

WSPRA Board Meeting

Aug. 14, 2009

10 a.m. to 3 p.m.

Snoqualmie Valley School District

Present

Arlene Hulten, Rosemary O'Neil, Lauren Hadley, Jayme Taylor, Gracie Valle and Sara Niegowski

Review Board Job Descriptions

The group reviewed the job descriptions to make sure that everyone understood their duties. Board members receive free registration for workshops and are part of other educational public relations groups. The ~~president and~~ president elect receives a \$500 scholarship to the NSPRA conference.

- Lauren will send the group the updated membership list. Jayme will use this list for communication purposes.
- Lauren will send Jayme electronic copies of the correspondence she has used in the past to solicit members.
- Gracie talked about different ideas for hosting an eastside meeting. She would like to have a meet and greet with the various media outlets in her area. Arlene suggested she send a survey to eastside members prior to the meeting to help determine what they would like to gain from the meeting. One or two WSPRA board members should try to attend this meeting.

NSPRA

We reviewed the NSPRA by-laws and chapter deadlines.

- Arlene asked the group to review the Mark of Distinction guidelines and decided if we should participate. If we decide to participate, Lauren will complete the necessary forms.
- We received a \$100 membership certificate for being a Blue Ribbon Chapter. We weren't able to use it this year, because we had already registered, but we can use it for the 2010 NSPRA conference (per Tommy at NSPRA). Arlene gave the certificate to Sara to keep until next year.

WSPRA

We discussed finances membership, communication with membership, the Web site and workshop programming

- Arlene asked the group to review the WSPRA bylaws and bring suggestions, if any, to our next meeting.

Finances—Sarah reported that we have \$14,118.44 in our checking account and \$17,190.65 in our investment account.

Ideas to increase membership—We discussed things we can do as a board to increase membership. Ideas included:

- Each board member can review a list of school communication professionals in their county to see if they are WSPRA members. If they aren't, invite them to join us.
- Jayme will use the Washington Education Directory to update the WSPRA membership list.
- Jayme will send out letters (electronically) to previous members with workshop dates and a list of member benefits.

- Jayme will send out letters (electronically) to superintendent's who do not have communication professionals.
- Jayme will review the NSPRA membership list to see who is a member of NSPRA, but not a member of WSPRA.
- Write member profiles that touch on the value of membership.

Web site—We discussed the Web site and ideas to enhance usage. Ideas included:

- We need more people to upload their photos and bios (including board members). It was suggested that we have time at one of our meetings for people to write their bio, get their pictures taken and upload everything to the Web site.
- If possible, have the Web master create a list of those members who have not logged on to the site. Jayme will use that list to contact them with specific logon instructions.

Programming Schedule and Topics

The majority of the membership enjoyed the 2008-09 programming. We thoroughly reviewed evaluations to help make the 2009-10 programming even better. After looking at the calendar, the following tentative dates/topics have been set:

Thursday, Sept. 10: Election Conference in Shoreline

Shoreline Center
8:30 a.m. to 3 p.m.

Friday, Nov. 6: Regional Meetings

NSPRA Social Media PowerHour and workshop
9 a.m. to 3 p.m.

Westside: Highline School District with Cathy Allen
Eastside: Pasco School District with media meet and greet

Friday, Feb. 26: Workshop

ESD 112 in Vancouver with OSPRA
9 a.m. to 3 p.m.

May 5-7: Annual Conference

Enzian Inn, Leavenworth

Suggested Topics/Speakers/Activities:

- Communications that cost \$0
- Social Media
- Steve Knagg (Pinetop Presentations)
- Ernie G (Edutainer)
- Brian Woodland (Peel District School Board)
- Futurist to talk about the fate of communications
- Ropes course/teambuilding
- Family Feud/Survey Says type of game (poll the group before the event and then everyone guesses the answers)
- Gold Mining Sessions at Annual Conference
- Circus Theme for Annual Conference (juggling activity with Gracie and Walter)

Conference Calls: Conference calls are the first Wednesday of the month at 9 a.m.

- Arlene will send out call in instructions