



The 71st Annual Seminar of the National School Public Relations Association



# NSPRA 2025

# MONUMENTAL

IMPACT ★ PROGRESS ★ POSSIBILITIES

the leader in school communication  
**nspra**



# SPONSORS

**GOLD**

Booth #221  **apptegy**

 **FINALSITE** Booth #100

Booth #121 **K12 Insight** 

 **ParentSquare** Booth #104

Booth #318  **PowerSchool**

 **SchoolStatus** Booth #103

Booth #306  **ThoughtExchange**

**SILVER**

 **TalkingPoints**

Booth #211



**ClassDojo**

Booth #300

OPENING RECEPTION GALA  
 **FINALSITE**

WORDLY LOUNGE & ATTENDEE RIBBONS

 **Albourn** Booth #201  
Translation Services

PUPPY PAWLOOZA

 **NICHOLS**  
STRATEGIES

PRESIDENT'S RECEPTION

 **SchoolStatus**

GOLD MINE ROUNDTABLE SESSIONS

 **TeacherLists** Booth #115

CURRENT APR PROFESSIONALS LUNCHEON

 **ParentSquare**

HEADSHOT LOUNGE

**edlio** Booth #219

SEMINAR SCOOP NEWS

**Great!**  
SCHOOLS.org

LANYARDS



## EXHIBITORS AND SUPPORTERS

**#SocialSchool4EDU**  
Booth #220

**Agility PR Solutions**  
Booth #319

**Alpaca**  
Booth #214

**American Association of  
School Customer Service**  
Booth #202

**Association of School  
Business Officials, Intl.**  
Booth #215

**Carousel**  
Booth #213

**CESO Communications**  
Booth #113

**Class Intercom**  
Booth #119

**Come Alive  
Communications, Inc.**  
Booth #209

**Consortium of State  
School Boards  
Associations**  
Booth #327

**ECRA Group, Inc.**  
Booth #206

**Focus Media Services**  
Booth #117

**Gipper**  
Booth #325

**I Love Public Schools**  
Booth #314

**iMission K-12**  
Booth #308

**Peachjar**  
Booth #207

**Pixevety**  
Booth #203

**Rally**  
Booth #111

**ReachMyTeach**  
Booth #312

**REMS TA Center**  
Booth #304

**School Revenue Partners**  
Booth #200

**School Spirit PR**  
Booth #102

**SchoolMint**  
Booth #301

**Social News Desk**  
Booth #217

**Sogolytics**  
Booth #315

**StudentCaring  
Contacts.org**  
Booth #302

**Target River**  
Booth #107

**Teromed**  
Booth #218

**Wordly**  
Booth #311



# CONFERENCE HIGHLIGHTS

## Registration

Pick up your name badge, badge ribbons and more.

### Terrace Foyer, Terrace Level

Saturday.....12 - 5 p.m.

### Concourse Foyer, Concourse Level

Sunday.....7:30 a.m. - 7:30 p.m.

Monday.....7 a.m. - 5 p.m.

Tuesday.....7 a.m. - 5 p.m.

Wednesday.....7:30 - 10:30 a.m.

## NSPRA Member Center

### Concourse Foyer, Concourse Level

Explore all the advantages of belonging to the only national association dedicated to school communication. Ask questions, find helpful resources, and pick up free NSPRA and I ♥ Public Schools swag (while supplies last). Already a member? Stop by with questions or to renew on the spot.

Sunday.....7:30 a.m. - 5 p.m.

Monday.....7:30 a.m. - 5 p.m.

Tuesday.....7:30 a.m. - 5 p.m.

## Marketplace

### Columbia Ballroom, Terrace Level

Visit with exhibitors offering tools and services to strengthen your district's communication efforts. Learn about the latest innovations and connect with representatives who can help you find the right solutions for your schools.

Monday.....7:15 a.m. - 3 p.m.

Tuesday.....7:15 a.m. - 3 p.m.



## ALSO IN THE MARKETPLACE:

### Complimentary Headshots

*Sponsored by Edlio*

Stop by for your free, professional headshot.

### Puppy Pawlooza

*Sponsored by Nichols Strategies*

Visit the Puppy Pawlooza pen between sessions for snuggles with furry friends from Knine Rescue, Inc. in Ashton, Md.



### Relaxation Stations and Fun Zones

Scattered throughout the Marketplace, you'll find massage chairs, games like giant Jenga and cornhole toss, and other low-key and fun ways to relax and reset between sessions.

### NSPRA Book Store

Browse and buy your favorite association gear:

- ROAD2NSPRA Seminar T-shirts
- Fleece pullovers
- Socks
- Pet bandanas
- Bolt (our NSPRA mascot!) plushies
- School PR canvas totes
- Water bottles

While you're there, explore a wide selection of industry books, including titles authored by Seminar speakers.





## 90th Anniversary History Walking Museum

### Concourse Foyer, Concourse Level

Take a stroll through NSPRA's nine decades of impact. This self-guided display highlights key moments, milestones and memories that have shaped the field of school communication and the association that has proudly championed its advancement.

## Nursing/Lactation Room

Private space will be available on the Terrace Floor of the Washington Hilton for anyone who needs a quiet, comfortable place to pump or nurse. Stop by the registration desk for keys.

## Quiet Room

### International Terrace East Hallway, Terrace Level

Tucked away from the bustle of the Seminar, this low-sensory room offers a peaceful environment for anyone who needs a moment to recharge. Soft lighting, tranquil elements and a sense of calm make it an ideal spot to pause, breathe and reset—whether you're taking a break between sessions or just need a little quiet in your day.

Monday.....7 a.m. - 5 p.m.

Tuesday.....7 a.m. - 5 p.m.

## Conversation Corner

### International Terrace West Hallway, Terrace Level

This safe space offers a casual setting to encourage open, respectful conversations — a place to gather and process ideas, share experiences or just chat.

Monday.....7 a.m. - 3 p.m.

Tuesday.....7 a.m. - 5 p.m.

## Code of Conduct

All Seminar attendees, including but not limited to registrants, guests, speakers, organizers, volunteers, partners, vendors and staff, must observe the Seminar Code of Conduct. Attendees are encouraged to report behavior they believe violates the Code of Conduct. All complaints for which sufficient information is provided will be treated confidentially, seriously and addressed promptly.



Code of Conduct

## Join the Social Media Conversation

The official hashtag of the NSPRA 2025 National Seminar is #NSPRA2025. Use the hashtag to network and share your experiences throughout the week.

## Thank you, CHESPRA Members!

A very special thank you to our wonderful Washington, D.C. hosts from the Chesapeake SPRA chapter—including the host chapter committee and the entire CHESPRA Executive Board. Thanks for the warm D.C. welcome!





# SESSION FORMATS, FOCUS AREAS AND TARGET AUDIENCES

## Session Formats

Choose from different session formats to meet your professional development needs:

- **SKILL Session** (1 hour) – Live lecture, panel discussion or interactive session with time for Q&A.
- **AMPLIFY Session** (1.5 hours) – Interactive, mini-workshop or in-depth lecture/panel discussion.

- **GOLD MINE Roundtable** (20 minutes x 3 rounds) – A live mini-session on a program/best practice topic, with time for Q&A, presented at a table for 8-10 people during three 20-minute rounds.

- **MARKETPLACE LEARNING Sessions** (45 minutes) – Bring your lunch to these midday sessions and learn about resources, products and services offered by Gold Sponsors.

*NSPRA maintains the exclusive rights to make audio and video recordings during sessions and other events of the NSPRA National Seminar. Seminar sessions and events may not be audio or video recorded without prior approval by NSPRA. Registered attendees may take still photos and screenshots during sessions for notetaking purposes only.*

## STAY CONNECTED. STAY INSPIRED.

Keep the momentum going after the Seminar with NSPRA's two monthly virtual gatherings designed just for members:



**No agenda. Just connection.**

Meet up virtually with peers to recharge, share experiences or brainstorm your next big win.

**[nspra.org/MemberMonday](https://nspra.org/MemberMonday)**



**One Monday. One topic.**

Join colleagues for a guided conversation with structured questions, no recordings and real dialogue.

