

### NSPRA Chapter Report Form

Prior to each Board meeting, the NSPRA Regional Vice Presidents are asked to prepare reports that provide an update on issues or activities in their regions. This includes asking each chapter in the region to provide a report on their activities as well as highlights of any issues impacting education in their states. This helps NSPRA stay apprised of chapter activities, success and challenges.

Chapter presidents are asked to complete this form and submit it to your Regional Vice President prior to each NSPRA Executive Board meeting – held in November, March and July. The deadlines for submitting your report are included in the [Chapter Deadlines](https://www.nspira.org/files/2015-16_Chapter_Deadlines.pdf) list ([https://www.nspira.org/files/2015-16\\_Chapter\\_Deadlines.pdf](https://www.nspira.org/files/2015-16_Chapter_Deadlines.pdf)).

**Please provide a brief update on the following:**

- 1. Chapter well-being** – A state-of-the-chapter summary (i.e., active or dormant; growing or declining membership; regular meetings; fiscally thriving; what’s working, what isn’t, etc.).

Overall, OHSPRA membership has been growing over the past few years and has remained steady during the 2015-16 year. There has been a slight increase in expenses over the past year mostly due to miscalculations by the elected/appointed directors as it pertains to events and expenditures. However, overall the chapter continues to be fiscally viable and responsible. With a membership rate increase as well as a slight increase in the cost of entering into OHSPRA Awards, the chapter should be able to recoup the funds lost due to these miscalculations. In addition, the chapter now has a Director of Partnerships to help with soliciting sponsors. That position was been vacant for a good part of the last membership year.

#### BYLAWS/POLICIES/PROCEDURES

As of the June 10, 2016 OHSPRA Board Retreat, the OHSPRA Procedure Manual is complete and has been adopted by the Board. However, at this retreat, the Board discussed making two revisions to the manual. At the Board’s next meeting, the president-elect will recommend new language for:

- The All-call Procedure due to changes in that process with the launch of the new website on April 14, 2016;
- Crystal Award rules, to remove the national seat requirement;
- A policy to regulate vendor conduct for those who attend Spring Conference but don’t sponsor the chapter.

#### BUDGET/FINANCES

- Checking Account for May Beginning Balance: \$18,283.13
- Checking Account for May: Ending Balance: \$16,311.81
- Savings Account for May: Beginning Balance: \$20,034.01
- Savings Account for May: Ending Balance: \$20,034.01
- As of June 11, we have \$48,211.44 in both accounts.

#### FINANCIAL REVIEW

OHSPRA contracted with the accounting firm of Julian & Grube out of Columbus, Ohio, to conduct an *Agreed Upon Procedures Report* for the period of August 31, 2015 through September 1, 2015.

OHSPRA provided Julian & Grube with two prepared bank reconciliations for the period covered. There were no irregularities or any adjusting account or miscellaneous unexplained reconciling items.

- The Ohio School Public Relations Association prepared Chapter Cash Flow Reports for the National School Public Relations Association for FY2014 and FY2015. There were no irregularities or any adjusting account or miscellaneous unexplained reconciling items.
- Julian & Grube did find that the Cash Flow Report prepared for FY2015 did not agree to supporting bank statements. After reviewing the bank statements and the cash flow report, it was determined that the calculation variance of \$2,454.36 (The income was understated by \$1,875.00 and the expenses were understated by \$4,329.36) was due to the timing of the bank statement in relation to when the cash flow report was prepared and funds have since been accounted for.
- A 1099 for 2015 was properly issued to Mary Beddell for chapter manager services provided.
- Julian & Grube noted in a few different places in their report that sales tax was charged to OHSPRA for a number of purchases. Julian & Grube did not realize that OHSPRA is not an official 501(c)3 tax-exempt organization, so the sales tax charges were proper.
- OHSPRA presented Julian & Grube with a number of reimbursement checks to review. J&G did find one reimbursement check that was issued in the amount of \$37.01 for which there was no corresponding documentation for the expense.

## **MEMBERSHIP**

### **Status Update**

At the close of the 2015-16 fiscal year, we had 160 members. Of the 160, two have yet to pay. In addition, the director of membership is currently mining old member lists so that we can bring back members from several years ago.

### **Rate Increase**

We raised the rates for members and, along with that, we changed the early bird rate to the old membership rate. Here's the new rate structure:

- \$90 Individual; \$75 early bird
- \$200 Institutional; \$175 early bird

The Board also voted to make the early bird deadline July 31. Our director of memberships said he has heard no complaints from members regarding the slight rate increase. In addition, the Board voted to change to the membership dues deadline. Currently it is July 1, but we are moving it to Sept. 1 to better accommodate school district's fiscal years.

### **Membership Processing with the New Website**

Since the new website just launched, we are still working out the bugs in online membership processing. During the June retreat, a School Messenger (the company who built our site) rep. trained a few key Board members (2 new Board members as well as the incoming and outgoing

director of memberships and the new president) via conference call. This training was beneficial and these same Board members were tasked with setting up an individual training at their convenience with School Messenger.

