, or students) use without consent? Not legal-speak admonitions...but the true laws in place about this issue...including consequences and options.	12/17/2015 3:20 PM

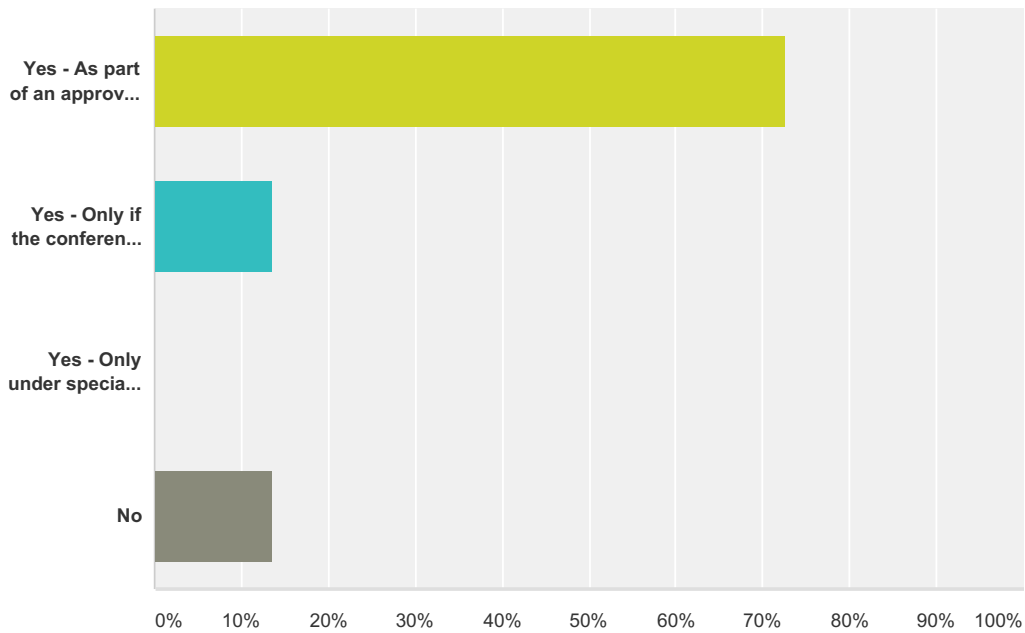
**Q6 Are there any presenters that you would recommend? Please include their topics.**

Answered: 3 Skipped: 21

#	Responses	Date
1	Anthony Huey, reputation management.	12/18/2015 3:13 PM
2	n/a	12/17/2015 3:39 PM
3	Monique Beels - Superintendent, telling your story in 3 minutes Mike Wilmot - Michigan Leadership Institute, Strategic Planning	12/17/2015 3:21 PM

### Q7 Is an overnight stay at a conference a reimbursable expense in your district?

Answered: 22 Skipped: 2



Answer Choices	Responses
Yes - As part of an approved conference request.	72.73% 16
Yes - Only if the conference site is far enough away (e.g. more than 50 miles). Please share the distance that qualifies.	13.64% 3
Yes - Only under special circumstances (like being a presenter). Please specify circumstances.	0.00% 0
No	13.64% 3
<b>Total</b>	<b>22</b>

#	Please specify qualifying distance or special circumstances.	Date
1	If the cost of mileage reimbursement would be greater than the cost of the hotel.	12/21/2015 9:11 AM
2	Not sure	12/18/2015 11:16 AM
3	100 miles	12/17/2015 9:44 PM
4	I'm not sure	12/17/2015 4:36 PM
5	1 1/2 hours or more	12/17/2015 3:32 PM
6	I pay for any PD costs (conference fee, hotel) aside from mileage and sometimes food	12/17/2015 3:21 PM

