

ANNUAL REPORT 2020-21



Georgia School Public Relations Association



FROM THE PRESIDENT

I hope this finds you well...during these unprecedented times...

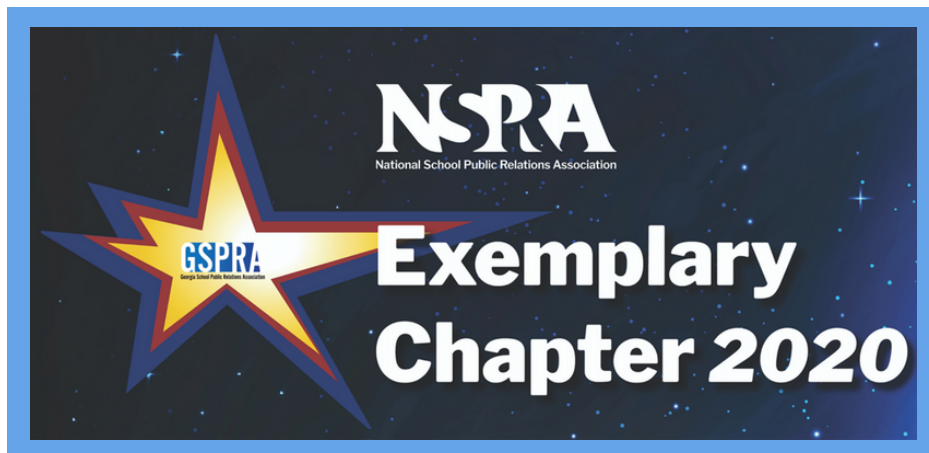
How many times did we email that this past year? A lot! It was indeed a year unlike any other and GSPRAns stepped up to the challenge - *like we always do*. Thank you for providing counsel, strategic communication, and consistency to your systems during this year. You made a tremendous difference in helping your school districts navigate through this pandemic. Your work impacted students, teachers, parents, and your communities-at-large. Bravo!

Even though we couldn't meet in person because of COVID-19, it has still been a very productive year with our monthly webinars. I believe we used this year to strengthen our connections to one another because we met virtually so regularly. The success of this year wouldn't have been possible without the vibrant and dedicated group that is the Georgia School Public Relations Association.

Simply put: it's been an honor. Thank you for allowing me to serve. — *Anisa*



Anisa Sullivan Jimenez, MPA, APR
GSPRA President 2020-21
Oconee County Schools -
Director of Communications



AN EXEMPLARY CHAPTER

GSPRA was awarded a 2020 "Mark of Distinction" by the National School Public Relations Association (NSPRA). The organization was recognized for its conference "School PR All Stars: Get Your Head in the Game!" This recognition recognizes the efforts of state chapters in supporting NSPRA's mission of building support for education through responsible public relations that leads to success for all students. GSPRA was also an NSPRA Exemplary Chapter in 2019.



PROFESSIONAL DEVELOPMENT

Professional development and networking opportunities are the greatest benefit to GSPRA membership. Due to COVID-19, GSPRA's annual fall in-person conference was canceled. However, professional development opportunities were provided on a monthly basis via Zoom. Having regular professional development and networking opportunities provided GSPRAs with more opportunities - than ever - to connect.

Webinar Topics

- **June 2020 – COVID Conversations** (Open Discussion)
- **July 2020 – Diversity and Inclusion**
Presenters: Jennifer Caracciolo, Director of Public Information and Communications - Forsyth County Schools
 Sylvia McGee, Former Deputy Superintendent and Social Worker - Bibb County School District
- **August 2020 – COVID Conversations** (Open Discussion)
- **September 2020 – Preparing for Your APR and School Reopening Best Practices**
Presenters: Anisa Sullivan Jimenez, APR, Director of Communications - Oconee County Schools
 Callen Moore, Public Relations Officer - Walton County School District
 Moderated by Yolanda Stephen, APR, Director of Public Relations - Troup County School System
- **October/November 2020 – Update from the Georgia Department of Education and Best Practices for Creating In-House Videos**
Presenters: Meghan Frick, Director of Communications - Georgia Department of Education
 Chris Triplett, Video Production Specialist - Georgia School Boards Association

#GSPRACARES

Notice your stress

- **Early intervention is key**
 - **Green:** Feeling good, managing well, in flow
 - **Yellow:** A full plate, borderline overwhelmed, still feeling connected and productive
 - **Red:** Feeling paralyzed by workload (no matter what is on to-do list)

@ShawnMcKillop | @kmalette #k12PRwell

Video call participants: Anisa Sullivan Jimenez, Cathy Lane, Kristin Magette, APR, Callen Moore, LAVERNE ROME

GSPRA's holiday gift to its members was a focus on mindfulness and self-care. Members participated in a Bingo activity and all participants received a prize. In addition, members heard from two national leaders on wellbeing specifically for school PR professionals. Self-care and mindfulness are vital for longevity in the school communications profession!