## **Challenges Overcome**

Due to changes in the Board, we moved the OHSPRA P.O. Box to Columbus, Ohio, which is where the president and the president-elect reside. We hope this will provide longevity and allow us to avoid changing addresses again as many districts' finance offices had the old P.O. Box in their database and consequently, several checks went to the old address and apparently died somewhere along the way. We have straightened this out for many of the schools and hopefully we will not need to deal with this in the future.

## **NSPRA Membership Incentive program**

NSPRA indicated they picked up seven new members from Ohio and our promotion of the Incentive program. We received \$25 for each new full member and \$10 for each associate member and our total received was \$130. In comparison to other state chapters, we were about in the middle to the lower end of the spectrum. The largest amount earned was Texas with \$530. We wonder how many of our members are NSPRA members already, and perhaps that is why our numbers are lower than others; historically, OHSPRA has had the highest membership in NSPRA for the region. We will, however, continue these efforts as we value membership in NSPRA.

## **BOARD MEETINGS**

The members of the OHSPRA Board continue to meet on a monthly basis (exceptions are made as needed/appropriate) with our chapter manager, and with guests invited as needed. All Board meetings are open to all members.

**2. Chapter projects/collaboration efforts** – An overview of projects and collaborations: new, ongoing or completed.

### **PARTNERSHIPS WITH OTHER CHAPTERS:**

There are no new, ongoing or completed partnerships with other chapters this report period.

### **PARTNERSHIPS WITH OTHER ORGANIZATIONS:**

OHSPRA continues its relationship with [Sandy Hook Promise](#), an organization dedicated to ending social isolation that has two school calendar call-to-action times: Say Something and Start with Hello. During the past year, OHSPRA has promoted their info in an e-newsletter, social media, and included them as a key presenter during our Spring Conference.

OHSPRA also continues a strategic partnership with OSBA (Ohio Schools Boards Association). The two associations work together on the OSBA Capital Conference every November as well as a joint fall workshop (see more info under "PD"). OSBA also continues to allow OHSPRA to hold its Board meetings in their conference room, free of charge.

On the afternoon of June 10 during the Board retreat, Patti Grey from ODE (Ohio Department of Education) was invited to come to Deer Creek to speak to the Board. She brought with her several

one-page fact sheets that ODE intends to disseminate to school districts across Ohio at the start of the 2016-17 school year. Ms. Grey asked the Board to proofread these fact sheets and offer edit suggestions. After retreat, Ms. Grey (on behalf of her boss, Kim Norris) asked if ODE might be able to continue the practice of coming to Board meetings on a semi-regular basis to seek input what resources they should develop to help PR pros more easily communicate important and hot topics in education. ODE has also asked if they could be given some time to talk to attendees about the new report card ratings during the joint fall workshop with OSBA. OHSPRA said yes to both of these requests and in the ways detailed above, OHSPRA is working hard to create a mutually beneficial relationship with ODE.

### **SPONSORSHIPS**

The Board has reviewed 2015-2016 sponsorship opportunities and positions. Currently, the president has been maintaining the duties, with assistance from the chapter manager, of the During the Sept. Board meeting, a motion was made by the Director of Communications to leave the Director of Sponsorship unfilled until the next election, and give President the authority to assign the tasks associated with the position to a Board member or non-board member. The motion was unanimously passed by the.

We contacted twenty businesses for potential sponsorship agreements. Out of the twenty we signed contracts with nine companies for the 2015-2016 sponsorship year. Those include: School Messenger (Custom 2 year agreement) MyVRSpot (\$2,500), OnScene Productions (\$1,000), Siteimprove (\$1,000), Sandy Hook Promise (\$500), Peachjar (\$250), SCoPE (\$250), Campus Suite (\$250) and Cerkl (\$250). We brought in \$6,000 of new revenue for OHSPRA as well as a custom sponsorship with School Messenger that includes the OHSPRA website hosting and a financial contribution over the next two years.

The sponsorship menu is currently undergoing a revision, that's why it is not attached. With a new Director of Partnerships onboard who seems to be a go-getter, we are optimistic that sponsorship for the 2016-17 year will exceed previous years.

### **3. Professional development programs/activities – An overview of current professional development efforts.**

#### **SPRING CONFERENCE**

The 2016 OHSPRA Spring Conference was held in on April 14 and 15 at the Hilton Polaris. There were 95 registrants for Thursday, April 14, and 80 registrants for Friday, April 15.

OHSPRA annually seeks to award a scholarship to the Ohio School Public Relations Association Spring Conference to a deserving member(s). This special Conference Scholarship was established in 2014 and is used to assist an OHSPRA member in covering the cost of conference registration and one night's lodging at the Spring Conference. The OHSPRA Board of Directors reviews the chapter's budget each year and, as long as the budget allows, sets aside funds to administer the scholarship annually. If funds allow and more than one application is received, the OHSPRA Board of Directors may approve the awarding of more than one scholarship each year. Eligible candidates must hold a membership with OHSPRA. OHSPRA is pleased to have been able to award a 2016 Spring Conference Scholarship to a member who is new this year to school PR and to OHSPRA.

## CAPITAL CONFERENCE SESSIONS

OHSPRA has been selected to present two sessions during OSBA's 2016 Capital Conference. The details on these presentations will be provided in the next chapter report.

