



FEBRUARY 2023

MESSAGE FROM THE PRESIDENT

My ASPRA Friends,

Welcome to the first ever ASPRA newsletter! As we continue to grow together, we want to keep you informed and communicate effectively as possible. We hope this monthly newsletter connects us even more closely.

This is a month of celebrations that was kicked off with our ASPRA*tion Awards ceremony! We would love all ASPRA members to give us feedback on this event. Please take a brief survey [here](#). This event left me inspired and truly honored to be a part of this family. You all are doing incredible work for our schools and students, and I hope you are proud of the tremendous impact you are having on education in our state. Congratulations to all of our award winners and a special shoutout to our Copper Medallion winners: ASBA and Peoria Unified. I encourage everyone to check out all of the award-winning entries on our website, www.azsprra.org, under the Members section. If anyone needs assistance logging in to the ASPRA website, please email our VP of Website, [Michelle Valenzuela](mailto:Michelle.Valenzuela).

We are also celebrating two of our very own rockstar colleagues who were just named to the NSPRA "35 Under 35" Class of 22-23! Congratulations to Will Argeros (Roosevelt ESD) and Kayla Pologa (Deer Valley Unified)! You are making AZ proud!

Lastly, I want to congratulate our NSPRA Scholarship recipients. Supporting our members with the best PD opportunities possible is very important to me! The ASPRA exec board is committed to this priority, and we have dedicated \$6,000 in NSPRA scholarship funds. Congratulations to our three recipients! I am excited to learn and network with you in St. Louis!

- Lisa Irish, ASBA
- Kimberly Guevara, Chandler Unified School District
- Jacob Stanek, Union Elementary School District

I hope to see you all on our virtual quarterly connection on Friday! Enjoy the newsletter, have a wonderful month, and please remember you can reach out to me anytime with any questions, needs, and ideas.

Grateful,

Matt Stamp
ASPRA President

MEETING RECAP FROM EXECUTIVE BOARD MEETING

Agenda Topics:

- ASPRA*tion Award Ceremony
- Quarterly Connections
- Retreat Recap
- Summer Conference
- School Connect

NEXT QUARTERLY ASPRA MEETING

FRIDAY, FEB. 17

Quarterly Connection with the SW Region
9 a.m. – Virtual (A link to the meeting is forthcoming!)

Agenda Highlights:

- Welcome Remarks from NSPRA President Cathy Kedjidjian, APR.
- Panel: How to level up your multicultural communication tactics. Our ASPRA colleagues from the SW regional will join us in a conversation where they share the creative and innovative ways they have expanded multicultural outreach in their districts.
- Hivemind: What does a school open house look like to you? This is the time to showcase your schools for enrollment! In this Hivemind discussion, chat with other SPRAs and share the different ways we host open houses, organize school showcases, create virtual tours, and more all in an effort to bring our schools to the public!

RSVP [here](#).

ASPRA SUMMER CONFERENCE

JUNE 12 – 13, FLAGSTAFF, ARIZ.

PARTNERS IN PROGRESS

The 2023 ASPRA summer conference will be held at Little America Hotel in Flagstaff, Arizona, June 12-13, 2023. Check in begins on Sunday, June 11 and an ASPRA social event will be held in the evening.

Please RSVP - and book your room at Little America by calling 1-800-352-4386 today!*

This annual event is a must-attend for all:

- Excellent professional development
- Inspiring and expert keynote speakers
- Informative and engaging breakout sessions and group activities
- Social events
- A unique opportunity for quality networking with your colleagues across Arizona!

*Early Bird Pricing: Conference registration is \$75 for members and \$150 for non-members. To secure early bird pricing, please have your PO open or pay prior to April 1.

· Please register early - After April 1, late registrations will be \$100 for members and \$200 for non-members.

· Call Little America to reserve your room - To receive a reduced rate for the Little America Hotel, which includes complimentary WiFi, please book before May 11, 2023. Make your reservation using this phone number - 1-800-352-4386 and be sure to mention the Arizona School Public Relations Association group name.

APPLY FOR AN ASPRA SUMMER CONFERENCE SCHOLARSHIP

ASPRA members interested in applying for a scholarship should complete the easy online application [here](#). Two scholarships will be awarded to the conference which includes conference registration and hotel costs. To be eligible to apply, individuals must serve in a school public relations profession full time, they must be in good standing with ASPRA, and they have never previously attended a conference.

UPCOMING MEETINGS

Mark your calendar for the upcoming ASPRA meetings:

- February 17: Quarterly Connection for all ASPRA members with the Southwest SPRAs
- March: APR Interest Meeting & Virtual Office Hours (dates coming soon)
- April 14: Quarterly Connection and BBQ – Florence Unified
- June 11-13: ASPRA Summer Conference: Partners in Progress (Flagstaff).
- July 16-19: ASPRA at NSPRA. Gather with ASPRA friends at NSPRA23 in St. Louis!