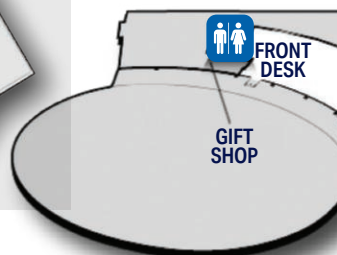
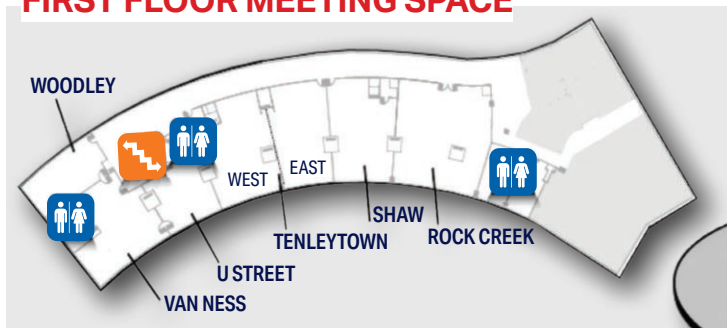
**[nspra.org/K12PRChat](https://nspra.org/K12PRChat)**

**Free. Virtual. And just for NSPRA members.**



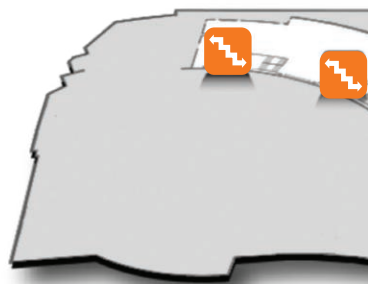
# WASHINGTON HILTON

## FIRST FLOOR MEETING SPACE



CONNECTICUT  
AVENUE  
ENTRANCE

## TERRACE LEVEL



Restroom



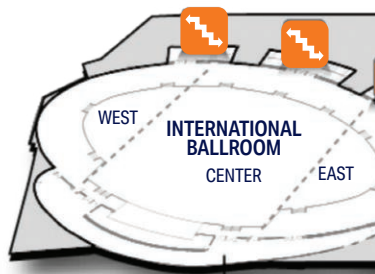
Elevator



Stairs



Escalator



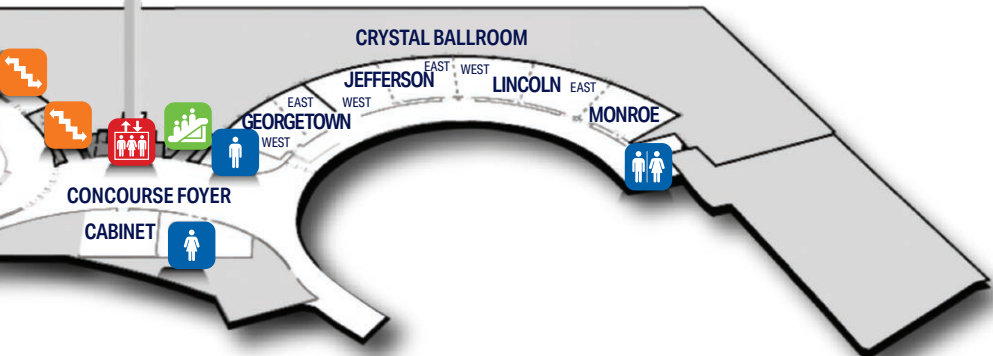
PRESIDENT'S WALK



LOBBY LEVEL



CONCOURSE LEVEL





# Session Focus Areas

An icon before the title of a session denotes the general focus area of the session as indicated below. Each focus area designation is based on information submitted by the presenter(s), and a session may cover a broader perspective.



Generative **ARTIFICIAL INTELLIGENCE** in school PR/communications (research, strategies, use cases, policies, best practices, etc.)



School public relations/communication **CAREER** (skills, knowledge and resources for charting a personal career path)



**CHAPTERS** (strategies, tactics and training related to operation of a state/regional SPRA chapter)



Internal and/or external **ENGAGEMENT** (family and community engagement, research, programs, campaigns, activities, etc.)



**EQUITY** (communication efforts that support diversity, equity, inclusion and belonging, including research, strategies, programs, campaigns, activities, etc.)



School public relations/communication for Educational Service Agencies (**ESA**), Intermediate Units, **BOCES** and/or County Offices of Education



School public relations/communication **ETHICS** and law



School public relations/communication **LEADERSHIP** (strategic counseling, reputation management, relationship building, organizational dynamics, mentoring/guidance, professional development, etc.)



**MARKETING/BRANDING** for school systems (research, strategies, programs, campaigns, activities, etc.)



School public relations/communication **STRATEGIC PLANNING** (research and evaluation strategies, coordination/management of effective programs, results, etc.)



School public relations/communication **TACTICS** (best practices, tactics, tools, activities, etc.)



## Session Target Audiences

After some session titles, you will see an icon indicating the general experience level of professionals to which the session is targeted. Unmarked sessions mean content is not experience-level specific. Audience designations are advisory only and are based on information submitted by the presenter(s).

- N New PR professional**  
(0-3 years) – Session focuses on school PR basics, core programs and how-to steps for implementation.
- A Advancing professional**  
(4-7 years) – Session focuses on strategic communication tactics, applications, processes and planning.
- M Mid-career professional**  
(8-14 years) – Session addresses advanced skills, applications and the role of strategic advisors.
- V Veteran professional**  
(15+ years) – Session explores topics such as high-level communication issues and strategies, newly emerging communication trends and changing demographics affecting school PR.

## ADDITIONAL INFORMATION

### Accreditation in Public Relations (APR) Learning Opportunity



If the Accreditation in Public Relations (APR) seal appears by a session name, the presentation has content that can help those pursuing their APR learn more about best practices in strategic public relations. These sessions are NOT formal accreditation preparatory classes, but they do address some of the knowledge, skills and abilities tested.

## Evaluate the Sessions You Attend

Your feedback matters! Please evaluate the sessions you attend to help us plan for future Seminars. To evaluate a session, click on the "Agenda" icon in the NSPRA 2025 mobile app. Then click on the title of a session and click the "Survey" icon. *Feedback on sessions will be shared with each presenter.*

### NSPRA Executive Board Elections

Four NSPRA Executive Board offices are up for election in 2025. Scan this QR code to learn more.



Elections for contested offices are held annually in August. For those candidates running uncontested, the Executive Board may affirm them by acclamation during the association's Annual Meeting on July 20, 2025.

Affirmed and elected candidates take office on October 1 each year.

### Candidates will deliver speeches at the Seminar as follows:

- Candidates for president-elect will speak during the Annual Meeting and Celebration of Achievement on Sunday, July 20, from 1 - 2:30 p.m. in the Columbia Ballroom.
- Candidates for regional vice president will speak during the following applicable Regional Colleague Connections meetings held Sunday, July 20, from 4 - 5 p.m. on the Concourse Level:
  - Midwest Region in Jefferson West (includes D.C., IN, KY, MD, MI, OH, VA, WV)
  - Northeast Region in Lincoln East (includes CT, DE, ME, MA, NH, NJ, NY, PA, RI, VT, New Brunswick, Newfoundland, Nova Scotia, Eastern ON, Prince Edward Island, Quebec)
  - Southwest Region in Jefferson East (includes AZ, CA, CO, HI, NV, NM, UT, WY)



# Wordly Lounge



Concourse Foyer, Concourse Level

QR codes listed below link to real-time, AI-generated audio or transcripts of the presentations through Wordly. If a session is especially popular or you're looking for a quieter place to follow along, visit the Wordly Lounge. Bring your own device and headphones to listen in or read along with the presentation content.



