



MAY 2023

MESSAGE FROM THE PRESIDENT

Hi ASPRA friends,

As we close out another school year, we are all working overtime to celebrate students, staff, schools, and accomplishments. During this frenzy, I want to remind you to celebrate yourself and your Arizona School PR colleagues! You have made a difference this year and you are doing INCREDIBLE work for education! National School Communicators Day is May 12, 2023. ASPRA is excited to celebrate the important communication work that happens in schools across Arizona each day to improve the lives of students, staff, and communities. I encourage you to text, call, email, or message your fellow school communicators and say, "thank you!" If you are celebrating on social media, use the hashtag #SchoolCommunicatorsDay and tag @AZschoolPR on Twitter. NSPRA has some great resources to help you celebrate. [CLICK HERE](#) to check them out.

T-minus 32 days until Summer Conference! I can't wait to see you all in Flagstaff! Have a fantastic rest of your school year!

Grateful,

Matt Stamp
ASPRA President

MEETING RECAP FROM EXECUTIVE BOARD MEETING

The April 11 Executive Board Meeting included the following agenda items:

- ASPRA Summer Conference
- Bylaws
- ASPRA Executive Board
- Schedules & deadlines

2023-24 EXECUTIVE BOARD

On behalf of the ASPRA nominating committee and Executive Board, we are excited to announce the slate of candidates for ASPRA for the 2023-24 school year. We saw unprecedented interest in serving on the Executive Board and we had an impressive group of candidates with tremendous talent and experience. We want to thank all candidates for applying and if you were not selected as a nominee, we encourage you to consider a chair position for next year.

Per the ASPRA bylaws, we are asking ASPRA members to vote and approve the recommended candidates for the 2023-24 Executive Board. The ASPRA Executive Board has full confidence in the nominated slate of candidates and hope you feel the same. As always, we appreciate your feedback and you can vote and include comments on the link below.

[Cast a vote](#) approving the 23-24 Executive Board (bold = open position for 23-24):

- 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

[CLICK HERE to vote by May 15, 2023](#)

Please do not hesitate to reach out to the Executive Board with any questions.

PROPOSED BYLAW AMENDMENTS

We value member feedback and encourage you to review the proposed bylaws and membership details. Please provide your feedback by May 31, as membership will vote on the bylaws at the ASPRA summer conference on June 13.

[CLICK HERE to review the bylaw amendments and supplemental materials](#)

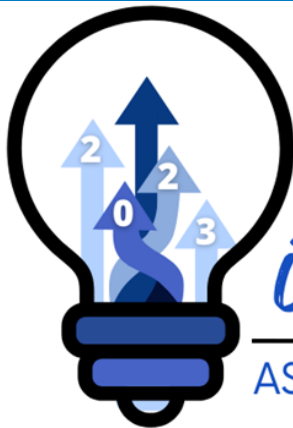
UPCOMING MEETINGS

Mark your calendar for the upcoming ASPRA meetings:

- Friday, May 12: Virtual ASPRA Meeting to discuss elections at 10 a.m. ([Zoom](#))
- 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!

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!
 - Registration is [now open!](#)
 - The cost is \$20/person with 100% of the proceeds going towards future conference scholarships. The cost includes a shirt!
 - Race "check in" will be from 1:30 to 2 p.m. for shirt distribution. The walk/run will begin at 2 p.m.
 - Thank you to Class Intercom for sponsoring this inaugural 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

Pricing after April 1 is \$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.

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 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.nspra.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

Engaging Your Community – This is module 4 of the Leadership in School Communication (LISC) program.

- Friday, May 12 from Noon to 1:30 p.m. ET
- [Learn more and register](#)

Mini Labs - Facebook Best Practices

- Wednesday, May 10 at 4 p.m. ET (This webinar will not be recorded)
- Free for NSPRA members
- [Learn more and register](#)

Mini Labs Webinar – Video for School Communicators

- Wednesday, May 17 at 12 p.m. ET
- Free for NSPRA members
- [Learn more and register](#)

Mini Labs Webinar – Instagram Best Practices

- Thursday, May 18 at 4 p.m. ET
- Free for NSPRA members
- [Learn more and register](#)

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

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

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

MEET THE 2022-23 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