

Ohio School Public Relations Association
BOARD OF DIRECTORS
MEETING MINUTES

President Crystal Davis brought the meeting to order on September 16, 2016 at 10:16 a.m.

ROLL CALL

Crystal Davis	Present
Kari Basson	Present
Erika Daggett	Present
Lou DeVincentis	Present
Patrick Gallaway	Present
Sheryl Sheatzley	Present
Josephine McKenrick	Present
Kurt Moore	Present
Amy Rutledge	Absent
Tracey Carson	Absent

Adoption of the Agenda

Crystal made a motion to adopt the agenda. Lou seconded.

Crystal Davis	Yes
Kari Basson	Yes
Erika Daggett	Yes
Lou DeVincentis	Yes
Patrick Gallaway	Yes
Sheryl Sheatzley	Yes
Josephine McKenrick	Yes
Kurt Moore	Yes
Amy Rutledge	Absent
Tracey Carson	Absent

MOTION CARRIED

Approval of the Minutes

Crystal made a motion to approve the minutes from the March last meeting, Erika seconded.

Crystal Davis	Yes
Kari Basson	Yes
Erika Daggett	Yes
Lou DeVincentis	Yes
Patrick Gallaway	Yes
Sheryl Sheatzley	Yes
Josephine McKenrick	Yes
Kurt Moore	Yes
Amy Rutledge	Absent
Tracey Carson	Absent

MOTION CARRIED

PRESIDENT'S AGENDA

1. Introductions

2. ODE visit

Executive Director of Communications and Outreach Kim Norris will solicit input on how ODE might better communicate some of their Report Card materials as well as how best to get these materials into the hands of the school communication leaders.

Kim Norris, Executive Director of Communications and Outreach at ODE asked how ODE can better communicate with school districts and asked for feedback from the OHSPRA board members on improvement and partnership for sharing information.

Kim will send Crystal the ODE hashtag to use to share stories from classrooms. If there is something anyone wants ODE to create, board members should email Crystal and she will communicate with Kim.

Email: Kimberly.norris@education.ohio.gov

3. National Seminar recap/NSPRA awards. The Board will discuss the National Seminar and the NSPRA awards programs.

Discussion: Patrick, Crystal and Sheryl were in attendance.

Sheryl attended sessions on transgender issues (Transgenderspectrum.org) and found it very useful. She will send out resources to everyone.

Erika will send out information regarding Understanding Newly Announced School Clarifications for TCPA.

Crystal accepted “Exemplary Chapter” award on behalf of OHSPRA.

4. Dates and deadlines

The Board will review and discuss 2016-17 dates and deadlines (ATTACHMENT B)

October Board Meeting changed to October 7.

We will have a March meeting session for those working on Spring Conference but the official board meeting will be during Spring Conference.

5. Inventory

The Board will discuss OHSPRA inventory and the Inventory Database (ATTACHMENT C).

The Inventory is also available as soon as you login to the My Drive page on Google Drive.

Inventory in google drive is up to date. Patrick will give extra koozies to Mary/Lou for any membership needs.

-Erika will get rid of PR doctor coats

-Erika/Jo will follow up with Susanna on files/signs.

-Erika will follow up with Kelsey on shirts

6. Retreat survey results and 2017 lodging

The Board will discuss the 2016 Retreat Survey results and preferred lodging for the 2017 retreat. (ATTACHMENT D) Retreat Survey results are also available on the Board Google Drive > 2015-16 do not move content > Retreat - June 16 > OHSPRA2016Retreat.pdf.

Discussion: Everyone liked the accommodations and location. We will use Deer Creek for again next year.

7. Higher education outreach

The Board will discuss the possibility and viability of adding higher education PR professionals as members.

Skipping topic for another meeting

DIRECTOR OF PROFESSIONAL DEVELOPMENT’S AGENDA

1. Joint OSBA/OHSPRA Fall Workshop

The Board will discuss the Oct. 20 OSBA/OHSPRA Fall Workshop on Identifying and Handling Transgender, Race and Bullying Issues in Schools. The Board will firm up OHSPRA board and/or member speakers/roundtable moderators.

Update: Keynote speaker: Sarah Clark (Attorney) Sarah will focus on legal side/public perception in the morning.

Sheryl is checking to see if she can bring students/teacher advisor to present after lunch.