## Event Rooms

*Annual Meeting  
and How to Make  
the Most of Your  
First Seminar*

Columbia Ballroom  
Terrace Level



## General Sessions

International Ballroom  
Concourse Level



## President's Installation and Gold Medallion Awards Ceremony

International Ballroom  
Concourse Level

## Session Rooms



**Cabinet Room**  
Concourse Level



**Columbia 3-4**  
Terrace Level



**Columbia 6-8**  
Terrace Level



**Columbia 11-12**  
Terrace Level



**Georgetown**  
Concourse Level



**International  
Ballroom Center**  
Concourse Level



**International  
Ballroom East**  
Concourse Level



**International  
Ballroom West**  
Concourse Level



**Jefferson**  
Concourse Level



**Jefferson East**  
Concourse Level



**Jefferson West**  
Concourse Level



**Lincoln**  
Concourse Level



**Lincoln East**  
Concourse Level



**Lincoln West**  
Concourse Level



**Monroe**  
Concourse Level



**Tenleytown**  
First Floor  
Meeting Space



# WHY JOIN nspra



[nspra.org/membership](https://nspra.org/membership)

Whether you are a chief communication officer, public relations coordinator, digital media specialist, superintendent, communications consultant, vendor or any professional in between, NSPRA has resources tailored for you.

For a limited time, new members can join for **JUST \$90!**

*Stop by the Member Center to learn more.*

1

## COMPREHENSIVE RESOURCES

Access ready-to-use communication samples, templates and award-winning plans from fellow members and school districts nationwide.

2

## DYNAMIC PEER NETWORKING

Connect with thousands of professionals in the exclusive NSPRA Connect online forum for advice, insights and collaborative problem-solving.

3

## CONTINUOUS PROFESSIONAL GROWTH

Benefit from mentorship, training, accreditation preparation programs, 25+ FREE monthly webinars each year on timely topics and a robust on-demand learning library.

4

## MEMBERS-ONLY EVENTS AND OFFERS

Engage in vibrant monthly chats and enjoy member-only rates for the NSPRA National Seminar, education publications and more.

5

## TIMELY INDUSTRY INSIGHTS

Stay informed with weekly newsletters and expert reports on emerging education issues and trending school PR topics delivered right to your inbox.





# SEMINAR

## SATURDAY, JULY 19

**12 - 5 p.m.**

### Registration

Terrace Foyer, Terrace Level

**8:30 - 9 a.m.**

### Coffee Service for NSPRA Academy Day Workshops

First Floor Meeting Space

### NSPRA ACADEMY AND LISC WORKSHOPS

*Enrollment in NSPRA Academy or Leadership in School Communication programs required to attend these pre-conference sessions (highlighted in yellow).*

**9 a.m. - 4 p.m.**

### Crisis Communication Academy

Shaw Room, First Floor Meeting Space

**Rick Kaufman, APR**

Bloomington Public Schools, Minn.

### Mid-Career Academy

Woodley Room, First Floor Meeting Space

**Dr. Kenon Brown**

University of Alabama, Ala.

### New Professionals Academy

Van Ness Room, First Floor Meeting Space

**Melissa McConnell, NSPRA, and**

**Jill Filer, Harrisonville Schools, Mo.**

**1 - 5 p.m.**

### Media Relations Amid a Crisis: Cybersecurity (Leadership in School Communication program Module 6)

Kalorama, Lobby Level

**Lesley Brinton, APR,**

School Spirit PR, Ala.

**Catherine Carbone Rogers, APR,**

Carbone Communications, Wash.

**Dr. Leslie Torres-Rodriguez,**

Hartford County Public Schools, Ct.

## SUNDAY, JULY 20

**7:30 a.m. - 7:30 p.m.**

### Registration

Terrace Foyer, Terrace Level

### Member Center Hours

**7:30 a.m. - 5 p.m.**

Terrace Foyer, Terrace Level

**8 - 11:45 a.m.**



### Chapter Leaders Meeting Breakfast

Georgetown Room, Concourse Level

### PARTNER POWER SESSIONS

*Partner Power Sessions (highlighted in yellow) are not included with Seminar registration; separate, advanced registration required.*

**8 a.m. - 12 p.m.**

### Social Media Workshop: The Secret to Plan, Create and Execute a Strategy that Works!

Jefferson East Room, Concourse Level

**Andrea Gribble, #SocialSchool4EDU**

### Coffee and Croissants: A Soft Start to Seminar

Lincoln East Room, Concourse Level

**Joshua Sauer, APR, Finalsite**

**1 - 2:30 p.m.**

### Annual Meeting and Celebration of Achievement

Columbia Ballroom, Terrace Level

**Presiding: Heidi Vega, APR,**

NSPRA President



# SCHEDULE

**2:45 - 3:45 p.m.**



## **Harnessing SPRA Chapter Operations with the Right Tools**

Jefferson East Room, Concourse Level  
**Sandy Cokeley, APR, and Maren Smagala,**  
New Jersey School Public Relations  
Association



## **How to Make the Most of Your First NSPRA Seminar**

Columbia Ballroom, Terrace Level  
**Andy Grunig, APR, and Andrew Robinson,**  
Chesapeake School Public Relations  
Association

**4 - 5 p.m.**



## **REGIONAL AND SUPERINTENDENT COLLEAGUE CONNECTIONS**

### **Regional Colleague Connections - Midwest**

Jefferson West Room, Concourse Level  
**Leader: Karen Heath, NSPRA**  
Midwest Region Vice President  
**Region:** District of Columbia, Indiana,  
Kentucky, Maryland, Michigan, Ohio,  
Virginia and West Virginia

### **Regional Colleague Connections - North Central**

Monroe Room, Concourse Level  
**Leader: Terri McHugh, APR, NSPRA**  
North Central Region Vice President  
**Region:** Illinois, Iowa, Minnesota, Nebraska,  
North Dakota, South Dakota, Wisconsin,  
Manitoba and Northwestern Ontario

### **Regional Colleague Connections - Northeast**

Lincoln East Room, Concourse Level  
**Leader: Lori Perlow, NSPRA**  
Northeast Region Vice President  
**Region:** Connecticut, Delaware, Maine,  
Massachusetts, New Hampshire,  
New Jersey, New York, Pennsylvania,  
Rhode Island, Vermont, New Brunswick,  
Newfoundland, Nova Scotia,  
Eastern Ontario, Prince Edward Island  
and Quebec

### **Regional Colleague Connections - Northwest**

Lincoln West Room, Concourse Level  
**Leader: David Beil, NSPRA**  
Northwest Region Vice President  
**Region:** Alaska, Idaho, Montana, Oregon,  
Washington, Alberta, British Columbia,  
Northwest Territories, Saskatchewan  
and Yukon

### **Regional Colleague Connections - South Central**

Georgetown West Room, Concourse Level  
**Leader: Jake Potter, APR, NSPRA**  
South Central Region Vice President  
**Region:** Arkansas, Kansas, Louisiana,  
Missouri, Oklahoma and Texas

### **Regional Colleague Connections - Southeast**

Georgetown East Room, Concourse Level  
**Leader: Kate Crowder, NSPRA**  
Southeast Region Vice President  
**Region:** Alabama, Florida, Georgia,  
Mississippi, North Carolina, South  
Carolina, Tennessee, Puerto Rico and  
Virgin Islands

### **Regional Colleague Connections - Southwest**

Jefferson East Room, Concourse Level  
**Leader: Jennifer Dericco, APR, NSPRA**  
Southwest Region Vice President  
**Region:** Arizona, California, Colorado,  
Hawaii, Nevada, New Mexico, Utah and  
Wyoming

### **Colleague Connections - Superintendents**

Cabinet Room, Concourse Level  
**Leader: Dr. Rosanna Mucetti, NSPRA Vice President at Large for Superintendents**

**6:30 - 8:30 p.m.**

## **OPENING GALA AND SILENT AUCTION**

*In Partnership with*



Enter at International Terrace, Terrace Level  
*Seminar registrant badge or guest badge required for entry.*



## MONDAY, JULY 21

6:30 - 7:30 a.m.

### **Pause, Breathe, Balance: Yoga for Busy School Professionals**

Heights Courtyard (outdoors,  
weather permitting), Lobby Level

Jenny Mirmelstein,  
Suffern Central School District, N.Y.

7 a.m. - 5 p.m.

### **Registration**

Concourse Foyer, Concourse Level

7:15 - 8 a.m.

### **Cultivating Connections Continental Breakfast**

Columbia Ballroom, Terrace Level  
Hosted by: NSPRA Communication  
Equity and Diversity Task Force

### **Marketplace Hours**

7:15 a.m. - 3 p.m.

Columbia Ballroom, Terrace Level

### **Member Center Hours**

7:30 a.m. - 5 p.m.

Concourse Foyer, Concourse Level

## SKILL SESSIONS

8 - 9 a.m.



