

**NSPRA Mark of Distinction
Submission by Illinois Chapter (INSPRA)
May 2012**

**Prepared by:
Bill Clow, Board Member
Carla Erdey, President
Bridget McGuiggan, Past President**

Entry Part I - Section II – 1. Professional Development / PR Skill Building

Enclosures

- Cover Pages
- Tips & Tactics Overview Flyer
- Membership Survey Results
- Annual Planning Meeting Agenda
- Sample PowerPoint Slideshow Presentation File
- Tips & Tactics Individual Program Flyers
 - o October 2011
 - o December 2011
 - o January 2012
 - o February 2012
 - o March 2012
 - o April 2012
- Tips & Tactics Attendance Lists
 - o ALL
 - o October 2011
 - o December 2011
 - o January 2012
 - o February 2012
 - o March 2012
 - o April 2012
- Tips & Tactics Evaluation Results
 - o October 2011
 - o December 2011
 - o January 2012
 - o February 2012
 - o March 2012
 - o April 2012
- Other Relevant Materials (Communications Contest)
 - o Workshop Invitation
 - o Workshop Attendance List
 - o Workshop Evaluation

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Entry Part I - Section II – 1. Professional Development / PR Skill Building

- Explanation / Overview of Year-Long Effort
 - a. In an effort to support the professional growth of our members, INSPRA annually plans a series of workshops we call Tips & Tactics (T&T). In the 2011-12 school year, there were six T&T sessions:
 - i. Friday, Oct. 21 - Organized and Efficient: How to Better Manage Your Time and Space
 - ii. Friday, Dec. 9 - Annual Idea Exchange: Give (and Get!) the Gift of Networking
 - iii. Friday, Jan.20 - Financial Forecasting and Planning for a Referendum in Challenging Financial Times
 - iv. Friday, Feb. 17 - Inspiring and Infusing Strategy in Planning, Advising and Internal Communication
 - v. Friday, March 16 - Technology Update for the School Communications Professional
 - vi. Friday, April 20 - Best Practices in Design and Photography
 - b. This series is designed by the INSPRA Board during our summer planning meeting. The session topics are based on the results of an annual survey completed by INSPRA members. The survey asks members to identify issues they believe they will face in the coming year. The survey also asks members to choose from a variety of standard "hot topics" in school PR. The survey data, combined with the input and insight of the Board members, make for a powerful offering of sessions that truly help our members grow.
 - c. In addition to the actual workshop, which is typically about two hours in length, the T&T sessions are also an opportunity for sharing Chapter announcements and news, as well as facilitating networking opportunities for our members. Prior to the start of each session, members gather over breakfast treats to socialize, to problem solve, and to share best practices. We also ask anyone new to INSPRA or to the workshops to introduce themselves.
 - d. Each T&T session concludes with a live "Member Needs Help" – a member with a challenge can ask the audience for suggestions on how to handle the issue. This year, we also used the T&T events as an opportunity to draw a name to determine who will be featured in our Member Spotlight, an article that gives an individual a "moment in the sun," which is posted on our INSPRA website.
 - e. New for 2011-12, INSPRA was approved as a provider of CPDUs (Continuing Professional Development Units), which will continue to be a major draw for administrators and demonstrates the Chapter's commitment to excellence in professional development for educators.
- Chapter Goals for Programs
 - a. Some of the goals of INSPRA are:
 - i. Be the leader in providing professional development opportunities for school PR professionals in Illinois.
 - ii. Be the source for unparalleled networking opportunities for school PR professionals in Illinois.
 - b. Our members continually name T&T sessions as the most relevant and timely source for strengthening their PR skills and knowledge base. Likewise, the program's frequency, effectiveness, and style fosters in-person connections among school PR colleagues that can be found nowhere else, which continually lead to year-long relationship building among our peers.
- Meeting Programs / Agendas; Marketing Materials; Tip Sheets; PowerPoint Presentations
 - a. Enclosed is the T&T overview program flyer that outlines each of the six topics focused on in 2011-12, as well as the individual flyer drafted for each event.
 - b. Enclosed is an example of a PowerPoint presentation, given during the October 21 session "Organized and Efficient: How to Better Manage Your Time and Space."
- Specific Activities
 - a. Specific activities were the T&T sessions themselves, each complimented by outstanding speakers, helpful handouts, and exceptional resources provided to all attendees.

- Target Audience (Participation Lists)
 - a. The target audience for each T&T is the complete INSPRA membership, which includes approximately 150 individuals. In addition, members are encouraged to invite other members of their administrative teams to join relevant sessions. For example, the March 16 session focused on technology updates, and so several INSPRA members invited their Technology Directors and other technology-focused colleagues to the event. At the April 20 session focused on design and photography, we welcomed several attendees who serve as graphic designers in their school districts.

- Outcomes / Effectiveness
 - a. In an effort to determine the success of each session, INSPRA provides a hard copy (paper) evaluation to all attendees and reminds attendees to complete it at the conclusion of each T&T program. In addition, the annual membership online survey always includes a question focused on the T&T program. The Co-Vice Presidents of Programs and President review the hard copy evaluations following each program, and the complete Board reviews all hard copy evaluation results and the online survey results during our summer planning meeting. An example of the hard copy survey and the online survey question are enclosed.

- Relation to NSPRA Goals and Objectives
 - a. One of NSPRA's goals is to be the professional organization that is indispensable to school public relations professionals and other education leaders. As one of NSPRA's strongest chapters, the Illinois Chapter continues to be a model of professionalism, creativity, excellence, and resourcefulness. Our Illinois members use the word "indispensable" when describing our organization regularly, as there is no other group like INSPRA in our region. Our strength only serves to in turn strengthen the national organization. Our members know the value of INSPRA and fully understand our relationship and partnership with the national office and other chapters throughout the country.

- Other Relevant Examples
 - a. One additional example of professional development provided by INSPRA is a workshop held in September, which precedes our annual Communications Contest luncheon. The event often draws a crowd of educators beyond the communications team, and so the INSPRA Board and event committee aims to focus each workshop on a topic that is of interest to a broader audience of school officials. In September 2011, we hosted the workshop and luncheon in Maggiano's restaurant (Oak Brook, Illinois). The speakers were Dr. Ehren Jarrett and Dan Woestman and their focus was 21st Century Presentation Skills. Enclosed is the event invitation, as well as the program summary.



Illinois Chapter National School Public Relations Association.

Tips & Tactics | 2011-2012

What will *your* focus be this year?

Whatever your personal or professional goals are for the 2011-12 school year, the INSPRA Tips & Tactics sessions are sure to help you achieve them. This year's exciting lineup includes new topics to meet the needs expressed by members in our annual survey, as well as INSPRA favorites that keep members coming back each year to learn more.



- | | |
|------------------|---|
| Friday, Oct. 21 | Organized and Efficient: How to Better Manage Your Time and Space |
| Friday, Dec. 9 | Annual Idea Exchange: Give (and Get!) the Gift of Networking |
| Friday, Jan. 20 | Financial Forecasting and Planning for a Referendum in Challenging Financial Times |
| Friday, Feb. 17 | Inspiring and Infusing Strategy in Planning, Advising and Internal Communication |
| Friday, March 19 | Technology Update for the School Communications Professional |
| Friday, April 20 | Best Practices in Design and Photography |

All sessions are held at ARAMARK, 2300 Warrenville Road, Downers Grove, IL. Sessions begin with networking and a continental breakfast at 9:00 a.m., followed by the Tips & Tactics workshop from 9:30 - 11:30 a.m.. In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSPRA members.
















Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSPRA members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.


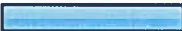















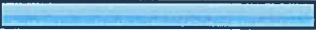
STUDENTS & RETIREES: INSPRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSPRA, PO Box 47, Frankfort, IL 60423.

**25. What are the central issues you expect to face in your district over the next 12 months?
(You are encouraged to choose more than one.)**

| | | Response Percent | Response Count |
|--|--|---------------------|-------------------|
| Balancing PR/Communications role with other responsibilities |  | 58.1% | 25 |
| Communicating budget and finance issues |  | 72.1% | 31 |
| Communicating staff/program reductions |  | 23.3% | 10 |
| Contract negotiations |  | 44.2% | 19 |
| Developing community engagement programs |  | 44.2% | 19 |
| Developing parent involvement programs |  | 27.9% | 12 |
| Improving internal communications |  | 67.4% | 29 |
| Justifying/Validating the PR position |  | 30.2% | 13 |
| Managing increasing demands for communication with not enough staff or time |  | 72.1% | 31 |
| Passing a referendum/tax rate increase |  | 4.7% | 2 |
| Preparing for crisis communications |  | 30.2% | 13 |
| Search for, or working with, a new superintendent |  | 11.6% | 5 |
| Utilizing Web 2.0 and social media technologies and strategies |  | 53.5% | 23 |
| Website creation, design, improvement |  | 44.2% | 19 |
| Other (please specify) |  | 9.3% | 4 |
| answered question | | | 43 |

26. What Tips & Tactics topics would you like to see next year? (You are encouraged to choose more than one.)

| | | Response Percent | Response Count |
|--|---|---------------------|-------------------|
| Balancing work and home life |  | 14.0% | 6 |
| Business partnership programs |  | 27.9% | 12 |
| Crisis communications plan and strategies |  | 41.9% | 18 |
| E-communications/Web 2.0/Websites/Social Media |  | 60.5% | 26 |
| Explaining budgets/finances |  | 30.2% | 13 |
| Freedom of Information Act |  | 23.3% | 10 |
| Grant writing |  | 11.6% | 5 |
| Improving internal communications |  | 53.5% | 23 |
| Internal communications |  | 23.3% | 10 |
| No Child Left Behind |  | 4.7% | 2 |
| Organizing the one-person PR shop |  | 62.8% | 27 |
| Preparation for accreditation |  | 16.3% | 7 |
| Preparing for a referendum |  | 14.0% | 6 |
| Public engagement campaigns not related to referendums |  | 55.8% | 24 |
| Publication design workshop |  | 37.2% | 16 |
| Research techniques |  | 34.9% | 15 |
| Strategic planning |  | 30.2% | 13 |
| Using surveys and focus groups |  | 48.8% | 21 |

Q16. Which of the following are formally or informally primarily the responsibility of the PR Department?

| | | |
|---|--|-----------------------|
| 1 | Parent Groups, Distinguished Citizens Program, Volunteer Awards Program | May 24, 2011 8:01 AM |
| 2 | Community Service | May 24, 2011 7:27 AM |
| 3 | Brand management, District electronic communications standards | May 17, 2011 10:50 AM |
| 4 | Referendums; public engagement | May 13, 2011 2:15 PM |
| 5 | My office also coordinates alumni relations, as well as our community volunteers and mentors. | May 12, 2011 1:20 PM |
| 6 | Managing public-access television station, preparing minutes/communication pieces for two District-wide committees | May 10, 2011 2:19 PM |
| 7 | DISTRICT POLICIES | May 10, 2011 1:12 PM |
| 8 | Certain aspects of most of the above. | May 10, 2011 8:50 AM |
| 9 | Strategic planning; | May 10, 2011 7:46 AM |