## CONTEST AND AWARDS

The chapter used Google forms to move to all online entry for the first time. It was easy for members to fill out and the spreadsheet auto populated.

Benefits:

- No longer had to enter manually which took hours
- Every submission triggered auto email
- Verification and information to entrant
- Notification to Director of Contest and Awards

Judging forms:

- All judges forms were online for the first time
- Easy to use
- Judges provided more feedback than in previous years
- Able to use add-on to save judges feedback as PDFs to send to entrants
- Borrowed ChromeBook set so each judge had online access'
- Allowed for remote judging

Director of memberships' recommendation for next year:

- Keep using online Google Forms
- Review each entry form to see where any tweaks can be made to improve them
- Review website & social media forms in particular

Award entries

- Numbers way down □ 57 total (about half of previous year)
- Possible reasons for low numbers — higher fee, turnover at districts
  - Tighter communication budgets
  - CMSD entered about half as usual
  - Turnover in districts (Beachwood, CHUH, Shaker all had new PR staff this year)]

### 4. Major chapter issues or concerns – What is the chapter currently struggling with?

None at this time.

### 5. Issues or areas that could use NSPRA regional or national support – Identify specific issues or concerns with suggestions for how NSPRA can provide support.

OHSPRA would like NSPRA to consider providing a discount or institutional membership availability to state chapter officers/Board members who are required to have NSPRA memberships. OHSPRA bylaws state OHSPRA may pay for national membership for a Board member if nationals requires that officer to be a NSPRA member. This option is often used as some districts are not able to afford the cost of NSPRA memberships or limit the number of professional memberships for employees.

**6. State or local issues that NSPRA should keep an eye on** – Provide a brief synopsis of each issue that is impacting communication efforts, schools and education that might have future national implications.

**NEW SCHOOL REPORT CARD RATINGS** — will take effect in Ohio next school year.  
**ESSA** — will affect school districts across the country.

**7. Additional items of note** – A summary of other chapter-related items not covered in the other categories.

## **COMMUNICATION TO MEMBERS**

### **Newsletters:**

Our Snapshot newsletter, which was first published in August 2015 continues to do well and will be published according to the following schedule in the coming membership year:

1. July 29 content & August 5 publication (more info about Networking Center, membership update, save the dates, workshop and conference promo, member profile, awards teaser)
2. Special issue for Fall Workshop (promo)
3. October 28 content & November 4 publication (Capital Conference promo about OHSPRA people presenting)
4. January 23 content & February 3 publication (advertise conference)
5. Special edition promoting conference (right before)
6. April 28 content & May 3 publication (depends on Spring Conference dates selected)

### **Social media:**

Twitter - We have added 237 followers for a total of 1,125 (as of June 27, 2016).

Facebook - We have added 44 new followers for a total of 244 likes (as of June 27, 2016).

### **Website:**

The website we've been working on for years is done! We've created a site that has a cleaner, more modern look; is mobile responsive; easier to use; and, has more functionality for members, including an online payment system, and auto all calls. The website is provided for free through a trade sponsorship with SchoolMessenger. We launched the new site at our annual Spring Conference in April.

## **ELECTIONS**

OHSPRA held elections for five open seats in April 2016, including President-Elect, Treasurer, Director of Communications, Director of Professional Development and Director of Sponsorships.

The results of the 2016 OHSPRA Elections are as follows:

- Patrick Gallaway, director of communications at New Albany-Plain Local Schools, will assume the duties of President-Elect.
- Josephine McKenrick, director of communications at Mariemont City Schools, was re-elected to the position of Treasurer
- Kurt Moore, communications coordinator for Marion Local Schools was elected to the position of Director of Communications

- Because Gallaway, was serving the final year of his two-year term as Director of Membership when he was elected to the position of President-Elect, OHSPRA President, Crystal Davis, has appointed Lou DeVincentis, director of communications for Orange Local Schools, to assume the duties of Director of Membership.
- Because Lou DeVincentis was serving as Director of Contest and Awards at the time that he was appointed to the Director of Membership position, OHSPRA President, Crystal Davis, has appointed Amy Rutledge to assume the duties of Director of Contest and Awards. Rutledge is the coordinator of communications for Brunswick City Schools.
- Susanna Max, director of communications for Wyoming City Schools, was elected in April 2016 to the position of Director of Professional Development. However, Max made the decision, for personal reasons, to resign her position on the OHSPRA Board of Directors.
- OHSPRA President, Crystal Davis, appointed Kari Basson coordinator of community relations and auxiliary services for Kettering City Schools, to the position of Director of Professional Development.
- No current OHSPRA members chose to run for the position of Director of Sponsorships, so OHSPRA President, Crystal Davis approached Sheryl Scheatzley, communications and alumni outreach manager at Hudson City Schools, about the position, and Scheatzley accepted Davis's appointment.

Jill Moberly with Dayton Public Schools, and Jamie Smart with North Canton City Schools, served on the 2016 OHSPRA Nominating Committee, whereby they reviewed the ballot and the election results.

All newly elected or appointed Board members began their terms on the OHSPRA Board of Directors on June 1, 2016.