### **Bridging the Gap: Leveraging Strategic Communications to Navigate Policy and Advocacy in Schools**

Columbia 11-12, Concourse Level  
Andy Smith and Shayla Cannady,  
Chiefs For Change, Washington, D.C.



### **Building Connections: Top 6 Social Media Relationship Marketing Practices for Greater Engagement**

Lincoln Room, Concourse Level  
Chanda Gilmore, University of Delaware



### **Communicating to Change the Image and Academic Success of a School District**

N

Columbia 3-4, Terrace Level  
Lynn Goehring and Justin Robinson,  
Hickman Mills C-1 School District, Mo.



### **Customer Experience as a Brand Differentiator**

A

Jefferson Room, Concourse Level  
Brooke Allen, APR, Crown Point  
Community School Corporation, Ind.



### **Disconnect to Reconnect: Removing Cell Phones and Engaging Students in Real Life**

Cabinet Room, Concourse Level  
Kevin Dudley, Theresa Tanner and Ryan  
Lancaster, Spokane Public Schools, Wash.



### **I Can't Wait to Move... Back Home: Connecting Your School Community to Your City**

Monroe Room, Concourse Level  
Karin Butyn, Ohio County Schools, W.V.



### **Navigating Change: Managing School Closures Amid Declining Enrollment, Budget Challenges and Community Impact in an Urban District**

Georgetown Room, Concourse Level  
Rubén Aurelio, Celina Baguiao, Maral  
Papakhian and Victorio Suarez-Hevia,  
Vallejo City Unified School District, Calif.



### **Swipe Left, Swipe Right: Choosing the Right AI to Engage with Your Community**

Columbia 6-8, Terrace Level  
Dr. Tee Bunch-Boney, Fallon Graham  
and Dr. Maranda Hall-Bell,  
Chesapeake Public Schools, Va.



### **Turning Headlines Into Heartlines: Showcasing the Limitless Potential in Every Child**

Tenleytown, First Floor Meeting Space  
Micki O'Neil, Ingham Intermediate  
School District, Mich.  
David Sim, Copper Country  
Intermediate School District, Mich.  
Dr. Jennifer Taiariol,  
Wayne County RESA, Mich.  
Ryan Jarvi, Northwest  
Education Services, Mich.



# SchoolCEO Conference

**Breaking Through the Noise  
in an Era of School Choice**

## Meet our speakers:



**Michael Bonner**

International Speaker,  
Teacher at Ron Clark  
Academy



**Derek Black**

Author of School House Burning  
and Professor of Law, University  
of South Carolina School of Law



**Lauren Fitzgerald**

Managing Director,  
The Mom Complex



**William D. Parker**

Founder and Host of  
Principal Matters Podcast



**Katherine Wintsch**

CEO and Founder,  
The Mom Complex

Wednesday & Thursday

**September 24-25, 2025**

**Little Rock, Arkansas**

Statehouse Convention Center

[apptegy.com/conference](https://apptegy.com/conference)



Register and read  
about the conference!



9:05 - 9:25 a.m.

**Product Demo in the Marketplace**

Columbia Ballroom, Terrace Level

*Modern Marketing for School Districts:  
Tell Your Story, Elevate Your Brand and  
Save Time with Gipper*

9:30 - 11:20 a.m.

**GENERAL SESSION AND  
AWARDS PRESENTATION**

International Ballroom, Concourse Level

Host: Barbara M. Hunter, APR,  
NSPRA Executive Director



**2025 National School Communicator  
of the Year (SCOY) Award**

*Presented in partnership with*



**Finalists:**

**Donnie Belcher**

Minneapolis Public Schools, Minn.  
Minnesota School Public Relations Association

**Anakaren Cárdenas Ureño**

Laguna Beach Unified School District, Calif.  
California School Public Relations Association

**Arianna Vazquez-Hernandez, APR**

Region One Education Service Center, Texas  
Texas School Public Relations Association

**Cindy Warner, APR**

Shelby County School District, Ala.  
Alabama School Public Relations Association

**Presenters:**

Barbara M. Hunter, APR  
Risa Engel, Chief Marketing  
Officer, Finalsite



Scan to see  
a full list  
of SCOY  
nominees

**KEYNOTE SPEAKER:  
ELIZABETH EDWARDS**

Engagement Science Lab, Colo.

*Resonant Affect: Revolutionizing  
Communication with Behavioral Science  
and Human Instinct*

11:30 a.m. - 12:30 p.m.

**Book signing with Elizabeth Edwards**

Concourse Foyer, Concourse Level

11:20 a.m. - 1:20 p.m.

**Networking Lunch Break**

Columbia Ballroom, Terrace Level

*Look for QR code signs in the lobbies  
to pre-order and purchase lunch. Ordering  
available up to 24 hours in advance.*

11:30 a.m. - 12:15 p.m.

**MARKETPLACE  
LEARNING SESSIONS**

BRING  
YOUR  
LUNCH  
AND  
LEARN!

**Building Trust in Uncertain Times:  
Harnessing AI to Engage Families and  
Strengthen Community Confidence**

*Presented by ThoughtExchange*

Columbia 11-12, Terrace Level

11:30 a.m. - 1 p.m.

**Superintendents' Luncheon**

BY INVITATION ONLY

Georgetown Room, Concourse Level

**Speaker: Dr. Mark Bedell, 2025 NSPRA  
Bob Grossman Leadership in School  
Communications Award recipient**

12:25 - 1:10 p.m.

**MARKETPLACE  
LEARNING SESSIONS**

BRING  
YOUR  
LUNCH  
AND  
LEARN!

**Beyond Digital: The Multi-Channel  
Communication Revolution  
Schools Need**

*Presented by SchoolStatus*

Columbia 3-4, Terrace Level

**The Future of Family Engagement Now!**

*Presented by PowerSchool*

Columbia 11-12, Terrace Level





# Rethink Possible

## WITH CESO COMMUNICATIONS

We partner with our clients, showing up for them with our sleeves rolled up, ready to think, work and act in their best interest. We offer expert advice, strategic and tactical communication solutions, and creative support to schools and education organizations.

BOOTH  
**113**

*Come visit us at booth 113 to learn more about how we're helping school districts in 29 states and counting!*



**BOB  
NOYED,**  
APR



**JULIE  
THANNUM,**  
APR



**NICOLE  
KIRBY,**  
APR



**JILL  
FILER**



**JUSTIN  
DEARING,**  
APR



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AMPLIFY SESSIONS

1:20 - 2:50 p.m.



2025 National School Communicator of the Year Finalists Panel Discussion

Columbia 6-8, Terrace Level

**Moderator:**

Dirk Tedmon, APR, 2024 National School Communicator of the Year

**Panelists:**

Donnie Belcher,  
Minneapolis Public Schools, Minn.

Anakaren Cárdenas Ureño,  
Laguna Beach Unified School District,  
Calif.

Arianna Vazquez-Hernandez, APR,  
Region One Education Service Center,  
Texas

Cindy Warner, APR,  
Shelby County School District, Ala.



Profile Like the FBI 2.0: Using Psychology to Build Trust and Credibility

A

Lincoln Room, Concourse Level

Sondra Whalen, APR, Vernon Verona  
Sherrill Central School District, N.Y.



Resonant Influence in Action: Applying Science and AI to Support Real District Challenges

International Ballroom Center, Concourse Level

Elizabeth Edwards,  
Engagement Science Lab, Colo.  
Monday General Session Keynoter



The ABC's of Empowering and Sustaining Relationships with Communities

International Ballroom East, Concourse Level

Gemma Puglisi,  
American University, Washington, D.C.



The Science of Stress Management: How to Recharge and Stay Resilient

Jefferson Room, Concourse Level

Nina Nesdoly,  
Professional Burnout Speaker, Canada



Framing the Message for Families, Schools and Communities: Communicating in a Shifting Climate

Georgetown Room, Concourse Level

Dr. Marisa Gerstein Pineau,  
FrameWorks Institute, Washington, D.C.

2:50 - 3:10 p.m. BREAK

SKILL SESSIONS

3:10 - 4:10 p.m.



