

### 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.

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](#) list on the website under the NSPRA Info tab/Chapters/Updates for Chapter Leaders.

### 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.).

OHSPRA membership has been growing over the past few years and has remained steady during the 2016-17 year. There has been an 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, a slight increase in the cost of entering into OHSPRA Awards, the elimination of mileage reimbursement for the Chapter Manager, and an aggressive campaign to solicit \$15,000 or more in sponsorship dollars, the chapter should be able to recoup the funds lost due to these miscalculations. The chapter's Director of Partnerships is doing a wonderful job soliciting sponsorships and has brought in two Platinum Level Sponsors for a total ~\$11,500 for the year already! That position had been vacant for a good part of the last membership year. OHSPRA has yet to receive the dollars for these sponsorships as the contracts were just signed, so the chapter's bank balances should jump up considerably next quarter. The sponsorship menu underwent a revision as well...it is attached.

### 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, the Board is working on making a few revisions to the manual, namely:

- 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.

The president-elect is working to bring new language to the table to be considered by the Board at the December meeting.

### BUDGET/FINANCES

- Checking Account for August: Beginning Balance: \$16,026.34
- Checking Account for August: Ending Balance: \$15,158.01
- Savings Account for August: Ending Balance: \$20,026.05
- As of August 31, 2016, we have \$35,194.06 in both accounts.

### MEMBERSHIP

#### Status Update

At the close of the 2015-16 fiscal year, we had 160 members. So far this year, 72 members have renewed and 95 have not. We find that a lot of our members renew as Spring Conference approaches and we anticipate that will happen in early 2017 as well. Our director of memberships has also been very aggressive by sending extra email reminders to those who have not renewed yet touting the benefits of membership.

## Membership Processing with the New Website

Since the new website just launched, we are still working out the bugs in online membership processing. All of the Board members that are required to regularly update the site have been trained on its use. And overall, we are happy with the new site.

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

OHSPRA will collaborate with the Ohio School Boards Association in providing a "Publication Exchange" at OSBA's annual Capital Conference in November. School districts, career tech centers and ESC's from across the state have been invited to submit samples of communications pieces to the *Publication Exchange*, giving conference attendees the opportunity to peruse "best practices" in everything from newsletters, annual reports and district calendars to Quality Profiles, levy promotional pieces and student recruitment catalogs. Members of OHSPRA will be at the *Publication Exchange* on **Monday, November 14**, and **Tuesday, November 15**, from 9 a.m. to 4 p.m. to discuss school PR issues and answer education-related PR questions from conference attendees.

In addition, OHSPRA has been selected to present two sessions during OSBA's 2016 Capital Conference:

- Erika Daggett (Past President), Kari Basson (Director of Professional Development) and Crystal Davis (President) are presenting, "What parents want in school communication" on Monday, Nov. 14 at 4p.m. Here's the promo copy that we submitted with the presentation proposal:
  - As communities diversify, knowing what parents expect from school communications and how best to reach them can be challenging. Forest Hills Local (Hamilton), Kettering City and OSBA offer tips on improving outreach to families, communicating to different generations and best practices for addressing what parents say they want from school communicators.
- Mary Beddell (Chapter Manager) is presenting "Spotlight behind-the-scenes departments" on Tuesday, Nov. 15, 9am-10am.

We have been promoting these presentations widely to our members.

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

OHSPRA partnered with the Ohio School Boards Association to host a Fall Workshop titled "Handling Transgender, Race and Bullying Issues in Schools" on **October 20**. The workshop included a legal overview of rights and responsibilities surrounding the issues of transgender, race and bullying; a panel made up of the superintendent, an assistant principal, a teacher, a counselor, and three students from Hudson City Schools who discussed their high school's journey to becoming a more inclusive school community; and roundtable discussions during which PR professionals outlined real-world situations when their districts had to deal with these issues and how they responded. Some 53 people, representing a wide variety of positions within the education field, attended the workshop. This is the largest attendance ever for these joint OHSPRA-OSBA workshops!

The chapter has also sent out several "Save the Date" reminders to members about our annual Spring Conference, which will be at a new venue. The Spring Conference is slated for March 23 & 24, 2017, at the Nationwide Hotel Conference and Convention Center. It is our hope that by switching venues and to a pay-per-person rate, we can avoid the issues that we got into last year where the chapter actually lost money on the conference even though are registration numbers were similar to previous years.

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 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.

**3. Major chapter issues or concerns –** What is the chapter currently struggling with?

We have been continuing to have many issues with the new website but now that all of us have finished training with School Messenger, I anticipate that these problems will be ironed out soon. We just finished up training within the last week. In addition, last membership year we lost money as a chapter, however, we are optimistic that we will be able to recoup those lost dollars, primarily through an increase in the number of sponsors and sponsor dollars.

**4. 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.

**5. 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** — Ohio school districts are dealing, not happily, with the new systems.

**ESSA** — will affect school districts across the country.

**WEBSITE ACCESSIBILITY (ADA COMPLIANCE)**

**6. 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:

- a. October 28 content & November 4 publication
- b. January 23 content & February 3 publication
- c. Special edition promoting conference
- d. April 28 content & May 3 publication

**Social media:**

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Facebook - We have added 547 new followers for a total of 912 likes (as of Oct. 31, 2016).