19. Please rate the following INSPRA services and products.

| | Very helpful | Somewhat Helpful | Not Helpful | N / A | Response Count |
|--|---------------------|-------------------------|--------------------|--------------------------|-----------------------|
| INSPRA website | 23.3% (10) | 72.1% (31) | 4.7% (2) | 0.0% (0) | 43 |
| Member Needs Help e-mail service | 44.2% (19) | 48.8% (21) | 7.0% (3) | 0.0% (0) | 43 |
| Networking opportunities before/after Tips & Tactics | 46.5% (20) | 41.9% (18) | 7.0% (3) | 4.7% (2) | 43 |
| Online membership directory | 27.9% (12) | 53.5% (23) | 4.7% (2) | 14.0% (6) | 43 |
| Tips & Tactics seminars | 67.4% (29) | 30.2% (13) | 2.3% (1) | 0.0% (0) | 43 |
| | | | | answered question | 43 |
| | | | | skipped question | 0 |

20. If you selected Not Helpful above, please share your reason to help the INSPRA Board improve this area in the future.

| | Response Count |
|--|-----------------------------|
| | 10 |
| | answered question 10 |
| | skipped question 33 |

21. The INSPRA Board will be considering ways to make the Member Needs Help e-mail service more effective. Please share any suggestions you have for improving this offering.

| | Response Count |
|--|-----------------------------|
| | 13 |
| | answered question 13 |
| | skipped question 30 |

INSPRA Annual Planning Meeting

Friday, June 24, 2011 8:30 a.m. - 2:30 p.m. **ARAMARK – DOWNER'S GROVE**

- 8:00 Continental Breakfast**
- 8:30 Call to Order – Bridget**
- Appointment – Melea Smith, APR, Regional Director (Chicagoland)**
- Welcome and Introductions – Bridget**
- INSPRA Board Book Contents**
- Board Contacts
 - Bylaws
 - Budget
 - Calendar
 - Agendas/Minutes/Reports
 - 2011-2014 Strategic Plan
 - Programs
 - Surveys
 - Affiliations
 - Other Business
- 9:00 2010-2011 Year Review – Bill**
- 9:10 Strategic Plan and Bylaws Review – Bridget**
- Finances – Bernadette**
- Approval of Minutes – April 15, 2011**
- 9:30 Survey Results Analysis – Bridget**
- 10:30 Communications – Jean and Sara**
- Website
 - Social Media
 - Member Needs Help
 - Getting more responses
 - Posting responses
 - Sorting capability
 - Using LinkedIn
 - IASB Journal articles
- 11:30 Brainstorming – Programming – Mary and Robin**
- Tips & Tactics Topics, Speakers
 - Build in a soft topic – motivational, self-building, less direct?
 - Bill Reynolds, School Wires – present on stakeholder engagement
 - Faith Behr
 - The need for Administrators (Allison's email)
 - Referenda in Recession – Rod Wright (Bill's email)
 - 21st Century Presentations for School Leaders (Mary's email)
 - Graphic design (Sara's email)
 - Tips & Tactics - New technologies / Webinar Format
 - Breaks during Tips session (per Chris / Karen)

12:30

Membership – Venetia and Teri

- Mentoring / New Professionals
- Veterans
 - Story behind the Pro
- Recruitment
 - PowerPoint – why join?
 - New brochure
 - Sample letters (from NSPRA)
- Retention
- Regional Directors - Idea: Neighborhood dinners

1:00

Events

- Communications Contest – **Teri and Jennifer W.**
- Foundations Conference –
- DSA Awards – **2011 Committee / Bill**
- NSPRA 2012 Conference - **Carla**

1:30

Other Business

- APR – Karen's Report - **Bridget**
- Position Statements / Resolutions (Jennie's email) – **Bridget**
- Survey Monkey – account – **Bridget / Chris**
- Partnerships with other organizations - **Bridget**
 - IASB
 - IASA
 - Advance Illinois
 - ILERT
 - Stand for Children
 - LUDA
- NSPRA Mark of Distinction – **Bill**
- Triple I - **Bridget**
 - Review panel sessions
 - Host lunch, perhaps with other org. – PR help session

2:15

Review “To Do” List

2:30

Adjourn

Next Meeting:

Organized & Efficient

How to Better Manage Your Time and Space

Bill Clow
Director, Community Outreach
Harvard CUSD 50

Bridget McGuiggan, APR
Community Relations Coordinator
Orland SD 135

Your Presenters

- ▶ **Bill Clow**
Director, Community Outreach
Harvard CUSD 50
Harvard, IL
Past President, INSPRA
- ▶ **Bridget McGuiggan, APR**
Community Relations Coordinator
Orland SD 135
Orland Park, IL
President, INSPRA

Who Are YOU?

- ▶ How many are currently operating one-person communications/PR offices?
- ▶ How many have an assistant and/or some kind of additional help?

The Six Questions of any New Job

- ▶ Who
- ▶ What
- ▶ When
- ▶ Where
- ▶ Why
- ▶ How



Getting Started

- Find out why you are there
- Find out what they think they want you to do
- Find out what they really need you to do

Your Success Will Depend on the Relationships You Form

- Internal relationships
 - Mentors and allies
 - Cobras and landmines
 - Black holes
- Community
 - Schools are an integral part of the community; you need to be too
 - Key Communicators



Your Success Will Depend on the Relationships You Form

- Media
 - Figure out what media people pay attention to
 - Figure out how to be a resource for those media outlets
- Other
 - Community organizations
 - Foundation
 - Alumni (students and staff)

Working with the Media

- ▶ I work extremely hard on my relationships with the local media. They all have my personal phone number. They feel free to call me at all hours of the day and on weekends and I get back to them quickly and accurately. This "partnership" has really assisted me in two main ways:
 - ▶ 1) I don't have time to write up press releases every day. Many times, instead of writing a release, I just pick up the phone and call them and give them the details and a contact number. They take it from there.
 - ▶ 2) I also save the time of writing up the story myself by just linking to the ones the reporters wrote. It gives them a boost and saves me some writing.

– Kristine Liptrot

What

- ▶ Learn **what** are the priorities of the school district AND your Superintendent AND your School Board
 - Hopefully these are all aligned!



What

- Learn **what you want** to share with your audiences
 - May be different to different audiences: Dual Language to incoming parents; fiscal responsibility to business leaders
 - Look beyond the immediate need...craft messages today for your needs 3-5 years from now (referendum, etc.)
- Learn **what others want** you to share with your audiences

When

- In a one-person office, **when** takes on extra significance!
- Learn about timing in your environment
 - When to pitch story ideas to the media
 - When to ask for budget increases (or salary increases) from your superintendent
 - When are the important meetings and events in your district and in your community



When

- ▶ In your first year, develop a calendar of major events of the school year so you can anticipate them in subsequent years

– Kelly Munch



Where

- Learn the geography of your district
 - Learn about the communities and the "sub-communities" in the area you serve
- Learn where helpful resources are within your district
 - IT
 - Someone who is good at proofing and/or editing
 - Someone who can help with last minute projects: mailings, events, etc.

WHY: Find out why you are there

- Why is there a communications/PR position?
 - There is almost always a specific reason
- Why was there an opening? (if this was an existing position)
- Why did they hire you?
 - Which of your many strengths did they hire you for?
- What they think they want you to do?
- Find out what they really need you to do?

How

- Learn How things are done in your district; the culture and the practices of working in the district
 - This is often different than the formal policies
- Learn how to get access to the Superintendent
 - Superintendent's council
 - Become an advisor
- Learn how to promote yourself

The Challenges of a One-Person PR Shop

You will be Busier than a One-Armed Wallpaper Hanger

- There will ALWAYS be more to do than you have time to do
- There will ALWAYS be more to do than you have budget to do it with
- There will ALWAYS be more that others want you to do than you have the time, or the desire, to do

You will be Busier than a One-Armed Wallpaper Hanger

- Importance of setting mid-term and long-term goals
- Prioritize.
 - Important to start prioritizing early on
 - Try to avoid becoming known as the picture lady or the website guy



As a School Communication Officer, You Have Many Roles

- ▶ Referee
- ▶ Ombudsman
- ▶ Party Promoter
- ▶ Comedian
- ▶ Teacher
- ▶ Inspirational Leader
- ▶ Help Desk
- ▶ Psychiatrist
- ▶ Troublemaker
- ▶ Cheerleader
- ▶ Project Manager
- ▶ Writer
- ▶ Photographer
- ▶ Janitor
- ▶ Sacrificial Lamb
- ▶ Silent Partner

You Don't Have to Move Mountains as an Army of One

- ▶ Find partners and co-conspirators within your district and within your community
- ▶ Getting out the good word on your schools benefits many people...recruit them to help you!
- ▶ Be the catalyst vs. the engine
- ▶ When you can't recruit a partner, consider hiring one!



It is hard to move mountains if you are an Army of One

- ▶ One person, with the right tools (a lot of dynamite) CAN move mountains.
- ▶ Sometimes you need to find the right tools
- ▶ Internet presents a plethora
 - Of tools
 - Of fear
 - Of ways to waste time

“Companies are learning that it’s much better to offer customers a place to give direct feedback at their virtual doorstep than to ignore complaints and let them crop up everywhere.”

BRIAN REICH & DAN SOLOMON
AUTHORS OF MEDIA RULES

Master the Tools of the Trade

- E-mail features
- Smart Phone
- To-Do List / Priority Tracking
- Events Calendar
- Organized files (physical folders)
- Organized files (computer folders)

“For many businesses, the fear behind their social media reluctance isn’t just fear of failure but of blame and accountability—both individual and collective.”

JAY BAER & AMBER NASLUND
AUTHORS OF THE NOW REVOLUTION!

It is Hard (but not impossible!) to Make Noise with One-Handed Clapping

- It is hard to promote the one person PR shop because you are essentially doing self-promotion
- The best way to make noise with one hand clapping is to do a high five. In other words, help promote your peers and get their help to promote you!

One is the Loneliest Number

- Join a peer group...like your state chapter of NSPRA
- Making ethical decisions



Your First Year To Do List:

- ▣ Get on the Superintendent's Council
- ▣ Become a trusted advisor to your Superintendent and/or Board
- ▣ Start a Key Communicators Group
- ▣ Develop internal and external resources
- ▣ Get out into the schools and the community

This PowerPoint presentation and all materials discussed and distributed during the presentation can be found on www.INSPRA.org

Thank you!

- **Bill Clow**
Director, Community Outreach
Harvard CUSD 50 - Harvard, IL
Past President, INSPRA
blow@cusd50.org
- **Bridget McGuiggan, APR**
Community Relations Coordinator
Orland SD 135 - Orland Park, IL
President, INSPRA
bmcguiggan@orland135.org



Illinois Chapter National School Public Relations Association.

Tips & Tactics | Oct. 21, 2011

Organized and Efficient:

How to Better Manage Your Time and Space

Communications professionals Bill Clow and Bridget McGuigan, APR will share the tricks and techniques to staying on top of all tasks at all times. Whether you are a one-person office or part of a PR team, learn the best strategies for prioritizing, focusing, meeting deadlines, and doing it all with diplomacy and a smile. Enjoy hands-on activities and take-home tips you can use right away. Bring your best ideas and toughest challenges on this topic to share with the group!

All Tips & Tactics sessions are held at:

ARAMARK

2300 Warrenville Road, Downers Grove, IL

9:00 a.m. - Networking and continental breakfast

9:30 - 11:30 a.m. - Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSPRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSPRA members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSPRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

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Illinois Chapter National School Public Relations Association.

