

INSPRATIONS

Fall 2008

www.inspra.org

Illinois Chapter
National School Public Relations Association

Dear INSPRA Colleagues,

During these summer months, I trust that many of you have taken time to rest, relax and prepare for the upcoming school year, one which I hope is filled with great success for your students, staff and districts as a whole.

On behalf of the entire INSPRA Executive Board, I welcome you to the 2008-2009 school year. We recently held our annual planning meeting this June where we discussed the framework for our upcoming Tips and Tactics workshops that will feature an array of topics ranging from crisis management to communications during collective bargaining. This August will mark the launch of our redesigned website that will feature a members-only section as well as a polished, new look that will make it easier for visitors to navigate.

Each of us play a critical role in our school districts and it is important that we all stay connected to what is most important: communicating the truth in a clear, concise and effective manner. Whether or not a school district has a communications professional on staff, the need for a public relations program does indeed exist in every single school district.

I'm pleased to note that we have a high tenure of professionals within INSPRA, many of which I know would be more than happy to serve as a supportive network for those of you in need of additional assistance.

In closing, I'd like to leave you with a quote that I hope summarizes the importance of working together as a team.

"One is too small a number to achieve greatness. You cannot do anything of real value alone. There are no problems we cannot solve together, and very few that we can solve by ourselves."

- John Maxwell, The Seventeen Indisputable Laws of Teamwork

I wish each of you a successful school year.

Jennifer Tempest Bova
INSPRA President
jbova@dist50.net

New website coming soon - launch date August 15

Much has been going on behind the scenes to make our website a better tool for you! Here are some of the many added features that will make your INSPRA membership an even greater value:

Home Page Changes

- 🔗 Links at the bottom of the home page makes navigating easier
- 🔗 An RSS feed on the home page brings education news to the forefront
- 🔗 A calendar so you don't miss any INSPRA events

Members Only Section - New!

- 🔗 Must be an INSPRA member to access this section. Login information will be sent to each member by August 15.

🔗 Member Needs Help

Members will continue to submit questions through the INSPRA administrator, Chris Glatz, at cglatz@managementservices.org. Chris will post the request, then send an email blast to all members notifying them of the post. Members can then log in and post their solutions on the site for all members to view. Members can also include document samples with their posts!

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INSPRA Officers

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Jennifer Tempest Bova
Woodland CCSD 50

President-Elect

Mindy Ward
Des Plaines CCSD 62

Past President

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School District U-46

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Moline SD 40

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Administrator

Christine Glatz
(815) 464-3275

New website coming soon (continued from Page 1)

Document Library

This section is designed to provide members with an extensive library of documents to choose from for a variety of situations and events.

Coming Soon...Online Payment!

Renew your membership online with a credit card or sign up for events and workshops.

Watch your email for your personal login information!



Ward named PR Professional of the Year

Mindy Ward, INSPRA President-Elect, was recently named PR Professional of the Year at the 2008 Distinguished Service Awards (DSA) program held at Bolingbrook Country Club on Friday, May 16. The DSA program honors people in school districts who excel at communicating information about their schools or enhance the image of education and reputation of a school district through their actions.



Ward was recognized by her peers because she truly exemplifies the professional practices of school public relations. A Director of School and Community Relations for Des Plaines Community Consolidated School District 62, Ward's passion for taking all the necessary steps to assure an informed public, engage all stakeholders in understanding and contributing to the school system, and provide recognition for the work and achievements of all stakeholder groups is evident in all she does. Her involvement in the publicity and coordination of the successful passage of an Education Rate Referendum is just one example of this passion in action.

Ward's accomplishments are many. Most noteworthy during the past three years has been her leadership for the Board of Education's Master Planning Process (MPP). With a board directive to assure that the MPP included a strong community engagement component, she initiated her efforts by mobilizing a Community Advisory Board to conduct community discussions. In total, over 500 community members were provided with an opportunity to have their voices heard. Internally, Ward has increased employee knowledge of District 62 and has built employee pride in the district. Externally, she has increased the transparency of District 62 and has greatly enhanced the District's brand and positioning.

The comprehensiveness of Ward's Community Relations Plan cannot begin to be covered in a few words. Her tenacious efforts truly epitomize the mission of the Illinois Chapter of the National School Public Relations Association.

Tips and Tactics series begins October 17

Mark your calendar and plan to join us for our popular Tips and Tactics series. Topics are chosen based on member survey results so they are timely and relevant. Networking begins at 8:30 a.m.; program at 9:00 a.m. Dates for this year (all Fridays) are:

October 17, 2008

December 12, 2008

January 16, 2009

February 20, 2009

March 20, 2009

April 17, 2009

Visit our website at www.inspra.org for program details as they are finalized.