



Time for Change/fuel for the future

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Ten years ago, we began a public relations journey together. We have provided materials through Champions for Children™ to opinion leaders across the state of Minnesota about the challenges, accomplishments and needs of public education. MASA, MESPA, and MASSP members have had *Bits 'n Pieces* and relevant public relations articles available to support you as spokespersons for our kids, our schools, and our educational leaders. Champions for Children™ has also been a vehicle for communications with key legislators and media.

During the decade, a lot of changes have taken place, including changes in your roles as educational leaders. The world of communications has expanded to regularly include websites, YouTube, Facebook, blogs, instant and text messaging, and much, much more. Information and misinformation about schools travel at lightening speed, and you are best positioned for continual monitoring and quick response. Even through all of these inventions and accelerations, some things remain the same; 1) public relations is about relationships established, maintained and enriched in a variety of ways; 2) public relations is not a department, but rather every interaction of every person in the organization; 3) public relations can be supported, promoted and enhanced by others, but will never replace the relationships in which you engage as an educational leader.

Although we are still on the public relations journey together, it is time to switch to a more timely and efficient vehicle. Champions for Children™ will be shifting away from direct communications with opinion leaders and legislators and instead providing *you* with fuel to do so more personally and efficiently. The power of the relationships you have built and will build will become the vehicle for the Champions for Children™ messages. We invite you to partner in this new effort called **INVESTMN** – a new name for a revitalized public relations collaborative of MASA, MASSP, and MESPA. Through your organizations' websites and periodicals, you will have access to timely and informative talking points, or *Power Points*, for your use in promotional efforts. *Bits 'n Pieces* of information will continue to be available to you online.

Yes, during the decade a lot of changes have taken place... but the destination has remained the same: better support for better schools for better outcomes. Your commitment to public relationships will pay off in increased public willingness to invest in schools. Start up your engines to join us on the journey of **Implementing a New Vision to Educate Students for Tomorrow**.