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The Home Stretch

The fourth marking period has begun and baseball season starts today... this means we are in the home stretch of the school year! Before you know it graduation will be upon us and summer will be here. Now is a good time to spend a couple of hours planning to be sure you are ready for all of those end-of-the-year events like graduation and staff and student recognition ceremonies. Don't forget to make sure that you have the pictures you need for your calendar or other summer projects. Theme calendars can convey an important message and just take a little planning during the school year so you can create a masterpiece over the summer.

Hope spring has given you a little boost and you are looking forward to your part in the important end-of-the-year events in your district!

NSPRA Scholarship Winner

Congratulations to Erika Howland of Millcreek Township School District who has been awarded the NSPRA scholarship for this summer's NSPRA seminar. Great job Erika! Enjoy the trip.

Eastern Region Workshop this week

PenSPRA Eastern Chapter Workshop

Thursday, April 12, 2012

9:30 am to 12 pm

Montgomery County Intermediate Unit, Room C1; Lunch on your own

Schedule:

9 am - Networking

9:30 am - Sharing- What Did You Learn at the PenSPRA Annual Symposium? Symposium attendees are invited to share what they learned at the March meeting or discuss other interesting initiatives taking place in their district/IU/school.

10 am - PAIUnet: Expanding the Educational Horizon. Diane Thomson, CCIU Program Development and Support Coordinator and Kim Breuninger, Educational Technology Programs Coordinator. Come learn about the many exciting, new programs available on PAIUnet including Keystone Catalog, a comprehensive offering of online courses available to PAIUnet members. Learn about free programs such as: Keystone Kids and the Veteran's video series. See other new programs such as iSAFE and Defined STEM. Finally, share your feedback and ideas.

10:30 am - Legislative Update. Tina Viletto, MCIU Legislative Services and Grants Development Director and Chris Sappey, Legislative Initiatives Director for State Senator Andrew Dinniman (19th District).

Chris and Tina will discuss legislative hot topics in education and ways our public relations staff can help school districts advocate for public education.

11 am- Sick and tired of public school bashing? Find out how one group isn't sitting back silently. Dena Cipriano, Public Relations Officer/Grant Writer, Philipsburg-Osceola Area School District. Educators, PR professionals and superintendents in central PA have banded together to build a regional marketing plan focused on telling the facts about charter schools, school funding and performance. This newly formed coalition has used radio, TV, print and web media to share the successes of public schools and the negative aspects of charter schools. The group also organized a rally and button campaign, capturing statewide media attention. Dena Cipriano, a school PR professional and core member of the coalition, will share the tale of how this group rapidly built a network from the bottom up and decided to take action. Discover how the push for increased competition in education today is driving these districts to focus more on PR than ever before.

11:45 am Roundtable. Share questions, concerns, or cool new PR initiatives. Please RSVP Mike Tantillo, mtantillo@mciu.org

News From Around the State and Nation

House Bill 1776 would eliminate property tax in favor of increased income tax and sales taxes
<http://www.wfmz.com/news/Bill-would-eliminate-property-tax-increase-sales-tax/-/121458/10034772/-/11ndm8c/-/index.html>

State revenue shortfalls not as steep as expected
<http://pennbpc.org/revenue-shortfall-fiscal-year-not-likely-be-dire-administration-predictions>

This testimony shows that taxpayers and school districts could have saved 86 million dollars if cybers and charters received funding based on what they spent per student.
http://www.eplc.org/notebook2012/HEd_32012.pdf