#### **Full Board:**

- **President** — Crystal Davis, Deputy Director of Communications, Ohio School Boards Association
- **Past President** — Erika Daggett, Communications Coordinator, Forest Hills School District
- **President-Elect** — Patrick Gallaway, Director of Communications, New Albany-Plain Local Schools
- **Treasurer** — Josephine McKenrick, Director of Communications, Mariemont City Schools
- **Secretary** — Tracey Carson, Public Information Officer, Mason City Schools
- **Director of Membership** — Lou DeVincentis, Communication Coordinator, Orange City Schools
- **Director of Communications** – Kurt Moore, Director of Communications, Marion City Schools
- **Director of Professional Development-** Kari Basson, Community Relations Coordinator, the Kettering City Schools
- **Director of Contests and Awards** — Amy Rutledge, Communications Director, Brunswick City Schools
- **Director of Sponsorships** — Sheryl Sheatzley, Communications Manager, Hudson City Schools

*Mary Beddell, Public Relations Director, Plain Local School District, serves as chapter manager (not a Board position).*

**GOALS**

Will be provided in the next chapter report as the minutes from the retreat are not yet finalized.



### NSPRA Chapter Report Form

Prior to each Board meeting, the NSPRA Regional Vice Presidents are asked to prepare reports that provide an update on issues or activities in their regions. This includes asking each chapter in the region to provide a report on their activities as well as highlights of any issues impacting education in their states. This helps NSPRA stay apprised of chapter activities, success and challenges.

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**Please provide a brief update on the following:**

- 1. Chapter well-being** – A state-of-the-chapter summary (i.e., active or dormant; growing or declining membership; regular meetings; fiscally thriving; what’s working, what isn’t, etc.).

#### **BYLAWS/POLICIES/PROCEDURES**

As of the June 11, 2015 OHSPPRA Board Retreat, the OHSPPRA Procedure Manual is complete and has been adopted by the board. However, revisions and additions are still possible and will continue to happen as needed and approved by the board. The President has asked that the board begin going through the Policy and Procedure Manual line by line during the fall of 2015 to check for accuracy as it is extensive.

#### **BUDGET/FINANCES**

- Checking Account for August: Beginning Balance: \$26,233.43
- Checking Account for August: Ending Balance: \$27,112.43
- Savings Account for August: Ending Balance:\$20,030.03
- As of September 11, we have \$48,211.44 in both accounts.

The Past President is leading a financial audit. The Board discussed a financial audit and Agreed Upon Procedures in line with American Institute for CPAs recommendations. An independent financial review and Agreed Upon Procedures process was recommended rather than full expense due to OHSPPRA’s size and the expense associated with a full audit. OHSPPRA will use Julian & Grube, who conduct financial reviews for PTAs and state retirement systems.

#### **MEMBERSHIP**

##### **Early Bird Campaign and Summer Recruitment**

To date we have had 139 members renew for the 2015-16 membership year. Of the 139, we have 11 who have yet to pay. Of the 114, 77 are “early bird” members, taking advantage of the member discount incentive. A total of 59 members (institutional or individual) signed up using the new “online” form.

##### **Additional Recruitment**

On August 27, a message was sent to all members who have not renewed to inform them of the new membership year cycle, Sept. 1 – Aug. 31, and that they would need to renew to ensure their membership benefits did not lapse.

The director of membership is currently mining old member lists so that we can bring back members from several years ago.

### **Challenges Overcome**

Due to changes in the Board, we had to move the OHSPRA PO Box. We have now moved it to Columbus, Ohio, which is where two Board members and the executive director live/reside. We hope this will provide longevity and allow us to avoid changing addresses again as many districts' finance offices had the old PO Box in their database and consequently, several checks went to the old address and apparently died somewhere along the way. We have straightened this out for many of the schools and hopefully we will not need to deal with this in the future.

### **NSPRA Membership Incentive program**

OHSPRA encourages members to join NSPRA. NSPRA indicated they picked up seven new members from Ohio and our promotion. We received \$25 for each new full member and \$10 for each associate member and our total received was \$130. In comparison to other state chapters, we were about in the middle to the lower end of the spectrum. The largest amount earned was TX with \$530. We wonder how many of our members are NSPRA members already, and perhaps that is why our numbers are lower than others; historically, OHSPRA has had the highest membership in NSPRA for the region. We will, however, continue these efforts as we value membership in NSPRA.

### **BOARD MEETINGS**

The members of the OHSPRA Board continue to meet on a monthly basis (exceptions are made as needed/appropriate) with our chapter manager, and with guests invited as needed. All Board meetings are open to all members.

**2. Chapter projects/collaboration efforts** – An overview of projects and collaborations: new, ongoing or completed.

#### **PARTNERSHIPS WITH OTHER CHAPTERS:**

OHSPRA assisted the Illinois School Public Relations Association in their judging their awards contest. Illinois graciously offered to assist OHSPRA in the future.

#### **PARTNERSHIPS WITH OTHER ORGANIZATIONS:**

The OHSPRA President, President-Elect, Secretary and Executive Director met with Mary, [Sandy Hook Promise](#), an organization dedicated to ending social isolation that has two school calendar call-to-action times: Say Something and Start with Hello. The organization requested help promoting themselves and their activities through Ohio. OHSPRA agreed to promote their info on e-newsletter and in social media, and offered to include them in upcoming PF opps, including an October fall workshop. Sandy Hook eagerly accepted the opportunity, but later declined to turn-over/transitions in their organization. OHSPRA then agreed have the Director of Professional Development contact them about presenting at Spring Conference.

