

May 7

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Eastern Region Workshop Tomorrow May 7<sup>th</sup>

The eastern region will host a workshop on Tuesday, May 7 from 9 am to 12 pm at the Educational Services Center, North Penn School District, in Conference room "B." The address is 401 East Hancock Street in Lansdale. PenSPRA members are welcome to forward this invitation to other staff in their district who may be interested in these topics. However, a maximum of 32 people may be accommodated. PenSPRA members will be given first priority. Carpooling is encouraged as parking is limited.

#### WORKSHOP AGENDA

8:30 - 9 am - Networking and Continental Breakfast

9 - 9:45 am - Innovation Celebration

Bob Schoch, NPSD Director of Business Administration, and Christine Liberaski, Manager of School & Community Engagement, will discuss a special event, Innovation Celebration, which allows the district to showcase ideas for revenue enhancement, cost reductions and efficiencies in productivity. There is discussion among the Montgomery County superintendents and business managers to have the MCIU assist with the facilitation of this affair and expand the celebration into a county wide event this fall.

9:45-10:30 am - Mobile Apps

This session will focus on the use of mobile apps to inform and engage parents. Knapp Elementary Principal Joe Mazza and Knapp Elementary Home & School Association President Gwen Pescatore will share how their school has successfully used the Knapp App to communicate with and engage families.

10:30 - 11:30 am - Public School Education Foundations - The Who, What, Why, and How

Dr. Myra Forrest, Executive Director of Foundation for Pottstown Education and former Superintendent of Owen J. Roberts School District in Chester County, will provide information on why education foundations are needed in public schools, who should run them, what they do, and how they function.

11:30 – 12 pm - Alumni Development and Advertising

NPSD Family Welcome Center Tour. Members of the NPSD Office of School & Community Engagement will share how their office has recently restructured to include alumni development and advertising. They will also provide an overview of their services and a tour of the NPSD Family Welcome Center.

12 pm                      Lunch on your own

Western Region Workshop Wednesday, May 8

The next PenSPRA West Workshop/AIU PR Role-Alike Meeting will be Wednesday, May 8, from 9:00 a.m. to 11:00 a.m. at the Allegheny Intermediate Unit. The topic: Communication Ethics in School PR. Our guest speaker will be Dr. Janie Harden Fritz, Associate Professor at Duquesne University's McAnulty College and Graduate School of Liberal Arts. Dr. Fritz is the director of the B. A. and M.A. programs for the Department of Communication & Rhetorical Studies and teaches courses at the undergraduate, M.A., and Ph.D. level.

All of those who typically attend PenSPRA West meetings and/or the AIU's PR Role-Alike meetings are invited to attend. Please RSVP by Tuesday, May 7, 2013 by clicking on this

link: <http://www.surveymonkey.com/s/YDFJYFY>.

## PCN Shows on Education in PA

The Pennsylvania Cable Network (PCN) and the Education Policy Leadership Center (EPLC) are working together to produce a series of TV shows on issues in education in PA. The shows might be of interest to members in your community. On this Wednesday evening May 8<sup>th</sup> there are two shows; the first is a call-in Show on Pension Reform on with PSBA and PSEA at 7 p.m. Your staff may be particularly interested in that show. Later at 9 p.m. an episode titled "How Education is Funded," airs. Details on both shows can be found at the links below.

<http://www.psba.org/news-publications/headlines/details.asp?id=5261>

<http://pcntv.com/new-series-focus-on-education/>

## Must Read Article on Perception of Public Schools

"We're not saving kids. We're creating institutions that are unaccountable to the public," states Diane Ravitch in a recent blog post. Ravitch was interviewed in this article from the American School Boards Journal, "Shaping Perception of Public Schools." Take some time and review this article carefully. It makes a very solid case on how perception of public schools is skewed and backs it up with data. Pushing for charter schools and spending taxpayer dollars to advertise these schools while public schools struggle for every communication dollar is at the heart of the issue.

It is up to public schools and organizations that support public schools to work together to change this perception. I've also included a link to two articles on American student performance on International tests. These articles explain why the argument often used to knock down our schools is flawed. A more detailed analysis of these international scores demonstrates much higher achievement by American students.

The good news is the data is there for us to change the perception of our schools for the better!

<http://www.asbj.com/MainMenuCategory/Archive/2013/May/Shaping-Perception-of-Public-Schools.html>

US has more top Performers than any other nation

<http://www.theatlantic.com/business/archive/2013/04/youll-be-shocked-by-how-many-of-the-worlds-top-students-are-american/275423/>

PISA Results Misleading for American Students

<http://news.stanford.edu/news/2013/january/test-scores-ranking-011513.html>

## News From Around the State and Nation

This info graphic on pre-school has some powerful budget numbers that demonstrate why education is a sound investment

<http://cloakinginequity.com/2013/04/09/cis-first-infographic-perks-of-preschool/>

Revenue from Gambling is Down This Year and Some Taxpayers May Receive Less Relief as a Result

[http://www.pennlive.com/midstate/index.ssf/2013/05/slot\\_play\\_will\\_lower\\_tax\\_bills.html](http://www.pennlive.com/midstate/index.ssf/2013/05/slot_play_will_lower_tax_bills.html)

State Revenue is Lower Than Expected

[http://www.pennlive.com/midstate/index.ssf/2013/05/states\\_revenue\\_picture\\_not\\_loo.html](http://www.pennlive.com/midstate/index.ssf/2013/05/states_revenue_picture_not_loo.html)

Going to Referendum is Not Proving to Be a Popular Choice for PA Districts

[http://www.newsworks.org/index.php/component/flexicontent/items/item/54199-fewer-pa-school-districts-seek-to-exceed-tax-limit-?utm\\_source=dlvr&utm\\_medium=twitterauto&utm\\_content=tstory&utm\\_campaign=social-inbound%0A](http://www.newsworks.org/index.php/component/flexicontent/items/item/54199-fewer-pa-school-districts-seek-to-exceed-tax-limit-?utm_source=dlvr&utm_medium=twitterauto&utm_content=tstory&utm_campaign=social-inbound%0A)

This Article on the Mismanaged Finances of a Charter School is Just Another Example that Accountability is Missing

<http://www.mcall.com/news/local/mc-pa-bloom-pocono-mountain-charter-20130424,0,614100.story>