



## WSPRA September 15, 2010 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

### **Treasurer's Report**

- Started the school year (September 1, 2010) with \$31, 413.33. We have approximately \$2,000 from membership fees to be deposited.
- Willie will research financial institutions to see who has the highest CD interest rate. (\$20,000 CD....FDIC insured.)
- WSPRA officers approved the establishment of a certificate of deposit not to exceed the principal amount of \$20,000 from a financial institution which offers the highest available rate at the time of purchase.
- When Sara retires from her position on the board at the end of this year, the new board member's name will have to be updated on the bank account.
- Willie, Rosemary, and Sara will need to sign the CD paperwork.

### **Membership Report**

- Currently there are 33 paid WSPRA members. Last year there were 83 paid WSPRA members.
- Suzie offered up a "Take 2" Recruiting Game for our next meeting.
- Willie will compile a list of community colleges contacts that we will invite to participate in WSPRA.
- Suzie will create a letter to invite community colleges contacts. (Jayme will help).

## Workshops Update

### **Westside WSPRA Members—Friday, Oct. 15: South Seattle Community College**

Work with NW Securities policy for social media? Sara wasn't sure they would be up for it with their budget this year.

*Social Media Presentation ideas:*

How to evaluate the risks of social media. Developing policies and procedures...the latest and greatest info available.

Willie will contact Marylee S. from WSDA about presenting.

Breakouts - districts talk about how they handle the risk. Success stories.

*Other social media topics:* Staff and student boundaries regarding social media. How to convince reluctant leaders.

*Effectiveness of Communication Plans:*

Invite a private Public Relations Company? Willie will investigate a company.

*Other options:* Gay Campbell – she has a wealth of experience on topic.

Gracie suggested asking a PR firm to sponsor our program for (\$500) and then have one hour to talk to our group.

Other topics: Shoestring Budget, video,

### **Eastside WSPRA Members—TBD**

- Gracie will survey Eastside members for day, venue, and topic.
- Gracie will contact Willie once she makes her plan.

**Possible topic: NSPRA Power Hour October 15:** The Immigration Impasse: Communication Challenges and the Impact of Proposed Immigration Legislation on Schools

### **Statewide—March 3-4:**

WSPRA & OSPRA joint meeting.

- Willie is working with Leslie from OSPRA to confirm presenter.
- Meeting will be held in Portland, OR. WSPRA folks can stay in WA at the Heathman Lodge.

### **Statewide—WSPRA Annual Conference and Awards: May 4, 5, and 6 at the Enzian Inn in Leavenworth**

- Willie will check other dates for availability.
  - Last week in April 27 – 29 or later in May 18 - 20.

**Save the date email will go out next week with more details.**

**Website – looks good.**

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

Board agreed to conference call first Wednesday of every month at 11:00 a.m.

Next meeting is Oct 6, 2010