

Ecomm jan 28
Symposium
Scholarship
Publication contest
Job opp
Proposal for psba
Your input on the Common Core
News from around the state and nation

PenSPRA Annual Symposium – Back to the Basics

Our symposium chairs Kim Newell and Jason Davidek have another information packed day planned for you with this year's Symposium. Join your colleagues once again in tranquil Bedford Springs for a session aimed at strengthening the skills you use every day: Photography, Videography and Writing.

...Sharpen your photography skills with a special presentation by Steve Dietz of Sharp Image Studios. Steve will share his years of photographic knowledge to help you learn to capture better images to enhance your websites, publications and social media outlets.

...Learn the best practices when it comes to recording quality video to maximize your communications for your district television station, social media outlets or your website.

...Hone your writing skills in a social media world by ensuring a commitment to concise and effective communications products both electronically and in print.

Tips and tricks for those new to the profession and seasoned professionals! Join us and sharpen the skills you use every day. We are now using our skills in many different outlets than we did previously and the session will focus on making sure your words and images work best for each outlet.

PenSPRA members \$125. Non-Members \$150. Register now for the conference at:
http://www.penspra.org/protected/PenSPRA_SymposiumSignup.aspx

Hotel registration, with a special discounted rate:
<http://www.omnihotels.com/FindAHotel/BedfordSprings/MeetingFacilities/PaSchoolPRAssociationMeeting3.aspx>

Scholarship Applications now Available

Information on the PenSPRA 2014 scholarship program is now available. We offer six \$500 scholarships, two in each of our three regions, for public school students planning to major in communications or public relations. The deadline for submission is March 14, 2014. Applications and more information are available on the PenSPRA website at:

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

Publication Contest

The deadline for PenSPRA's annual publication contest is next Friday, February 7! Look for all the information on our website. Recognition in a contest like this is a good way to demonstrate your skills to supervisors and board members.

Thanks to our contest sponsor, Blackboard Connect, and here's the link:

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

Job Opportunity

We've posted a job opportunity at PSBA for a Marketing Director on our website here:

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

PSBA looking for conference proposals

PASA and PSBA are beginning the planning process for the 2014 School Leadership Conference, Oct. 21-24 at the Hershey Lodge & Convention Center. School entities and organizations are encouraged to submit program proposals for high-quality educational sessions, 75 minutes in length, that focus on topics of critical interest to administrators and school board members. All program proposals must be received at PSBA no later than Friday, March 28.

The complete memo and conference proposal form are attached. The form also is available at <http://www.psba.org/workshops/school-leadership-conference/>.

Your input on the common core

The common core is an education topic at state and national levels this year. We'd like to design an infographic or other materials to assist you in your communication efforts with the common core. After some research, however, we found we need your input on this topic in order to best meet your needs. (We wouldn't be PR pros without a survey!)

First, is your community asking questions about the common core? Do they seem to be interested or concerned? Do you feel like there's a need to share information on the topic? If so, should we address any of the controversy currently surrounding the common core?

For instance, this information on the common core implies teachers and parents were actively involved in the development of the common core and that teachers retain freedom over what to teach with the common core:

<http://www.corestandards.org/resources/frequently-asked-questions>

This article indicates the opposite, and the over 500 page curriculum for teachers it includes demonstrates why teachers and parents are concerned:

http://www.huffingtonpost.com/nicholas-tampio/why-are-parents-revolting_b_4590041.html

Of course, schools are now implementing and teaching the common core so it is a delicate balance communicating this issue. It is never wise, however, to ignore an issue your community has concerns about. We have to be able to address these issues too, and do.

"Pros and Cons of the Common Core" seems like a possible angle from which to approach the topic. Do you agree? Would a piece like that be helpful to you in your work? We appreciate your input. Please send your thoughts to karenwsmith5@gmail.com

News from Around the State and nation

PA could become ground zero in union battle

<http://www.phillymag.com/news/2014/01/28/pennsylvania-become-ground-zero-union-fight/>

Proposed federal legislation would create new revenue stream for school choice, for any accredited school

http://blogs.edweek.org/edweek/campaign-k-12/2014/01/key_republican_senators_introd.html

This PA district is leading the way in technology education

<http://www.post-gazette.com/news/education/2014/01/23/Elizabeth-Forward-schools-recognized-for-high-tech-efforts/stories/201401230200#ixzz2rDYXv2CF>

PSBA updates their white paper on charter school funding

<http://www.psba.org/news-publications/headlines/details.asp?id=6945>

Infographic on classroom management for teachers

www.teachthought.com/teaching/27-ways-respond-students-dont-pay-attention

Puzzle maker for parents or teachers; helpful during the long winter!

www.discoveryeducation.com/free-puzzlemaker?CFID=953605&CFTOKEN=72377412

A recent study shows many big companies are not being responsive on social media; can schools outperform huge corporations like Apple, Coca-Cola and Master-Card with their massive ad budgets, just by replying to a few tweets? Yes!

m.entrepreneur.com/article/231020

Sign up for a review of the Governor's education budget on Feb 5 from Education Secretary Carolyn Dumaresq

<http://www.psba.org/news-publications/headlines/details.asp?id=6842>

School Reform Commissioner Joseph Dworesky had some interesting comments on the charter school issue during a recent interview as he prepares to leave his position:

"I've spent a lot of my time trying to educate people about the charter issue. There is so much poor thinking on the subject that it's very frustrating for me...We're building two entire systems of education...the lost money created by this duplication is a staggering amount of money and it happens every time we open a new seat in a charter school and take a person out of one of the district

schools...and that money is just lost to education. It's just friction. It's transition costs, and people don't see that."

The entire article is here:

http://www.newsworks.org/index.php/component/flexicontent/items/item/64124-exit-interview-srcs-joseph-dworetzky-on-hopes-frustrations-and-the-future-of-philly-schools?utm_source=dlvr.it&utm_medium=twitter