

e-Comm March 27

1. Salary Survey
2. The Loss of A Great Friend
3. Publication Contest Winners Coming Soon!
4. Symposium Reminder
5. Member Request
6. News From Around the State and Nation

Salary Survey Results

Over the past couple of months several of you asked for salary information on your school PR colleagues. This information is very helpful during budget discussions and year-end reviews when supervisors and board members question expenses in the communications department. Our survey is complete and will be sent to you in a separate e-mail. We want to protect the privacy of the information by not posting the full details here on the website.

We received 78 responses from across the state. A general synopsis is that 72% of us spend 75% or more of our time working exclusively on school PR. 88% of us work full-time, year-round. 25.7% earn less than \$50,000, 64.1% earn between \$50,000 and \$100,000 and 10.1% earn over \$100,000. For all the details, look for the email that follows your e-Comm alert e-mail with the attachment.

The Loss of a Great Friend

PenSPRA suffered a great loss this month with the passing of former member Pat Crawford. Pat was involved in PenSPRA for many years; served on a number of NSPRA committees; was regional NSPRA VP; consulted/worked with PSBA and AASA, and received both the PenSPRA President's Award and NSPRA Lifetime Professional Achievement Award.

Former PenSPRA President Judi Boren shared, "Pat affected everyone's career in PenSPRA by the excellent work she did. She was always ready to provide advice and guidance; you were wise to follow her advice on whatever she suggested in a crisis. She salvaged many an administrator's reputation."

Member Todd O'Shell added " In 1991, I started at the South Butler County SD and my superintendent said Pat was the first person that I should call so our PR office could mirror hers. She gladly returned my call within 20 minutes and shared her wealth of knowledge, even though she had no idea who she was. She will be missed."

Rest In Peace Pat. Many thanks for all your work to support students in our schools.

<http://www.post-gazette.com/stories/local/obituaries/obituary-patricia-ann-crawford-pittsburgh-city-schools-public-relations-leader-678931/>

Publication Contest Winners Coming Soon!

Our judges have been busy at work this month reviewing stacks of entries in our publication contest. Look for results in a separate email next week.

Symposium Reminder

The PenSPRA Annual Symposium is just around the corner on April 16th! We are getting very excited about this chance to be together and learn. If you haven't considered coming yet, here's another look at the agenda

Member Requests

This month we have information from two members on programs that might be of interest to you.

The Watson Institute is hosting a free seminar entitled "More than Sticks and Stones: Bullying in the Digital Era" on Thursday, April 4 from 8:00 a.m. – 3:30 p.m. at Watson's Friendship Academy, 255 S. Negley Avenue, Pittsburgh, PA 15206. The program will focus on educating parents and professionals about bullying in the digital era and the lasting effects it can have on children. Presented by: Richard Shaheen, PA Office of the Attorney General and Laura Crothers, D.Ed., NCSP, Professor at Duquesne University. CEUs are available for psychologists, counselors, nurses, peer specialists, educators and social workers. More info and registration on our website at www.thewatsoninstitute.org.

The Watson Institute is partnering with The Pittsburgh Riverhounds to host the Special Kick Clinic, a FREE afternoon of soccer fun for kids with special needs and their siblings at the Riverhounds' new home, Highmark Stadium at Station Square on Sunday, April 21 from 1-3 p.m. This fun soccer clinic day, consisting of designated areas of modified soccer drills, will be led by Pittsburgh Riverhounds coaches and players along with players from The Riverhounds Academy youth development program. Parents and caregivers can visit Watson's *Ask the Experts Café* during the clinic where they can enjoy seeing the children on the field while talking with The Watson Institute's professional consultants who will offer advice and share insights to parents of children with special needs. Visit our website to register online at www.thewatsoninstitute.org.

And from PSBA....Tell us your success stories in the *PSBA Bulletin*

The Pennsylvania School Boards Association (PSBA) is working on the June issue of its bimonthly magazine, the *PSBA Bulletin*. In this issue, PSBA would like to highlight successful programs to address

- graduation rates/dropout prevention;

- programs that improve student attendance such as curbing chronic absenteeism or truancy in local school districts; and
- innovative afterschool programs and any evidence that these programs have improved daytime attendance.

The *PSBA Bulletin* has a circulation of more than 14,000 school board members, school administrators and state legislators in Pennsylvania. If your district has examples you would like to share, please contact Steve Robinson at steve.robinson@psba.org

News From Around the State and Nation

The liquor store privatization bill passes the house; questions arise whether funding from the sale will get to schools

<http://www.post-gazette.com/stories/local/state/pa-house-votes-to-privatize-liquor-stores-680358/#ixzz2OGH1B18h>

Problems found in nearly 20% of charter schools in a recent report

<http://www.pahouse.com/roebuck/PAHouseNews.asp?doc=29066>

An opinion Piece by the Author of One of the Charter Reform Bills

<http://www.delcotimes.com/articles/2013/03/27/opinion/doc51525588c7830030522839.txt?viewmode=fullstory>

Charter schools don't exactly educate all kids...

<http://www.washingtonpost.com/blogs/answer-sheet/wp/2013/03/16/what-school-choice-means-to-parents-with-bad-kids/>

The Keystones Become Officially Official

<http://www.mcall.com/news/breaking/mc-pa-keystone-exams-20130315,0,6880263.story>

A Good Summary of All the Pending Charter School Reform Legislation

http://www.psba.org/issues-advocacy/issues-research/cyber-charter-schools/2013bills/Charter_Reform_Bills_summaries-03-12-13.pdf