

Ecomm Nov 6

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Hurricane Communication Stories

Hurricane Sandy was a true disaster for many PA school districts. My kids were out of school for 5 days, 14 buildings lost power, the district website and e-mail was down for two days and many messages to parents ending up going out through twitter and facebook. The superintendent gained nearly 3,000 followers on twitter in 5 days.

I thought Hurricane Sandy would be a good learning opportunity for all of us, however. How did Hurricane Sandy disrupt communications and schedules in your district and what did you learn from this? What changes will you make? Please share by emailing me for our next newsletter.

PenSPRA Website Launch

The new PenSPRA website is making steady progress and the tentative launch date is November 15th. Aside from a much more modern look, the site features online registration and the ability to sync up with social media. Another neat feature is called "share this." When we have a news story we would like to share, we will all be able to hit the "share this" button and the website will compile the news article and the website graphic header into a one page document you can include in your publications. You will receive an e-mail when the website is launched.

PenSPRA Eastern Chapter Workshop

The eastern region will hold a workshop on Tuesday, November 27, from 8:30 am to 11 am. At the Montgomery County Intermediate Unit, Room C1. The schedule is as follows: 8:30 am: Networking. 8:45 – 9:45 am: Beyond the Media Hype of 'Failing Public Schools': Fostering a Positive Message for Advocacy by Tina Viletto, MCIU Legislative Services and Grants Development Director . The media constantly portrays public schools as 'failing'. This is an argument used by community and legislators for the proliferation of brick and mortar and cyber charter schools and limited funding. Educating the community on legislative issues quite often means telling the story of successes. Tina Viletto will discuss PA legislative 'hot topics' and how to inform the school community of major issues facing public education.

9:45 – 10:45 am: "How to Manage an Effective Education Foundation," Robert New, president of the Mid-Atlantic Consortium of Education Foundations. Robert New will discuss the collaborative effort between PASBO and PA Education Foundations and how education foundations can provide sustainable alternative funding for school districts. This will include information about the new Specialty License Plates and Matching Grant programs.

10:45 am: Roundtable. Share questions, concerns, or cool new PR initiatives. Please RSVP to Kristin Rawlings at krawlings@mciu.org

Submit an Article for the PA Administrator Magazine

The Pennsylvania Association of Elementary and Secondary School Principals (PAESSP) is seeking principals and educators to write for the February 2013 edition of its award-winning Pennsylvania Administrator magazine. This issue does not have a specific theme, so any education topics will be accepted for review by the Editorial Review Board. The deadline for submitting articles is Dec. 7, 2012. Articles should be no longer than 1,500 words and must be submitted via e-mail as a Microsoft Word document. A biographical sketch and a photograph of the author(s) (saved as a JPEG or a TIFF file) must accompany all articles. E-mail articles to sherit@paessp.org.

Penspra Library

Did you know PenSPRA has a library of books on school public relations topics, free for members' use? Our latest addition is the NSPRA Crisis Communications Manual. You can "check out" any book by contacting our librarian Jason Davidek at davidekj@southbutler.net.

Job Opportunity

Executive Director. The Hatboro-Horsham Educational Foundation seeks a dynamic and experienced leader to expand a strong foundation that has successfully impacted thousands of students by granting over \$500,000 in Innovative Learning grants. Position requires a strong leader with experience in non-profit operations, fundraising and relationship building. This is a part time position. Please send resume with cover letter and salary requirements to: hhefEDSearch@comcast.net

News from Around the State and Nation

This article has a great quote from an international expert, for those of us struggling with support for those "frills" classes – "We have come to treat as frills many of the areas of study like music, arts, and world languages, that are in fact central to developing children's cognitive capacity and overall intelligence. Furthermore, social-emotional learning and the development of social responsibility are critical to the survival and success of both individuals and of entire societies. We need to recognize that educating the whole child is essential to the human race. "

<http://educationviews.org/the-global-search-for-education-the-education-debate-2012-linda-darling-hammond/>

Commentary on the teacher evaluation system

<http://www.washingtonpost.com/>