

MOSPRA Ozarks Region Newsletter



January 2016

Dear MOSPRA friends,

I have always been a sucker for the new year. I'm not a fan of January weather, but I am a huge fan of the energy surge I feel when the calendar rolls over, and I have another 12 months to improve both personally and professionally. I hope you're feeling energized this month and are tackling your projects and celebrating your accomplishments so far this school year. If you're one for annual resolutions like I am, best wishes to you!

We have our first meeting of 2016 scheduled for next week. I'm pleased to have Kristin Mock, eCommerce analyst with O'Reilly Auto Parts, joining us to share some of her expertise with Google Analytics. As communication professionals, understanding and sharing the data around our communication efforts adds value to our positions and provides helpful insight for our communication planning. Google Analytics is a useful tool for better understanding and meeting the needs of our online customers and improving our content.

Topic: The Basics of Google Analytics

Presenter: Krisin Mock, eCommerce analyst, O'Reilly Auto Parts. [Learn more about Kristin.](#)

Wednesday, Jan. 27

11:30 a.m. to 1 p.m.
Ozark Schools Administration Building
302 North 4th Ave., Ozark.

Lunch will be \$7.

[RSVP and pay for lunch at this link by Tuesday, Jan. 26.](#) (Click the green "Get Tickets" button.)

This will help us with our planning and lunch order. Please email me if you have any trouble with the RSVP.

Monthly meetings - save the date:

Below are the remaining Ozarks Region meeting dates for the 2015-16 school year. Our meetings will be held from 11:30 a.m. to 1 p.m. at Ozark Schools' district office, 302 N. 4th Ave., Ozark.

- Jan. 27
- Feb. 24 - Strategic Communication Planning with Park Hill Schools' Director of Communication Services Nicole Kirby, APR
- March (no meeting, MOSPRA spring conference)
- April 27
- May 25

News Share: NSPRA National Seminar scholarships available - new deadline!

In order for recipients of this year's NSPRA National Seminar scholarship to be selected and notified before the "early bird" discount deadline passes, we are moving the application deadline to **4 p.m. Jan. 21, 2016.**

If you are applying for the scholarship, please verify in advance with your supervisor/superintendent that you will be able to attend the seminar in July. The committee will review the applications and make its decision by Tuesday, Jan. 26 and let the recipients know that day. The NSPRA discount deadline is Jan. 29.

NSPRA National Seminar scholarship:

- Maximum of \$500 for each scholarship
- Deadline for application: 4 p.m. Thursday, Jan. 21, 2016
- Criteria: Membership in MOSPRA; Need/ budget constraints would hamper ability to attend; Preference will be given to those who have not received the NSPRA Conference Scholarship in the last five years
- Requirements: Recipient must present a workshop based on knowledge gained at NSPRA for members at a regional meeting, fall conference, or spring conference
- Scholarship may be used to pay for conference registration, hotel, and/or airfare for the NSPRA National Seminar

[Online application](#)

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