

INSPIRATIONS

Fall 2007

Illinois Chapter
National School Public Relations Association

Enhanced Web site and networking opportunities in store for 2007-08

The INSPRA executive board just completed its annual planning meeting, and much like the freshman waiting for high school to start, I am excited at the opportunities that lie ahead this year.

As INSPRA president, I am honored to work with such an enthusiastic and energized group of professionals on the INSPRA board. We have developed the framework for many exciting programs and membership enhancements this year. Here are the highlights:

- ❖ Work is beginning on Web site enhancements, including a members-only section. This is made possible by INSPRA members who attended the general membership meeting in April voting to approve a \$30 increase in individual dues to \$90 and \$100 increase district dues to \$250. Among the features of the members-only portal will be access to questions and all of the responses to INSPRA Member Needs Help emails. The communications committee will be working on developing other features and resources to the site as well.
- ❖ After surveying our members this past summer

and doing some brainstorming of our own, our Vice Presidents of Programs will be enhancing the Tips and Tactics session format to provide more networking opportunities.

- ❖ Our Regional Directors are planning at least one fall and one spring professional networking opportunity by region to allow for idea exchange and relationship building closer to home.
- ❖ The mentor program, launched last year, will be further enhanced.

Watch for more emails in the coming months for details, and be sure to mark your calendar for this year's Tips and Tactics.

For those of you who are thinking about joining INSPRA, or who haven't become too involved as of yet, we hope the new opportunities, services and programs will offer you something you can't live without professionally.

Terry Ryan
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NSPRA Publication Contest winners

Congratulations to the following INSPRA members who received awards in the National School Public Relations Publications Contest. Watch the next INSPIRATIONS for winners of the state chapter contest.

- Annual Report:** **Award of Merit**, Rita DuChateau, Kristine Liptrot, Karen Geddeis, Ann Potter
Calendars: **Award of Excellence**, Dawn Hunter **Award of Merit**, Nina Epstein
Electronic Newsletter, External: **Honorable Mention**, Karen Geddeis
Electronic Newsletter, Internal: **Award of Merit**, Mindy Ward, Melea Smith
Handbooks: **Award of Merit**, Nina Epstein
Identity/Image: **Award of Merit**, Melea Smith
Web Site: **Honorable Mention**, Karen Geddeis, School District U-46
Marketing Materials: **Honorable Mention**, Kristine Liptrot, Dave DiLorenzo
External Newsletter: **Award of Merit**, Kristine Liptrot **Honorable Mention**, Sherri Amsler, Betsy Fresen
Internal Newsletter: **Honorable Mention**, Mindy Ward, Kristine Liptrot
Special Purpose Publication: **Award of Merit**, Kristine Liptrot, Melea Smith, Karen Geddeis, Nina Epstein
Honorable Mention, Dawn Hunter
Golden Achievement Award: Janet Buglio, Katina Bruley, Stacy Holland

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Holland named PR Ambassador of the Year

When the INSPRA board of directors decided to create a new category in the spring Distinguished Service Awards, they did it because as a group, PR professionals tend to want to shine the spotlight on others.

The PR Ambassador of the Year award is aimed at recognizing the influence of an individual for his/her work as a whole.

This category of the Distinguished Service Awards was judged by the superintendents who are members of the executive board to avoid any conflicts of interest. INSPRA's first PR Professional of the Year was Stacy Holland of Lincoln-Way High School District 210. She's led information campaigns on three referendums in 15 years, raising \$312 million in bond sales.

But Lincoln-Way Board President Ron Kokal said Ms. Holland wears a lot more hats than that of Community Relations. She is the key to the district's public engagement program, organizing countless meetings with members of the community, from the local chambers to a couple neighbors who want district information. Even after the last referendum received an overwhelming approval in a time most other districts failed, she continues with the same energy and enthusiasm for her district. She is the voice of Lincoln-Way to everybody. She operates under one premise, he said, "quite simply that you've got to have command of the facts and go tell the people the truth."



President Terry Ryan presents Stacy Holland with the first PR Ambassador of the Year award.

Focus Group Training and Consortium

INSPRA is proud to announce a special Focus Group Training Workshop on Friday, November 30. This special six-hour seminar will prepare participants to facilitate focus groups as a professional. Registration details will be in this month's mailing.

All participants will also be invited to join a Focus Group Consortium. The consortium will allow for members to trade districts and conduct focus groups for each other. One of the keys to professional focus group research is for someone outside the district to facilitate focus groups.

David Luther, director of school-community relations for the Jefferson City Public Schools (MO), will lead the training. David has conducted both internal focus groups and focus groups for school districts throughout the state of Missouri. David has presented on the value of research, developing focus groups, and other areas of communications to the National School Public Relations Association (NSPRA), the Missouri Association of School Administrators, and the Missouri School Boards' Association.

2007-2008 Tips and Tactics Dates Announced

See enclosed flier for complete Tips and Tactics lineup.

October 19, 2007

December 14, 2007

January 18, 2008

February 22, 2008

March 14, 2008

April 18, 2008