Afternoon will be roundtables with moderators

(Erika-Mascot/Amy-Race/Tracey-Religion/Patrick-Community Sensitivity)

Kari requested that everyone send her 3 or 4 sentences with an example of the issues that they have tackled. Kari will follow up with Amy to see if she is willing to moderate as well.

2. Capital Conference

The Board will discuss participation in OSBA Capital Conference on Nov. 13-16 including the Idea Exchange, workshops and networking events.

Discussion:

Mary will bring swag items from the inventory to the October meeting for the Idea Exchange at Capital Conference. Mary will buy candy for the Idea Exchange.

3. Spring Conference

The Board will discuss the 2017 Spring Conference at Nationwide Hotel and Conference Center (Columbus, Ohio) on March 23-24, 2017.

Discussion:

-Contract is signed with Nationwide

-Crystal is going to try to set a tour for the October 7 meeting.

-Kari plans to survey members in October to see what types of topics members would like to see and work on getting sponsors from there. (Topics: SERS/Retirement, How to use snapchat-emerging social media tools, podcasting, how to get other people in your district to be communicator, internal communications, strategic planning, Website Accessibility, new initiative fatigue, video production, best free online tools)

-Kari plans to set pricing structure around conference for the entire conference and remove the ability to attend one. day. Kari is still working on getting the luncheon only price.

-Price will be set based on per person cost/not set to a specific budget.

DIRECTOR OF PARTNERSHIPS

1. Sponsorship update

The Board will review 2016-17 sponsorship opportunities and positions. (ATTACHMENTS E, F & G). Sponsorship attachments are also available in the Google Drive > 2016-17 > Sponsorship folder.

Discussion: Sheryl shared the idea of having sponsors purchase tables for breakfast on day two of spring conference. We discussed presenter exclusivity for two high level sponsors.
-Sheryl will send out OHSPRA sponsorship options to everyone to review before the October meeting.

2. School Messenger Sponsorship(s)

The Board will discuss the website agreement with School Messenger and future sponsorship opportunities with them. (ATTACHMENT H)

-Mary will resend the \$2,000 sponsorship to SM for payment (Resent on 9/16)

DIRECTOR OF MEMBERSHIP AGENDA

1. Membership Plan

The Board will receive an update on the 2015-16-membership plan and discuss the 2016-17-membership plan.

Discussion: Moved membership sign up to online.

-72 members have renewed. 95 have not renewed yet.

-Talked through the idea of doing regional presentations to gain new members

-Looking at reaching out to the “Big 8” to get more members

-Patrick suggested that next year we auto invoice all members at the start of the year.

2. NSPRA Member Incentive Programs.

The Board will receive an update on chapter participation in the 2015-16 NSPRA membership incentive program and will discuss the 2016-17-chapter participation in the NSPRA membership incentive program.

TREASURER’S AGENDA

1. Financial Reports

The Board will review financial reports for June, July and August 2016 and the preliminary 2016-17 budget. Find these documents on the Google Drive > 2016-17 > Meeting Docs > Finances.

June:

Checking:

Beginning- \$16,546.81

Ending- \$18,659.65

Savings: \$20,035.03

July:

Beginning- \$17,651.69

Ending- \$15,851.34

Savings: \$20,035.03

August:

Beginning- \$16,026.34

Ending- \$15,158.01

Savings: \$20,036.05

Crystal made a motion to approve the June, July and August financial report, Kurt seconded.

Crystal Davis	Yes
Kari Basson	Yes
Erika Daggett	Yes
Lou DeVincentis	Yes
Patrick Gallaway	Yes
Sheryl Sheatzley	Yes
Josephine McKenrick	Yes
Kurt Moore	Yes
Amy Rutledge	Absent
Tracey Carson	Absent
MOTION CARRIED	

Crystal made a motion to approve Budget Proposal for 16-17, Patrick seconded.

Budgeted numbers:

45,540 Income

43,880 Expenses

Crystal Davis	Yes
Kari Basson	Yes

Erika Daggett	Yes
Lou DeVincentis	Yes
Patrick Gallaway	Yes
Sheryl Sheatzley	Yes
Josephine McKenrick	Yes
Kurt Moore	Yes
Amy Rutledge	Absent
Tracey Carson	Absent
MOTION CARRIED	

DIRECTOR OF COMMUNICATIONS' AGENDA

1. Communication Plan

The Board will receive an update on OHSPRA communications including the website, social media channels and newsletter (ATTACHMENT I) Communication goals are also available on the Google Drive > 2016-17 > Communications > OHSPRA Communications Goals 2016(1).docx.

