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Price Named MOSPRA Professional of the Year

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Kelli Price, Joplin Public Schools Communications Director, has been named the Missouri School Public Relations 2015 Professional of the Year at their annual Spring Conference held March 25-27 at the Lodge of the Four Seasons, Lake Ozark, Missouri.

Ms. Price has served the Joplin Public Schools for the past three years and has been an active member of MOSPRA during that time.

The primary criteria for the Professional of the Year is that they have made a valuable contribution to either an education institution or MOSPRA in promoting school PR or have made a difference in the life of students.

MOSPRA President, Michelle Cronk, stated, "MOSPRA is proud of the outstanding work Kelli does on behalf of the children of the Joplin Public Schools and it is a pleasure to recognize her with MOSPRA's highest award. Kelli not only serves the Joplin Schools well, but she is an active and important member of our association."

Joplin Superintendent, Dr. C.J. Huff, commented, "Without question, the last three years have been challenging from a communications perspective in Joplin Schools. For example, Kelli has been on point for communications through a very complicated \$62 million dollar bond issue, a presidential visit, a vice-presidential visit, a controversial redistricting effort, \$222 million in construction projects, the largest Tax Increment Financing (TIF) project in the history of Missouri, 16 ribbon cuttings in the last 12 months, and not to mention the day-to-day communication challenges that comes with the normal business of having school."

Dr. Huff also shared that Ms. Price has the right demeanor for her job: "Her even-keeled nature has made her a trusted advisor to our team during difficult times. As the superintendent of schools, I need someone by my side that can look at an issue logically, rather than emotionally. Kelli is that person. Additionally, she is well respected by her peers as a communication leader who sets the bar high for quality communications."

The Missouri School Public Relations Association (MOSPRA) is the Missouri state chapter of the National School Public Relations Association (NSPRA). While the membership in MOSPRA is primarily composed of school communication practitioners from both public and private school districts, members also include superintendents, principals, secretaries, education association staff, board of education members and others who work to gain public confidence in education. Like its parent organization, MOSPRA is dedicated to providing citizens with a better understanding of the objectives, accomplishments and needs of the schools within our communities.

