

## **TAGLINES**

*Fall 2011*

Welcome to the inaugural issue of "Taglines," NCSPPRA's Quarterly Newsletter. In it you will find articles regarding recent NCSPPRA events, information on upcoming ones, timely issues, useful PR tips from your fellow NCSPPRA members, and much more. To submit articles and ideas for our next edition, e-mail Executive Director Chris Fuller at [ncsprra@gmail.com](mailto:ncsprra@gmail.com).

### **School PR Professionals Work It on Out at 2011 Fall Conference**

As the weather turned cooler, Pinehurst was a respite of warmth as more than 60 North Carolina School Public Relations Association and South Carolina Chapter of the National School Public Relations members gathered in Pinehurst on Nov. 3 and 4 for the 2011 Fall Conference. "Together We're Better" was the theme, and our colleagues proved it in many ways.

National presenter Tom DeLapp and NSPPRA Officer Matt Leighinger were big hits, along with our own "homegrown" presenters, including Union County's Luan Ingram, Tom Hudson from the South Carolina School Improvement Council, and Ann McColl, Vanessa Jeter and Mike Martin, all from the NC Department of Public Instruction. Blackboard was the Conference sponsor.

A number of NCSPPRA and SC/NSPPRA members led informative discussions and shared effective ideas during the JAM and Mining for Gold sessions. A dinner and dance at the elegant National Golf Club offered some much-needed stress relief for our colleagues in the form of fantastic food, fun fellowship and funky (and some frightful) footwork.

A **photo gallery** from the conference is now available at [ncsprra.org](http://ncsprra.org) for your viewing pleasure. If you were at the conference and have photos that you'd like to add to the gallery, send them to Heather Mayo at [hmayo@pitt.k12.nc.us](mailto:hmayo@pitt.k12.nc.us).

Those who attended the conference will soon receive an e-mail containing a link to our **post-conference survey**. It won't take long to complete (5-10 minutes), but it will provide very helpful information that will be used in planning future conferences. Please take a moment and respond when you receive this message.

Thanks to all who helped make the Conference the great success it was!

### **Get the Winter "Blues" – in a Good Way**

We know there is a wealth of great school PR activities, programs and methods going on across the state, and this is our chance to show it off. Make plans now to attend the annual Blue Ribbon Awards Brunch on **Friday, January 27** at the Hilton Garden Inn in Durham.

The brunch is a great opportunity not only to see our colleagues and celebrate our best work, but also to receive a bit of professional development. Best of all, the brunch is free to NCSPPRA Members! Be on the lookout for registration information, coming soon on our website, [ncspira.org](http://ncspira.org).

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#### **NCSPPRA MEMBER TIP OF THE MONTH**

##### **Electronic Video Birthday Cards for Employees**

***Terri Sessoms, Public Information Officer – Johnston County Schools***

Just as all school systems, the budget cuts have forced us to work smarter and not harder since we are receiving less funding. Our challenge is to continue to deliver high quality products with less money. The electronic birthday card has helped us to minimize expenses and clerical time, which is important since our department has lost 40% of its staff in the past two years. These cards model for our teachers that Central Services is also utilizing “21st Century Skills” while we try to maintain a “family atmosphere” in a large school system.

Rather than send paper birthday cards for 3900 plus employees, our office is using the existing resources of our staff videographer to create electronic birthday cards. Two of our high school mass communications classes are now motivated and are currently creating holiday electronic cards for our employees. For systems without a videographer on staff, you could videotape your superintendent delivering a birthday message and post on YouTube or TeacherTube. If you have a subscription to something like Animoto, you could create your card on this site.

##### Frequency of Publication – Monthly

On the first day of each month, employees who have a birthday during that particular month receive an email from the superintendent with a link to the electronic card. The cards are hosted on our Fliqz account.

##### Means of Evaluation –

Quantitative: Number of hits on the Fliqz host site. Numbers always exceed the number of recipients which means they go back and review or share with others!

Qualitative: We always receive return emails thanking the superintendent for his thoughtfulness!

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**SAVE THE DATE** – March 2, 2012: March Madness takes on a PR flavor as the NCSPPRA Final Four returns. This year’s event will be held in Greensboro . . . more details coming soon.

The NCSPPRA Board of Directors wishes all of you a safe, happy and restful winter break!

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