



## JANUARY 2024

### CONGRATULATIONS ASPRA\*TION AWARD WINNERS!

A total of 33 districts across Arizona won awards in this year's ASPRA\*tion Awards program. More award nominations were submitted than ever before and this is an incredible testament to the work that you all do.

We are so excited to celebrate with all of you on Thursday, Feb. 8 at Arizona Broadway Theatre. If you have any questions about the awards program, please contact President-Elect, Michelle Valenzuela, at [mvalenzuela@amphi.com](mailto:mvalenzuela@amphi.com).

### UPCOMING ASPRA MEETINGS

Please save the date for all of the upcoming virtual and in-person ASPRA meetings we have scheduled for our members:

**ASPR A\*tion Awards Luncheon**

**11 a.m. on Thursday, Feb. 8**

Seating is limited for this event. Contact [Michelle Valenzuela](mailto:Michelle.Valenzuela@amphi.com) if you have a question about this event.

Arizona Broadway Theatre  
7701 W. Paradise Lane  
Peoria, AZ 85832

**ASPRA Quarterly Meeting | Virtual with the Southwest Region**

**9 a.m. on Friday, Feb. 23**

ASPRA is proud to invite you to the February quarterly meeting where we will be joined by school PR professionals from the southwest region.

Join [here](#).

**ASPRA Quarterly Meeting | Peoria Unified School District**

**9 a.m. on Friday, April 26**

Stay tuned for more information as we work to plan our April quarterly connection for all ASPRA members.

**ASPRA Summer Conference | Little America Hotel**

**June 9 – 11, 2024**

Join us for two full days of professional development at the beautiful Little America Hotel in Flagstaff, Ariz.

A link to register for the ASPRA Summer Conference will be available soon.

## SCHOOL BOARD RECOGNITION MONTH

January is School Board Recognition Month. The Arizona School Boards Association (ASBA) is celebrating and showcasing districts who are currently honoring their school board members this month.

If you are planning something special for your board members or have already, please email Jade Frazier at [jfrazier@azsba.org](mailto:jfrazier@azsba.org) with photos/videos so ASBA can spotlight your districts in the ASBA Connect newsletter, social media platforms and Resource Bank.

## SCHOOL CONNECT SUMMIT

The School Connect Summit is an annual event that serves as a unique platform where visionary business leaders come together with school districts to create impactful partnerships that pave the way for new opportunities for students. If you believe that collaboration between the education sector and the business community is key to unlocking the full potential of our students and preparing them for the challenges of the future, then please make plans to attend this event and consider becoming a facilitator. The table facilitators will guide the others around their table through conversation on how we can strengthen relationships in our school communities. A training and all the materials you need will be provided.

The School Connect Summit will take place from 8:30 a.m. – 1 p.m. on Monday, Feb. 12

[Sign up to Volunteer for the School Connect Summit Here](#)

## TEMPLATES & SAMPLE LETTERS

All ASPRA members have exclusive access to the secured section of the ASPRA website where there is a library of letter templates and sample resources, should you ever need to use any.

Visit the ASPRA website at [www.azspra.org](http://www.azspra.org) and log in to view the letter templates.

If you need assistance logging in, contact Yardley Zamorano at [zamorano@lesd79.org](mailto:zamorano@lesd79.org).

## THANK YOU TO OUR SPONSORS

Without business partners who support the work that we do in K12 public education, these events and professional development opportunities would not be possible. A tremendous thank you to our generous sponsors who help make all of this happen so that we might grow in the work that we do as professionals.

### 2023-24 Sponsors to Date:

ParentSquare  
Finalsite  
K12 Insight  
Apptegy  
Class Intercom  
Target River



## #K12PRCHAT IS ON THE MOVE

If any ASPRA members have ever participated in the #K12PRChat hosted by NSPRA on X (formerly Twitter), please know the collaborative national conversation has moved over to Zoom.

The next #K12PRChat will be held on Tuesday, Jan. 23 and additional details for this virtual event are included in the NSPRA events below. This is a great way to join in the conversation with school PR professionals across the country.

## BECOME A MEMBER OF NSPRA

As the leader in school communication, NSPRA serves more than 2,500 members who work primarily as communication directors in public school districts and education organizations throughout the United States and Canada.

NSPRA members enjoy exclusive, member-only benefits, a wide variety of professional development opportunities and access to a network of colleagues from across the country who understand their challenges. It's a more robust version of ASPRA and those who are members do find significant value in their membership.

For more information about joining NSPRA, visit <https://www.nspra.org/Membership>.

## UPCOMING NSPRA WEBINARS

### **Mini Labs | Graphic Design, Part I**

Noon EST on Wednesday, Jan. 10

Register [here](#).

### **Leaders Learn Webinar | Institutionalizing and Internalizing Equity Efforts in Your Districts**

Noon EST on Friday, Jan. 19

Register [here](#).

### **#K12PRChat | Annual and Required Notifications**

1 p.m. EST on Tuesday, Jan. 23

Register [here](#).

## Mini Labs | Graphic Design, Part II

Noon EST on Wednesday, Jan. 24

Register [here](#).

## NSPRA NATIONAL SEMINAR(S): SAVE THE DATE

The 2024 National Seminar will be held at the Hyatt Regency Bellevue July 14-17 in Seattle, Wash. Registration for NSPRA 2024 is [now open!](#)

NSPRA also shared the dates and locations for the seminars in 2025, 2026 and 2027 so you can plan ahead.



### NSPRA 2025

July 20-23

*Washington, D.C.*



### NSPRA 2026

July 19-22

*New Orleans, La.*



### NSPRA 2027

July 11-14

*Indianapolis, Ind.*

## MEET THE 2023-24 ASPRA EXECUTIVE BOARD

- **President:** [Erin Dunsey, APR](#), Peoria Unified School District
- **President-Elect:** [Michelle Valenzuela](#), Amphitheater Unified School District
- **VP of Programming:** [Rita Reznick](#), Florence Unified School District
- **VP of Programming:** [Jade Frazier](#), Arizona School Boards Association
- **VP of Membership:** [Will Argeros](#), Roosevelt Elementary School District
- **VP of Website:** [Yardley Zamorano](#), Litchfield Elementary School District
- **Secretary:** [Jessica Bautista](#), Higley Unified School District
- **Treasurer:** [Monica Allread](#), Arizona State University
- **Past-President:** [Matt Stamp](#), Pima County School Superintendent's Office