OHSPRA continues to foster a desirable and strategic partnership with OSBA (Ohio Schools Boards Association) and work together on the OSBA Capital Conference every Nov and a joint fall workshop (see more info under "PD"). OSBA also allows OHSPRA to hold its board meetings in their conference room, free of charge.

OHSPRA also met and continues to work to develop relationships with the OASBO (Ohio Association of School Business Employees) employee.

Before the end of 2015, OHSPA intends to reach out to BASA (Buckeye Association of Business Administrators) and ODE (Ohio Department of Education) to inquire about building stronger relationships between these organizations and OHSPRA.

## SPONSORSHIPS

The Board has reviewed 2015-2016 sponsorship opportunities and positions. Currently, the president has been maintaining the duties, with assistance from the chapter manager, of the Director of Partnerships as the previous director had to leave OHSPRA, and school PR, due to health concerns. OHSPRA bylaws say we need to replace the position. However, board members were concerned with appointing someone so late in the year, and someone who might not be energized about fundraising and developing relationships. The board talked about perhaps changing bylaw language to give OHSPRA more flexibility in filling positions in the future. During the Sept. Board meeting, a motion was made by the Director of Communications to leave the Director of Sponsorship unfilled until the next election, and give President the authority to assign the tasks associated with the position to a board member or non-board member. The motion was unanimously passed by the board.

So far, OHSPRA has reached out to approximately 20 possible sponsors and has secured \$2,500 in sponsorships for 2015-16, as well as a trade agreement with SchoolMessenger for a new website that will provide automatic invoicing, user-friendliness, mobile friendliness, searchable “Idea Exchanges” and the ability for members to interact with each other to share ideas. SchoolMessenger and OHSPRA will also be co-presenting a crisis communication workshop at the OSBA Capital Conference in Nov. (see PD below).

The sponsorship menu is below.

Sponsor Level & Benefits	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	BLUE \$1,000	PATRON <\$1,000
Vendor Table at Spring Conference <i>*due to fire laws, limited to the first four vendors to sign contracts</i>	2 Days	2 Days	1 Day <i>(day to be determined by OHSPRA)</i>	n/a	n/a	n/a
Advertisement in All 2015-16 OHSPRA Event Agendas	Full Page	Half Page	Quarter Page	Business Card Size	Name Listed	Name Listed
Complimentary Spring Conference Registration	2 included	2 included	1 included	1 included	1 included	n/a
Product or Webinar Promotion in OHSPRA Newsletter	2 included	1 included	n/a	n/a	n/a	n/a

OHSPRA Website Recognition	on all web pages	on sponsor page	on sponsor page	on sponsor page	on sponsor page	on sponsor page
<b>Company Promotional Materials Distributed at 2015-16 Professional Development Events</b>	Included	Included	Included	Included	Included	Included
Advertisement at 2015-16 Social Events	Included	Included	n/a	n/a	n/a	n/a

**3. Professional development programs/activities** – An overview of current professional development efforts.

**FALL WORKSHOP**

OHSPRA partnered with OSBA to hold a joint fall workshop on Oct. 2 titled “How to engage your community before, during, and after a crisis”. Approximately 40 people attended. The description was:

*In today’s technological world, social media can open lines of communication with constituents in ways that encourage feedback and learning while creating advocacy for a district and its schools. In essence, social media is a tool districts must have in their communication tool box to encourage strong, two-way communication; engage all community members; provide a more transparent and authentic understanding of a district’s mission and goals; and control messages.*

*In this workshop, attendees will identify potential issues associated with social media and learn how to proactively address unintended consequences on social media by analyzing best practices. Attendees will also learn how to build their social media audiences by helping individuals understand, from a wide range of perspectives, proper participation in social media. Finally, workshop participants will learn from school districts that have grown their audiences so they were able to use social media to control the message and communicate facts during a crisis situation. Social media is a strong tool that can engage entire communities—including senior citizens—and can allow districts to be the first to deliver messages.*

*This workshop is jointly sponsored by OSBA and the Ohio School Public Relations Association (OHSPRA) and is open to anyone. It will take place on Oct. 2 from 9 a.m. until 4 p.m. at the OSBA Offices, 8050 High St. in Columbus. The cost is \$150, which includes registration, materials, lunch and light refreshments.*

**OHSPRA AT OSBA CAPITAL CONFERENCE**

**Idea Exchange**

OSBA generously provides a booth free of charge to OHSPRA during the November 9-11, 2015 OSBA Capital Conference and Trade Show. OHSPRA uses this booth to create an “Idea Exchange”, gathering materials and publications from school districts across the state and then making them available for conference attendees to personnel to take for free. OHSPRA members

also participate in the “PR Doctor” to provide districts with one-on-one PR consultations to help advocate for PR positions in schools.

### **Capital Conference Social Event**

On Nov. 11, 2015, OHSPRA will offer members and non-members an opportunity to relax and network over free food and drinks at a local bar near the conference center. The event also includes music and raffles. Approximately 80 people attend each year.