Webinar Topic

- **Holiday 2020 – Wellbeing for the School Communications Professional**
Presenters: Kristin Magette, APR, Marketing Writer - Willdan

Shawn McKillop, APR, Manager of Communications and Community Engagement - Hamilton-Wentworth District School Board

Mindfulness & Self-Care Bingo

Wake up 15 minutes early.	Write a thank-you note/email to someone.	Take a walk outdoors.	Take a 48 hour break from social media (except as required to post something for work).	Eat a healthy breakfast.
Complete a task you've been putting off.	Encourage someone.	Get in 10,000 steps.	Don't look at your phone during dinner.	Drink 64 oz. of water in a day.
Get eight hours of sleep.	Buy someone a coffee just to make their day.		Don't check your work email on a weekend day.	Avoid sugar for a day.
Declutter one space.	Compliment someone.	Dance.	Watch the sunset - and don't Instagram it.	Avoid caffeine at night.
Take a nap.	Practice active listening without interrupting.	Stretch for five minutes.	Listen to music in your car without talking on the phone while driving for one day.	Pack your lunch.

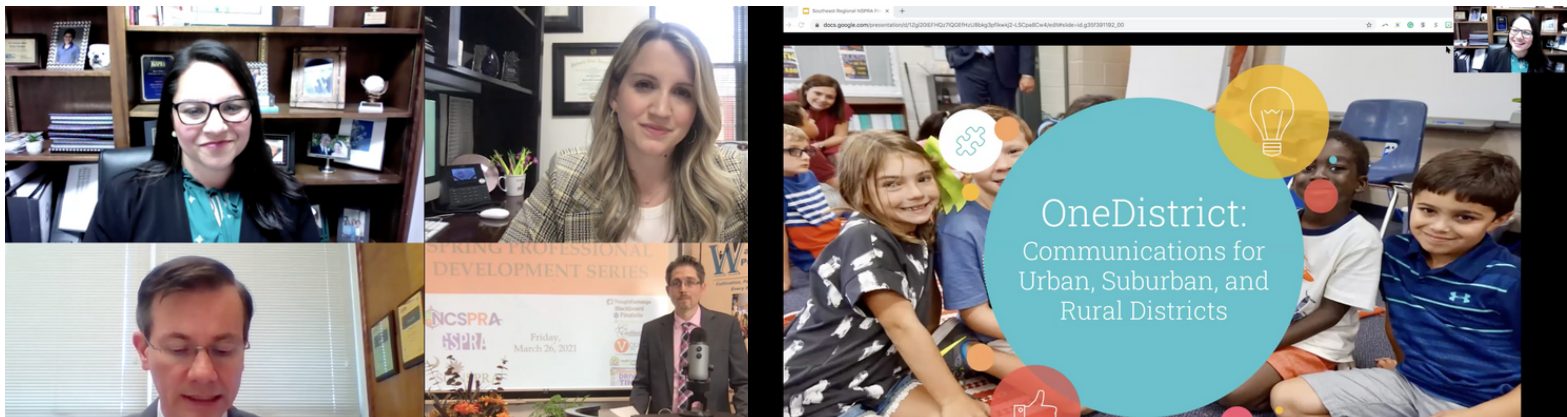
Mark each space once you complete the activity one time.
Email your Bingo card as of December 1, 2020 to Anisa Sullivan Jimenez at ajimenez@oconeeschools.org. Mark off at least 10 boxes including a Bingo (horizontal, vertical, or diagonal) to win a prize!