Tips & Tactics | Dec. 9, 2011

Annual Idea Exchange: **Give (and Get!) the Gift of Networking**

School communication veterans and newcomers alike will benefit from this not to be missed INSPRA favorite. Just bring your biggest challenge and an idea that works for you—and watch the INSPRA magic take place! You'll leave this session with a variety of exciting, proven ideas to implement, as well as answers to your questions that will be brainstormed by all of the communication professionals in attendance. What a great way to give and receive!

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2300 Warrenville Road, Downers Grove, IL

9:00 a.m. Networking and continental breakfast, followed by the Annual Meeting

9:30 - 11:30 a.m. Tips & Tactics workshop

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Illinois Chapter National School Public Relations Association

Tips & Tactics | Jan. 20, 2012

Financial Forecasting and Planning for a Referendum in Challenging Financial Times

Presenters: Linda Matkowski, Managing Director/ Public Finance,
Raymond James
Fenil J. Patel, Vice President/Sr. Relationship Office, PMA Financial Network
Rod Wright, President, UNICOM ARC

Why should you care if Springfield and Washington can't balance their budgets? Learn the answer from school finance experts who will also walk you through the process of long- and short-term financial planning, the impact of state and federal finances on the local level, declining EAVs, and more. In addition to forecasting, you'll also learn how to win at the polls before you start your campaign by using a community engagement approach for planning that can build a strong foundation of support for an eventual referendum AND the capacity to develop an effective campaign committee.



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Illinois Chapter National School Public Relations Association

Tips & Tactics | Feb. 17, 2012

Inspiring and Infusing Strategy in Planning, Advising and Internal Communication

Presenters: Faith Behr, Behr Communication
Denise Mattson, Special Assistant,
Office of the President, DePaul University

This session is for all communicators, from newcomers to veterans. Faith Behr will discuss strategic communications as it relates to content, delivery and planning. Joining her will be Denise Mattson, who will focus on internal communications. She will share a living document that traces the evolution of a strategic communication plan that is still unfolding, and how it has been communicated to DePaul's various audiences.



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ARAMARK, 2300 Warrenville Road, Downers Grove, IL

9:00 a.m. -- Networking and continental breakfast **9:30 - 11:30 a.m.** -- Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSPRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSPRA members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSPRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSPRA, PO Box 47, Frankfort, IL 60423.



Illinois Chapter National School Public Relations Association.

Tips & Tactics | March 16, 2012

Technology Update for the School Communications Professional

Presenters: **Mick Torres**, Director of Technology,
Community High School District 128
Carla Erdey, Director of Communications,
Consolidated High School District 230
Bridget McGuiggan, APR, Community Relations
Coordinator, Orland School District 135

The logo for 'TECH TALK'. The word 'TECH' is in orange and 'TALK' is in blue. The letters are in a bold, sans-serif font. The logo is set against a light blue background with a faint circular pattern.

INSRA is pleased to present a morning packed full of technology tips, secrets, philosophies and more for the school communicator. Mick Torres will cover topics that include implementing Google Apps for Education in your district, paperless board packets and policy manuals, and how to avoid "cart before the horse" mobile 1:1 initiatives. He will highlight who's doing what with iPads, Chromebooks, netbooks and laptops. School communication professionals Carla Erdey and Bridget McGuiggan, APR, will provide an overview of the process they followed in working with the Illinois Policy Institute to make their district websites more transparent according to an official Ten-Point Checklist. They will explain what the checklist includes, how they implemented the many components, and the challenges and successes of taking on this project.

All Tips & Tactics sessions are held at:

ARAMARK, 2300 Warrenville Road, Downers Grove, IL

9:00 a.m. -- Networking and continental breakfast **9:30 - 11:30 a.m.** -- Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSRA members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSRA, PO Box 47, Frankfort, IL 60423.



Illinois Chapter National School Public Relations Association.

Tips & Tactics | April 20, 2012

Best Practices In Design and Photography

Presenters: **Karen Jackson**, Graphic Artist,
Crossmark Printing
Gail Kahover, Director of
Communications,
Northbrook School District 27

INSpra is pleased to present a morning workshop to help you refresh your school newsletters, design a new annual report and brush up on photography skills to make every flier "pop."

Karen Jackson, a professional graphic artist from Crossmark Printing will share tips for making your printed publications look professional and eye catching. She will share tricks that design-newbies and veterans alike can use to grab the attention of your readers and get your message across. An annual report or newsletter without photographs is like a blank canvas. It's a nice, clean presentation but there is no color, no life until the artist puts on that first brush stroke. Gail Kahover will give you some tips on taking photos of your staff and students that will bring life to your publications and your web site. She will also provide you with suggestions on photo editing and presentation software.



All Tips & Tactics sessions are held at:

ARAMARK, 2300 Warrenville Road, Downers Grove, IL

9:00 a.m. -- Networking and continental breakfast **9:30 - 11:30 a.m.** -- Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSpra members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSpra members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSpra student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSpra, PO Box 47, Frankfort, IL 60423.

INSPRA Tips & Tactics Registrations 2011-2012

| LastName | FirstName | Organization | Mbr Status | 21-Oct-11 | 9-Dec-11 | 20-Jan-12 | 17-Feb-12 | 19-Mar-12 | 20-Apr-12 |
|----------------|-------------|---|------------|-----------|----------|-----------|-----------|-----------|-----------|
| Banker | Barbara | Woodstock CUSD 200 | Mem | | X | | | X | |
| Beery | David | Maine Twp. H.S. Dist. 207 | Mem | X | | X | | | X |
| Behr | Faith | Behr Communications | Mem | X | X | | X | | |
| Bialobok | Jennifer | Lyons Twp HSD 204 | Mem | X | X | | | X | X |
| Blaney | Jim | St. Charles CUSD 303 | Mem | X | X | X | X | X | |
| Boswell | Betsy | CCSD 59 | Mem | X | X | | X | X | |
| | Jennifer | | | | | | | | |
| Bova | Tempest | Woodland CCSD 50 | Mem | X | X | X | X | X | X |
| Brautigam | Charla | Lincoln-Way HS Dist 210 | Mem | | | X | | X | |
| Brehm | Kimberly A. | Lockport Township HSD 205 | Mem | X | | | | X | X |
| Brown | Mark | North Shore School District 112 | Non | | | | | X | |
| Browning | Jill | Community High School Dist 99 | Mem | X | X | | X | | X |
| Buglio | Janet | Indian Prairie SD 204 | Mem | | | | | X | |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem | X | X | X | X | X | X |
| Castagna | Nicole | Homewood-Flossmoor High School District 129 | Mem | | | | | | X |
| Chapin | Michael | Glenview School Dist #34 | Mem | | X | | | X | X |
| Clark | Brett | Harvard CUSD #50 | Mem | | X | | | | X |
| Clow | Bill | Bremen HS District 228 | Mem | X | X | | | | |
| De Vos-Barelli | Lori | New Trier Schools | Mem | X | | X | | | |
| Dizon | Nicole | Rockford Public Schools District 13 | Mem | | | | | X | X |
| Dotson, Jr. | Earl | Schaumburg CCSD 54 | Non-R | | | | | X | |
| Douglas | Sherry | CCSD #181 | Mem | X | X | | | X | |
| DuChateau | Rita | High School District 230 | Mem | | | | X | X | X |
| Erdey | Carla | Illinois State Board of Education | Mem | | X | | | | |
| Fergus | Mary Ann | Cook County School District 13 | Mem | | | | | X | X |
| Fordice | Stephanie | Naperville CUSD 203 | Mem | | | | | X | |
| Fulner | Deanne | Crete-Monee High School | Mem | | | | | X | |
| Gaffney | Elaine | CCSD 181 | Non | | | | | | X |
| Galvin | Audrey | Results Planned Business Growth | Non-R | | X | | | | |
| Garcia-Tappa | Martha | | | | | | | | |

INSPRA Tips & Tactics Registrations 2011-2012

| | | | | | | | | | | | | |
|-------------|-------------|-------------------------------------|-----|---|---|---|---|---|---|---|---|---|
| Geddes, APR | Karen | Glenbrook H S Dist 225 | Mem | x | x | x | x | x | x | x | x | x |
| Gibson | Greg | Indian Prairie SD 204 | Mem | | | | | | | | | |
| Gudmundson | Mary Ann | CUSD 200 | Non | | | | | | | | | |
| Hamilton | Tony | Lemont H S District 210 | Mem | x | x | x | x | x | x | x | | |
| Hansen | Shannon | Belvidere CUSD #100 | Mem | | | | | | | | | |
| Hartaue | Katie | LaSalle-Peru High School | Mem | | | | | | | | | |
| Hernandez | Tom | Plainfield CCSD 202 | Mem | | | | | | | | | |
| Hockensmith | Jean | School District 45 | Mem | | | | | | | | | |
| Holan | Gayle | Batavia Public Schools | Non | | | | | | | | | |
| Holland | Stacy | Lincoln-Way HS Dist 210 | Mem | | | | | | | | | |
| Hollstein | Debra | Elmhurst CUSD 205 | Non | | | | | | | | | |
| Jackson | Karen | Crossmark Printing | Mem | | | | | | | | | |
| Jungel | Jennifer | Lake Park High School | Mem | | | | | | | | | |
| Junokas | Diane | District 108 | Mem | x | x | x | x | x | x | x | | |
| Kahover | Gail | Addison School Dist #4 | Mem | x | x | x | x | x | x | x | | |
| Kedjijian | Catherine | Northbrook School District 27 | Mem | | | | | | | | | |
| Kollman | Robin Smith | Deerfield Public Schools | Mem | | | | | | | | | |
| Lewis | Janet | District 109 | Mem | x | x | x | x | x | x | x | | |
| Liptrot | Kristine | Libertyville Elementary Dist 70 | Mem | | | | | | | | | |
| Loeb | Sara | Janet Lewis Consulting | Non | | | | | | | | | |
| Loiacono | Erica | Oswego CUSD 308 | Mem | x | x | x | x | x | x | x | | |
| Madden | Ellen | Northbrook School Dist 28 | Mem | | | | | | | | | |
| Malek | Jean | CUSD 200 | Mem | | | | | | | | | |
| Mannion | Peg | East Maine School Dist 63 | Mem | x | x | x | x | x | x | x | | |
| Martin | Dr. Sandra | Lake Zurich CUSD 95 | Mem | | | | | | | | | |
| Mason | Iyanna | Glenbard Township HS Dist 87 | Mem | | | | | | | | | |
| Matkowski | Linda | Butler School District 53 | Mem | x | x | x | x | x | x | x | | |
| Matthews | Janice | Thornton Fractional Twp. H. S. #215 | Mem | | | | | | | | | |
| Mattson | Denise | Raymond James | Mem | | | | | | | | | |
| McCurdy | Joseph | Oak Grove School Dist 68 | Non | | | | | | | | | |
| McGuigan | Bridget | DePaul | Non | | | | | | | | | |
| | | Oak Lawn Community HS | Mem | x | x | x | x | x | x | x | | |
| | | Orland School District 135 | Mem | x | x | x | x | x | x | x | | |

