



**MAY 2024**

## QUARTERLY MEETING LINKS

Thank you to those who were able to participate in the ASPRA Quarterly Meeting on Friday, April 26 in Peoria Unified.

To view the Apptegy presentation on what most districts miss when trying to recruit teachers, click [here](#).

If you were unable to attend or watch the meeting and want to watch it online, click [here](#).

## NATIONAL SCHOOL COMMUNICATOR OF THE YEAR FINALIST

*Congratulations!*

# Danielle Airey, APR

NSPRA SCHOOL COMMUNICATOR OF THE YEAR FINALIST



ASPR was thrilled to learn that Danielle Airey, APR from the Peoria Unified School District was named a finalist for the National School Communicator of the Year Award. Twenty-seven NSPRA members were nominated by their state/regional chapter for this national honor, which is being awarded for the first time in 2024.

Here are this year's finalists:



**Danielle Airey, APR**

Chief Communications  
Officer

Peoria Unified School District

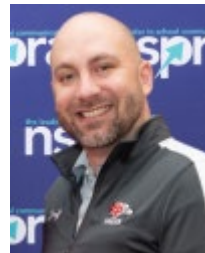
*Arizona School Public  
Relations Association*



**Jared Revlett**

Public Information Officer  
Owensboro Public Schools

*Kentucky School Public  
Relations Association*



**Dirk Tedmon**

Executive Director of  
Marketing and  
Communications

Eden Prairie Schools  
*Minnesota School Public  
Relations Association*



**Kelly Wachel, APR**

Chief Communications  
Officer

Park Hill School District

*Missouri School Public  
Relations Association*

ALL nominees will be invited to be recognized on stage at the General Session at the **NSPRA 2024 National Seminar** on Monday, July 15, in Bellevue, Wash. The national winner of the award will be announced live at that time. Join us in wishing Danielle luck! #BringItHome

## THE RELATIONSHIP BTWN SUPERINTENDENTS & COMMUNICATORS

SchoolCEO, in partnership with NSPRA, recently published their findings on the topic, “A Seat at the Table: Research on the Relationship Between Superintendents and School Communicators,” which is filled with interesting data about our roles.

These research findings will be published in their Spring 2024 SchoolCEO magazine and are also available online [here](#).

## ASPRA BOARD DEVELOPMENT

If you attended the Quarterly Meeting on Friday or joined us virtually, you heard us share the news that Jade Frazier has accepted a new position outside of school PR and Friday, April 26 was her last official day with ASBA.

We are grateful to Jade for her service on the board, and we are thankful she has agreed to continue to assist ASPRA with the summer conference in a volunteer capacity.

The ASPRA Board is working on finalizing a slate of candidates for next year, and we anticipate bringing that list to all of you soon.

## CONGRATULATIONS 2024 SCHOLARSHIP WINNERS



### ASPRA SUMMER CONFERENCE

[Congratulations goes to Amanda DeNight, Queen Creek Unified School District](#)

*Amanda is relatively new to her current position and has never attended the ASPRA Summer Conference. She is looking forward to sharing the insight and knowledge with her district, ensuring that communication remains at the forefront of their work.*

### NSPRA NATIONAL SEMINAR

[Congratulations to Marian Grgurich, Washington Elementary School District](#)

*Marian has been in her current position for 10 years, but has never had the opportunity to attend the NSPRA National Seminar. This scholarship will allow her the unique opportunity to better support her team and be inspired to take their district to the next level.*

### **NSPRA ANNUAL MEMBERSHIP SCHOLARSHIP**

[Congratulations to Nicole Ashton, Kyrene School District](#)

*Nicole has served in her current role less than two years and has not yet joined NSPRA as a professional member, although she enjoys the learning opportunities that she receives through ASPRA. She is looking forward to the resources that will be made available to her at the national level.*

### **APR ACCREDITATION**

Scholarships are open and available for those who complete their APR on the [ASPRA website](#).

## **ASPRA OFFICE HOURS: BLACKBOARD -> FINALISITE TRANSITION**

If you missed the Office Hours hosted by Erin Helm where she discussed what the website transition looks like from Blackboard to Finalsite, the meeting was recorded.

You can view the meeting online [here](#).

Passcode: cy3&\$5RS

Thank you to Erin Helm for walking through this with many of our members!

## **ASPRA SUMMER CONFERENCE**

**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.

Registration for the summer conference is [open](#).

Information about this year's summer conference is available on the [ASPRA website](#).

If you are curious about what sessions are being offered this year, the [conference schedule](#) is also available on the website!

**COMMUNICATIONS  
DECODED**  
FLAGSTAFF, AZ  
JUNE 9-11

Keynote Speaker



Dr. Joe Sanfelippo  
Superintendent, Author &  
Motivational Speaker



Keynote Speaker

Andrea Gribble  
Social Media Storyteller &  
#SocialSchool4EDU  
Founder

**2024 ASPRA  
SUMMER CONFERENCE**  
WWW.AZSPRA.ORG/SUMMERCONFERENCE



## 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.azspr.org](http://www.azspr.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).



## #K12PRCHAT IS ON ZOOM

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 at 1 p.m. EST on Tuesday, May 21 and will cover the best of the 2023-24 school year.

You can register to join the #K12PRChat on May 21 [here](#).

## UPCOMING NSPRA WEBINARS

### **Leaders Learn Webinar: Building Community Partnerships**

Noon EST on Friday, May 17

Register [here](#).

### **Mini Labs: Summer PR Checklist**

Noon EST on Wednesday, May 29

Register [here](#).

## NPSRA RESOURCES: THE WAR IN GAZA

This week, NSPRA shared resources with their members concerning the war in Gaza in case K-12 school communities see an impact and need to communicate it. If you are not an NSPRA member and are in need of these resources, please reach out to Erin Dunsey at [EDunsey@pusd11.net](mailto:EDunsey@pusd11.net).

## 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.nspira.org/Membership>.

## NSPRA NATIONAL SEMINAR(S): REGISTRATION OPEN

If you would like to attend the National School Public Relations Association (NSPRA) National Seminar, registration is [now open](#)! The 2024 National Seminar will be held at the Hyatt Regency Bellevue July 14-17 in Seattle, Wash.



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 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