An Army of Informed Citizens: Doubling Down on Transparency and Rebuilding Trust with Taxpayers and Parents

Columbia 11-12, Terrace Level

Jennifer Jolls and Kenneth Roumpos,  
Francis Howell School District, Mo.



Beyond Trends: Meaningful and Strategic Storytelling Reels to Engage and Reach Your Stakeholders

International Ballroom East, Concourse Level

Andrea Gribble, #SocialSchool4EDU, Wis.  
Alice Seuffert, Mahtomedi  
Public Schools, Minn.



Decoding Dollars: A Crash Course in School Business Speak

Columbia 3-4, Terrace Level

Cristin Watson and Jackie Wallenstein,  
Association of School Business Officials,  
Intl., Va.





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or scan the QR code to learn more





**Executive Orders, Investigations,  
Federal Funding and Bills  
Impacting Schools**

Lincoln Room, Concourse Level

**Dr. Rosanna Mucetti**, NSPRA Vice  
President at Large — Superintendents  
**Sasha Pudelski**, AASA, The School  
Superintendents Association, Va.



**Getting Your Team On Board  
with Digital Accessibility**

A

Cabinet Room, Concourse Level

**Courtney Bonfante**, Monticello Central  
School District, N.Y.  
**Emily Popek**, APR, Nichols Strategies, Calif.



**How to Tell Your District's  
Story Using Video**

Jefferson Room, Concourse Level

**Juliann Morris** and **Dyuce Woodson**,  
Jefferson County Public Schools, Ky.



**In Class Is Where It's At!**

Columbia 6-8, Terrace Level

**Dana Chicklas**, Wayne RESA, Mich.  
**Mark Edwards**, Oakland County  
Intermediate School District, Mich.



**Leading Through Change  
Communications: Leaders  
as Strategic Partners  
in Gen AI Adoption**

Georgetown Room, Concourse Level

**Elizabeth Graswich** and **Jennifer Oliva**,  
Los Angeles County Office of Education,  
Calif.



**Messages That Motivate:  
How to Inspire Others  
Toward a Vision**

V

Tenleytown Room, First Floor Meeting Space

**Catherine Carbone Rogers**, APR,  
Washington School Public Relations  
Association



**Networking Job Alike:  
One-Person School PR Office**

International Terrace West Hallway, Terrace Level

**Facilitator: Erica Chandler**, APR,  
NSPRA President-elect



**Setting the Stage for  
Successful Recruitment  
and Retention -  
Live. Impact. Grow. Campaign**

International Ballroom Center, Concourse Level

**Jasmine Washington-Price**,  
**Julia Burgos**, APR,  
**Dr. Grace Taylor** and **Kamika Valmond**,  
Alexandria City Public Schools, VA



**This S.U.C.K.S.: The Art  
of Iterative Design Feedback**

International Ballroom West, Concourse Level

**Dr. Christopher Villarreal**, Papillion  
La Vista Community Schools, Neb.



**Transitioning to a  
New Intranet: Engaging Staff,  
Enhancing Accessibility  
and Ensuring Success**

Monroe Room, Concourse Level

**Hilda Toribio Flores**,  
San Juan Unified School District, Calif.

4:10 - 4:30 p.m. BREAK

**DID YOU  
KNOW**

**NSPRA  
HAS 34 CHAPTERS**  
representing school PR professionals  
across the United States,  
U.S. territories and Canada

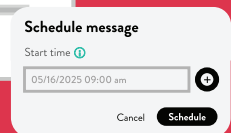
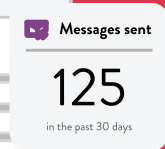
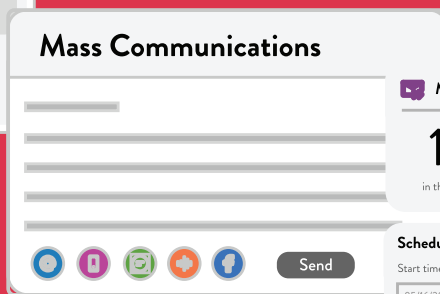
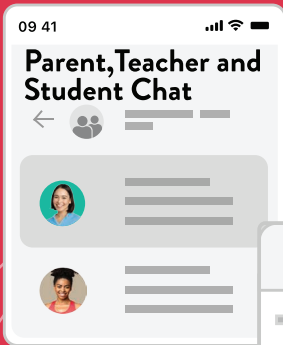
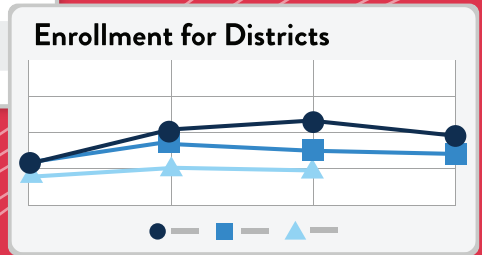
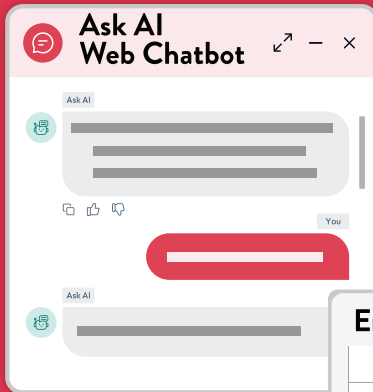
Scan QR code for full  
list of chapters and  
find more information  
on some chapters  
starting on page 36!







# HEY, WHAT'S NEW?



SEE FOR YOURSELF @ NSPRA **BOOTH #100**

websites | communications | mobile apps | enrollment | marketing services



## SKILL SESSIONS

4:30 - 5:30 p.m.



### 100 Days to a New School Superintendent: Charting a Path for a Successful Transition

Cabinet Room, Concourse Level

**Sheri Collins**, Oakland Schools  
Intermediate School District, Mich.



### Bringing Your Strategic Plan to Life: Storytelling Skills for All Employees

International Ballroom East, Concourse Level

**Katherine Goff** and **Dr. Victor Shandor**,  
York County School Division, Va.



### Building Bridges Across Generations: Alumni Relations That Inspire and Connect

Columbia 6-8, Terrace Level

**Cassie Dietrich** and **Dr. John Marschhausen**,  
Dublin City Schools, Ohio



### DIY: A Toolbox for Telling Your Story for Television and Print

International Ballroom Center, Concourse Level

**Monica Fountain**, Matteson School  
District 162/Southland College Prep, Ill.



### Elevating Student Voice in School Communications



Columbia 11-12, Terrace Level

**Jessica Scheckton, APR**, and  
**Alyssa Teribury**, NSPRA  
**Dr. Joy Smithson**, SchoolStatus



### Flying Solo: Building a Powerful Communications Team From Within

Jefferson Room, Concourse Level

**Andrea Campbell**, Hannibal School  
District #60, Mo.  
**Jill Filer**, Harrisonville Schools, Mo.



### Know the Score: Trust, Transparency and Tracking Progress on a Public Data Scorecard

Georgetown Room, Concourse Level

**Dr. Mark Bedell**, Anna Harding,  
**Shannon Pugh** and **Bob Mosier**,  
Anne Arundel County Public Schools, Md.



### Networking Job Alike: BOCES/ESA/IU/County Office of Education

International Terrace West Hallway, Terrace Level

**Facilitator: Karen Heath**,  
NSPRA Midwest Region Vice President



### Recession-Proof Your Role: Navigating Turbulent Times in School PR

International Ballroom West, Concourse Level

**Lesley Brinton, APR**, School Spirit PR, Ala.



### Step-by-Step Guide to Winning a Successful Election

Tenleytown Room, First Floor Meeting Space

**Annette Eyman, APR**,  
Kordica Communications, Neb.



### The Dynamic Duo: How Superpowered Supes and Comms Can Build Trust, Tackle Misinformation and Make Magic Happen Together

Columbia 3-4, Terrace Level

**Celi Haga** and **Dr. Erin Rathke**,  
Eastern Carver County Schools, Minn.



### Transforming Your Community into PR Partners

Lincoln Room, Concourse Level

**Portia Lake, APR**,  
Douglas County School System, Ga.  
**Dr. Ebony Lee**,  
Clayton County Public Schools, Ga.



### Your Audience Doesn't Care (Yet): The Wild Art of Un-Boring Your Content

Monroe Room, Concourse Level

**Mikel Philippi**, 27J Schools, Colo.



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By centralizing inquiries, streamlining response workflows, and ensuring every voice is heard, Let's Talk helps you modernize operations, strengthen trust, and deliver consistent, high-quality service across your entire district.

