



EXCELSIOR SPRINGS
S C H O O L D I S T R I C T
— *Together, Achieving Excellence* —

To: MOSPRA Leadership
From: Dr. Jaret Tomlinson
Date: 2/26/2016
Re: Superintendent outreach

The impact that MOSPRA professionals have on the educational landscape is changing in Missouri. In December of 2015, a group of MOSPRA professionals met to discuss the value of starting a sub group of northern Kansas City schools to discuss the value of outreach in the schools to the north of the metropolitan area of Kansas City.

The purpose was to grow the MOSPRA organization, but also to add value to smaller school districts that may not staff a dedicated public relations department due to size and budgetary issues. The thought was that we could go to where the need was and to provide greater impact to the students of Missouri schools.

Sonja Love (Kearney), Laura Hulett (Platte County), Stacy Shipman (West Platte), and Ashley Jones (Smithville) began to plan an outreach effort to meet with Ray County superintendents.

On Friday February 26th, 2016, this group of MOSPRA members met with all of the superintendents in Ray County, Missouri.

The group started with information about MOSPRA as an organization and introduced the benefits of joining MOSPRA. A presentation on how you reach different demographic segments in the community was given and followed by a round table question and answer session to discuss; communications plans, social media, and print media resources for community engagement.

The feedback from the superintendent was very positive. We received follow up emails from several of the attendees thanking the group for the meeting as well as outreach to begin some of the practices to further the impact of school communications in the surrounding communities.