- Kurt has called SharpSchool several times to work through website issues.**
- Crystal will set up a call with Crystal, Kurt and SharpSchool to talk through list of website issues.**
- Kurt plans to organize the resources on the website better to be more useful for members.**
- Mary will send everyone OHSPRA newsletter deadlines as calendar invites.**

2. Website issues

The Board will discuss the issues that we have had with the new website and create an action plan for getting training and the remaining problems resolved.

- Crystal will set up a call with Crystal, Kurt and SharpSchool to talk through website issues.**

PAST PRESIDENT'S AGENDA

1. Mentors, Scholarships, and Elections

The Board will discuss the OHSPRA mentorship program, conference scholarships and elections.

(ATTACHMENT J)

Discussion: Erika needs Kurt and Kari to look over the action plan for the scholarship to make sure it lines up with their plans. Erika would like to start advertising the scholarship in November.

PRESIDENT ELECT'S AGENDA

1. Bylaws, policies, and procedures

The Board will review chapter bylaws and OHSPRA policies and procedures that may need added or updated.

Discussion: Patrick will review Policies and Procedures and report back with any suggestions at future meetings.

DIRECTOR OF CONTESTS AND AWARDS AGENDA

1. Contest and Awards

The Board will discuss the 2016-17 OHSPRA Contest and Awards program.

Discussion: Amy Rutledge (absent)

OTHER BOARD OF DIRECTORS BUSINESS

1. Other ADJOURNMENT

Next meeting: Oct. 7 OSBA, 10:00 a.m.-3 p.m.

Crystal made a motion to adjourn, Erika seconded.

Crystal Davis	Yes
Kari Basson	Yes
Erika Daggett	Yes
Lou DeVincentis	Yes
Patrick Gallaway	Yes
Sheryl Sheatzley	Yes
Josephine McKenrick	Yes
Kurt Moore	Yes
Amy Rutledge	Absent
Tracey Carson	Absent

MOTION CARRIED

###

Ohio School Public Relations Association
BOARD OF DIRECTORS
MEETING MINUTES
October 7, 2016

ORDER OF BUSINESS:

Call to order:

Crystal brought the meeting to order at 10:22 am.

Crystal Davis: Present
Kari Basson: Present
Erika Daggett: Present
Lou DeVincentis: Absent
Patrick Gallaway: Present
Sheryl Sheatzley: Absent
Josephine McKenrick: Absent
Kurt Moore: Present
Amy Rutledge: Present
Tracey Carson: Present

Kari made a motion to adopt the agenda. Erika seconded.

Crystal Davis: Yes
Kari Basson: Yes
Erika Daggett: Yes
Lou DeVincentis: Absent
Patrick Gallaway: Yes
Sheryl Sheatzley: Absent
Josephine McKenrick: Absent
Kurt Moore: Yes
Amy Rutledge: Yes
Tracey Carson: Yes

Kari made a motion to adopt the September 22, 2016 minutes. Ericka seconded.

Crystal Davis: Yes
Kari Basson: Yes
Erika Daggett: Yes
Lou DeVincentis: Yes
Patrick Gallaway: Yes
Sheryl Sheatzley: Yes
Josephine McKenrick: Yes
Kurt Moore: Yes
Amy Rutledge: Abstain

Tracey Carson: Abstain

PRESIDENT'S AGENDA

1. Introductions

2. Dates and deadlines

The Board reviewed modifications to the 2016-17 dates and deadlines

- We are going to keep the current meetings, but will ensure that our meeting following conference will be finished by 3:00.

3. Higher education outreach

The Board discussed the possibility and viability of adding higher education PR professionals as members.

- Patrick will reach out to OACAC (College Admissions & HS Counselors are members) and see if they see an interest.
- Crystal is reaching out to Gary Motz and others.
- Student membership - thinking about benefits for them. Might be connections for our career techs and colleges who market to schools.
- Might be more appealing to smaller colleges/universities.

