



I N S *PR* A

2011-12 Annual Meeting

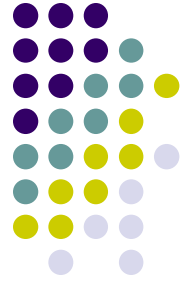
December 9, 2011

Today's Meeting



- Tips & Tactics
- Communications Contest
- Foundations Conference
- Distinguished Service Awards
- Membership
- Communications
- INSPRA News
- Financials
- Partnerships
- APR
- NSPRA News
- ISBE & Dept. of Ed.
- Chicago 2012
- Challenges Ahead

INSPRA Activity



- Tips & Tactics

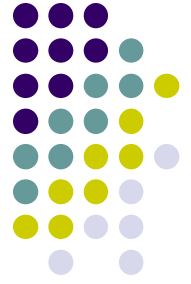
- Session topics based on membership survey and discussion during summer planning meeting
- New flyer design
- CPDUs now offered
- Researching webinar tools
- Outstanding upcoming topics (see flyer for listing)

INSPRA Activity



- Communications Contest
 - 2011 Program
 - Recruiting for 2012 Contest Committee

INSPRA Activity



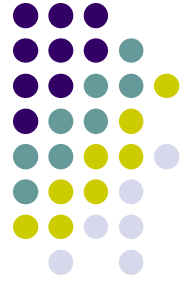
- Foundations Conference
 - February 3, 2012
 - Brochure being mailed
 - Online registration accepted

INSPRA Activity



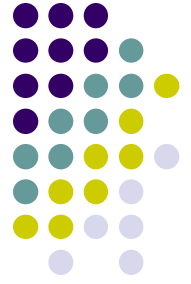
- Distinguished Service Awards
 - Committee led by Past President Bill Clow
 - Date: May, 2012

INSPRA Membership



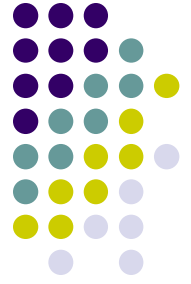
- Currently serving over 150 members
- New categories for students/retirees
- Mentor Program

INSPRA Membership (continued)



- New letters, wider distribution
- Gift bag for new members
- NSPRA initiative
- Member Profile for Website

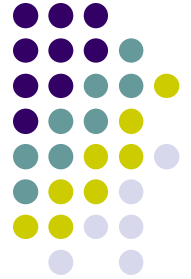
INSPRA Online



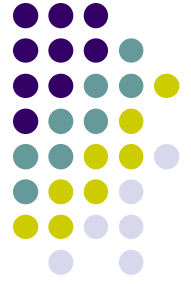
- New VP of Communications
- More frequent updates, postings
- Re-written and re-organized
- Social Media, Social Media Survey
- Future plans – MNH, Hover buttons

Other INSPRA News

- Banner Contest
- Triple I Presentations



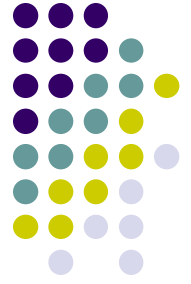
INSPRA Financials



2010-11 Review

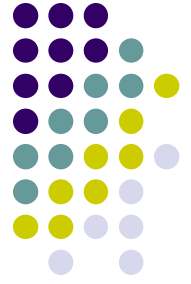
- Our financial condition remains strong
- Positive operating balance of \$8,606, slightly lower than last year
- Monthly administrative fees increased mid-year, plus additional website support

INSPRA Financials (continued)



- **Membership: 153** slightly lower than last year
 - Dues are our largest income source
- **Special Events:**
 - Combined income from Foundations Conference & Communications Contest was slightly lower
- **Tips & Tactics series:**
 - Popularity continues, and expenses decreased

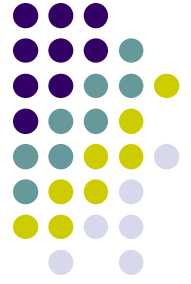
INSPRA Financials (continued)



Cash balance of \$83,911 at year-end:

- \$12,717 checking
- Remainder almost equally split between a money market fund and a securities fund

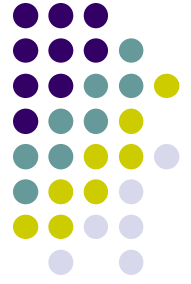
INSPRA Financials (continued)



2011-12 Outlook

- Positive, based on stable membership and similar performance for ongoing projects
- Possibility of additional income through 2012 National Conference event

INSPRA Partnerships



- ISBE
- ILERT
- IASB
- IASA
- LUDA
- Other NSPRA Chapters

A Word about APR



Welcome Karen Geddeis, APR!

