

Eastern Meeting October 31

Members Only Web Page Available

Member Request

Social media video

News from Around the State and Nation

Members Only Web Page Available

We are pleased to share that the “Members Only” page of the PenSPRA website is now active. We can use this page to post information that is only available to PenSPRA members, and this access makes it easy to keep important information in one place and up to date.

Shortly after you receive your email with e-Comm today, you should receive an email from eschoolview with login information for the members only page. Each member does have a unique login. If you have any trouble accessing the page, please let me know and I will look into it.

The members only page is available through this page on our site:

<http://www.penspra.org/Resources.aspx>

After you receive the e-mail from eschoolview, make a note of your ID and password. If you do misplace it, you can contact me to have it re-sent.

Eastern Meeting on October 31

The eastern region will hold a workshop on Thursday, October 31st from 9 am to 12 pm at the Montgomery County IU, Room C3. The IU is located at 1605 West Main Street, Norristown, PA

9 am – 10 am: The Latest and Greatest Tech Tools to Enhance Communication

JR Renna, MCIU Technology Supervisor, will provide an overview of tech tools that can enhance your communications as follows:

Pinterest and the New Wave of Social Bookmarking: Pinterest is a great place to discover ideas on crafts, cooking, and fashion. But did you know that there is a plethora of valuable content for school public relations staff to use for their schools? JR Renna

will highlight how to use Pinterest to share content with your school community and curate a feed that supports your school or district's values and culture.

Communicate More Effectively with Screencasts: Word and PowerPoint documents are great to upload to your website as resources, but they may not capture exactly what you would like to communicate. That's where screencasts come in. Screencasts capture your voice, and even video of you to help explain issues, provide instruction, and share important news with your community. Screencasts can be recorded and played back on-demand at any time! Attendees will learn best practices in creating screencasts, and how to capture and share them using free web-based tools.

App Chat: Have a question about an app? Ask Jr. Renna during this Q & A session!

10 am -10:45 am: Social Media and the New Reporter

Brendan Wills, Education Reporter, Times Herald Newspaper

Social media has greatly impacted the way that news is reported and how media representatives cover their community. Brendan Wills will provide information on how social media is expected to accompany the news. Discussion will focus on how the Times Herald utilizes Facebook, Twitter and Tout to enhance reporting and connect with its audience. Reporters no longer need to schedule photographers and videographers to cover an event, but use smartphones to capture video, upload photos and interview key figures from a story all at once. The audience of a social-media driven newspaper wants instantaneous updates and interactive stories, meaning the news has to be up-to-date and as fast as possible. Demonstrations of tweeting and touting will be given.

10:45 am – 12 pm: Discussion and Sharing of Communications Issues, Initiatives and Resources

School Performance Profile: How did your district communicate the SPP with your community? How do you anticipate using the SPP for future outreach/communications?

Annual Reports/School District Publications: Bring your Annual Report and other school publications.

Are you doing anything different this year? Jessica Lester, Perkiomen Valley School District, will share how she used YUDU to create an interactive online version of their annual report, including video links.

Cross Publicity of Events/Programs: Do you allow outside organizations to post flyers to your website or run a promotion on your TV programs? Let's discuss how districts can cross publicize events.

Strategic Communications Plan Template: Do you have a format that works well for your district? Bring your thoughts, or better yet, a copy of your template to share with the group.

Please RSVP to Kristen at by October 28th.

Social Media Video

This video on the power of social media might be of use if you have any "doubters" in your district. There are many neat facts about social media usage.

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

Eschoolview Scholarships

Our website company eschoolview has an interesting scholarship opportunity for students interested in web design:

<http://www.eschoolview.com/scholarships>

News from Around the State and Nation

Charter School Bill is on the move

<http://educationmattersinthevcv.wordpress.com/2013/10/17/bad-charter-school-legislation-on-the-move-in-harrisburg-2/>

This article discusses the confusion of how much funding is really coming from Harrisburg and whether it has increased or decreased

http://articles.philly.com/2013-10-24/news/43327455_1_education-funding-charter-school-reimbursement-corbett#0cmPlwEVOh9B3UI9.99

Budget Secretary Zogby discusses education funding on "Politics as Usual."

http://blog.pennlive.com/capitol-notebook/2013/10/zogby_-_we_never_cut_1b_from_p.html#incart_river_default

An Open Records case allows for a board member's personal e-mail account records to be requested

<http://www.yorkblog.com/cram/2013/10/22/request-causes-dover-board-member-to-turn-over-emails-from-personal-account/>

Two articles about the value of international tests

http://www.edweek.org/ew/articles/2013/10/24/10timss.h33.html?tkn=YVOF5vmpyR3j%2BohdkH8YVmp6E7nWX4WnsRM2&cmp=clp-edweek&utm_source=fb&utm_medium=rss&utm_campaign=mrss

<http://dianeravitch.net/2013/10/24/what-do-international-test-score-comparisons-mean/>