

Did you demonstrate your excellence?

Referendums, and blizzards and Facebook! Oh MY!

Are you seeing spots?

Member Request

NSPRA discount

News from around the state and nation

Did you demonstrate your excellence?

Our annual communications contest comes to an end next Friday, February 20th. We hope you made the decision to invest in entering some of your best communication efforts from last year for judging. Validation from an outside source can be a valuable tool in proving your worth to any PR naysayers. We used some of your feedback from previous contests to improve our contest through the use of Pitchburner's online contest platform, and this year all entrants will receive feedback from the judges.

If you haven't entered yet, you can do so here. Checks and very large files like calendars can be mailed after the online entry and deadline date of Feb. 20th.

Referendums, and blizzards and Facebook! Oh MY!

You probably won't find lions, tigers and bears in the school PR office, but it is often a zoo in there none the less. Every month brings a new topic to master and it is tough being the only communicator or a tiny department surrounded by special ed and the business office. You need to support of your school PR colleagues to get you through the daily challenges we all face.

Take some time to concentrate on you and join us at our annual Symposium on March 20th. We will be learning about how the State College Area School District passed one of the first successful referendum campaigns in Pennsylvania. A representative from the state police will share guidance on how to best communicate in a crisis, whether it is a blizzard or an armed intruder. Finally we will focus on more tips and tricks in social media.

Before the Symposium on Thursday evening we have planned a networking event and social hour. Everyone is welcome. We will have yummy appetizers and a cocktail bar from 6 to 9 pm. Then we will head out to the fire pit and toast up some s'mores. No ghost stories, but all of you probably have a school PR horror story or a few jokes to share. Oh my!

The deadline for the discounted rate for the hotel rooms is Friday, February 20th. This rate may be extended if the hotel is not full, but don't take the chance. Reserve now! You can also take advantage of the reduced rate for Friday night as well.

Looking forward to seeing you all on March 19th/20th. (Please email Karen to register for the social hour.)

links

Are you seeing spots?

Measles cases have been spreading in the US and around the world because some parents have chosen not to vaccinate their children for measles. Here is a little information about the situation in case you are facing questions in your district.

<http://www.cdc.gov/vaccinesafety/Vaccines/MMR/MMR.html>

<http://www.cnn.com/2011/HEALTH/01/05/autism.vaccines/index.html>

Member request and survey

Member Rachel Hathorn from Pine-Richland Schools is looking for some information about how other school districts notify parents about school delays and closings. She has created a short online survey, and we will share results with members after the survey. Please take a moment and complete the survey. We appreciate it.

<https://www.surveymonkey.com/s/communicationalerts>

NSPRA discount

PenSPRA members who are new to NSPRA can receive a \$100 discount on an NSPRA membership. Details are here!

News from around the state and nation

Legislators propose gas extraction tax to fund education

<http://www.newsworks.org/index.php/local/education/78187-pa-lawmakers-propose-8-shale-tax-to-help-fund-schools-pensions-environmental-initiatives>

New report from Penn State suggests SPP scores are comparing schools inaccurately

<http://news.psu.edu/story/343536/2015/02/04/research/research-suggests-school-accountability-measure-inaccurate>

This comparison of two schools demonstrates the point from the above article from Penn State

http://www.senatordinniman.com/wp-content/uploads/2015/01/Analysis_of_Resources.pdf

The Horace Mann League and the National Superintendent's Round Table releases an interesting report on international test scores and other factors that impact the scores.

[http://www.superintendentsforumtest.org/wp-content/uploads/2015/01/Indicators-press-release- -Final.pdf](http://www.superintendentsforumtest.org/wp-content/uploads/2015/01/Indicators-press-release--Final.pdf)

Did you know PA does not require school libraries?

http://articles.philly.com/2015-02-02/news/58679838_1_school-library-librarian-philadelphia-school-district#HGEI5fKbVIVOrlV0.99