

# INSPRATIONS

Winter 2009-10

[www.inspra.org](http://www.inspra.org)

Illinois Chapter  
National School Public Relations Association

## Dear INSPRA Team,

During the recent INSPRA Triple I panel focused on school finance communications, Jennifer Bialobok advised attendees “to leave the community with hope” when sharing difficult or unwanted information.

As I walked back to my hotel, I thought about the variety of projects and programs that INSPRA members work on each and every day. From student and administrator crisis to labor disputes, we are the front and end lines for numerous discussions with our internal and external audiences. Through it all school communicators know that we must leave our audiences with hope that student achievement will improve, that safety measures will avert possible negative consequences, and that we will expand and target our listening activities.

The gift of hope is a powerful one. It is more than a belief that everything will turn out well. It doesn't mean that we advise our colleagues by telling them what they want to hear, but we counsel them in such a way that they have a better understanding of the impact of their decisions (or lack of). I know I am “preaching to the choir.” You dole out this gift on a daily basis and it is important to remind you of the long-range multiplier effects of your gift.

I am very lucky to be embraced and supported by members of the INSPRA Board. Thank you to Jay Wojcik for coordinating one of our Triple I panels. As mentioned before, Jennifer Bialobok was a panelist at Triple I. It should be noted that she joined Mike Chapin and Bernadette Tramm in a panel that packed the room. Many attendees stayed to ask additional questions. Jennifer Tempest Bova and the Foundations Conference committee are organizing a conference to remember.

As we embrace these last few weeks of holiday activities and eventually our winter breaks, please continue sharing the gift of hope. Your role in shaping colleague and public opinion depends on it.

With much hope,

Mindy Ward  
INSPRA President

## Authors Needed for IASB Journal's Practical PR Feature

The following is a list of unassigned Practical PR topics for the upcoming issues of the IASB Journal:

- ❖ June/July--High School Protocol--Apr. 23 deadline
- ❖ Sept./Oct.--Field Trips--July 23 deadline
- ❖ Nov./Dec.--What Happened to the Little Red School House Once the Grant Money Ran Out?--Sept. 24 deadline

Practical PR articles should be about communications/public relations efforts. If a tie-in to a suggested theme is not found, advice on any communications/PR issue is appropriate. The targeted audience is Board of Education members. IASB offers tips for submissions on their website: [www.iasb.com/journal/guidelines.cfm](http://www.iasb.com/journal/guidelines.cfm). A Journal page is about 750 words. Journal editor, Linda Dawson, will accept articles as early as the author wants to write them. Her e-mail is [ldawson@iasb.com](mailto:ldawson@iasb.com). Authors that do submit directly to Linda Dawson need to let her know which edition the article is slated for, and then notify Jean Hockensmith of the submission. Questions--call or e-mail Jean Hockensmith at (630) 516-7895, [jhockensmith@d45.org](mailto:jhockensmith@d45.org).

## INSPIRA 2010 Foundations Conference Set

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The 2010 INSPIRA Foundations Conference is set for Friday, February 5, at the Aramark facility in Downers Grove.

This year's conference centers around the theme **“Taking Your Foundation to the Next Step: What Will Yours Be?”**

The conference begins with a presentation by keynote speaker Jodi Bender Sweeney of Foundation Excellence, who will encapsulate what it takes for a foundation to set a real vision, develop a case around that and then raise significant funds through major gifts. The second half of the morning workshop will feature a panel presentation moderated by Jim Collogan of the National School Foundation Association (NSFA). Panelists will address the topic of major donors, share real life illustrations of major donor experiences and discuss what prompts them to give.

The second half of the workshop will feature a series of roundtable discussion that include such topics as an event idea exchange, building a Board of Directors and starting a foundation.

For more information about the conference, please visit the website: [www.inspra.org](http://www.inspra.org)

### INSPIRA Needs Help from Members

The **NSPIRA Annual Seminar Task Force** and the **INSPIRA 2010-2013 Strategic Plan** are two of the many projects currently underway that could benefit from the expertise held by the members of INSPIRA. Please consider taking advantage of the opportunity to volunteer your time and talent.

Visit the INSPIRA website or contact a Board member to discover a way to enrich the organization by increasing your level of involvement.

### INSPIRA Tips & Tactics 2009-2010

Concerns about changes in the Freedom of Information Act (FOIA) have prompted an addition to the January Tips & Tactics. While the main topic will be presented as scheduled, a FOIA presentation will be added. Details on the FOIA presentation will be forthcoming through an e-mail to the membership. Adding FOIA concerns to the upcoming Tips and Tactics was one of many great ideas shared during the recent **Annual Idea Exchange**.

Upcoming Topics Include:

**January 15: Technology in the New Decade**

**February 19: Mix ‘n Match Update**

**March 19: Budget and Finance**

**April 16: School Engagement**

After each Tips & Tactics session at 11:20 a.m. there will be an *open brainstorming* session. Participants are invited to bring PR questions for everyone to brainstorm about for solutions. At 11:30 a.m. all are invited to join with their colleagues for a casual lunch at a nearby restaurant.

*To register for Tips and Tactics call (815) 464-3275 or e-mail [cglatz@mangementservices.org](mailto:cglatz@mangementservices.org).*