INSPRA Tips & Tactics Registrations 2011-2012

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|--------------|----------|---|-----|---|--|--|--|--|--|---|---|--|---|--|---|--|--|---|---|--|---|
| McHugh, APR | Terri | School District 54 | Mem | | | | | | | | X | | | | X | | | X | X | | X |
| McPherrin | Ryan | CCSD 93 | Mem | X | | | | | | | X | | | | X | | | | X | | X |
| Miles | Venetia | Township HSD 214 | Mem | X | | | | | | | | | | | | | | | | | X |
| Miller | Celeste | Bettendorf Community School Dist | Mem | X | | | | | | | | | | | X | | | | | | |
| Mooney | Emily | Elmhurst CUSD 205 | Non | | | | | | | | | | | | | | | | | | X |
| Munch | Kelley | Geneva CUSD 304 | Mem | | | | | | | | | | | | | | | | | | X |
| Nardone | Debbie | School District 129 | mem | X | | | | | | | | | X | | | | | | | | X |
| Patel | Fencil | PMA Financial Network | Non | | | | | | | | | | X | | | | | | | | |
| Piazza | Deborah | East Maine School District 63 | Mem | | | | | | | X | | | | | | | | | | | |
| Pickard | Kelly | Oak Grove School | Non | | | | | | | | | | | | | | | | | | X |
| Randa | Larry | Valley View SD 365U | Mem | | | | | | | X | | | | | | | | | | | X |
| Rice | Susan E. | Naperville School Dist 203 | Mem | | | | | | | | | | | | | | | | | | X |
| Ringlestein | Don | School District 129 | Non | X | | | | | | | | | | | | | | | | | X |
| Rosen | Andrea | North Shore School District 112 | Mem | | | | | | | | | | | | | | | | | | X |
| Rosenwinkel | Kathy | Technology Center of DuPage/DAOES | Mem | | | | | | | | | | | | X | | | | | | |
| Russeau | Rod | Community High School District 6 | Non | | | | | | | | | | | | | | | | | | X |
| Ryan | Terry | Bensenville School Dist 2 | Mem | | | | | | | | | | | | X | | | | | | X |
| Ryan | Kathy | CCSD 62 | Non | | | | | | | | | | | | | | | | | | X |
| Schlismann | Kristine | Joliet Township High School | Mem | X | | | | | | | | | | | | | | | | | |
| Schroeder | Kathy | Elmhurst CUSD 205 | Mem | | | | | | | | | | | | | | | | | | X |
| Schweigert | Danielle | DuPage High School Dist 88 | Mem | | | | | | | | | | | | | | | | | | X |
| Smith | Carol | ECRA Group Inc. | Mem | | | | | | | X | | | | | | | | | | | X |
| Smith, APR | Melea | Elmhurst CUSD 205 | Mem | | | | | | | | | | | | | | | | | | X |
| Sorensen | Ken | North High School | Non | X | | | | | | | | | | | | | | | | | X |
| Stahulak | Terri | CCSD 146 | Mem | | | | | | | | | | | | | | | | | | X |
| Steinbrecher | Gina | West Chicago Elementary School Dist. 33 | Mem | | | | | | | | | | | | | | | | | | X |
| Steker | Crystal | Lake Zurich CUSD 95 | Non | | | | | | | | | | | | | | | | | | X |
| Stern | Michele | HTML | Mem | | | | | | | | | | | | | | | | X | | |
| Strupeck | Allison | CUSD 300 | Mem | | | | | | | | | | | | | | | | | | X |

INSPPRA Tips & Tactics Registrations 2011-2012

| | | | | | | | | | | | | |
|-----------------|---------------|----------------------------------|-------|---|---|--|--|---|--|---|---|---|
| Sutter | Marcia | Winnetka Public School Dist36 | Mem | | | | | X | | | | |
| Sylvan | Kimberly | Lincolnshire-Prairie View School | Mem | | | | | | | | X | |
| Thierfelder | Sharon | School District 129 | Non | | | | | | | | X | |
| Todoric | Mary | Community H S Dist 128 | Mem | X | | | | X | | | X | |
| Torres | Mick | Community H S District 128 | Non | | | | | | | X | | |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem | X | | | | X | | | X | |
| Trotter | Corri | Morris Comm H S District #101 | Mem | X | | | | | | | | |
| Valentino Barry | Carol | Ridgewood HS 234 | Mem | | X | | | | | | | |
| Van Duch | Margaret | Fremont School District 79 | Mem | X | | | | X | | | X | |
| Vitale | Vince | Rockford School District 205 | Non | | | | | | | | | X |
| Waldorf | Jennifer Korb | Downers Grove Grade SD 58 | Mem | X | | | | X | | | X | |
| Walter | Vickie | Aptakisic-Tripp School Dist 102 | Mem | X | | | | | | X | | |
| Ward | Mindy | CCSD #62 | Mem | X | | | | X | | | | X |
| Whalen | Tory | CCSD 181 | Non | | | | | X | | | | |
| Wojcik | Jay | Lombard School Dist 44 | Mem | X | | | | X | | | X | |
| Wolf | Marla | | Mem | X | | | | | | | | |
| Wood | Teri | Fenton Community H S Dist 100 | Mem | X | | | | X | | | | X |
| Wood | Mike | Glen Eilyn School District 41 | Non | | | | | | | X | | |
| Worthen | Julie | Glen Eilyn School Dist 41 | Mem | | | | | | | X | | X |
| Wright, Ph.D. | Rod | UNICOM ARC, Inc. | Non-R | | | | | X | | | | |
| Zalewski | Sandra | Joliet Public Schools Dist 86 | Mem | X | | | | X | | | | |
| Zimmerman | Jenn | Glenbrook H S Dist 225 | Non | | | | | X | | | X | |

INSPRA Oct 21, 2012 T&T Registration List

| LastName | FirstName | Organization | MbrStatus | 21-Oct-12 |
|-----------------|------------------|---|------------------|------------------|
| Beery | David | Maine Twp. H.S. Dist. 207 | Mem | x |
| Behr | Faith | Behr Communications | Mem | x |
| Bialobok | Jennifer | Lyons Twp HSD 204 | Mem | x |
| Blaney | Jim | St. Charles CUSD 303 | Mem | x |
| Boswell | Betsy | CCSD 59 | Mem | x |
| Bova | Jennifer Te | Woodland CCSD 50 | Mem | x |
| Brehm | Kimberly A | Lockport Township HSD 205 | Mem | x |
| Browning | Jill | Community High School Dist 99 | Mem | x |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem | x |
| De Vos-Barelli | Lori | Bremen HS District 228 | Mem | x |
| Dizon | Nicole | New Trier Schools | Mem | x |
| DuChateau | Rita | CCSD #181 | Mem | x |
| Geddeis, APR | Karen | Glenbrook H S Dist 225 | Mem | x |
| Hamilton | Tony | Lemont H S District 210 | Mem | x |
| Jungel | Jennifer | Lake Park High School District 108 | Mem | x |
| Junokas | Diane | Addison School Dist #4 | Mem | x |
| Kedjidjian | Catherine | Deerfield Public Schools District 109 | Mem | x |
| Kollman | Robin Smit | Libertyville Elementary Dist 70 | Mem | x |
| Liptrot | Kristine | Oswego CUSD 308 | Mem | x |
| Loeb | Sara | Northbrook School Dist 28 | Mem | x |
| Madden | Ellen | East Maine School Dist 63 | Mem | x |
| Mannion | Peg | Glenbard Township HS Dist 87 | Mem | x |
| McCurdy | Joseph | Oak Lawn Community HS | Mem | x |
| McPherrin | Ryan | CCSD 93 | Mem | x |
| Miles | Venetia | Township HSD 214 | Mem | x |
| Miller | Celeste | Bettendorf Community School Dist | Mem | x |
| Nardone | Debbie | School District 129 | mem | x |
| Rice | Susan E. | Naperville School Dist 203 | Mem | x |
| Schlismann | Kristine | Joliet Township High School | Mem | x |
| Smith, APR | Melea | Elmhurst CUSD 205 | Mem | x |
| Steinbrecher | Gina | West Chicago Elementary School Dist. 33 | Mem | x |
| Todoric | Mary | Community H S Dist 128 | Mem | x |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem | x |
| Trotter | Corri | Morris Comm H S District #101 | Mem | x |
| Van Duch | Margaret | Fremont School District 79 | Mem | x |
| Waldorf | Jennifer Kc | Downers Grove Grade SD 58 | Mem | x |
| Walter | Vickie | Aptakisic-Tripp School Dist 102 | Mem | x |
| Ward | Mindy | CCSD #62 | Mem | x |
| Wojcik | Jay | Lombard School Dist 44 | Mem | x |
| Wolf | Marla | | Mem | x |
| Wood | Teri | Fenton Community H S Dist 100 | Mem | x |
| Zalewski | Sandra | Joliet Public Schools Dist 86 | Mem | x |
| Clow | Bill | Harvard CUSD #50 | Mem | x |
| McGuiggan | Bridget | Orland School District 135 | Mem | x |

INSPRA Dec 9, 11 T&T Reg List

| LastName | FirstName | Organization | MbrStatus |
|-----------------|------------------|---|------------------|
| Banker | Barbara | Woodstock CUSD 200 | Mem |
| Behr | Faith | Behr Communications | Mem |
| Bialobok | Jennifer | Lyons Twp HSD 204 | Mem |
| Blaney | Jim | St. Charles CUSD 303 | Mem |
| Boswell | Betsy | CCSD 59 | Mem |
| Bova | Jennifer Tempest | Woodland CCSD 50 | Mem |
| Browning | Jill | Community High School Dist 99 | Mem |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem |
| Clark | Brett | Glenview School Dist #34 | Mem |
| Clow | Bill | Harvard CUSD #50 | Mem |
| DuChateau | Rita | CCSD #181 | Mem |
| Fergus | Mary Ann | Illinois State Board of Education | Mem |
| Garcia-Tappa | Martha | Results Planned Business Growth | Non-R |
| Geddeis, APR | Karen | Glenbrook H S Dist 225 | Mem |
| Hansen | Shannon | Belvidere CUSD #100 | Mem |
| Hernandez | Tom | Plainfield CCSD 202 | Mem |
| Holland | Stacy | Lincoln-Way HS Dist 210 | Mem |
| Kedjidjian | Catherine | Deerfield Public Schools District 109 | Mem |
| Kollman | Robin Smith | Libertyville Elementary Dist 70 | Mem |
| Loiacono | Erica | CUSD 200 | Mem |
| Madden | Ellen | East Maine School Dist 63 | Mem |
| McGuiggan | Bridget | Orland School District 135 | Mem |
| McHugh, APR | Terri | School District 54 | Mem |
| McPherrin | Ryan | CCSD 93 | Mem |
| Miller | Celeste | Bettendorf Community School Dist | Mem |
| Piazza | Deborah | East Maine School District 63 | Mem |
| Randa | Larry | Valley View SD 365U | Mem |
| Rosen | Andrea | North Shore School District 112 | Mem |
| Ryan | Terry | Bensenville School Dist 2 | Mem |
| Schweigert | Danielle | DuPage High School Dist 88 | Mem |
| Smith | Carol | ECRA Group Inc. | Mem |
| Smith, APR | Melea | Elmhurst CUSD 205 | Mem |
| Steinbrecher | Gina | West Chicago Elementary School Dist. 33 | Mem |
| Todoric | Mary | Community H S Dist 128 | Mem |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem |
| Valentino Barry | Carol | Ridgewood HS 234 | Mem |
| Van Duch | Margaret | Fremont School District 79 | Mem |
| Ward | Mindy | CCSD #62 | Mem |
| Wojcik | Jay | Lombard School Dist 44 | Mem |