PROFESSIONAL DEVELOPMENT (CONTINUED)

Webinar Topics

- **January 2021 – Annual Meeting and Virtual Awards Ceremony for Publications Contest and Professional Awards (Sponsored by Blackboard)**
 Moderators: Meghan Frick, Director of Communications - Georgia Department of Education
 Michelle Kim, Community Relations Manager - Rockdale County Public Schools
- **February 2021 – Best in Category Winners Present their Award-Winning Publications**
 Presenters: Best in Category Winners (gspra.org/awards)
- **March 2021 – NCSPPRA/GSPRA/SC-NSPPRA Spring Professional Development Series**
 Presenters: Seven different series from presenters throughout the Southeast Region - including GSPRAn
 Anisa Sullivan Jimenez, APR, Director of Communications - Oconee County Schools
 Callen Moore, Public Relations Officer - Walton County School District
- **April 2021 – NSPPRA's President Shares Best Practices and Tips You Can Implement Today!**
 Presenter: Lesley Bruinton, APR - Director of Public Relations, Tuscaloosa City Schools



GSPRA PRESENTS TO STATE AND NATIONAL AUDIENCES



GSSA/GSBA CONFERENCE

GSPRA presented for the first time at the Georgia School Boards Association/Georgia School Superintendents Association (GSBA/GSSA) annual conference.

The following members presented on
COVID Communication: Strategic Thinking and the Role of the Governance Team:

Jason Holcombe, Dublin City Schools (Small District)

Anisa Sullivan Jimenez, APR, Oconee County Schools
(Medium District)

Yolanda Stephen, APR, Troup County School System (Large District)

NCSPRA/GSPRA/SC-NSPRA SPRING PROFESSIONAL DEVELOPMENT SERIES

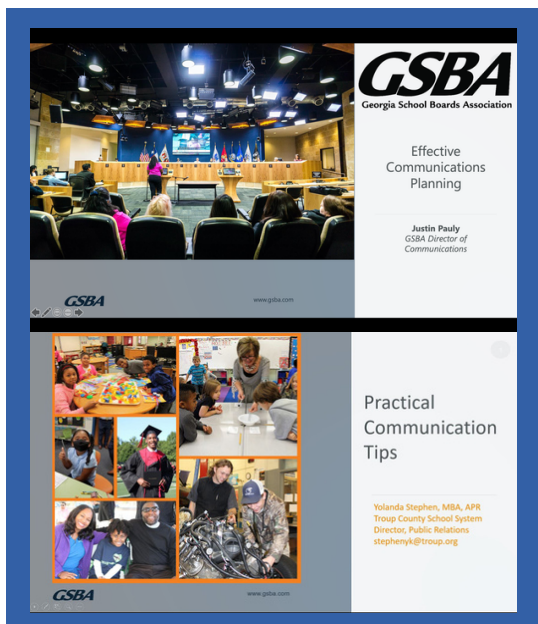
GSPRA presented at the first-ever Southeastern Regional NSPRA chapter conference.

The following members presented on
One District:

Communications for Urban, Suburban, and Rural Systems

Anisa Sullivan Jimenez, APR, Oconee County Schools

Callen Moore, Walton County School District



GSBA BOARD CHAIR VIRTUAL WORKSHOP

GSPRA members presented to Board of Education chairs on
best practices in School PR.

The following members presented to Board of Education chairs on
Effective Communications Planning and Practical Communication

Tips:

Justin Pauly, Georgia School Boards Association

Yolanda Stephen, APR, Troup County School System

STATEMENT OF DIVERSITY AND INCLUSION

As public education communications professionals, we are committed to being a voice for diversity and inclusion in the schools and organizations we serve. We also recognize that racial inequalities exist and affect Georgia's students and educators. We must do better. We are committed to the work ahead within ourselves and within our communities, state, and nation.



ADOPTED JUNE 2020

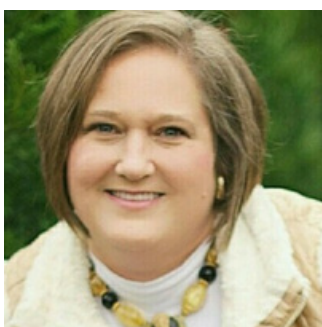


PUBLICATIONS CONTEST - BEST IN CATEGORY WINNERS

Annual Report - *Oconee County Schools*
Calendar - *Houston County School District*
Crisis Communication - *Cherokee County School District*
Excellence in Writing - *Gwinnett County Public Schools*
Handbook - *Cherokee County School District*
Image/Identity Package - *Bibb County School District*
Marketing Campaign - *Houston County School District*

Newsletter - *Cherokee County School District*
Photography - *Dublin City Schools*
Social Media - *Houston County School District*
Special Event - *Houston County School District*
Special Purpose Publication - *Gwinnett County Public Schools*
Videography - *Gwinnett County Public Schools*
Website - *Forsyth County Schools*