### **Capital Conference Workshops**

The President, President-Elect and SchoolMessenger will present “**Tools to complete your crisis plan**”: You’ve completed your state-required crisis plan, but does it articulate how you’re going to communicate during an emergency? Explore an effective crisis communications plan, including best uses of social media and notification systems, and how to coordinate messages with local law enforcement.

The Director of Membership and the Secretary will present “**Using Social Media to Build Public Support & Confidence in Your Schools**”: Your schools are facing critical issues. But, over time, the "public" has become removed from their public schools. In this session, you will learn to use social media for forging powerful relationships that build confidence in your schools and leadership. Get your community moving, sharing and fully supporting your social media efforts! - *Evaluate your social media presence. Are you just doing it to do it? Are you providing meaningful engagement and telling powerful stories with your social media platforms?* Discuss how districts are using social media to tell a story and achieve true engagement, not just sharing the score of the football game. *Examine your social media plan. What to use and when?* Learn best practices on Facebook, Twitter, Youtube and emerging social media that build a consistent social media presence to reinforce your brand. Discuss strategies for crisis management with social media.

## **SPRING CONFERENCE**

OHSPRA will hold its annual Spring Conference in 2016 at Hilton Polaris (Columbus, Ohio) on April 14-15. Current speakers include Tarek Kamil from Cerkl on Community Engagement, Eric Leslie from On Scene Productions on Content Marketing, and Sandy Hook. Possible topics: PR Firm and Levies, Courageous Conversation: transgender/race, infographics

The 2015 Conference was held in April 2015 and 95 people attended over the two days. The conference was sponsored by School Messenger and School Wires.

OHSPRA also annually awards a scholarship to the Ohio School Public Relations Association Spring Conference to a deserving member(s). This special Conference Scholarship was established in 2014 and is used to assist an OHSPRA member in covering the cost of conference registration and one night’s lodging at the Spring Conference. The OHSPRA Board of Directors reviews the chapter’s budget each year and, as long as the budget allows, sets aside funds to administer the scholarship annually. If funds allow and more than one application is received, the OHSPRA Board of Directors may approve the awarding of more than one scholarship each year. Eligible candidates must hold a membership with OHSPRA. In 2015, OHSPRA was able to award Spring Conference Scholarships to four members to attend the two-day event.

## CONTEST AND AWARDS

The director of contests and awards is looking at online judging processes for 15-16, as well as student award categories. Students would have to be sponsored by an OHSPRA member and the work would have to be their own. Rather than compete against each other they would be judged on a set of criteria.

4. **Major chapter issues or concerns** – What is the chapter currently struggling with?  
None at this time

5. **Issues or areas that could use NSPRA regional or national support** – Identify specific issues or concerns with suggestions for how NSPRA can provide support.

OHSPRA would like NSPRA to **consider providing a discount or institutional membership availability to state chapter officers/board members who are required to have NSPRA memberships**. OHSPRA bylaws state OHSPRA may pay for national membership for a board member if national requires that officer to be a NSPRA member. This option is often used as some districts are not able to afford the cost of NSPRA memberships or limit the number of professional memberships for employees. To save chapter money, the OHSPRA treasurer contacted NSPRA about an institutional membership for OHSPRA board members who are required to have NSPRA memberships; she was told the chapter could not take advantage of that offering. Since these are required memberships by NSPRA, it would be appreciated if we could have support from Nationals through discounted memberships so more money is available for chapter operations. While we have a healthy bank account, we also want to plan for the unknown and have chapter longevity, so we are trying not to spend more than we bring in—which is something we are currently doing. The OHSPRA Board also feels NSPRA memberships are incredibly valuable, and feel operating money for the chapter is valuable, so all Board members required to have NSPRA memberships have agreed to pay for it out of pocket for it this year, if needed. We just feel a discount to chapter board members who are required to hold NSPRA memberships would be nice way to show appreciation for Board members who are dedicated to school PR and volunteer their time and talents to support it.

6. **State or local issues that NSPRA should keep an eye on** – Provide a brief synopsis of each issue that is impacting communication efforts, schools and education that might have future national implications.

**SWATTING/BOMB THREATS**-calling in bogus threats guaranteed to bring out the SWAT team. On Oct. 21, 15-20 bomb threats were called in to schools across the state. On Oct. 15, a school in Cincinnati received a threat. On Oct. 7, six threats were made. On Sept. 19, a school in Dayton/Kettering received a threat.

- <http://www.cincinnati.com/story/news/2015/10/20/police-bomb-threat-called-into-wilson-elementary/74262344/>
- <http://www.mansfieldnewsjournal.com/story/news/local/2015/10/21/bomb-threats-spike-across-ohio-schools/74357636/>
- <http://www.wlwt.com/news/teen-arrested-in-mariemont-hs-bomb-threat-case/35858336>
- [http://www.cleveland.com/metro/index.ssf/2015/10/bomb\\_threats\\_at\\_southwest\\_ohio.html](http://www.cleveland.com/metro/index.ssf/2015/10/bomb_threats_at_southwest_ohio.html)

- <http://www.whio.com/news/news/crime-law/another-bomb-threat-found-kettering-school/nhPcY/>

7. **Additional items of note** – A summary of other chapter-related items not covered in the other categories.

