



## WSPRA Feb. 3, 2010 and Feb. 10, 2010 Conference Call for Board of Directors

### MINUTES

#### Discussion of March 4-5 workshop – Vancouver w/OSPRA

##### Rosemarie to Review:

- *Thursday overview*—The workshop will start around 2 p.m. on Thursday, March 4. We will start with introductions and will move into a casual discussion about district budgets. From there, we will hear from a social media expert for about 45 minutes. Donna Beagle our keynote speaker and will begin around 4 p.m. She will talk about communicating with unique populations. Her booking fee is \$2,400, which we will split with OSPRA. A social is scheduled for 6 p.m. at the Heathman with a no-host bar; we will split the cost of appetizers with OSPRA.

Rosie reserved a room block at the Heathman. Rooms are \$89 per night.

- *Friday workshop review of day*—The board will tentatively meet at 8 a.m. Friday morning at the ESD. Friday's workshop will start at 9 a.m. with Carol Fenstermacher who will talk about Facebook—how to use it effectively and why it's important. After Carol's presentation, we will take a break. From there, Tom Eiland will discuss how to use social media for internal audiences. He will also discuss the February election cycle. Next, we will have a working lunch. OSPRA and WSPRA will briefly recognize the newest APRs. (Rosie will check to see if we have any new APRs.) We will also give a brief chapter update and call for elections. After lunch, representatives from the North Clakamas School District will discuss family outreach successes, especially with families in poverty and non-English speaking families.
- Date of e-mail workshop flyer—Rosie will finish flyer and send it to Jayme on Friday. Jayme will e-mail it to the e-mail list Friday and will include a link to the registration PDF on our Web site. (This was sent to members, non-members, superintendents and NSPRA members on Friday, Feb. 5. Messages were also posted to Facebook).
  - Arlene will send Jayme a reminder on Tuesday, Feb. 16 and Friday, Feb. 26 to send to membership.
  - Rosie is trying to determine participant numbers so that she can confirm food numbers. All board members are attending except for Gracie. Rosie reminded Sara to include speakers and presenters in the food count.

## Discussion of Partnership Workshops with SNW on Social Media

Arlene to Review:

- Eastside: March 25–Hosted by Spokane SD/ESD Tarren Roloff
- Westside: April 15– Hosted by South Seattle College/Lauren Hadley
  - **School Key Note Carol Fenstermacher**
  - **Eastside corporate speaker- Nick Lawhead – Desautel Hege Communications; West side- Tom Eiland and staff**
  - **PDC Regulations - Attorneys**
  - **SNW – Election trends and messaging**

Lauren is working with Trevor on logistics and catering. Lauren needs to know how to set up the room. The group discussed sending a save the date at the same time as the March 4 and 5 workshop registration.

## Brainstorming for May 5-7 Conference

Another conference call is needed to talk further about the May conference. Conference call is Wednesday, Feb. 10 at 11 a.m. (all board members participated).

Rosie, et al:

- **Wednesday is the start of the conference (maybe the video session or the Facebook session) and the fun activity.**
- **Thursday is an all-day workshop (Dr. Rob Manahan from 9 a.m. to 3 p.m.) with the social and banquet in the evening and awards.**
- **Friday we will hear from OSPI and debrief awards.**
  - **Outline of what is in place and what is needed**
  - **Dr. Rob Manahan will present on Thursday from 9 a.m. to 3 p.m. This will focus on how you handle conflict and give participants insight into how they communicate. Rob will provide us with a description of his session. He may bring a colleague with him. We will need to order booklets for each participant.**
  - **Sara has a contact who may be able to speak about telling stories through videos with “how-tos” on Wednesday.**
  - **Another idea is to have a “Getting Started with Facebook” session where people can create a Facebook page on the spot for their district.**
  - **Representatives from OSPI will attend and present on Friday morning before we debrief awards.**
  - **Arlene is receiving inquiries from vendors. It might be a good idea to have vendors set up before the Thursday social. Each vendor could potentially give a “pitch” for their company prior to the social. Vendors may be able to**

sponsor the social or donate to the dinner. Relatrix is willing to give \$500 for a brief “commercial” and a mention in the program. Additionally, Noel Frame, a representative from Pyramid Communications in Seattle is interested in presenting. *(Rosie will look into this more.)*

- *Lauren and Arlene are going to look through past information to find what we have created in relation to vendors and pricing.*
- Gracie is going to research a fun activity for people to do Wednesday afternoon. The consensus is that this would be a wine tasting in town.
- Gracie and her husband are available to do the “circus theme” or “The Wild Side of School PR.”

She has decorations that can be used at the banquet. Walter (her husband) can perform to get people excited. The centerpiece could be juggling balls that come with a lesson. For example, “What are three things that you have to juggle?” Turns into a small contest, but with meaning. Activity would take about 30 minutes. State Farm may be willing to sponsor the juggling balls. If not, we can imprint them with the WSPRA logo for around \$250. They would come in a variety of colors. *Jayme will ask Josh for the logo in high resolution and will send it to Gracie.*

- Arlene will look into the awards process so that we have ample time to send information to members, secure judges and order awards in time for the banquet. Crystal Apple, Learning and Liberty and publications awards. Possibility that we could have the Snohomish County Co-Op judge or OSPRA. Arlene will call Dan, the OSPRA president.
- Rosie will take the lead on elections. We need to think of names for people who are interested in being president elect. We will discuss this at our March Board meeting.

## Finance

### Sara update on finances

- We have \$17,150 in checking and \$17,140 that is from our investment account. We will determine whether to put those funds into a savings account, certificate of deposit or another option.
- **Arlene is going to do some research on this and will report back to us at the March Board meeting.**

## Web site /Facebook

### Jayme- any updates?

- Materials from the December meeting are available on the Web site under “Resources”

- All of the March meeting materials and the SNWS Social Media information is posted. This information was also posted on Facebook.
- We have 14 fans on Facebook. I reminded people to “fan” us when I sent out the meeting registration form.
- Jayme will give a Web site/Facebook update at the March workshop.

#### **Conference Call Calendar/Board Meeting Schedule**

**March—8 a.m. Board meeting at the ESD in Vancouver March 5 before the workshop.**

**April 7—9 a.m.**

**May 5—Lunch board meeting at the Enzian prior to start of conference, time TBD.**