INSPPRA Jan 20, 2012 T&T Reg List

| | | | |
|---------------|------------------|---------------------------------|-------|
| Beery | David | Maine Twp. H.S. Dist. 207 | Mem |
| Blaney | Jim | St. Charles CUSD 303 | Mem |
| Bova | Jennifer Tempest | Woodland CCSD 50 | Mem |
| Brautigam | Charla | Lincoln-Way HS Dist 210 | Mem |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem |
| Dizon | Nicole | New Trier Schools | Mem |
| Geddeis, APR | Karen | Glenbrook H S Dist 225 | Mem |
| Hamilton | Tony | Lemont H S District 210 | Mem |
| Hockensmith | Jean | School District 45 | Mem |
| Junokas | Diane | Addison School Dist #4 | Mem |
| Kahover | Gail | Northbrook School District 27 | Mem |
| Kollman | Robin Smith | Libertyville Elementary Dist 70 | Mem |
| Liptrot | Kristine | Oswego CUSD 308 | Mem |
| Loeb | Sara | Northbrook School Dist 28 | Mem |
| McGuiggan | Bridget | Orland School District 135 | Mem |
| Nardone | Debbie | School District 129 | mem |
| Stern | Michele | HTML | Mem |
| Sutter | Marcia | Winnetka Public School Dist36 | Mem |
| Todoric | Mary | Community H S Dist 128 | Mem |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem |
| Van Duch | Margaret | Fremont School District 79 | Mem |
| Waldorf | Jennifer Korb | Downers Grove Grade SD 58 | Mem |
| Wojcik | Jay | Lombard School Dist 44 | Mem |
| Wood | Teri | Fenton Community H S Dist 100 | Mem |
| Zalewski | Sandra | Joliet Public Schools Dist 86 | Mem |
| Zimmerman | Jenn | Glenbrook H S Dist 225 | Non |
| Matkowski | Linda | Raymond James | Mem |
| Patel | Fencil | PMA Financial Network | Non |
| Wright, Ph.D. | Rod | UNICOM ARC, Inc. | Non-R |

INSPRA Feb 17, 12 T&T Reg List

| | | | |
|--------------|------------------|---------------------------------------|-----|
| Blaney | Jim | St. Charles CUSD 303 | Mem |
| Boswell | Betsy | CCSD 59 | Mem |
| Bova | Jennifer Tempest | Woodland CCSD 50 | Mem |
| Browning | Jill | Community High School Dist 99 | Mem |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem |
| Erdey | Carla | High School District 230 | Mem |
| Geddeis, APR | Karen | Glenbrook H S Dist 225 | Mem |
| Hamilton | Tony | Lemont H S District 210 | Mem |
| Jungel | Jennifer | Lake Park High School District 108 | Mem |
| Junokas | Diane | Addison School Dist #4 | Mem |
| Kedjidjian | Catherine | Deerfield Public Schools District 109 | Mem |
| Kollman | Robin Smith | Libertyville Elementary Dist 70 | Mem |
| Lewis | Janet | Janet Lewis Consulting | Non |
| Liptrot | Kristine | Oswego CUSD 308 | Mem |
| Loeb | Sara | Northbrook School Dist 28 | Mem |
| Loiacono | Erica | CUSD 200 | Mem |
| Madden | Ellen | East Maine School Dist 63 | Mem |
| Mannion | Peg | Glenbard Township HS Dist 87 | Mem |
| Mason | Iyanna | Thornton Fractional Twp. H. S. #215 | Mem |
| McGuiggan | Bridget | Orland School District 135 | Mem |
| McHugh, APR | Terri | School District 54 | Mem |
| McPherrin | Ryan | CCSD 93 | Mem |
| Miller | Celeste | Bettendorf Community School Dist | Mem |
| Randa | Larry | Valley View SD 365U | Mem |
| Rice | Susan E. | Naperville School Dist 203 | Mem |
| Rosen | Andrea | North Shore School District 112 | Mem |
| Rosenwinkel | Kathy | Technology Center of DuPage/DAOES | Mem |
| Ryan | Terry | Bensenville School Dist 2 | Mem |
| Schweigert | Danielle | DuPage High School Dist 88 | Mem |
| Smith, APR | Melea | Elmhurst CUSD 205 | Mem |
| Stern | Michele | HTML | Mem |
| Strupeck | Allison | CUSD 300 | Mem |
| Todoric | Mary | Community H S Dist 128 | Mem |
| Van Duch | Margaret | Fremont School District 79 | Mem |
| Waldorf | Jennifer Korb | Downers Grove Grade SD 58 | Mem |
| Walter | Vickie | Aptakisic-Tripp School Dist 102 | Mem |
| Ward | Mindy | CCSD #62 | Mem |
| Wells | Karen | INSPRA Administration | |
| Whalen | Tory | CCSD 181 | Non |
| Wood | Teri | Fenton Community H S Dist 100 | Mem |
| Zalewski | Sandra | Joliet Public Schools Dist 86 | Mem |
| Zimmerman | Jenn | Glenbrook H S Dist 225 | Non |
| Behr | Faith | Behr Communications | Mem |
| Mattson | Denise | DePaul | Non |

INSPRA March 19, 12 T&T Reg List 2

| | | | |
|-------------|------------------|---|-------|
| Banker | Barbara | Woodstock CUSD 200 | Mem |
| Behr | Faith | Behr Communications | Mem |
| Bialobok | Jennifer | Lyons Twp HSD 204 | Mem |
| Blaney | Jim | St. Charles CUSD 303 | Mem |
| Boswell | Betsy | CCSD 59 | Mem |
| Bova | Jennifer Tempest | Woodland CCSD 50 | Mem |
| Brautigam | Charla | Lincoln-Way HS Dist 210 | Mem |
| Brehm | Kimberly A. | Lockport Township HSD 205 | Mem |
| Brown | Mark | North Shore School District 112 | Non |
| Browning | Jill | Community High School Dist 99 | Mem |
| Buglio | Janet | Indian Prairie SD 204 | Mem |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem |
| Chapin | Michael | School District 129 | Mem |
| Dotson, Jr. | Earl | Rockford Public Schools District 205 | Mem |
| Douglas | Sherry | Schaumburg CCSD 54 | Non-R |
| DuChateau | Rita | CCSD #181 | Mem |
| Fordice | Stephanie | Cook County School District 130 | Mem |
| Fulner | Deanne | Naperville CUSD 203 | Mem |
| Gaffney | Elaine | Crete-Monee High School Dist 201-U | Mem |
| Geddeis, A | Karen | Glenbrook H S Dist 225 | Mem |
| Gibson | Greg | Indian Prairie SD 204 | Mem |
| Hamilton | Tony | Lemont H S District 210 | Mem |
| Hockensm | Jean | School District 45 | Mem |
| Holan | Gayle | Batavia Public Schools | Non |
| Jungel | Jennifer | Lake Park High School District 108 | Mem |
| Junokas | Diane | Addison School Dist #4 | Mem |
| Kahover | Gail | Northbrook School District 27 | Mem |
| Kollman | Robin Smith | Libertyville Elementary Dist 70 | Mem |
| Liptrot | Kristine | Oswego CUSD 308 | Mem |
| Loiacono | Erica | CUSD 200 | Mem |
| Madden | Ellen | East Maine School Dist 63 | Mem |
| Malek | Jean | Lake Zurich CUSD 95 | Mem |
| Mannion | Peg | Glenbard Township HS Dist 87 | Mem |
| McHugh, A | Terri | School District 54 | Mem |
| McPherrin | Ryan | CCSD 93 | Mem |
| Miles | Venetia | Township HSD 214 | Mem |
| Mooney | Emily | Elmhurst CUSD 205 | Non |
| Nardone | Debbie | School District 129 | mem |
| Rice | Susan E. | Naperville School Dist 203 | Mem |
| Ringeleste | Don | School District 129 | Non |
| Rosen | Andrea | North Shore School District 112 | Mem |
| Russeau | Rod | Community High School District 99 | Non |
| Ryan | Terry | Bensenville School Dist 2 | Mem |
| Smith, APF | Melea | Elmhurst CUSD 205 | Mem |
| Sorensen | Ken | North High School | Non |
| Stahulak | Terri | CCSD 146 | Mem |
| Steinbrech | Gina | West Chicago Elementary School Dist. 33 | Mem |
| Steker | Crystal | Lake Zurich CUSD 95 | Non |
| Strupeck | Allison | CUSD 300 | Mem |
| Sylvan | Kimberly | Lincolnshire-Prairie View School Dist 103 | Mem |
| Todoric | Mary | Community H S Dist 128 | Mem |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem |

INSPRA March 19, 12 T&T Reg List 2

| | | | |
|-------------|---------------|----------------------------------|-----|
| Van Duch | Margaret | Fremont School District 79 | Mem |
| Waldorf | Jennifer Korb | Downers Grove Grade SD 58 | Mem |
| Walter | Vickie | Aptakistic-Tripp School Dist 102 | Mem |
| Wojcik | Jay | Lombard School Dist 44 | Mem |
| Wood | Mike | Glen Ellyn School District 41 | Non |
| Worthen | Julie | Glen Ellyn School Dist 41 | Mem |
| Erdey | Carla | High School District 230 | Mem |
| McGuiggan | Bridget | Orland School District 135 | Mem |
| Torres | Mick | Community H S District 128 | Non |
| Smith | Carol | ECRA Group Inc. | Mem |
| Thierfelder | Sharon | School District 129 | Non |

INSPRA April 20 T&T Reg List

| | | | |
|-------------|------------------|---|------|
| Beery | David | Maine Twp. H.S. Dist. 207 | Mem |
| Bialobok | Jennifer | Lyons Twp HSD 204 | Mem |
| Bova | Jennifer Tempest | Woodland CCSD 50 | Mem |
| Brehm | Kimberly A. | Lockport Township HSD 205 | Mem |
| Browning | Jill | Community High School Dist 99 | Mem |
| Burda | Melissa | Crete-Monee School Dist 201-U | Mem |
| Castagna | Nicole | Homewood-Flossmoor High School District 233 | Mem |
| Chapin | Michael | School District 129 | Mem |
| Clow | Bill | Harvard CUSD #50 | Mem |
| Dotson, Jr. | Earl | Rockford Public Schools District 205 | Mem |
| Erdey | Carla | High School District 230 | Mem |
| Fordice | Stephanie | Cook County School District 130 | Mem |
| Galvin | Audrey | CCSD 181 | Non |
| Gudmundson | Mary Ann | CUSD 200 | Non |
| Hansen | Shannon | Belvidere CUSD #100 | Mem |
| Hartauer | Katie | LaSalle-Peru High School | Mem |
| Hockensmith | Jean | School District 45 | Mem |
| Hollstein | Debra | Elmhurst CUSD 205 | Non |
| Jungel | Jennifer | Lake Park High School District 108 | Mem |
| Junokas | Diane | Addison School Dist #4 | Mem |
| Kollman | Robin Smith | Libertyville Elementary Dist 70 | Mem |
| Liptrot | Kristine | Oswego CUSD 308 | Mem |
| Loeb | Sara | Northbrook School Dist 28 | Mem |
| Loiacono | Erica | CUSD 200 | Mem |
| Malek | Jean | Lake Zurich CUSD 95 | Mem |
| Mannion | Peg | Glenbard Township HS Dist 87 | Mem |
| Martin | Dr. Sandra | Butler School District 53 | Mem |
| Mason | Iyanna | Thornton Fractional Twp. H. S. #215 | Mem |
| McGuiggan | Bridget | Orland School District 135 | Mem |
| McHugh, APR | Terri | School District 54 | Mem |
| McPherrin | Ryan | CCSD 93 | Mem |
| Mooney | Emily | Elmhurst CUSD 205 | Non |
| Munch | Kelley | Geneva CUSD 304 | Mem |
| Nardone | Debbie | School District 129 | mem |
| Randa | Larry | Valley View SD 365U | Mem |
| Ryan | Kathy | CCSD 62 | NOon |
| Schroeder | Kathy | Elmhurst CUSD 205 | Mem |
| Schweigert | Danielle | DuPage High School Dist 88 | Mem |
| Smith, APR | Melea | Elmhurst CUSD 205 | Mem |
| Strupeck | Allison | CUSD 300 | Mem |
| Todoric | Mary | Community H S Dist 128 | Mem |
| Tramm | Bernadette | Park Ridge-Niles SD 64 | Mem |
| Van Duch | Margaret | Fremont School District 79 | Mem |
| Vitale | Vince | Rockford School District 205 | Non |
| Waldorf | Jennifer Korb | Downers Grove Grade SD 58 | Mem |
| Ward | Mindy | CCSD #62 | Mem |
| Wojcik | Jay | Lombard School Dist 44 | Mem |
| Wood | Teri | Fenton Community H S Dist 100 | Mem |
| Worthen | Julie | Glen Ellyn School Dist 41 | Mem |
| Jackson | Karen | Crossmark Printing | Mem |
| Kahover | Gail | Northbrook School District 27 | Mem |
| Matthews | Janice | Oak Grove School Dist 68 | Non |
| Pickard | Kelly | Oak Grove School | Non |