PROFESSIONAL AWARD RECIPIENTS



Marie Wofford Professional Award
Hayley Greene
Bulloch County Schools



Anne Raymond Distinguished Service Award
Yolanda Stephen, APR
Troup County School System



*Outstanding Leadership in School/
Community Relations Award*
Dr. Jason L. Branch
Oconee County Schools

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION (NSPRA) 35 UNDER 35



2020-21 GSPRA ACCOMPLISHMENTS

- Adopted a Statement of Diversity and Inclusion
- Named a 2020 Exemplary Chapter from National School Public Relations Association (NSPRA) for "School PR All Stars: Get Your Head in the Game" conference
- Held nine monthly webinars for professional development opportunities
- GSPRA presented for the first time at the Georgia School Boards Association (GSBA)/Georgia School Superintendents Association (GSSA) annual conference
- Two GSPRA members presented at the GSBA Board Chair Virtual Workshop
- GSPRA partnered with NCSPRA and SC-NSPRA to hold a free Southeastern Spring Professional Development Series that resulted in sponsorship revenue for GSPRA
- Two GSPRA members presented at the NCSPRA/GSPRA/SC-NSPRA conference
- 96 total GSPRA members
- 36 total NSPRA members
- Created a holiday focus on self-care and mindfulness, with *Mindfulness and Self-Care Bingo* (complete with prizes for all participants) and a webinar focused on wellbeing for the School PR professional
- Updated membership renewal process to make it online for the first time in GSPRA history
- Streamlined financial protocols
- Re-launched Members' Area section of GSPRA website
- Held online awards ceremony via Zoom
- Five total members accredited in public relations, with one member (President Anisa Sullivan Jimenez, APR) earning her APR in August 2020
- Continued reimbursement of \$200 to members upon successfully earning their APRs
- Immediate Past-President Yolanda Stephen, APR, was named to the NSPRA Executive Board as Vice President for Diversity Engagement
- Two GSPRA members were named to NSPRA's 35 Under 35: Lenora McEntire Doss (GSPRA Region 1 Director) and Callen Moore (GSPRA President-Elect)

FINANCIALS

June Beginning Balance: \$25,240.31
June Ending Balance: \$25,165.63

July Beginning Balance: \$25,165.63
July Ending Balance: \$25,215.74

August Beginning Balance: \$25,215.74
August Ending Balance: \$25,107.86

September Beginning Balance: \$25,017.86
September Ending Balance: \$24,607.96

October Beginning Balance: \$24,607.96
October Ending Balance: \$27,358.06

November Beginning Balance: \$27,358.06
November Ending Balance: \$31,060.31

December Beginning Balance: \$31,061.31
December Ending Balance: \$33,252.93

January Beginning Balance: \$33,252.93
January Ending Balance: \$32,300.85

February Beginning Balance: \$32,300.85
February Ending Balance: \$31,969.99

March Beginning Balance: \$31,969.99
March Ending Balance: \$32,006.73

April Beginning Balance: \$32,006.73
April Ending Balance: \$31,113.75

GSPRA
Georgia School Public Relations Association

BOARD MEMBERS 2020-21

2020-21 GSPRA Board

President: Anisa Sullivan Jimenez, APR, Oconee County Schools

President-Elect: Callen Moore, Walton County School District

Secretary/Treasurer: Sherri Davis, Newton County School System

VP of Communications: Amy Nunnally, Burke County Schools

VP of Member Services: Hayley Greene, Bulloch County Schools

Immediate Past President: Yolanda Stephen, APR, Troup County School System

Member Services Director - Region 1: Lenora Doss, Floyd County Schools

Member Services Director - Region 2: Shenley Rountree, Barrow County Schools

Member Services Director - Region 3: JD Sumner, Dougherty County Schools

Member Services Director - Region 4: Tina Thames, Twiggs County Schools

Ex-Officio

Accreditation Chair: Pat Holloway, APR, Dalton City Schools

Contest Co-Chairs: Meghan Frick, Georgia Department of Education and
Michelle Kim, Rockdale County Public Schools

GaDoE Liaison: Meghan Frick, Georgia Department of Education

GSBA Liaison: Justin Pauly, Georgia School Boards Association

Listserv Administrator: Michelle Kim, Rockdale County Public Schools



**Thank you to all GSPRA Board Members
for their service this year!**

*GSPRA greatly benefited from your time, expertise,
and leadership.*



Georgia School Public Relations Association



STAY CONNECTED!

gspra.org

facebook.com/gspra

Twitter: @GSPRA

Instagram: @gsprassociation