

NSPRA Chapter Report Form

Prior to each Board meeting, the NSPRA Regional Vice Presidents are asked to prepare reports that provide an update on issues or activities in their regions. This includes asking each chapter in the region to provide a report on their activities as well as highlights of any issues impacting education in their states. This helps NSPRA stay apprised of chapter activities, success and challenges.

Chapter presidents are asked to complete this form and submit it to your Regional Vice President prior to each NSPRA Executive Board meeting – held in November, March and July. The deadlines for submitting your report are included in the [Chapter Deadlines](#) list on the website under the NSPRA Info tab/Chapters/Updates for Chapter Leaders.

Please provide a brief update on the following:

1. **Chapter well-being** – A state-of-the-chapter summary (i.e., active or dormant; growing or declining membership; regular meetings; fiscally thriving; what’s working, what isn’t, etc.).

The North Carolina School Public Relations Association (NCSPRA) had another successful year in 2018-2019 with quality programs and professional development opportunities for membership. The Association is very active, and leadership is already making plans for a productive 2019-2020 year.

Board of Directors Election

In May, NCSPRA conducted its annual election. The following members were elected to serve as officers for the 2019-2020 year: Todd Hagans, Gaston County Schools, President; Dr. Patricia Hollingsworth, Nash-Rocky Mount Public Schools, Vice President; Ken Derksen, Wayne County Public Schools, Treasurer; and Randi Davis, Charlotte-Mecklenburg Schools, Secretary. Three Board of Directors positions were open. Elected to those positions were Dr. Greg Shull, Cleveland County Schools; Molly McGowan Gorsuch (new), Henderson County Public Schools; and Brent Anderson (new), Onslow County Schools.

Appointees to the Board include Jeff Nash, Chapel Hill-Carrboro City Schools, Presidential Appointee; Sharon Spence, Lee County Schools, Immediate Past President; Valerie Newton, Bladen County Schools, State Coordinator; and Dr. Jeffrey Booker, Gaston County Schools, Superintendent Liaison. Additionally, Chris Fuller was approved to serve as executive director.

With only two new members elected to the Board of Directors (as noted above), the leadership for NCSPRA remains strong and committed to moving the Association forward.

Finance

NCSPRA remains financially stable. The Association has approved its annual sponsorship commitment with Blackboard, and with our membership campaign beginning in early August, we expect to see a significant increase in revenue. Also this year, NCSPRA will host the annual fall conference, which is held in partnership with SC-NSPRA. We expect a significant revenue increase as a result of hosting the conference, and we anticipate another successful Blue Ribbon Awards program, which has been netting \$3,000 - \$4,000. Obviously, the Board wants to maintain revenue levels, but ways to increase revenue are being considered.

Membership

NCSPRA concluded the 2018-2019 year with 118 members representing 55 school districts, one charter school, one auxiliary organization, and one retiree. Membership is lower than the previous year, but it is in line with the non-conference hosting year of 2016-2017. Typically, membership drops when SC-NSPRA hosts the fall conference – we have offered a membership-registration combo deal in years when we hosted

the conference. Despite the lower membership total, revenue generated from membership was \$10,135, which was about \$1,000 more than the previous year. This increase is due to our restructuring of membership dues last year. For 2019-2020, the Board set a goal of having 150 members and 60 school districts involved in NCSPPRA.

Summer Planning Retreat

The Board of Directors held its annual summer planning retreat June 23-25, 2019 at the Embassy Suites Riverfront Hotel in Wilmington, the site of our fall conference. The Board spent a significant amount of time reviewing the past year, planning for the year ahead, and brainstorming ways to advance NCSPPRA. *See next section for a list of the events/activities discussed by the Board.*

2. Chapter projects/collaboration efforts – An overview of projects and collaborations: new, ongoing or completed.

The Board has identified providing quality professional development and engaging more members in professional development as one of its goals for 2019-2020. We want programs that also provide fellowship and networking/collaboration opportunities for members.