I N S P R A

“Organized and Efficient: How to Better Manage Your Time and Space” October 21, 2011 ~ (16 Surveys Completed)

- | | | | | |
|--|--------------------------------|---------------------------|-------------------------|-------------|
| 1. TOPIC (Please circle) 13 responses | <i>Excellent</i> 85% | <i>Good</i> 15% | <i>Fair</i> | <i>Poor</i> |
| 2. PRESENTERS: 16 responses Speaker #1 – Bill Clow Speaker #2 – Bridget McGuiggan | <i>Excellent</i> 81% 88% | <i>Good</i> 13% 12% | <i>Fair</i> 6% | <i>Poor</i> |
| <ul style="list-style-type: none"> • Great tips! • Bridget – talks too fast – talks about stress! | | | | |
| 3. HANDOUTS: 16 Responses Speaker #1 – Bill Clow Speaker #2 – Bridget McGuiggan | <i>Excellent</i> 75% 75% | <i>Good</i> 19% 19% | <i>Fair</i> 6% 6% | <i>Poor</i> |
| <ul style="list-style-type: none"> • Great handouts and suggestions • Good info to share with colleagues | | | | |
| 4. NETWORKING OPPORTUNITIES: 16 responses | <i>Excellent</i> 56% | <i>Good</i> 38% | <i>Fair</i> 6% | <i>Poor</i> |
| <ul style="list-style-type: none"> • Always! • Not enough time – board meeting ran late and people were not available for networking with other attendees. | | | | |
| 5. FACILITY: 16 responses | <i>Excellent</i> 94% | <i>Good</i> 6% | <i>Fair</i> | <i>Poor</i> |
| 6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU? 13 responses | Yes 92% | No 8% | | |
| <ul style="list-style-type: none"> • Real, Working Examples • Ideas to implement for better organization & ideas for stress relief • It will keep me sane! • Simple useful tips, also knowing that I am not the only one who struggles. • Good topic! • You never know what tips may “click” for you. • Website tips • I was pleasantly surprised. I didn’t think I needed the info but there were some tips I’ll use. | | | | |
| 7. WHAT IS YOUR CURRENT TOP PR PROBLEM? | | | | |
| <ul style="list-style-type: none"> • Teachers are working without a contract – in mediation & slow moving. • Local resident who is trying to find <u>ANYTHING</u> to make us look bad. We’re keeping her at bay. | | | | |

- Delayed school opening.
- Happy to say “All is good”
- Organizing a PR plan & implanting social media
- Persuading administration new strategies, social media, etc...
- Getting parents involved; utilizing district communication tools.
- Getting ready to initiate community engagement sessions.
- Too much to do; not enough resources.

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Would love a meeting on writing for PR.

9. ARE YOU A MEMBER OF INSPRA? Yes-9 (100%) No-0

15 Responses

10. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

I N S P R A

“Annual Idea Sharing Meeting” December 9, 2011 ~ (13 Surveys Completed)

| | | | | |
|--|-------------------------|--------------------|--------------------|-------------|
| 1. TOPIC (Please circle) 13 responses | <i>Excellent</i> 92% | <i>Good</i> 8% | <i>Fair</i> | <i>Poor</i> |
| 2. PRESENTERS: 13 responses | <i>Excellent</i> 85% | <i>Good</i> 15% | <i>Fair</i> | <i>Poor</i> |
| 3. HANDOUTS: 9 Responses | <i>Excellent</i> 78% | <i>Good</i> 11% | <i>Fair</i> 11% | <i>Poor</i> |
| 4. NETWORKING OPPORTUNITIES: 11 responses | <i>Excellent</i> 82% | <i>Good</i> 18% | <i>Fair</i> | <i>Poor</i> |
| 5. FACILITY: 11 responses | <i>Excellent</i> 82% | <i>Good</i> 18% | <i>Fair</i> | <i>Poor</i> |
| <ul style="list-style-type: none"> • Too cold sometimes | | | | |

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

11 responses

Yes 100%

No

- Hearing from colleagues about current issues & sharing great ideas!
- This is always one of the most helpful sessions of the year!
- Good to hear other people’s concerns/solutions
- Great to hear current PR challenges; real experiences
- Stickers
- Good to get a broad sense of issues facing different districts, some good take-aways, would have liked more handouts of good PR materials
- The exchange of what is happening in other districts – issues that are big in other districts.
- Great to hear from others.
- Always a good meeting.
-

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- E-school bag
- Social media – new evaluation system
- Negotiations!
- Rumors that a new bridge over the Fox River will lead to New Boundaries.
- Planning for my successor.
- Top-level administrative openings – perception of “flight”

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- I like the idea that was brought up today for webcasting.

9. ARE YOU A MEMBER OF INSPRA? Yes-9 (100%) No-0
13 Responses

10. DO YOU FOLLOW INSPRA ON TWITTER? Yes- 4 (44%) No- 5 (56%)
9 Responses
FACEBOOK? Yes – 5 (56%) No – 4 (44%)
LINKEDIN? Yes – 5 (56%) No – 4 (44%)

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

I N S P R A

“Financial Forecasting and Planning for a Referendum in Challenging Financial Times”

January 20, 2012 ~ (12 Surveys Completed)

| | | | | |
|---------------------------------|------------------|-------------|-------------|-------------|
| 1. TOPIC (Please circle) | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 9 responses | 78% | 22% | | |

| | | | | |
|------------------------------|------------------|-------------|-------------|-------------|
| 2. PRESENTERS: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 12 responses | | | | |
| Speaker #1 – Linda Matkowski | 59% | 41% | | |
| Speaker #2 – Fenil J. Patel | 33% | 67% | | |
| Speaker #3 – Rod Wright | 80% | 20% | | |

- Matkowski presented a lot of detailed info – a little hard to follow
- Patel was challenged to condense a presentation that was too long
- Wright was engaging – excellent presentation-good practical tips
- Matkowski’s presentation was a little hard to read, too small
- Patel gave a good review of the levy
- Wright - good subject – had a whole workshop on this topic
- Matkowski was a good speaker but the information did not feel relevant for me.
- Patel was very good.
- Wright was excellent – wish there was more time for him.
- Would have been helpful to limit to 2 speakers & more time for questions.
- Wright was too much of an ad for their services
- A little too long overall!
-

| | | | | |
|------------------------------|------------------|-------------|-------------|-------------|
| 3. HANDOUTS: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 9 Responses | | | | |
| Speaker #1 – Linda Matkowski | | 44% | 44% | 12% |
| Speaker #2 – Fenil J. Patel | | 67% | 22% | 12% |
| Speaker #3 – Rod Wright | | 67% | 22% | 12% |

- Would have liked slideshow handouts
- Matkowski text presentation was too text heavy to follow
- There were no handouts to the power points, which made an already challenging topic even harder to digest.
- Where were they?

| | | | | |
|-------------------------------------|------------------|-------------|-------------|-------------|
| 4. NETWORKING OPPORTUNITIES: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 9 responses | 78% | 22% | | |

| | | | | |
|---------------------|------------------|-------------|-------------|-------------|
| 5. FACILITY: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 10 responses | 60% | 30% | 10% | |

- Great breakfast!
- Wi-Fi would be nice!

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

12 responses

Yes 92%

No 8%

- No, not t without handouts
- Wish time devoted to each subject was reversed – much more on community engagement and less on state & federal financial info.
- Always prefer handouts to help focus on topic
- Information was very relevant – important topic!
- Good review of tax levy
- The individual segments of the presentations.
- Topic and focus on con of topic.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Technology Issues
- Creating confidence in the leadership amongst the community.
- How to communicate financial info.

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Power point, handouts or links to go to for the information

9. ARE YOU A MEMBER OF INSPRA?

Yes-9 (100%)

No-0

10 Responses

10. DO YOU FOLLOW INSPRA ON TWITTER?

Yes- 4 (44%)

No- 5 (56%)

1 Responses

FACEBOOK? Yes – 1 (100%) No – 0 (0%)

LINKEDIN? Yes – 1 (100%) No – 0(0%)

TWITTER? Yes – 1 (100%) No – 0(0%)

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

I N S P R A

“Inspiring and Infusing Strategy in Planning, Advising and Internal Communication”

February 17, 2012 ~ (21 Surveys Completed)

| | | | | |
|---------------------------------|------------------|-------------|-------------|-------------|
| 1. TOPIC (Please circle) | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 19 responses | 74% | 16% | 10% | |

| | | | | |
|-----------------------------|------------------|-------------|-------------|-------------|
| 2. PRESENTERS: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 21 responses | | | | |
| Speaker #1 – Faith Behr | 48% | 24% | 29% | |
| Speaker #2 – Denise Mattson | 33% | 43% | 24% | |

- Denise more dynamic but her subject matter falls a bit on deaf ears – we don’t have the manpower to do this stuff.
- Behr – Lots of theory but no substance.
- Mattson – Potentially had a lot to offer but spent too much time going off on tangents. Wanted to hear more about external communications of the plan.
- Mattson – topic was only vaguely relevant to what I do. Spoke about one large situation at the university level, I am looking for tips on a smaller, much different level.

| | | | | |
|-----------------------------|------------------|-------------|-------------|-------------|
| 3. HANDOUTS: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 18 Responses | | | | |
| Speaker #1 – Faith Behr | 33% | 50% | 17% | |
| Speaker #2 – Denise Mattson | 22% | 67% | 11% | |

- Mattson – Newsletter good...could have used a copy of the PowerPoint.
- Behr- Too small to read
- Mattson - Needed a hand out to follow.

| | | | | |
|-------------------------------------|------------------|-------------|-------------|-------------|
| 4. NETWORKING OPPORTUNITIES: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 17 responses | 76% | 24% | | |

| | | | | |
|---------------------|------------------|-------------|-------------|-------------|
| 5. FACILITY: | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> |
| 18 responses | 50% | 44% | 6% | |

- Cold!
- Excellent Food.
- Speaker/issues have happened here multiple times. Still a very nice, convenient facility. Love the food/coffee.
- Still cold.
- Freezing!