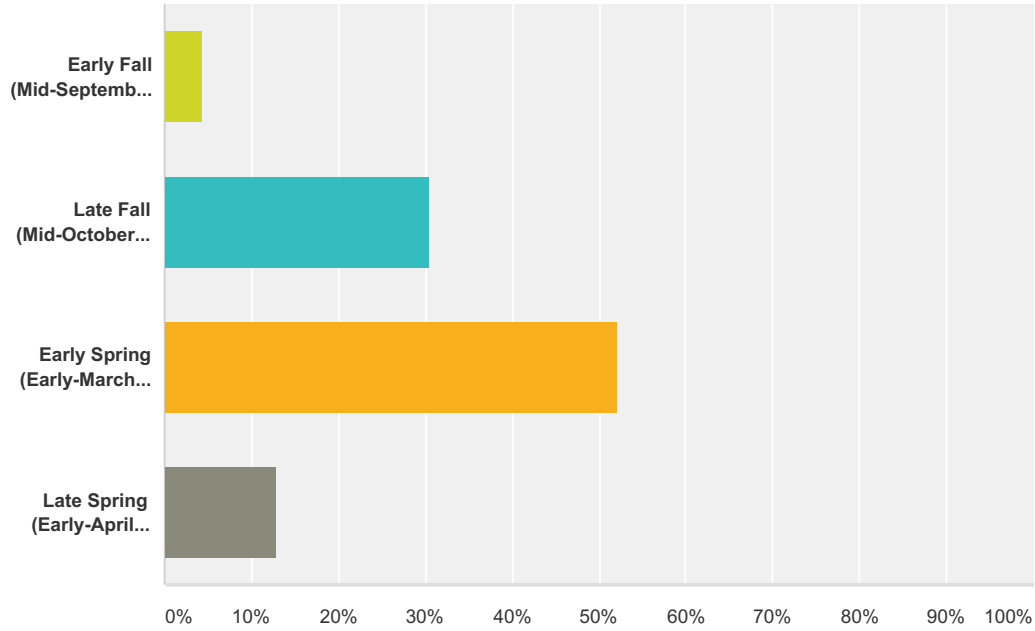
**Q8 Is there something MSPRA can do to make it easier for you to attend both days of the MSPRA Annual Conference?**

Answered: 2 Skipped: 22

#	Responses	Date
1	Engaging content both days.	12/18/2015 3:13 PM
2	As long as it's in the 2 hour range from the detroit area I'm good with driving in - probably would not spend the night	12/17/2015 4:36 PM

**Q9 We know it's difficult to get away from the office any time of year. But, if you could choose, when is the BEST time of year for you to attend MSPRA's Annual (two-day) Conference? Please select only one:**

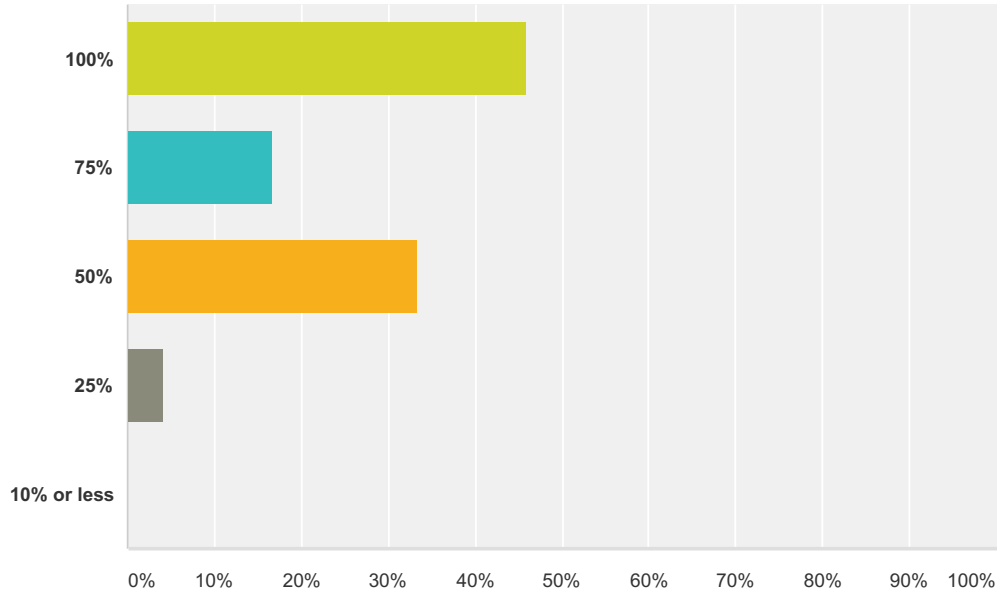
Answered: 23 Skipped: 1



Answer Choices	Responses
Early Fall (Mid-September to Mid-October)	4.35% 1
Late Fall (Mid-October to Mid-November)	30.43% 7
Early Spring (Early-March to Early-April)	52.17% 12
Late Spring (Early-April to Early-May)	13.04% 3
<b>Total</b>	<b>23</b>