## COMMUNICATION TO MEMBERS

### Newsletters:

• The first “Snapshot” newsletter for the year came out in August 2015 to 167 members. 44% opened it, with only 3 bounces. The newsletter’s deadlines and schedule are as follows: Oct. 28 for Nov., Jan 22 for Feb., April 22 for May.

### Social media:

• **TWITTER:** We have added 298 followers since June 2015, with a total of 888 followers on Twitter (as of Sept. 7). . OHSPRA created #ShareYourStory and #OHSchoolsWork.

• **FACEBOOK:** We have added 39 friends since June 2015, with a total of 200 “likes as of Sept. 7.

### Website:

We’ve been working to redesign our website. Our goal is to create a site that has a cleaner, more modern look; is mobile responsive; easier to use; and, has more functionality for members, including an online payment system, and auto all calls. The website will be provided for free through a trade sponsorship with SchoolMessenger.

## ELECTIONS

OHSPRA held elections for four open seats in April 2015. The four open seats included President-Elect, Director of Membership, Director of Communications and Secretary. Nominations were distributed to OHSPRA members via electronic ballot on Friday, March 27, and voting closed at 5 p.m. on Wednesday, April 15. Kari Basson, OHSPRA past-president and community relations coordinator for the Kettering City Schools, served as the nominating chair. Committee members included Neej Shockley, Communications Supervisor of West Carrollton City Schools and Karen Vrabec, a consultant with the Stark County Educational Service Center. The results of the election were shared with OHSPRA members during a meeting that was held on April 16 during the 2015 OHSPRA Spring Conference:

- **President-Elect** -- Crystal Davis, Deputy Director of Communications, Ohio School Boards Association
- **Director of Membership** -- Patrick Gallaway, Director of Communications, New Albany-Plain Local Schools
- **Director of Communications** -- Debbie Alberico, Communications Consultant, West Clermont School District (recommended by OHSPRA president and approved by Board in May when Bryan Bullock from OSBA resigned the seat to take a job in Colorado)
- **Secretary** -- Tracey Carson, Public Information Officer, Mason City Schools

### Full Board:

- **President**—Erika Daggett, Communications Coordinator, Forest Hills School District
- **Past President**- Kari Basson, Community Relations Coordinator, the Kettering City Schools

- **President-Elect** -- Crystal Davis, Deputy Director of Communications, Ohio School Boards Association
- **Treasurer**- Josephine McKenrick, Director of Communications, Mariemont City Schools
- **Secretary** -- Tracey Carson, Public Information Officer, Mason City Schools
- **Director of Membership** -- Patrick Gallaway, Director of Communications, New Albany-Plain Local Schools
- **Director of Communications** -- Debbie Alberico, Communications Consultant, West Clermont School District (recommended by OHSPRA president and approved by Board in May 2015 when Bryan Bullock from OSBA resigned the seat to take a job in Colorado)
- **Director of Professional Development**- Susanna Max, Director of Communications, Wyoming City Schools (recommended by OHSPRA president and approved by Board in September 2015 when Kelsey Webb from Ohio Hi Point Career Center resigned due to increased job duties at her career center)
- **Director of Contests and Awards**- Lou DeVincentis, Communication Coordinator, Orange City Schools

*Mary Beddell, Public Relations Director, Plain Local School District, serves as chapter manager (not a Board position).*

## GOALS

### 2014-15 Evaluation:

OHSPRA Board met 58 goals with a team of dedicated volunteers!

**-President Elect** met goals to update procedures and review bylaws

-Completed policies include: mission job duties for directors, attendance, chapter manager (formerly Executive Director), financial process, national delegates committees, dues contests and awards, and official communication, all call update procedure, social media rules and guidelines, nominating committee, honorary lifetime membership, refund policy, cancellation policy, people not paying guidelines off-year election terms.

-It was noted that OHSPRA video update and fostering relationships on behalf of OHSPRA will need continued.

**-Professional Development** met goals for improving PD with incredible depth and breadth. Steady attendance for spring conference, and increase at OSBA conference. Met goals of collaborating with PRSA and advocating for APR, doing a PR Doc, and targeting superintendents.

-It was noted that increasing attendance at events and hosting regional meetings remain important priorities to continue to pursue.

**-Contests and Awards** met goals for reviewing hierarchy of awards, judging, and had robust program that recognized our members' professionalism and excellence.

-It was noted that this is a very well-run program that will continue to get better. Lots of discussion about adding a student award category for student-produced video, student-produced photography and student-produced story.



**-Communications** met goals for FB recruitment and posting, the all-call was killed off, branding OHSPRA in emails, great snapshots four times a year, changed passwords,

-It was noted that website relaunch needs to happen this year - much progress has been made, but position turn-over has hampered ability to launch. Additionally, we need to modernize All-Call procedure. Would be nice to be able to search idea exchange.

