



To: Dr. Charles Johns
Board of Education

From: Carol Smith, Executive Director of Communications

Date: April 10, 2023

Re: Request of Approval for Professional Leave Expenses – National School Public Relations Association (NSPRA) Conference

Recommendation

It is recommended that the Board of Education approve the request for estimated professional leave expenses in the amount of \$5,983.91, as presented.

Background

In keeping with Board Policy 6040, the Board of Education has established a maximum allowable amount for prepaid expenses and reimbursement for travel, meal, and lodging expenses to an amount not to exceed \$5,000 aggregate or have more than six attendees per professional leave trip. In the event that a trip's expenses exceed the per trip aggregate cost or has more than six attendees, the Board of Education is required to approve the expenses by a roll call vote at an open meeting.

Attached is a professional leave opportunity summary that is being submitted for consideration.

Request of Approval for Professional Leave Expenses

Name of Event	Dates and Location of Event
Annual National Seminar of NSPRA	July 15 - July 19, 2023

Overview and Description of Event
Communications-focused professional development event for school public relations professionals and education leaders.

Rationale for Attending Event
Annually, school communications professionals have the opportunity to participate in the largest communications-focused professional development event for school public relations professionals and education leaders in the nation. The three day event is filled with sessions covering topics that school communications professionals manage daily. This includes communication planning, social media management, video production, community relations, school board support, storytelling, and crisis communication. Three members of the District 225 communications department will benefit greatly from attending the sessions and networking with other professionals from all 50 states and Canada.

Outcomes / Dissemination
The executive director of communications and both communications managers have attended this conference either as part of a team in other districts or during their time in District 225. The executive director’s expectation is that all staff members attend sessions specific to their responsibilities and bring information and ideas back to the department for implementation. The team will meet several times during the conference to “debrief” and share ideas.

Possible Alternatives Considered
This is the only conference of its kind in the nation.

	Per Person Cost	Total Cost
<i>Substitute(s) Required?</i>	No	
<i>Registration:</i>	895.00	2,685.00
<i>Lodging:</i>	600.00	1,800.00

<i>Meals:</i>	164.00	492.00
<i>Vehicle Expense:</i>	394.91 (Smith)	394.91
<i>Airfare Expense:</i>	301 (Olson and Salonikas)	602.00
<i>Other: Parking</i>	35.00 per night	140.00
Total Cost		5,983.91

Please indicate N/A in an expense category if it is not applicable to this trip.

Employees and Building Attending	Employees and Building Attending (Continued)
<ul style="list-style-type: none"> • Carol Smith, GBA 	<ul style="list-style-type: none"> • Christina Salonikas, GBA • David Olson, GBA