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

18 responses

Yes 72%

No 28%

- Good perspective, very inspiring.
- Nice info on strategic planning
- Tips for strategic planning will help me as I continue to grow in my career.
- Informative.
- Maybe someday it will be helpful.
- Mattson – Had great energy and loved the topic itself.
- Behr – Can't say I learned something new today.
- We don't really a strategic communicator's plan.
- Behr - Information we already know.
- Behr – Excellent examples, and too much detail on several of Faith's slides. Impossible to read her slides.
- Mattson speaks to quickly! Her slides were very static (stayed up for 10 minute each, with no movement). Content seemed to ramble in Denise's speech and too much digression into side issues. Audience members even started having side-bar conversations and working on emails because presentation was too fast, too detailed and too hard to follow.
- Room for improvement: Sound!
- Well done Faith! She really helped me understand branding. She is a voice of experience.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Lack of time to do everything – especially formal strategic “plan making” and follow through.
- Having too much to do and finding it too difficult to set priorities.
- Gifted Education
- Creating Trust
- I'm being pulled a lot towards being “tech-guy” and the delineation of this from my PR. Status is not concrete. Tough to say no to people when they need help.
- Communicating on finances & engaging community and long-term solutions.
- Life is swell ☺
- New superintendent
- Boundary change
- Explaining RIF's to reporters who insist on writing~ them as layoffs

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- I love a great speaker.
- Difficult to hear speakers
- A little more hands-on, practical info – I leave 21th great ideas but not sure how to make it happen.
- Turn up heat.

9. ARE YOU A MEMBER OF INSPRA? Yes-17 (94%) No-1 (6%)
18 Responses

10. DO YOU FOLLOW INSPRA ON TWITTER? Yes- 4 (44%) No- 5 (56%)
5 Responses

FACEBOOK? Yes – 3 (60%) No – 2 (40%)

LINKEDIN? Yes – 3 (60%) No – 2(40%)

TWITTER? Yes – 3 (60%) No – 2(40%)

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

I N S P R A

“Technology Update for the School Communications Professional” March 16, 2012 ~ (27 Surveys Completed)

1. **TOPIC** (Please circle) *Excellent* *Good* *Fair* *Poor*
21 responses 81% 19%

- Good Topic. Could you do other sessions on technology and communications?

2. **PRESENTERS:** *Excellent* *Good* *Fair* *Poor*
27 responses
Speaker #1 – Mick Torres 63% 26% 7% 4%
Speaker #2 – McGuiggan/Erdey 74% 22% 4%

- Torres – Too slow; digressed too far from topics
- Torres – Hard to hear.
- McGuiggan/Erdey – not exactly on topic
- Torres – Really enjoyed his presentation.
- Mick has great energy.
- Bridget gave excellent examples

3. **HANDOUTS:** *Excellent* *Good* *Fair* *Poor*
22 Responses
Speaker #1 – Mick Torres 29% 47% 6% 18%
Speaker #2 – McGuiggan/Erdey 50% 50%

- Nice to have handout or reference for when we return to our district
- Loved the checklist!
- Torres – Not available, he should have provided
- Torres – Didn’t get one.
- Torres – Didn’t see one.
- Torres - Would love to have a copy of his presentation

4. **NETWORKING OPPORTUNITIES:** *Excellent* *Good* *Fair* *Poor*
24 responses 67% 33%

5. **FACILITY:** *Excellent* *Good* *Fair* *Poor*
26 responses 69% 27% 4%

- Good locations and treats!
- 21st Century – Should have wireless Wi-Fi connection for members.
- Too cloud

6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?

23 responses Yes 96% No 4%

- Q & A about technology and transparency.
- Cloud & transparency sharing
- The presenters were good but we are already doing most of what was covered.
- Transparency speakers were good.
- Consider making tech a one-speaker session for greater depth
- In the midst of a web redesign & will be sure to include transparency info.
- Part 1 – No, Part 2 - Yes
- Update Tech info
- Always have great stuff to bring back
- Very help info on website transparency
- Real, concrete and extremely useful info from both presentations.
- Open, useful material

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Promoting public engagement
- After this session – probably transparency.
- Getting started – we don't have a dedicated communications professional.
- Time management.
- A horrible website.
- Union contract negotiation.
Transparency w/constituency related to a potential change in curriculum being recommended.
- Referendums; promoting building a new facility

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- INSPRA does a fantastic job! Keep up the great work!
- Things are great!

9. ARE YOU A MEMBER OF INSPRA? Yes-23 (88%) No-3 (12%)

26 Responses

10. DO YOU FOLLOW INSPRA ON?

12 Responses

| | | |
|------------------|---------------|---------------|
| TWITTER? | Yes – 3 (25%) | No – 9 (75%) |
| FACEBOOK? | Yes – 2 (17%) | No – 10 (83%) |
| LINKEDIN? | Yes – 4 (33%) | No – 8 (67%) |

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

Dr. Jeff Stawick, CCSD 146 – 6611 W. 171st. Tinley Park, IL 60477
 Mark Westhoff, Tech Director and Sr. Scott Warren Superintendent - SD 103
jrydland@sd129.org

I N S P R A

“Best Practices in Design and Photography” April 20, 2012 ~ (21 Surveys Completed)

1. **TOPIC** (Please circle) *Excellent* *Good* *Fair* *Poor*
18 responses 72% 22% 6%

2. **PRESENTERS:** *Excellent* *Good* *Fair* *Poor*
20 responses
Speaker #1 – Gail Kahover 40% 50% 10%
Speaker #2 – Karen Jackson 55% 35% 10%

- Kahover – Thank you for your encouragement and easy to understand style.
- Jackson – Thank you for the newsletter information.

3. **HANDOUTS:** *Excellent* *Good* *Fair* *Poor*
20 Responses
Speaker #1 – Gail Kahover 40% 55% 5%
Speaker #2 – Karen Jackson 75% 25%

- Kahover – Thank you for QR Coder modeling.
- Jackson – Save your paper and ink (your handouts looks too expensive).
- Really appreciate the great handouts from all of today’s presenters.
- Great handout from Crossmark.

4. **NETWORKING OPPORTUNITIES:** *Excellent* *Good* *Fair* *Poor*
19 responses 53% 37% 10%

5. **FACILITY:** *Excellent* *Good* *Fair* *Poor*
20 responses 75% 25%

6. **WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?**
20 responses Yes 95% No 5%

- I loved the photography tips & the newsletter tips, very helpful!
- Information & recommendations – useful
- Great tips, very concrete, lots of information I can use right now!
- Greatly appreciated Gail’s’ overview of slideshow options and samples. Crossmark gave so many great tips. They were very well prepared.
- I really didn’t learn too many things I didn’t know.
- Photography session was a little to “dumbed down”. Newsletter tips were fantastic!
- Q & A for Photos session and handout for design.
- Some specific tips.
- Yes, please repeat again.
- Handouts were great.

- Good basic information on topics we all deal with. Some of it too basic though especially Crossmark, would have preferred more tips, less explanations.
- Informative and left time for questions.
- The info was very basic. I would have preferred a more advanced workshop.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Trying to launch new website.
- Figuring out what responsibilities should be a part of my role.
- Upcoming boundary changes and communicating a new strategic plan.
- Getting staff to update the website routinely.
- Time Management.
- Educating staff/community on basic finances.

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- You are doing a great job. Thanks!
- More presentations by PR/Design professionals outside education industry.

9. ARE YOU A MEMBER OF INSPRA? Yes-16 (84%) No-3 (16%)
 19 Responses

10. DO YOU FOLLOW INSPRA ON?

11 Responses

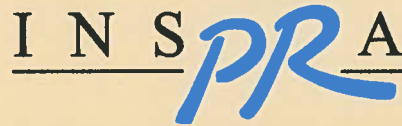
| | | |
|------------------|---------------|----------------|
| TWITTER? | Yes – 0 (0%) | No – 11 (100%) |
| FACEBOOK? | Yes – 4 (36%) | No – 7 (64%) |
| LINKEDIN? | Yes – 4 (36%) | No – 7 (64%) |

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

Jeff Puma & Carol Smith

You are cordially invited to attend

The 2011 INSPRA Communications Awards Luncheon & Workshop Presentation



**Friday, September 23, 2011
Maggiano's Little Italy
240 Oakbrook Center ~ Oakbrook, IL 60523**

9:30 a.m. Workshop Session
"Effective Presentations for 21st Century School Leaders"
Presented by Dr. Ehren Jarrett and Mr. Dan Woestman,
Principal and Assistant Principal of Hononegah High School, Rockton, IL

11:30 a.m. Display of Winning Entries

12:00 p.m. Keynote Address and Presentation of Awards
Presented by NSPRA President Ron Koehler, APR, Assistant Superintendent for Organizational
and Community Initiatives for Kent Intermediate School District, Grand Rapids, MI

Lunch Served Immediately Following Presentation of Awards

**Please detach and return this form. Reservations are due no later than September 16, 2011.
One form must be submitted per attendee, but one check may be submitted for all guests
from the same group.**

**Checks should be made payable to INSPRA. Forms with accompanying checks should be
mailed to: Chris Glatz, INSPRA Chapter Administrator ~ P.O. Box 47 ~ Frankfort, IL 60423
Phone: 815/464-3275 ~ Fax: 815/469-1901 ~ cglatz@managementservices.org**

I plan to attend (select either or both): ___ Morning Workshop (\$30) ___ Awards Luncheon (\$35)

Total Enclosed \$ _____

Name: _____ **Organization:** _____

Address: _____ **City:** _____ **Zip:** _____

Phone: _____ **E-Mail:** _____

| FirstName | LastName | Organization | Wksp | Lunch |
|------------------|--------------|--|------|-------|
| Allison | Strupeck | Community Unit School Dist 300 | y | y |
| Angela | Smith | Oswego CUSD 308 | y | y |
| Audrey | Galvin | CCSD 181 | y | y |
| Barbara | Banker | Woodstock CUSD 200 | y | y |
| Bernadette | Tramm | Park Ridge-Niles SD 64 | y | y |
| Beth | Shepperd | Champaign Community Schools Unit District #4 | y | y |
| Bill | Clow | Harvard CUSD #50 | y | y |
| Brett | Clark | Glenview School Dist #34 | y | y |
| Carla | Erdey | High School District 230 | y | y |
| Charla | Brautigam | Lincoln-Way HS Dist 210 | y | y |
| Christine | Glatz | INSPPRA Administrator | y | y |
| Debbie | Nardone | School District 129 | y | y |
| Debra | Walsdorf | Woodstock CUSD 200 | y | y |
| Diane | Junokas | Addison School Dist #4 | y | y |
| Elaine | Gaffney | Crete-Monee School Dist 201-U | y | y |
| Erica | Foreman | CUSD 200 | y | y |
| Everlean | Dodson | District 300 | y | y |
| James | Garwood | Palatine CCSD 15 | y | y |
| Janice | Matthews | Oak Grove School District 68 | y | y |
| Jay | Wojcik | Lombard School Dist 44 | y | y |
| Jean | Hockensmith | School District 45 | y | y |
| Jenn | Zimmerman | Glenbrook H S Dist 225 | y | y |
| Jennifer | Bialobok | Lyons Twp HSD 204 | y | y |
| Jennifer Korb | Waldorf | Downers Grove Grade SD 58 | y | y |
| Jennifer Tempest | Bova | Woodland CCSD 50 | y | y |
| Jill | Browning | Community High School Dist 99 | y | y |
| Jill | Gildea | Fremont School District 79 | y | y |
| John | Rodgers | Crete-Monee School Dist 201-U | y | y |
| John | Rork | School District 54 | y | y |
| Julie | Worthen | Glen Ellyn School District #41 | y | y |
| Karen | Geddeis, APR | Glenbrook H S Dist 225 | y | y |
| Karen | Wells | INSPPRA Administration | y | y |
| Karin | Sullivan | Winnetka Public Schools District #36 | y | y |
| Kearstie | Grenier | Fremont School District 79 | y | y |
| Keith | Johnson | Fremont School District 79 | y | y |
| Kristine | Schlismann | Joliet Township High School | y | y |
| Lynn | Peisker | Champaign Unit 4 School District | y | y |
| Marcia | Sutter | Winnetka Public School District #36 | y | y |
| Margaret | Van Duch | Fremont School District 79 | y | y |

