



MARCH 2023

MESSAGE FROM THE PRESIDENT

Hi ASPRA Friends,

March is one of my favorite months of the year! The weather is hitting that perfect AZ weather window, Spring Break is in the mix for many districts, and of course...March Madness. (This is where I would usually insert a joke about how my UofA friends probably like March a lot more than my ASU friends but I am still traumatized by that ridiculous buzzer beater and don't need to be reminded of it by all of you Sun Devils). In true March Madness fashion, everything needs a bracket contest so I thought we would have some fun with a little ASPRA PD bracket. We will find out what PD topics matter most to us right now and the winning topic will be implemented into a future workshop. We will have four rounds (1 per week) to crown our champion. [CLICK HERE](#) to cast your votes for Round 1.



Look for an email next week to see what topics advanced to the next round and get ready to vote again. Thanks for having some fun with this and I truly hope you have a Marvelous March! Bear Down,

Matt Stamp
ASPRA President

NEXT EXECUTIVE BOARD MEETING

The next Executive Board Meeting is Friday, March 10. A summary of the meeting will be shared with ASPRA members in the next newsletter.

NEXT QUARTERLY ASPRA MEETING

9 A.M., FRIDAY, APRIL 14

Hosted by Florence Unified School District
1000 S. Main Street
Florence, AZ 85132

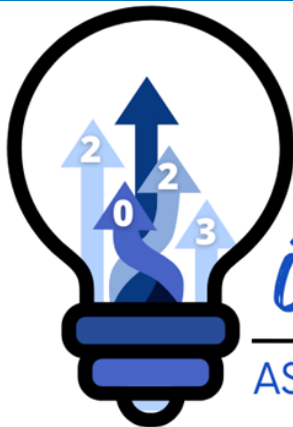
Agenda Highlights:

- Chat GPT – What it is and how it impacts our roles...for better and for worse.
- Social Media – Focus on rogue accounts that use district/school logos but are not affiliated with the district or school. These often lead to cyberbullying, threats, etc.

FEBRUARY RE-CAP

If you missed the last quarterly meeting in February with the Southwest Region, we recorded the meeting and have the link on our [ASPRA YouTube Channel](#). We hope you check it out!

ASPRA SUMMER CONFERENCE JUNE 11 – 13, FLAGSTAFF, ARIZ.



PARTNERS *in* PROGRESS

ASPRA SUMMER CONFERENCE | JUNE 11-13

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

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!

Here's a sneak peek of what you can look forward to at this year's conference:

Sunday, June 11

- Lace up your sneakers and kick off the conference with an optional 5k walk/run!
- Welcome Mixer

Monday, June 12

- **Keynote Speaker: Cathy Kedjidjian, APR, NSPRA President**
Forging Your Path: Your District's & Your Own

Tuesday, June 13

- **Keynote Speaker: Molly McPherson, M.S., APR, Founder of Indestructible PR**
Navigating Crisis: How to Defend a Reputation from Attacks and Come Out on Top in a PR Crisis

*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:

- March 24: March Southwest Region Connection with USPRA ([link](#))
- April 7: APR Interest Meeting ([link](#))
- 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!

REMINDER: SUBMIT YOUR FEEDBACK

If you have not done so already, this is your last opportunity to submit your feedback on this year's ASPRA*tion Awards Luncheon at Arizona Broadway Theatre. Please take a brief survey [here](#) so we can plan accordingly for next year.

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

- **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.nspra.org/comm-awards. All entries can be submitted at www.nspra.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!](#)

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

Join the National School Public Relations Association (NSPRA) and colleagues from across the United States, Canada and beyond on July 16-19, 2023 at the Union Station Hotel in the electrifying city of St. Louis, Mo. for the largest communications-focused professional development event for school public relations professionals and educational leaders.

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

Save up to \$130 with the Super Early Bird Registration Rate.

This year’s seminar marks the return of a fully in-person program. Prices for full seminar registration increase on April 1. Association members enjoy significant savings on Seminar registration. Not a member? Join when you [register for the Seminar.](#)

Full Seminar Registration

Registrant Type	Super Early Bird <i>Register and pay by March 31</i>	Early Bird <i>Register and pay by May 31</i>	Regular <i>Register and pay after May 31</i>
NSPRA Member	\$695	\$825	\$875
Non-Member	\$895	\$1,015	\$1,065

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

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