Our upcoming, ongoing, and completed projects are listed below.

- **Professional Development with NCCAT:** For the second year, we partnered with NCCAT (North Carolina Center for the Advancement of Teaching) to sponsor a two-day professional development retreat on the NCCAT campus in Cullowhee (adjacent to Western Carolina University), May 9-10. Called the “NCSPPRA Leadership Academy,” 29 people registered for the event, which was similar to last year when 31 people registered. Ten sessions were offered, and the theme was “Action-Packed PR: Reveal the Superhero in You.” The sessions focused on effective communication in a digital world, crisis communication, hurricane recovery efforts, web design and social media, current trends in education, and other topics. Half of the presenters were from outside the school PR world, which offered attendees a different perspective on communications and public relations. NCSPPRA and NCCAT were again pleased with the program, and our third annual retreat at NCCAT has already been scheduled for March 19-20, 2020.
- **Fall Conference:** Our annual fall conference (in partnership with SC-NSPPRA) will be held November 6-8, 2019 at the Embassy Suites Riverfront Hotel in Wilmington. The Board is working now on securing a full slate of presenters and planning several special activities as part of the conference.
- **50th Anniversary:** In spring 2020, NCSPPRA will celebrate its 50th anniversary of becoming a charter organization of NSPPRA. To commemorate the occasion, a 50th anniversary luncheon and program is tentatively planned for May 1, 2020. This event may include a professional development component in lieu of holding a “Final Four” professional development program this year.
- **Scholarships for the NSPPRA National Seminar:** Again this year, NCSPPRA awarded two scholarships to members: the Bonnie Reidy Mentor Legacy Scholarship, which is given to a member with less than three years of experience in school PR, and the Nora Carr Presidential Scholarship, which is given to a member who has not attended the NSPPRA National Seminar in the past three years. The scholarships cover registration to attend the National Seminar in Washington, D.C. The recipients are Tracey Scruggs (Person County Schools) and Leigh Anna Marbert (Asheboro City Schools).

- **Blue Ribbon Awards:** NCSPPRA is expecting another highly successful Blue Ribbon Awards program, which recognizes effective school communications and public relations. The awards ceremony is tentatively planned for January 31, 2020. The Georgia School Public Relations Association (GSPRA) will judge our contest, and in turn, we will serve as judges for this year's GSPRA contest.
- **Online Membership Program:** For 2019-2020, NCSPPRA will implement an online membership management system. MemberClicks will make it possible for members to complete the membership process online as well as register for conferences, professional development, and other activities.
- **Website Update/Social Media:** This year, NCSPPRA is working with Blackboard to give an updated look to our website, www.ncspr.org. We also want to increase our use of social media to engage members.

3. Professional development programs/activities – An overview of current professional development efforts.

Please see the second question for information about our professional development activities.

4. Major chapter issues or concerns – What is the chapter currently struggling with?

No issues/concerns to report.

5. Issues or areas that could use NSPPRA regional or national support – Identify specific issues or concerns with suggestions for how NSPPRA can provide support.

No issues/areas to report.

6. State or local issues that NSPPRA should keep an eye on – Provide a brief synopsis of each issue that is impacting communication efforts, schools and education that might have future national implications.

School districts across North Carolina are watching budget negotiations that are taking place now between the N.C. General Assembly and Governor Roy Cooper. Among the education-related issues are teacher and principal pay, K-3 class size, school performance grade scale, calendar flexibility, hiring practices/licensure, and funding for school capital improvements. We continue to see legislative “favoritism” toward charter schools, virtual schools, and opportunity scholarships (vouchers).

7. Additional items of note – A summary of other chapter-related items not covered in the other categories.

As NSPPRA identifies locations for future National Seminars, we hope you will give highest consideration to progressive cities/states where diversity and inclusion are embraced.

This report respectfully submitted by Todd Hagans
 NCSPPRA President, 2019-2020
 June 27, 2019
 (704) 866-6118
tthagans@gaston.k12.nc.us