**-Membership** met goals of increasing members by 20%! (13-14: 133 members, 14-15: 158 members), Incentivize through highlighting network, focused on Big 8 and were able to get Toledo, still no Cincinnati, Columbus, Toledo or Akron, highlighted members in social media and newsletter, did outstanding job of cross-promoting NSPRA membership, reached out to districts without a communication person,

-It was noted that streamline signup research happened but wasn't able to execute because it really needs to connect with website.

**-Treasurer** met goals of improving chapter financial reporting with report that is online and accessible to all board members, secured bonding, evaluated current financial institutions and chose to remain with PNC and Chase, and ensured OHSPRA came in positive to budget.

**-Secretary** met goals of distributing minutes, and acting as a resource for other board members.

**-President** met goals of advocating for PR professionals, coordinating chapter activities, securing marketing materials, sending agendas in timely manner

**-Past President** met goals of all calls, Facebook, answering OHSPRA emails, scholarship, and overseeing elections

## 2015-16 GOALS

### Professional Development

- April 14-15, 2016 Spring Conference - Polaris Hilton
- Instead of survey for seeking out conferences, will do an August call for presentations and list of topics, take results from last surveys to put as draft topics. Due date would be end of October and then at Capital Conference we would announce who the presenters/topics are and push the early bird rate.
- Want a big announcement each month - Happy New Year, Keynote announcement, etc.
- Fall Workshops with OSBA: October 2: Using Social Media During a Crisis
- Fall OSBA Capital Conference: November 9-11, 2015. PR Doctor (no appointments, just walk ups), Patrick and Tracey (Using social media to build public support and confidence in your schools), Crystal, Erika and SM (Tools to complete your crisis plan). Evening Social on November 9, 5-7pm. Sunday dinner for board members who come into town to set up booth, etc. Wheel with prizes (OHSPRA t-shirt, bag).
- Regional Events: Option A) Panera Coffee Networking Session (Marketing idea)  
Option B) Brunch & Learn (Feb) with a well-known speaker: find a venue, pay for lunch. Would like to set the schedule and send to members 2-3 months in advance.

(in between Capital Conference and Spring Conference). Same date and live tweet is a possibility for OHSPRA Coffee Networking.

### **Contests & Awards 2015-2016 Goals**

- Email judging
- Cleveland had 22% of awards. We need to include the profile (award just won and little about district (enrollment, location) so people understand how many schools are in that district and why they receive so many awards
- Need to increase cost for entry

### **Communications 2015-2016 Goals**

- E-newsletter in same snapshot format using Mailchimp
- Redesign website with invoicing - once you apply for membership you get an invoice automatically, social media feed, striking landing page, ability to upload PDF, responsive design - mobile-friendly for tablet as well as phone, uniformity in design capabilities for fonts/colors, All Call member can send and archives automatically,
- Facebook and Twitter: explore paid boosting, sharing other schools' statuses, follow more of our member school districts

### **Memberships 2015-2016 Goals**

- Early Bird Deadline goal - promote July 31 so mailing needs out by July 1. Business Card Cell Phone Sticky as promo, blue with OHSPRA logo (about \$1 a piece).
- Increase membership by 20% - this is a stretch goal would mean we need 189 members.
- Explore an OHSPRA membership hashtag
- Review membership categories in bylaws

### **Sponsorships 2015-2016 Goals**

- Contracts should be brought to Sept meeting so sponsors can have benefit of fall workshops (in Oct)
- Category exclusivity and contracts should be discussed with the board before committing
- Sponsorship Follow-up timeliness concern. Mary will follow up on people who might need followed up with.
- Goal: \$10,000 new money in 15-16

### **Budget 2015-2016 Goals**

- Align budget—we are spending more money than we are taking in
  - OHSPRA Contests and Awards probably need adjusted because we've had several years of not meeting a pretty aggressive income goal. Recommendation for Achievement Awards: \$60 for members, \$85 for non-members. Lou will make a recommendation for Friend of Education, Crystal, and Innovator Awards.

- Income: Budgeted \$500 less in income for 15-16 than what was set in 14-15. Moved sponsorships from \$7,500 to \$15,000. Moved Spring conference income from \$18,000 to \$15,000.
- Membership Expense: Save \$600 in NSPRA membership expenses by pursuing institutional membership.
- Conference Expenses: Eliminate Early Bird conference registration. We decreased spring conference expenses by \$500, and decreased conference income by \$1000. Moving to Hilton should decrease some expenses, and raising all registration costs by \$10.
- Spring Awards Expenses. Will work to get things in earlier so we don't need to do express shipping. Reducing budget by \$700 from last year.
- Scholarship Expenses: Decreasing budget by \$300 to make it \$200.
- Capital Conference Expenses: Eliminating \$900 that had previously been used for AV needs since this is no longer needed.
- Board Meeting Meals: Eliminating \$200 from previous budget.
- Eliminate \$300 in Executive Director fees.
- Eliminate \$900 in phone expenses since we have gone to free Google Phone. Executive Director will be responsible for the phone, and will also manage the OHSPRA gmail account.
- Decrease supplies by \$500.
- Decrease PO Box expense by \$100 which reflects actual cost.
- Add line for "Brunch and Learn" - income: \$500, expense: \$300
- Sponsorships - \$15,000 goal for 15-16.
- Eliminate Mileage Line Item - \$100.