### Q10 What percent of your job responsibility is related to Communication/Public Relations work?

Answered: 24 Skipped: 0



Answer Choices	Responses
100%	45.83% 11
75%	16.67% 4
50%	33.33% 8
25%	4.17% 1
10% or less	0.00% 0
<b>Total</b>	<b>24</b>

2015 MSPRA Professional Development Survey

**Q11 Please provide your job title:**

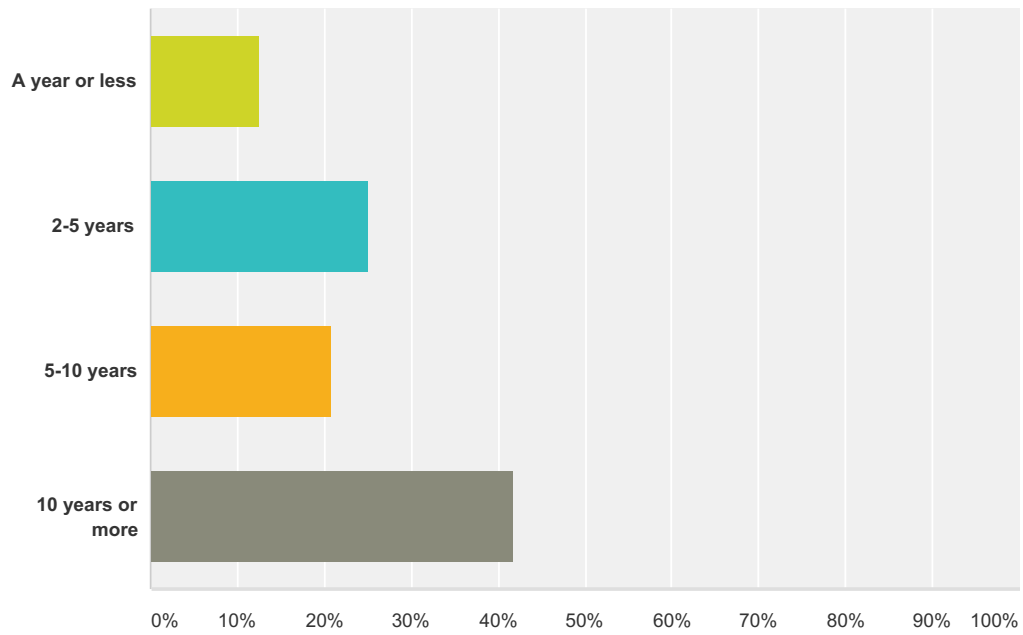
Answered: 23 Skipped: 1

#	Responses	Date
1	Community Engagement Coordinator, but it does not come close at all to describing what I do for the district.	12/22/2015 4:32 PM
2	Parent &Community Engagement Specialist	12/21/2015 2:55 PM
3	Coordinator of School Relations	12/21/2015 11:06 AM
4	Director of Public Relations	12/21/2015 9:11 AM
5	Community Education Director/Marketing Director	12/20/2015 11:01 PM
6	Communications Supervisor	12/18/2015 3:13 PM
7	Videographer & Digital Media Technician	12/18/2015 11:16 AM
8	Communications Coordinator	12/18/2015 10:00 AM
9	Communications & Information Services Supervisor	12/18/2015 8:19 AM
10	Program Evaluator/Marketing	12/17/2015 9:44 PM
11	Communications supervisor	12/17/2015 6:56 PM
12	Technology Helpdesk & Communications	12/17/2015 4:36 PM
13	Director, Communications and Marketing	12/17/2015 3:55 PM
14	Director of Communication Services	12/17/2015 3:42 PM
15	Public Relations/Communications/Marketing Coordinator	12/17/2015 3:39 PM
16	Executive Assistant to the Superintendent	12/17/2015 3:32 PM
17	Communications Secretary	12/17/2015 3:28 PM
18	Community Education Director	12/17/2015 3:22 PM
19	Community Relations Specialist	12/17/2015 3:21 PM
20	Director of Communication Services	12/17/2015 3:21 PM
21	Supervisor of Communications	12/17/2015 3:21 PM
22	Secretary to the Superintendent/P.R. and Communications Specialist	12/17/2015 3:20 PM
23	Assistant Director of Finance	12/17/2015 3:14 PM