4. AASA request

The Board discussed a request for submissions from the School Superintendent's Association for humorous articles..

DIRECTOR OF PROFESSIONAL DEVELOPMENT'S AGENDA

1. Joint OSBA/OHSPRA Fall Workshop

The Board discussed the Oct. 20 OSBA/OHSPRA Fall Workshop on Identifying and Handling Transgender, Race and Bullying Issues in Schools. The Board decided we will move forward with Erika leading the race session on kneeling during National Anthem. Presenters should send Crystal materials for handouts by next Friday.

- We will add membership info into the participants' packets with upcoming events. There are many principals registered, so it is a different audience and includes folks from SE Ohio who we really want as members because they would benefit from our resources. We are going to share the website and Resource Center right before we break into Round Tables.

** Kurt is training on the website on Wednesday and is the person to send stuff or update Resource Center/Idea Exchange.

2. Capital Conference

The Board discussed participation in the OSBA Capital Conference on Nov. 13-16 including the Idea Exchange and workshops. Kari is going to send out a message to members to volunteer to man the exchange. Kari, Patrick and Amy are going to set up our Idea Exchange on Sunday. Erika, Kari, Mary, Crystal are presenting.

3. Spring Conference

The Board discussed the 2017 Spring Conference at Nationwide Hotel and Conference Center (Columbus, Ohio) on March 23-24, 2017.

Student Sweet: Student-focused wellness app

DIRECTOR OF PARTNERSHIPS

1. Sponsorship update

The Board reviewed Sheryl's expanded 2016-17 sponsorship menu. The Board made several changes including reducing number of categories, increasing sponsorship amounts, and changing opportunities for sponsors to present. [See the changes](#). All sponsors should be approached at the same time.

Sponsorships will end June 30.

2. School Messenger Sponsorship(s)

The Board needs this contract to be revised in light of changes to sponsorship. This sponsorship should reflect the amount of the contract, not the amount owed due to previous contracts.

DIRECTOR OF COMMUNICATIONS' AGENDA

1. Communication Plan

The Board will receive an update on OHSPRA communications including the website, social media channels and newsletter.

SNAPSHOT coming this weekend.

2. Website issues

Kurt is getting trained this Wednesday.

Notifications Alerts now look like they're coming from OHSPRA, not SharpSchool.

Newsletter: Highlight materials that are in the Resource Center through this, but also emails, twitter and facebook. "Look in the Resource Center for updates on TOPIC. To Login, DIRECTIONS."

Regional Events:

Want to set up Regional Branching Out at future meetings.

DIRECTOR OF CONTESTS AND AWARDS AGENDA

1. Contest and Awards

The Board will discuss the 2016-17 OHSPRA Contest and Awards program.

Lou and Amy are working communications on sharing with members. Going to be of Thursday at conference.

DIRECTOR OF MEMBERSHIP'S AGENDA

1. Membership Plan

Lou is working on membership - especially on folks who have not yet renewed.

90 current members. 8 people renewed from October 5 reminder. Lou encourages board to contact anyone who isn't a member that you know.

[Click here to see Members](#)

PRESIDENT ELECT'S AGENDA

1. Bylaws, policies, and procedures

Patrick hopes to have all-call procedure updated, and wants to make the discussion platform more apparent to all members. Board had a discussion of mixing our messages to members as personalized, and OHSPRA-branded.

PAST PRESIDENT'S AGENDA

1. Mentors and Scholarships

The Board will discuss the OHSPRA mentorship program and conference scholarships in the future.

TREASURER'S AGENDA

1. Financial Reports

The Board will review and approve the Sept. financial statements at a later date.

OTHER BOARD OF DIRECTORS BUSINESS

1. Other

ADJOURNMENT

Kari made a motion to adjourn at 12:59pm. Tracey seconded.

Crystal Davis: Yes

Kari Basson: Yes

Erika Daggett: Yes

Lou DeVincentis: Absent

Patrick Gallaway: Yes

Sheryl Sheatzley: Absent

Josephine McKenrick: Absent

Kurt Moore: Yes

Amy Rutledge: Yes

Tracey Carson: Yes

**Board members divided the membership lip and went ahead and subscribed all paid members to the Help Desk alerts. Way to go team!

Next meeting: Dec. 9 — Holiday party at Patrick's house, 10:00 a.m.-3 p.m.