

May 2, 2017

MOSPRA Update

Document Vault: Save the Link!

**MOSPRA “One-Person Office – Strategic Planning Session, June 14
Early MOSPRA Membership Survey Results – Please take the survey!
13 Reason Why – Help for School Districts
MOSPRA 2017-18 Board Undergoes Change
Fall Conference Hotel Room Block Now Open**

MOSPRA DOCUMENT VAULT – SAVE THIS LINK:

<https://drive.google.com/drive/folders/0B-zLp1oFPM5LS0Faemx4dDEwYU0?usp=sharing>

MOSPRA “One-Person Office – Strategic Planning Session, June 14

On June 14, MOSPRA will host a full-day workshop for those who run one-person departments. The workshop was initially to be held in Jefferson City, but we have moved it to Columbia (specific location TBD). Last year nearly 25 members participated in this exceptional professional development opportunity. We expect similar numbers this year. If you did not attend last year, that will not impact what you gain this year. Please take the following brief questionnaire if you think you may attend:

<https://goo.gl/forms/bWUcOYcYIhsNrvuM2>

Early Survey Results: A note from the Executive Director

At the time of this update, 71 of our 185 members have participated in the MOSPRA 2017 Membership Survey. Once we have it completed, the information will be shared with the Board and membership.

While all of the information is important, the questions regarding salaries are particularly significant. One of MOSPRA’s goals is to grow the profession. School districts that are contemplating starting a communications department or are trying to expand an existing department will often contact MOSPRA to get a feel for what their financial commitment will be.

I want to share some comments that struck me as I reviewed the survey results. Some of them are encouraging, a couple are funny (it ironic ways) and there are some areas that we as members need to give some real thought to.

First the encouraging:

At least eight members were interested to learn more about the Sub-Regional (“Rogue”) meetings that MOSPRA has developed (or is in the process of developing). For those members who can’t easily attend the regional meeting, these sub-regional meetings can be very helpful.

There are three active groups:

- West Central – contact Jill Filer (jill.filer@harrisonvilleschools.org)
- Northwest – contact either Sonja Love (loves@ksdr1.net) or Jaret Tomlinson (jtomlinson@estigers.k12.mo.us)
- Southeast – contact Merideth Pobst. (mpobst@jr2mail.org)

Two other groups are being developed:

- North Central – Contact Marci Minor (mminor@hallsville.org)
- Jefferson County (South of St. Louis) – contact Katie Cothron (kcothron@northwestschools.net)

If you are interested in participating in these groups, please reach out to the contact person or contact me.

Also, just so you know, we call them “Rogue” groups because Jill Filer started the West Central meetings on her own, *because she’s like that!* It was such a great idea that MOSPRA formalized it.

The humorous (at least as I see it):

Recently I was at a board meeting and one of the members of the board was frustrated that more people didn’t understand the work that the board was doing. He suggested that a “white paper” should be posted on the district website so that people would educate themselves. I texted the PR person who serves this board and said, “I feel your pain.” I share this with you because 65% of those who have taken the survey say they rarely or never visit the MOSPRA website (shocking, I know). I think we all know that websites are often not the *go-to* they used to be. At the same time, the content needs to be relevant in order to attract visitors to the website. As it stands, the more robust “Document Vault” is particular popular, and, of course, members come to find contact information and registration forms for events.

Worthy of consideration

MOSPRA members are typically very outgoing people and I’d like to think we are receptive to new members, but we are no different than many groups who gravitate towards those we have long-time connections with. A couple of survey participants noted that at times our organization can be “cliquey.”

This is not an admonishment of our members, but a reminder that we need to be mindful to reach out to our colleagues. At the same time, for those who are new

to MOSPRA, never hesitate to seek out your colleagues for assistance and support (or just to have a conversation).

Again, once the survey is closed, we'll share the general results.

If you have not taken the survey, please do before May 9th.

Membership Survey Link: <https://goo.gl/forms/0QFPfwUPAQkkScHf1>

13 Reason Why – Help for School Districts

The Netflix series “13 Reasons Why” is generating a lot of interest among mental health advocates. The series deals with teenage suicide. Information and sample letters to parents can be found in the MOSPRA Vault under “Mental Health.”

The National Association of School Psychologists website provides excellent resources: <http://www.nasponline.org/resources-and-publications/resources/school-safety-and-crisis/preventing-youth-suicide/13-reasons-why-netflix-series-considerations-for-educators>

Members may access the Document Vault at this link (and SAVE THE LINK!): <https://drive.google.com/drive/folders/0B-zLp1oFPM5LS0Faemx4dDEwYU0?usp=sharing>

MOSPRA 2017-18 Board Undergoes Change

In December, MOSPRA members cast their votes and set the 2017-2018 Executive Board; unfortunately, Josey McPhail (Republic), the Ozark Director, had to resign her post. Fortunately, several Ozark Region members have stepped up to help. Teresa Bledsoe (Springfield) will serve as the Director and Jacy Overstreet (Lebanon) and Ben Fisher (Reeds Spring) will assist in coordinating Ozark Region monthly meetings.

2017-18 MOSPRA Board

President, Paul Tandy, APR (Parkway)

Treasurer, Doug Bray (Ritenour)

Secretary, Curtis Chesick, Ed.D (Ozark)

Past President, Lana Snodgras (West Plains)

Western Director, Kelly Wachel (Center)

Sarah Potter, APR (Missouri Department of Elementary and Secondary Education)

Ozark Director, Teresa Bledsoe (Springfield)

Eastern Director, Erica Chandler (Affton)

Fall Conference Hotel Room Block Now Open

The MOSPRA Fall Conference will be held in St. Charles, November 2-3. The room block is now open for November 2 and we are trying to extend it to Nov. 1 - 3 for those who need to come in early. The special room rate is open until October 3 (or whenever the rooms are fully booked).

http://embassysuites.hilton.com/en/es/groups/personalized/S/STLEMES-MSP-20171102/index.jhtml?WT.mc_id=POG

More information about the conference will be provided soon!