### Q12 How long have you been working in the school communication field?

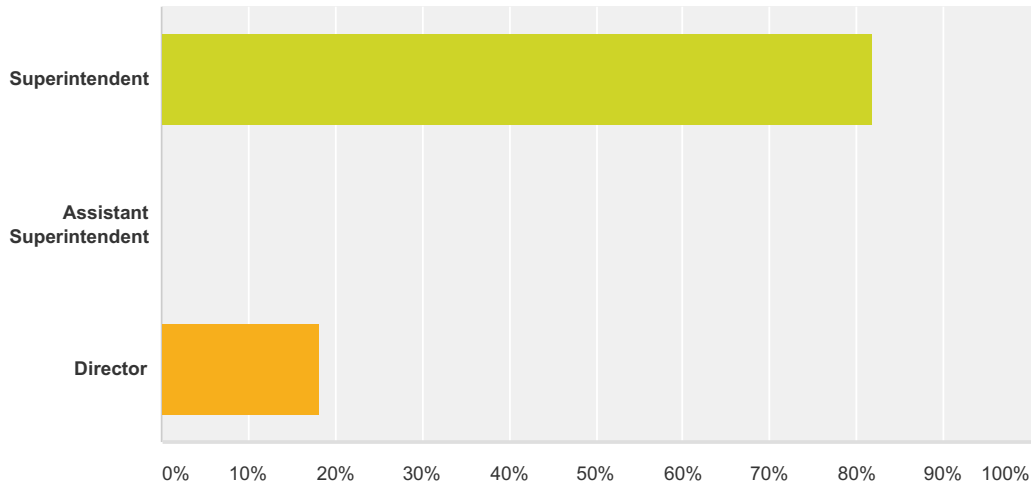
Answered: 24 Skipped: 0



Answer Choices	Responses
A year or less	12.50% 3
2-5 years	25.00% 6
5-10 years	20.83% 5
10 years or more	41.67% 10
<b>Total</b>	<b>24</b>

### Q13 Who is your immediate supervisor?

Answered: 22 Skipped: 2



Answer Choices	Responses
Superintendent	81.82% 18
Assistant Superintendent	0.00% 0
Director	18.18% 4
<b>Total</b>	<b>22</b>

#	Other (please specify)	Date
1	Principal and Superintendent.	12/21/2015 2:55 PM
2	Communications Director	12/18/2015 11:16 AM
3	Supervisor of Communications	12/17/2015 3:28 PM

**Q14 Optionallf you want to be placed in a drawing to be eligible for one of three, \$100-off certificates toward a registration to the Annual MSPRA Conference in March, please include your name and email address here.**

Answered: 11 Skipped: 13

#	Responses	Date
1	Bobb Vergiels vergielsr@monroe.k12.mi.us	12/22/2015 4:32 PM
2	Tom Gould gouldt@howellschools.com	12/21/2015 9:11 AM
3	Lindsay Bryce lindsaybryce@carrollton.k12.mi.us	12/20/2015 11:01 PM
4	Tom House thouse@cgresd.net	12/17/2015 9:44 PM
5	Jeanne Berlin berlinj@lamphere.k12.mi.us	12/17/2015 4:36 PM
6	J Judson Lohman jlohman@tps.k12.mi.us	12/17/2015 3:39 PM
7	Lauren Todd lauren.todd@berrienresa.org	12/17/2015 3:28 PM
8	Tonya Nash tnash@vicksburgschools.org	12/17/2015 3:22 PM
9	rebecca.fannon@gpschools.org	12/17/2015 3:21 PM
10	Joni Van - Allegan Public Schools jonivan@alleganps.org	12/17/2015 3:20 PM
11	Melody Askew askewm@harpercreek.net	12/17/2015 3:14 PM