Don't miss:

**Southern Hospitality Meets Modern Solutions:  
How Caddo Parish Is Raising the Bar for Customer Service**

● Tuesday, July 22 | 12:30 PM - 1:15 PM | K-12 Marketplace



Learn how Let's Talk can turn every  
interaction into an exceptional experience.

Stop by and see us in **Booth #121**  
or visit: [k12insight.com](https://k12insight.com)



## TUESDAY, JULY 22

**7 a.m. - 5 p.m.**

### Registration

Concourse Foyer, Concourse Level

**7:15 - 8 a.m.**

### Belonging and Bagels Continental Breakfast

Columbia Ballroom, Terrace Level

### Marketplace Hours

**7:15 a.m. - 3 p.m.**

Columbia Ballroom, Terrace Level

### Member Center Hours

**7:30 a.m. - 5 p.m.**

Concourse Foyer, Concourse Level

## SKILL SESSIONS

**8 - 9 a.m.**



### Addressing Dis- and Misinformation: A Strategic Communications Campaign Approach

Jefferson Room, Concourse Level

**Natalie Allen and Dr. Christina Arpante,**  
Loudoun County Public Schools, Va.



### Beyond the Newsletter: Breaking Free from the Communications Groundhog Day

Monroe Room, Concourse Level

**Becky Coyle and Brandon Lange,**  
Montgomery County Intermediate Unit, Pa.



### Constructing a Comms Department

Columbia 3-4, Terrace Level

**John Huddleston,**  
Jefferson County Schools, Ala.



### Fiscally Fit Communications for Schools

Cabinet Room, Concourse Level

**Kristyn Cathey, APR, and Anthony Mays,**  
Alief Independent School District, Texas

**Justin Dearing, APR,**  
CESO Communications, Minn.



### From Rookie to Rock Star: Becoming a Leader Without Losing Yourself

**N**

Columbia 6-8, Terrace Level

**Grace Becker, APR,**  
Eden Prairie Schools, Minn.

**Eric Hagemann,** Leif Media & PR, Minn.

**Nandi O'Brien,** Minneapolis  
Public School District, Minn.

**Ashley Sukhu,** St. Louis Park  
Public School District, Minn.



### I Love Public Schools: Rallying Together to Tell the Positive Story of Public Education

International Ballroom East, Concourse Level

**Nicole Anderson,**  
Columbus Public Schools, Neb.

**Ashley Nodgaard,**  
Ralston Public Schools, Neb.



### Podcast Basics: Launching a District Podcast That Informs, Engages and Inspires

International Ballroom West, Concourse Level

**Deirdre Abrahamsson,**  
William Penn School District, Pa.



### Rebranding RCS: More Than Just a Pretty Logo

**A**

Lincoln Room, Concourse Level

**James Evans, APR,**  
Rutherford County Schools, Tenn.

**Molly McGowan Gorsuch, APR,**  
Rhodes Branding, S.C.



### Redesign Rescue: Navigating the Waters of a New Website

International Ballroom Center, Concourse Level

**Mary Helen Downey,**  
Rapides Parish School Board, La.

**Christian Justرابو,** Jefferson Parish  
Public School System, La.





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One platform to connect  
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**50**

States



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Schools



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Retention

“ParentSquare has truly revitalized the way our school connects with families. By moving to this innovative platform, we've seen a **noticeable uptick in parent engagement** and overall satisfaction. As the Chief Communications Officer, the **seamless integration** of classroom communications, urgent updates, and smart alerts into one user-friendly hub has made my job significantly easier. Our teachers are actively using the platform to connect with families, and the translation features have **bridged language gaps in our diverse community.**”

**Anthony Johnson, Chief Communications Officer, CMCSS**



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**See us at Booths 104+106!**





**Stay in Focus: Creating and Following a Plan for a Successful Rebound Referendum**



Georgetown Room, Concourse Level

**Dr. Susan Coleman and David Olson,**  
Golf School District 67, Ill.

**Cathy Kedjidjian, APR,** Deerfield  
Public Schools District 109, Ill.



**Using Data to Build Trust and Credibility with Your Community**

Columbia 11-12, Terrace Level

**David Pohlmeier and John Bruesch,**  
ECRA Group

**9:05 - 9:25 a.m. BREAK**

**SKILL SESSIONS**

**9:30 - 10:30 a.m.**



**AI Is Here. Is Your Communication Strategy Ready?**

Monroe Room, Concourse Level

**Jessica Scheckton, APR,**  
and **Alyssa Teribury, NSPRA**

**James Haga,** ThoughtExchange



**Clicks and Connections:  
Crafting Content That Captivates  
Communities and Crawlers**

International Ballroom West

**Chelsea Janke,** CEL PR, Minn.



**Crisis is Calling: How to Ready  
Your District Through Crisis  
Communications Leadership**

Jefferson Room, Concourse Level

**Christine Frias and Amy Ventetuolo,**  
San Marcos Unified School District, Calif.



**Empowering Student Voices:  
Integrating Student Talent  
into Digital Content Creation**

Georgetown Room, Concourse Level

**Laura Clark, Ashlee Meredith, Dr. Brian  
Nichols and Campbell Proffitt,** New Kent  
County Public Schools, Va.



**From Chaos to Control:  
How to Manage "Media" Access  
at Athletic Events to Safeguard  
Students and Staff**

Columbia 3-4, Terrace Level

**Bernard C. Watson Jr.,**  
Gwinnett County Public Schools, Ga.



**From Summits to Surveys:  
How NVUSD Gathered Input  
from Students, Staff and Its  
Community to Guide Its Future**

Cabinet Room, Concourse Level

**Julie Bordes and Dr. Rosanna Mucetti,**  
Napa Valley Unified School District, Calif.



**Hot-Button Legal Issues:  
What School Communicators  
Need to Know**

International Ballroom Center, Concourse Level

**David Rubin,** Busch Law Group, N.J.

**Sonja Trainor,** National School  
Attorneys Association, Okla.



**Making Your District the  
First Choice in an Age of Choice:  
Communication Strategies  
to Achieve a Competitive Edge**

Lincoln Room, Concourse Level

**Mary Beddell,** Plain Local Schools, Ohio  
**Tom Speaks and Kaitlin Witzberger,**  
The Impact Group, Ohio



# Communications That Connect (Not Just Inform)



- ✦ Reach all families with **auto-translated** newsletters, emails & texts
- ✦ **Send 1:1 messages** via text, email, phone calls, or in the app
- ✦ Build beautiful, **ADA-compliant** school and district websites
- ✦ Share targeted **mass notifications**, segmented by audience
- ✦ Streamline **digital forms**, payments & workflows

Stop by booth 103 for fun surprises  
and Smorinio giveaways every day.

See you there!



## Smore + SchoolStatus

Monday, July 21, 12:25 PM

Learn how real comms pros are saving time, reaching more families & telling their districts' stories.

## Elevating Student Voice

Monday, July 21, 4:30 PM

Join NSPRA & SchoolStatus experts for a sneak peek at findings from a forthcoming national report plus practical ideas to help you elevate student voice in your district!