TEMPLATES & SAMPLES

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

Visit the ASPRA website at www.azspr.org and log in to view the letter templates.

If you need assistance logging in, contact Michelle Valenzuela at mvalenzuela@amphi.com.

NSPRA UPDATES

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.

For more information on membership to NSPRA, visit <https://www.nspira.org/Membership>

NSPRA WEBINARS

Leaders Learn, PR Power Hour, Mini Labs, Corporate Showcase

Elevate your work as a school public relations professional through NSPRA's outstanding webinar offerings. NSPRA offers three webinar series that take place each month throughout the school year.

Registration is FREE for association members!

(Members must be logged in to take advantage of free registration.)

Registration Cost for non-members

- PR Power Hour: \$89
- Leaders Learn: \$89
- Mini Labs: \$59
- Corporate Showcase: \$59

Psst...becoming a member of NSPRA will pay for itself after 4-5 webinars at the non-member rate!

Have your APR? For each webinar, attendees who have earned **accreditation in public relations** may receive 0.5 continuing education units toward **accreditation renewal**.

Upcoming Webinars

- **Mini Labs** - Twitter
 - February 22nd at 12 EST
- **Mini Labs** - PDF Remediation
 - March 8th at 12 EST
- **Leaders Learn** - Advancing the Pipeline to School PR
 - March 10th at 12 EST

APPLY FOR SCHOOL COMMUNICATION AWARDS

SUBMISSIONS NOW ACCEPTED FOR 2023 NATIONAL SCHOOL COMMUNICATION AWARDS

The National School Public Relations Association (NSPRA) has honored the best work in school communication for more than 50 years. From successful bond campaigns and crisis communication strategies to outstanding social media engagement and more, submit your

best work to any or all of the three award programs below for the chance to earn national recognition for your district or organization's school communications efforts!



GOLD MEDALLION AWARDS

Program recognizes superior educational public relations programs and campaigns grounded in strategic communication best practices.

Entry deadline: March 27, 2023

Apply online [here](#).



GOLDEN ACHIEVEMENT AWARDS

Program recognizes outstanding, strategic work in all aspects of school public relations, communications, marketing and engagement.

Entry deadline: April 3, 2023

Apply online [here](#).



PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARDS

Program recognizes outstanding work in school communications, including print and digital publications, video, audio, websites, social media and more.

Entry deadline: April 3, 2023

Apply online [here](#).

Entries may be submitted in each program by public school systems, charter schools, private schools, community or vocational/technical colleges, state/national education groups, education service agencies (ESA), intermediate units (IU), boards of cooperative educational services (BOCES), and any agency, consultant or business in partnership with any of the aforementioned education entities.

For more information, including award rules, judging criteria, entry guidelines, winning entries from previous years and FAQs, visit www.nspr.org/comm-awards. All entries can be submitted at www.nspr.org/award-apply.

NSPRA SUMMER CONFERENCE
NSPRA 2023: ST. LOUIS, MISSOURI



Save the date to join colleagues from across the country and beyond on July 16-19, 2023, for the [NSPRA 2023 National Seminar](#)!

Each year, NSPRA invites leaders in the fields of public relations, communications, marketing, engagement and public education to submit proposals for sessions at the Seminar. The 2023 call for proposals is expected to open in mid-January, but you can start preparing now by visiting the [Presenting at the NSPRA National Seminar](#) webpage.

Call for Presentations

NSPRA is now [accepting proposals](#) for sessions at the [NSPRA 2023 National Seminar](#) scheduled for July 16-19 at the Union Station Hotel in St. Louis, Mo. **All presentation proposals are due by Sunday, Feb. 19, 2023.**

NSPRA is seeking presenters who offer unique insights on school communication, effective strategies and tactics, timely information on new and emerging issues, hands-on learning, useful resource materials, and relevant content and experiences that meet the high standards and expectations of Seminar participants.

PUBLIC SCHOOLS WEEK

in 2023, Public Schools Week is part of a larger campaign—[#HerefortheKids](#). The #HerefortheKids campaign brings together families, educators and community members to shine a light on local public schools and tell the stories of the amazingly positive things happening in classrooms and school buildings nationwide.

As you celebrate your campuses, be sure to tag social media posts about Public Schools Week with the [#PSW23](#) and [#HerefortheKids](#) hashtags.

MEET THE ASPRA EXECUTIVE BOARD

- **President** – Matt Stamp from Pima County School Superintendents Office
- **President-Elect** - Erin Dunsey from Peoria Unified School District
- **Vice President of Programming** - Erin Helm from Kyrene School District
- **Vice President of Programming** - Gabi Dunton from Tempe Elementary School District

- **Vice President of Membership** - Will Argeros from Roosevelt School District
- **Vice President of Website** - Michelle Valenzuela from Amphitheater School District
- **Treasurer** - Monica Allread from Deer Valley Unified School District, and
- **Secretary** - Rita Reznick from Florence Unified School District
- **Past-President** - Stephanie Ingersoll from Chandler Unified School District