| | | | | |
|----------|--------------|---|---|----|
| Mary | Todoric | Community H S Dist 128 | y | y |
| Matthew | Fuller | Winnetka Public Schools, Dist #36 | y | y |
| Melissa | Burda | Crete-Monee School Dist 201-U | y | y |
| Mindy | Ward | CCSD #62 | y | y |
| Patty | Sindelar | Woodstock CUSD #200 | y | y |
| Peg | Mannion | Glenbard Township HS Dist 87 | y | y |
| Rita | DuChateau | Community Consolidated SD #181 | y | y |
| Ronald | Koehler, APR | Kent Intermediate District / NSPRA President | y | y |
| Ryan | McPherrin | Community Consolidated School District 93 | y | y |
| Sandra | Zalewski | Joliet Public Schools Dist 86 | y | y |
| Shannon | Hansen | Belvidere CUSD #100 | y | y |
| Sherri | Anderson | DuPage HS District #88 | y | y |
| Stacy | Holland | Lincoln-Way HS Dist 210 | y | y |
| Susan E. | Rice | Naperville School Dist 203 | y | y |
| Susie | Siles | Community Unit School District 300 | y | y |
| Teri | Wood | Fenton Community H S Dist 100 | y | y? |
| Terri | McHugh, APR | School District 54 | y | y |
| Terry | Ryan | Bensenville School Dist 2 | y | y |
| Traci | Magsamen | Community Unit School District 300 | y | y |
| Venetia | Miles | Township HSD 214 | y | y |
| Kristine | Liptrot | Oswego CUSD 308 | y | y |
| Marla | Wolf | | y | y |
| Jim | Blaney | St. Charles CUSD 303 | y | y |
| Ehren | Jarrett | Rockford School District 205 | y | y |
| Daniel | Woestman | Rockford School District 205 | y | y |
| Allan | McDonald | Cook County School District 130 | | y |
| Ann | Mackowski | School District 54 | | y |
| Anna | Pugsley | Lombard Elementary District 44 | | y |
| Artem | Okulik | Community High School District 128 | | y |
| Beth | Luther | Winnetka Public Schools District #36 | | y |
| Beth | Migalla | Winnetka Public Schools District #36 | | y |
| Brian | Murphy | Lincoln-Way H S #210 | | y |
| Brooke | Wozniak | Lombard Elementary District 44 | | y |
| Cara | Steetz | Medinah School Dist 11 | | y |
| Carol | Szkodyn | Comm. H. S. Dist 128 | | y |
| Cathy | Borge | CCSD #62 | | y |
| Cheryl | McCarthy | Joliet Township High School | | y |
| Chris | Larsen | Glenbard H. S. District 87 | | y |
| Chris | Fetherling | Lincoln-Way HS #210 | | y |
| Courtney | Adams | Medinah School District 11 | | y |

| | | | |
|-----------|------------|---|---|
| Cynthia | Mooney | CCSD #130 | y |
| David | Scarpino | Communnity Unit School District 300 | y |
| David | Barone | Glenbard Township HS Dist 87 | y |
| Deanne | Fulner | Naperville CUSD 203 | y |
| Deb | Balayti | Palos CCSD 118 | y |
| Debbie | Ancona | School District 54 | y |
| Deborah | Larson | Community High School District 128 | y |
| Deborah | McAllen | Frankfort District 157-C | y |
| Diane | Phillips | Community High School District 128 | y |
| Dr. Jane | Thorsen | Glenbard District 87 | y |
| Dr. Jody | Ware | Mundelein CHS 120 | y |
| Dr. Ron | Girard | Mundelein H S Dist 120 | y |
| Dr. Steve | Humphrey | DuPage HS Dist 88 | y |
| Egor | Plichta | Medinah School District 11 | y |
| Emily | Dix | Palentine CCSD#15 | y |
| Eric | Danley | CCSD #181 | y |
| Eric | Nush | Lincoln-Way High School #210 | y |
| Eric | Knutson | Community Unit School District 300 | y |
| Erica | Craig | Addiston Trail High School - Dist 88 | y |
| Erika | Sawosko | Pleasantdale S.D. 107 | y |
| Faith | Behr | Behr Communications | y |
| Gayle | Kankovsky | Lombard Elementary District 44 | y |
| Gerald | Hill | Glenview School District #34 | y |
| Jacob | Nelson | Frankfort District 157-C | y |
| James | Stelter | Bensenville School Dist 2 | y |
| James | Ongtengco | Mundelein H S District 120 | y |
| Jane | Blew Healy | Cook County School District 130 | y |
| Jeff | Feucht | Glenbard Twp H S Dist. 87 | y |
| Jim | Blanche | Lombard Elementary Dist 44 | y |
| Jim | Koch | Community High School District 128 | y |
| John | Faustino | Palos CCSD 118 | y |
| Jordan | Smuksta | Joliet Township High School | y |
| Joseph | Bailey | Medinah School District 11 | y |
| Joseph | Dubec | Palos Community Consolidated Schools District 118 | y |
| Judy | Egan | Oak Grove School District 68 | y |
| Julie | Nykiel | CUSD#62 | y |
| Justin | Dexter | CCSD 181 | y |
| Kathie | Pierce | Fenton Community H S Dist 100 | y |
| Kathy | Schroeder | Elmhurst CUSD 205 | y |
| Kathy | Canary | School District 54 | y |

| | | | |
|-----------|------------|---|---|
| Katrina | Bruley | Lincolnshire-Prairie View S.D. 103 | y |
| Kent | Meister | Mundelein High School | y |
| Kerri | Treacy | Palos School District 118 | y |
| Kerri | Moses | Cook County School District 130 | y |
| Kimberly | Sylvan | Lincolnshire - Prairie View School District 103 | y |
| Larry | Fleming | Lincolnshire-Prairie View S.D. 103 | y |
| Laura | Fenwick | Winnetka Public Schools District #36 | y |
| Linda | Wehrheim | Winnetka Public Schools District #36 | y |
| Margaret | Pither | Community H S District 128 | y |
| Mark | Fredisdorf | Pleasantdale School District 107 | y |
| Mark | Layne | Medinah School District 11 | y |
| Matt | Vivona | Downers Grove District 58 | y |
| Mattq | Diorio | Glenbard Township HS Dist 87 | y |
| Maura | Zinno | Lombard Elementary District 44 | y |
| Maureen | Cheever | Winnetka Public Schools District #36 | y |
| Melea | Smith, APR | Elmhurst CUSD 205 | y |
| Nancy | Neuzil | Frankfort SD 157-C | y |
| Paul | Hertel | CCSD #62 | y |
| Peter | Monaghan | Glenbard H S District 87 | y |
| Phyllis | Carlstrom | Palatine CCSD#15 | y |
| Prentiss | Lea | CHSD 128 | y |
| Ray | Lauk | Cook County School District 130 | y |
| Renee | Schuster | CCSD #181 | y |
| Rick | Magsamen | Community Unit School District 300 | y |
| Rick | Davies | Community High School District 128 | y |
| Ron | Cozza | Palos CCSD 118 | y |
| Rosemary | Russell | Glenbard HS District 87 | y |
| Sandra | Cramer | Palatine CCSD #15 | y |
| Sandy | Schumann | Glenbard District 87 | y |
| Sandy | Martin | Community High School District 128 | y |
| Scott | Helton | Addison Trail High School - Dist 88 | y |
| Scott | Meech | Downers Grove District 58 | y |
| Stephanie | Fordice | Cook County School District 130 | y |
| Steve | Fiorentino | Community Unit School District 300 | y |
| Susan | Redell | Medinah School District 11 | y |
| Teresa | Flaherty | Palos CCSD 118 | y |
| Terri | Atkinson | Winnetka Public Schools District #36 | y |
| Thomas | Hurlburt | Frankfort District 157C | y |
| Thomas | Hagerman | Winnetka Public Schools District #36 | y |
| Tim | Waldorf | Palatine CCSD#15 | y |
| Tod | Altenburg | Lombard Elem Dist 44 | y |
| Yvonne | Leschkies | Palos CCSD 118 | y |

I N S P R A

“21st Century Presentation Skills” September 23, 2011 ~ (9 Surveys Completed)

- | | | | | |
|---|---|----------------------------|--------------------|--------------------|
| <p>1. TOPIC (Please circle) 8 responses</p> | <p><i>Excellent</i> 75%</p> | <p><i>Good</i> 25%</p> | <p><i>Fair</i></p> | <p><i>Poor</i></p> |
| <p>2. PRESENTERS: 9 responses Speaker #1 – Dr. Ehren Jarrett Speaker #2 – Dan Woestman</p> <ul style="list-style-type: none"> • Good Flow & Stories • Hardee topic to breakdown into this time period | <p><i>Excellent</i> 89%</p> | <p><i>Good</i> 11%</p> | <p><i>Fair</i></p> | <p><i>Poor</i></p> |
| <p>3. HANDOUTS: 9 Responses Speaker #1 – Dr. Ehren Jarrett Speaker #2 – Dan Woestman</p> <ul style="list-style-type: none"> • Like the resource list | <p><i>Excellent</i> 67%</p> | <p><i>Good</i> 33%</p> | <p><i>Fair</i></p> | <p><i>Poor</i></p> |
| <p>4. NETWORKING OPPORTUNITIES: 7 responses</p> | <p><i>Excellent</i> 57%</p> | <p><i>Good</i> 43%</p> | <p><i>Fair</i></p> | <p><i>Poor</i></p> |
| <p>5. FACILITY: 8 responses</p> <ul style="list-style-type: none"> • Room was a bit cold • Lack of phone connection kept me focused and frustrated! | <p><i>Excellent</i> 38%</p> | <p><i>Good</i> 62%</p> | <p><i>Fair</i></p> | <p><i>Poor</i></p> |
| <p>6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU? 9 responses</p> | <p>Yes 100%</p> | <p>No</p> | | |
| <ul style="list-style-type: none"> • Practical Tools • Simple & useful would love to attend full day workshop! • Hands-on uses • Practical, useful examples that I would see myself using. • New ideas for better presentation • Concrete examples of how hard my administrators can make presentations more powerful • Great presentation of the topic • Reinforced some good concepts | | | | |
| <p>7. WHAT IS YOUR CURRENT TOP PR PROBLEM?</p> | <ul style="list-style-type: none"> • Engaging the public • Lack of communication planning by administrators | | | |

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Keep listening to the members on what they need

9. ARE YOU A MEMBER OF INSPRA?

Yes-9 (100%)

No-0

9 Responses

10. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

- Jim Hook, North Palos School District, jhook@npsd118.net