**Slay All Day: Maximizing Your Central Office Team's Impact (and Having Fun While Doing So)**

Columbia 6-8, Terrace Level

**Ray Finnerty, Katharine Hughes, Jeff Knapp and Kelly Tess,**  
Winnetka Public Schools District 36, Ill.



**Stories That Stick: Building Community Through Episodic Video Series**

Columbia 11-12, Terrace Level

**Jake Sturgis, APR,**  
Captivate Media + Consulting, Minn.



**We Don't Think It'll Get Out**

N

International Ballroom East, Concourse Level

**Vicki Nieman Murphy,** Brownsburg  
Community School Corporation, Ind.

**10:30 - 10:45 a.m. BREAK**

**AMPLIFY SESSIONS**

**10:45 a.m.- 12:15 p.m.**



**Leveraging Paid, Earned, Owned and Shared Media for School Communication Success**

N

Georgetown Room, Concourse Level

**Karen Heath,** Berrien RESA, Mich.

**Holly McCaw, APR,**  
Otsego Public Schools, Mich.

**Sara Parkinson, APR,** Ingham  
Intermediate School District, Mich.



**Navigating High-Stakes Communications: Transparency and Tough Budget Decisions**

Jefferson Room, Concourse Level

**Rick Kaufman, APR, and Kate Martin,**  
Bloomington Public Schools, Minn.



**Strategic Marketing Planning for School Communicators**

Columbia 6-8, Terrace Level

**Julia McDowell,** Five Ones, Va.



**Super Communications: The Superintendent-Communicator Partnership**

Lincoln Room, Concourse Level

**Lori Buselt,** Maize Unified  
School District 266, Kan.



**Unlocking the Potential of Gen AI in School PR: Insights From Superintendents and Communication**

International Ballroom East, Concourse Level

**Matt Miller,** Butler County  
Educational Service Center, Ohio

**Fermin Leal,** Santa Ana  
Unified School District, Calif.



**Walking the Tightrope: Navigating the Delicate Balance of Politics and Education**

International Ballroom Center, Concourse Level

**Sundeep Dosanjh,**  
Rocklin Unified School District, Calif.

**Jessica Hull, APR,**  
Roseville City School District, Calif.

**12:15 - 2:30 p.m.**

**Networking Lunch Break**

Columbia Ballroom, Terrace Level

*Look for QR code signs in the lobbies to pre-order and purchase lunch. Ordering available up to 24 hours in advance.*

**12:30 - 1:15 p.m.**

**MARKETPLACE LEARNING SESSIONS**

**Come On Downnnnn! It's Family Engagement Game Show Time!**

**Presented by ParentSquare**  
Columbia 3-4, Terrace Level

**Southern Hospitality Meets Modern Solutions: How Caddo Parish Is Raising the Bar for Customer Service in K-12**

**Presented by K12 Insight**  
Columbia 11-12, Terrace Level

**BRING  
YOUR  
LUNCH  
AND  
LEARN!**



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- Text-First, Two-Way Communication
- Trusted, Industry-Leading Translation
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See how TalkingPoints  
helps you lead with purpose—  
and communicate for impact.

**BOOTH #211**



*[www.talkingpts.org](http://www.talkingpts.org)*

***WHEN EVERY MESSAGE BUILDS TRUST, FAMILIES  
BECOME PARTNERS AND OUTCOMES IMPROVE.***



12:30 - 2 p.m.

**Current APR Professionals  
Networking Luncheon**

FOR CURRENT APR HOLDERS ONLY

Monroe Room, Concourse Level

Hosted by NSPRA

Accreditation Committee

Sponsored by



**NSPRA Council of Presidents Luncheon**

BY INVITATION ONLY

Executive Lounge, Lobby Level

1:25 - 2:10 p.m.

**MARKETPLACE  
LEARNING SESSIONS**



**How Tech, Comms and Supers  
Can Work Together for Stronger  
School Communication**

*Presented by Aptegey*

Columbia 3-4, Terrace Level

**Rethinking the Stakeholder Experience:  
Leveraging AI, Innovation and Service  
to Strengthen Family Engagement**

*Presented by Finalsite*

Columbia 11-12, Terrace Level

**SKILL SESSIONS**

2:30 - 3:30 p.m.



**13 Crises in 9 Days: Strategies  
for Solo Communicators  
in High-Stakes Situations**

N

Columbia 6-8, Terrace Level

Adelle Wellens, Duluth Public Schools, Minn.



**AI-Enhanced Storytelling:  
Building a Stronger Narrative  
for Public Schools**

Jefferson Room, Concourse Level

Fermin Leal, Santa Ana

Unified School District, Calif.



**First in Business,  
Last in Education?  
How Strategic Partnerships  
Can Help Fund Schools**

A

Cabinet Room, Concourse Level

Gabrielle Brown, Dr. Tracey Helton  
and Nora Shoptaw, APR,  
Guilford County Schools, N.C.



**Master the Art of  
Public Speaking**

Monroe Room, Concourse Level

Diane Bradford,  
Mukilteo School District, Wash.



**Monumental Possibilities:  
Empowering PR Professionals as  
Non-Certified Project Managers**

Columbia 3-4, Terrace Level

Dr. Amanda Materre, Alief  
Independent School District, Texas



**Publishing Professionally:  
Guidance for School District  
Communicators**

Columbia 11-12, Terrace Level

Jacqueline Hyman,  
AASA, The School Superintendents  
Association, Va.

Dr. Kaylen Tucker, National Association  
of Elementary School Principals, Va.



**Social Media Strategies:  
Building a Team of Content  
Creators for Monumental Impact**

Georgetown Room, Concourse Level

Dr. Jill Johnson, Class Intercom, Neb.  
Cristina Capretta, APR,  
Berea City School District, Ohio  
Eshaya Draper, South Orange-  
Maplewood Schools, N.J.



**Who's at the Table?  
The Power of Accessibility**

Lincoln Room, Concourse Level

Marifer Sager, Multnomah  
Education Service District, Ore.





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**100%** Success Rate in  
Enrolling New Students



**98%** Success Rate in  
Filling Vacant Positions



**97%** Success Rate in  
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**96%** Retention Rate  
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**3:30 - 3:45 p.m. BREAK**

**3:45 - 5:30 p.m.**

## **GENERAL SESSION AND AWARDS PRESENTATION**

International Ballroom, Concourse Level

**Host:** Barbara M. Hunter, APR,  
NSPRA Executive Director

### **2025 Bob Grossman Leadership in School Communications Award**

**Recipient:** Dr. Mark Bedell,  
Anne Arundel County Public Schools, Md.  
**Presenter:** Dr. Rosanna Mucetti,  
NSPRA Vice President at Large  
for Superintendents

### **2025 Barry Gaskins Mentor Legacy Award**

**Recipient:** Danielle Clark, APR, Harris  
County Department of Education, Texas  
**Presenter:** Heidi Vega, APR,  
NSPRA President

### **2025 Presidents Award**

**Recipient:** Lesley Bruinton, APR,  
School Spirit PR, Ala.  
**Presenter:** Heidi Vega, APR,  
NSPRA President

### **KEYNOTE SPEAKER: SUNEEL GUPTA**

Rise Labs, Calif.  
*Building Habits to Avoid Burnout*

**5:45 - 6:45 p.m.**

## **PRESIDENT'S RECEPTION**

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**BY INVITATION ONLY**

International Terrace West Hallway,  
Terrace Level

**Welcome:** Heidi Vega, APR,  
NSPRA President

**Hunter Sunrise,**  
Chief Marketing Officer, SchoolStatus



## *The Juggle is Real.*

As school communicators, you're constantly managing too many browser tabs, deadlines, crises, and everyday moments. This endless juggle can sometimes drain your own school spirit.

As a strategic communication firm, School Spirit PR can streamline your efforts with expert support, transforming that tab-heavy stress into applause-worthy moments.

**VISIT US AT BOOTH #102!**







# AI IS HERE.

## Is Your Comms Strategy Ready?

### INSIGHTS FROM THE 2025 REPORT INFORMING THE NEXT CHAPTER OF SCHOOL PR

NSPRA and ThoughtExchange surveyed school PR pros across the country to find out how they're using AI tools—from creative boosts to time-saving tricks to a few honest concerns.

