



WSPRA January 20, 2011 Conference Call for Board of Directors

Attending:

President, Rosie O'Neil,

President-Elect, Willie Painter

Past President, Arlene Hulten

Vice President of Marketing and Electronic Communications, Jayme Taylor

Vice President of Marketing/Membership Suzie Butler

Vice President of Finance, Sara Niegowski

Vice President- Eastern Washington, Gracie Valle - **ABSENT**

Approval of Minutes

December 10 Minutes - Approved

Treasurer's Report

Currently, we have \$17, 035.02. Purchase of CD is complete.

Membership Report

2 new members = 89 current members

40 Facebook Fans

All new members have log-on information for the WSPRA Web site.

Workshops Update –

March 16 - 17 - meeting with Oregon

- Survey results – Speaker suggestions
- One longer section geared toward video production.
- Sarah has a contact (Drew Keller) who would be a great presenter. Willie also has a contact.
- Willing to pay for - Lodging, travel, honorarium. Can we ask OSPRA to help with the costs?
- Willie reported Oregon was finding a location will be free or a nominal charge.
- Adjust schedule to 1:30 p.m. Registration, 2:00 – 4:00 p.m. Presenter, Board meeting after Thursday's closing remarks.
- Chris Barron from OSPI has committed to attend the workshop.
- Review registration materials – looks good. Registration prices will change.
- Thursday Lunch – we'll add a Round Robin about Budget Communication.
- Heathman for overnights – Willie reserved a block of rooms.

May 18-20 in Leavenworth

- Enzian has been secured
- Focus - The Value of PR positions; workshops that support this, becoming an expert on technology and media communications, the go to person for XYZ. We'll continue to brainstorm ideas.
- Speaker suggestions - Suzie will ask Aimee Warthen to present her NSPRA presentation. (Back to School Celebration)
- State-wide Required Parent Survey - what are other districts doing? Arlene will provide more info. RCW 28A .655.115 states that in the 2011 school year, each school district will provide a survey/outreach to parents and community.
- Check NSPRA's agenda? Can we get some ideas from there?

Willie has been chosen to work with Seattle Northwest workshop.

- Tom Eiland was popular, PDC discussion – best practices, panel, current conversations. Restrain Social Media into no more than a workshop

Website

Jayne talked about 2 email inquiries that came in from web site.

Other

NSPRA scholarships:

3 scholarships; president elect, member who has never attended, member who has attended.

Application process - 150 words why you want to go.

Redefining Awards:

Categories and description. Arlene and Rosie will form a sub committee and proposal for awards revamp.

Conference Call Calendar/Board Meeting Schedule

First Wednesday of each month ... no really! – Next meeting February 2
11 a.m.

Reminder - Call 1-866-730-7514

Pin# 2180913 – for participants