



## JULY 2023

### 2024-24 ASPRA MEMBER CLIMATE SURVEY

As an Executive Board, we want to make data-driven decisions so that the support and resources we provide align with the needs of our members. Please take a few minutes to complete a survey which will share valuable information about our membership profile and what we can do to support you this year.

Complete [the survey](#) by **August 1, 2023**.

### CONGRATULATIONS NSPRA AWARD WINNERS!

Arizona celebrates multiple award-winning school districts which will be recognized at NSPRA in St. Louis. Congratulations to the following districts in Arizona who earned national awards for their strategic work in school public relations:

#### **Gold Medallion Awards:**

- Peoria Unified School District

#### **Golden Achievement Awards:**

- Arizona School Boards Association
- Dysart Unified School District
- Peoria Unified School District

- Scottsdale Unified School District

**Publications & Digital Media Excellence Awards:**

- Amphitheater School District
- Avondale School District
- Buckeye School District
- Deer Valley Unified School District
- Dysart Unified School District
- Gilbert Public Schools
- Kyrene School District
- Paradise Valley School District
- Peoria Unified School District
- Roosevelt School District
- Scottsdale Unified School District

**NSPRA's "35 Under 35" Class:**

- Will Argeros, Roosevelt School District
- Kayla Pologa, Deer Valley Unified School District

**2023 Mark of Distinction Chapters:**

- Arizona School Public Relations Association - Professional Development PR skill-building

Each of you represents not just Arizona, but the entire southwest region and we want you to know WE SEE YOU! ASPRA is leveling up!

## PROPOSED BYLAWS PASSED

The June ASPRA summer conference was filled with professional development opportunities, but also included a vote for the proposed ASPRA bylaws. The by-laws vote passed 71-0. The new bylaws are available on the [ASPRA website](#) and have been shared with NSPRA.

## 2023-24 QUARTERLY MEETINGS

Our amazing VPs of Programming, Rita (Florence) and Kailey (Gilbert), would like to pass along the dates for our quarterly ASPRA meetings. They will send out follow-up emails with location and agenda information.

Please mark your calendar for the upcoming ASPRA meetings:

- Monday, July 17: ASPRA at NSPRA. Gather with ASPRA friends at NSPRA23 in St. Louis on a riverboat tour at 4:30 p.m.
- Friday, Aug. 25 – ASPRA Quarterly Meeting
- Friday, Nov. 17 – ASPRA Quarterly Meeting
- Friday, Feb. 23 – ASPRA Quarterly Meeting – Virtual hosted with the SW Region
- Friday, April 26 – ASPRA Quarterly Meeting

## TEMPLATES & SAMPLE LETTERS

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.azspra.org](http://www.azspra.org) and log in to view the letter templates.

If you need assistance logging in this month, contact Michelle Valenzuela at [mvalenzuela@amphi.com](mailto:mvalenzuela@amphi.com). Our new VP of website, Yardley, is in the process of being trained on the website starting next month, she will be the contact for anything website related.

## 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.nspra.org/Membership>

## NSPRA SUMMER CONFERENCE

### NSPRA 2023: ST. LOUIS, MISSOURI



Join colleagues from across the country and beyond on July 16-19, 2023, for the [NSPRA 2023 National Seminar](#). This event is being held at the [Union Station Hotel](#) in St. Louis, Mo. and is [the largest communications-focused professional development for school public relations professionals and educational leaders](#).

Registration is [open](#) for the [NSPRA 2023 National Seminar!](#)

Explore the [Seminar Schedule at a Glance](#).

Association members enjoy significant savings on Seminar registration. Not a member? Join when you [register for the Seminar](#).

#### Full Seminar Registration

<b>Registrant Type</b>	<b>Regular</b> <i>Register and pay after May 31</i>
NSPRA Member	\$875
Non-Member	\$1,065

For more information on special discounts, new guest registration and more, visit the [NSPRA website](#).

## NSPRA ACADEMY

The National School Public Relations Association (NSPRA) has expanded the popular **NSPRA Academy** program to include a track dedicated to new school PR professionals! Starting in September, **new practitioners** can gain a better understanding of the school public relations field as well as get guidance on navigating the complexities of the job. Also being offered again for **mid-career professionals** is the popular Academy track that will help to expand their core knowledge and more effectively achieve their communication goals.

**Enrollment is now open** for both the New Professionals track and the Mid-Career track for the 2023-24 NSPRA Academy program!

- **NEW for 2023-24! New Professionals Track:** Designed for school public relations practitioners who identify as newer to the field (generally, zero to three years' experience) to gain skills, training and knowledge important to the role.
- **Mid-Career Track:** Designed for school public relations practitioners with four to 14 years of experience to gain additional training and knowledge in strategic planning for public relations programs and campaigns.

Kicking off in September, participants in both tracks will hear from guest speakers on a variety of topics to learn more about the issues, trends and challenges that school public relations practitioners face.

**Invest in your professional growth and enroll today!**

Read more about each track and their individual modules and schedules [here](#).

**NSPRA Member ..... \$1,500**

**Non-Member ..... \$2,000**

[Learn more and register.](#)

*Questions about the Academy? Email [pd@nspra.org](mailto:pd@nspra.org).*

## JOIN A FREE CALSPRA VIRTUAL WEBINAR

Our friends at CALSPRA are offering a free webinar for members who can't make it to the NSPRA summer conference but are still interested in virtual professional development opportunities.

**Work in Your Genius Area: Understanding Strengths**  
**11:30 a.m. to 1 p.m. Wednesday, July 12**

This webinar is designed to strengthen teams through new insights and practical productivity tips based on the book *Working Genius* by best-selling author Patrick Lencioni. *Working Genius* is a tool that helps individuals find more joy and fulfillment at work and helps teams work more effectively. The combination of these two (personal fulfillment and team effectiveness) combine to make a great antidote to burnout, moving staff to increased engagement and enjoyment at work. We will leverage the *Working Genius* model to engage a simple, yet powerful, framework for helping the individuals maximize their personal work experience and their teamwork together.

This session will be recorded if you miss it live, but you must register to participate virtually and get the recording.

[Register here.](#)

## MEET THE 2023-24 ASPRA EXECUTIVE BOARD

- **President:** [Erin Dunsey](#), Peoria Unified School District
- **President-Elect:** [Michelle Valenzuela](#), Amphitheater Unified School District
- **VP of Programming:** [Rita Reznick](#), Florence Unified School District
- **VP of Programming:** [Kailey Latham](#), Gilbert Public Schools
- **VP of Membership:** [Will Argeros](#), Roosevelt Elementary School District
- **VP of Website:** [Yardley Zamorano](#), The Center for the Future of Arizona
- **Secretary:** [Jade Frazier](#), Arizona School Boards Association
- **Treasurer:** [Monica Allread](#), Arizona State University
- **Past-President:** [Matt Stamp](#), Pima County School Superintendent's Office