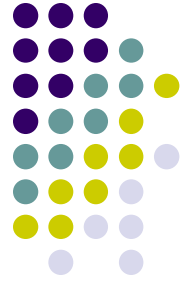
- APR is a certification for PR professionals, just like a CPA for accountants, or a National Board Certified Teacher.
- APR tests your knowledge in a variety of areas including media relations, four-step planning, and business literacy.
- APR shows that you can take your knowledge of PR and apply it to any industry.
- We currently have four APR members. Congrats to Bridget who is our most recent APR!
- We have a cohort program with a handful of committed APR hopefuls. Next stop, readiness review in July 2012!
- Contact Karen Geddeis for more information:
kgeddeis@glenbrook225.org

A Word from NSPRA



- Welcome Brett Clark, Regional VP!
- Chicago 2012 Annual Conference: North Central Region members receive a discount to attend the seminar. A member in Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Manitoba and Northwest Ontario can register for just \$495 just by signing up early and marking the North Central discount. Registrations and payments need to be made by January 12, 2012 to take advantage of these rates. See the NSPRA website for more information at: <https://www.nspira.org/files/docs/SuperEarlyBirdFlyer2012.pdf>
- To learn more about NSPRA news or to get involved in NSPRA decision making, contact Regional VP Brett Clark at bclark@glenview34.org.
- All INSPRA members are encouraged to also become members of NSPRA! Learn more about the many benefits of joining the National chapter on the NSPRA website at: <http://nspira.org/membership>

A Word from ISBE & U.S. Dept. of Education



- **Welcome Mary Fergus!**

Public Information, Illinois State Board of Education

Anyone who wants to get ISBE press releases in advance, should send Mary an email at mfergus@isbe.net and she will get them on the list. Members can also use that address to contact Mary. Her direct line is 312/814-1614, or they can reach the Public Information Office in Springfield at 217/782-4648.

- **Welcome Julie Ewart!**

Director of Communications and Outreach,
U.S. Department of Education, Great Lakes Region

Those who would like to be added to the U.S. Department of Education Public Information Office list can contact Julie by e-mail at julie.ewart@ed.gov or by phone at 312/730-1703 or send the request to greatlakescommunications@ed.gov.

INSPRA Hosts Chicago 2012

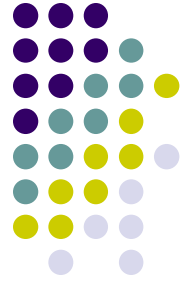


INSPRA Hosts Chicago 2012



- Theme: My Kind of Town
- Working with Jасculca-Terman (pro bono)
- We will need assistance :
 - Communications
 - Entertainment
 - Sponsorships
 - Volunteer Coordination
 - Promotions / T-Shirts
 - Dinner Sign-ups / After-Hours
 - Site Coordination
- **Contact Carla Erdey if interested: cerdey@d230.org**

Challenges Ahead



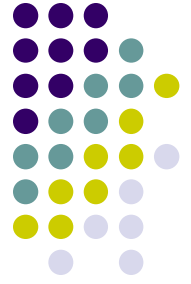
- The condition of state and local finances
 - Membership, participation
- We need bright, talented people who are willing to volunteer and donate their time and expertise! If you are interested in running for a position on the 2012-13 Board, contact Carla!

Something to think about...



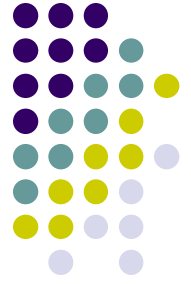
"Life doesn't count for much unless you're willing to do your small part to leave our children – all of our children – a better world. Even if it's difficult. Even if the work seems great. Even if we don't get very far in our lifetime. "

INSPRA Board



- Find us online anytime!
 - www.inspra.org - About Us – Board Members
- We are here to serve you!

Questions?



- We welcome your questions!