#### INSIDE THE REPORT



Real-world use cases from school communicators—what's working and what's not



Where districts are falling behind in AI policy-making—and how to get ahead



How district leaders are thinking about AI: cautious, curious, or all-in



What to know about data privacy, and how to approach AI use ethically

DOWNLOAD  
THE REPORT



JOIN US LIVE AT THE NATIONAL  
SEMINAR TO DIVE DEEPER:

Tuesday, July 22  
9:30–10:30 AM





## WEDNESDAY, JULY 23

**7:30 - 10:30 a.m.**

### Registration

Concourse Foyer, Concourse Level

**7:30 - 9:30 a.m.**

### Coffee Service

Concourse Foyer, Concourse Level

**8 - 9:10 a.m.**

### Gold Mine Roundtables Session 1

*Sponsored by*



Tables 1-15: International Ballroom East,  
Concourse Level

Tables 16-50: International Ballroom Center,  
Concourse Level

*Consult mobile app or signage for full list.*

### TABLE TOPICS:

#1 Maximizing Back-to-School Success with TeacherLists

#2 10 Practical Communication Tips for School Staff

#3 Big Impact, One-Person Team: Creating Compelling  
Marketing Videos with Just You and Your Smartphone

#4 Building Your Brand: Messaging What Matters

#5 Empowering Social Media Champions in Your Schools

#6 From Empty Seats to Full Classrooms: Lessons from  
a Groundbreaking Preschool Enrollment Campaign

#7 From Prompt to Publish:

AI for Engaging, Effective Content Creation

#8 #OneOakHarbor Votes: OHPS Levy Renewal Campaign\*

#9 Lakota Gem Award: Spotlighting Staff Who Shine\*

#10 Building a Future by Honoring Community Legacy\*

#11 I'm OSTC Proud. Are You?

#12 Strategic Approach Leads to Record-High  
Referendum Approval\*

#13 Changing the Behavior of Opting Out of State Tests\*

#14 "Start Strong Kinder Ready"  
Kindergarten Readiness Campaign\*

#15 The APR: Facts and Fiction

#16 "We Are LACOE" Human Resources Video Campaign\*

#17 Denver Schools Thrive Initiative:  
A Campaign to Prepare for School Closures\*

#18 "We Are GIPS" Campaign: Humanizing Public Education\*

#19 SCS Millage Referendum Campaign\*

#20 Wonder of Learning: Marketing a  
New, Inquiry-Based Early Childhood Education Program\*

#21 How ADA Compliant Are Your School Communications?

#22 Leveraging Sponsorships to Connect Schools,  
Businesses and Communities to Support Students

#23 Orange Is the New Gold: Winning Strategies  
for Staff Recognition and Empowerment

#24 Praise...One Pin at a Time!

#25 Really Want to Know What Your Staff, Parents,  
Students and Community Are Thinking? Ask Them!

#26 Leveraging Non-profit Partnerships to Drive  
Academic Outcomes and Effective Family Engagement

#27 Inspiring Positive Gossip is Easier Than You Think

#28 Websites That Work for Everyone:  
Reimagining the Online Experience in TCSS\*

#29 Student Safety Initiatives in CPS: Our Course of Action\*

#30 100 Years of Inspiring Each Campaign\*

#31 A Proactive Media Relations Program\*

#32 Dream, Believe, Achieve: Together in 30  
Strategic Plan Campaign\*

#33 Be Here Alamo Attendance Campaign\*

#34 Attracting Families: Strategic Marketing  
for School Districts in the Era of Choice\*

#35 St. Cloud Area Schools Enrollment Campaign\*

#36 A Destination District:  
Restructuring Elementary Attendance Boundaries\*

#37 Taking the Lead: How ACPS Turned  
an Environmental Crisis into Confidence\*

#38 Every Day Counts, Attendance Matters Campaign\*

#39 Winning Big in a Small Town\*

#40 Bridging Communities Through Student Vision:  
A Logo Rebrand Campaign\*

#41 NSPRA Research Services: Get the Data You Need  
for More Strategic Communications

#42 Passport to Pre-K: Filling Seats and Building Futures\*

#43 Lighting the Way: A Communications Blueprint  
for a District Strategic Plan Launch\*

#44 Why Peoria Unified? Employer Marketing Campaign\*

#45 Dialing Into Compliance:  
Developing and Implementing a New Cell Phone Policy\*

#46 From Shortfall to Success: Mobilizing Communities  
Through Strategic Fiscal Initiatives\*

#47 Attendance Matters Campaign: Partnering with Parents\*

#48 From Angry Petitions to Win-Win Options:  
Repurposing a School Site\*

#49 Ready for Lift-Off:  
Relocating a Middle School Mid-School Year\*

#50 Strategic Enrollment Toolkits for Transition Periods\*



**9:10 - 9:20 a.m. BREAK**

**9:20 - 10:30 a.m.**

## **Gold Mine Roundtables Session 2**

*Sponsored by*



**Tables 1-15:** International Ballroom East, Concourse Level

**Tables 16-50:** International Ballroom Center, Concourse Level

*Consult mobile app or signage for full list.*

### **TABLE TOPICS:**

#1 Maximizing Back-to-School Success with TeacherLists

#2 Coffee & Conversation: Engaging Families to Support Positive Student Outcomes

#3 Student Video Shorts Amplify Your Message

#4 Employee Engagement and Recognition Tactics that Work for Both HR and Communications

#5 Engaging Through Video Storytelling: The Success of Yours in Education

#6 Rebranding Together: A Collaborative Journey to Clarify ASBA's Identity and Mission\*

#7 Like Nowhere Else Campaign\*

#8 Off and Away: Empowered Focused Learning\*

#9 Lakota Gem Award: Spotlighting Staff Who Shine\*

#10 Building a Future by Honoring Community Legacy\*

#11 I'm OSTC Proud. Are You?

#12 A Strategic Approach to Record: High Referendum Approval\*

#13 Changing the Behavior of Opting Out of State Tests\*

#14 District 54 Kindergarten Enrollment Campaign\*

#15 The APR: Facts and Fiction

#16 "We Are LACOE" Human Resources Video Campaign\*

#17 Denver Schools Thrive Initiative: A Campaign to Prepare for School Closures\*

#18 "We Are GIPS" Campaign: Humanizing Public Education\*

#19 SCS Millage Referendum Campaign\*

#20 Wonder of Learning: Marketing a New, Inquiry-Based\* Early Childhood Education Program

#21 From Command Post to the Classroom: How Military Public Affairs Can Improve School Communications

#22 From Snoring to Scoring: How to Get Your Staff to Want to Read Your Newsletter

#23 Getting Serious About Being Funny

#24 Next Level: Member Organizations as School Communications Partners

#25 Bond Success in a Fiscally Conservative Community\*

#26 Supporting Your Strategic Plan Through the Power of an Online Spirit Store

#27 The Power of Customer Service in Schools: Cultivating a Customer Service Mindset

#28 Websites That Work for Everyone: Reimagining the Online Experience in TCSS\*

#29 Student Safety Initiatives in CPS: Our Course of Action\*

#30 100 Years of Inspiring Each\*

#31 A Proactive Media Relations Program\*

#32 Dream, Believe, Achieve: Together in 30 Strategic Plan Campaign\*

#33 Be Here Alamo Attendance Campaign\*

#34 Photos: The Subtle Art of Quiet Stories That Scream

#35 St. Cloud Area Schools Enrollment Campaign\*

#36 A Destination District: Restructuring Elementary Attendance Boundaries\*

#37 Taking the Lead: How ACPS Turned an Environmental Crisis into Confidence Campaign\*

#38 Every Day Counts, Attendance Matters\*

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#44 Why Peoria Unified? Employer Marketing Campaign\*

#45 Dialing Into Compliance: Developing and Implementing a New Cell Phone Policy\*

#46 From Shortfall to Success: Mobilizing Communities Through Strategic Fiscal Initiatives\*

#47 Promoting Support for New Attendance Boundaries\*

#48 From Angry Petitions to Win-Win Options: Repurposing a School Site\*

#49 #ChooseSUSD: Strategically Branding Year-Round\*


#50 Strategic Enrollment Toolkits for Transition Periods\*

*\* 2025 Gold Medallion Award or Golden Achievement Award winners*




**SKILL SESSIONS**

**10:45 - 11:45 a.m.**

 **Broccoli and Facebook:  
Building Long-Term Trust and  
Advocating for Your District  
Through Strategic Content**


Lincoln East Room, Concourse Level  
**Kelli Mayhew and Mitchell Roush,**  
Grand Island Public Schools, Neb.

 **Building a Future by  
Honoring Community Legacy**


Georgetown Room, Concourse Level  
**Ben Coy, Ben Fowler and  
Ashley Gasperson,**  
Horry County Schools, S.C.

 **Leveraging Improvement  
Science to Elevate Your  
Communications Program**

Jefferson East Room, Concourse Level  
**Maggie Kelly,**  
Estacada School District 108, Ore.

 **Pro-Level Digital Storytelling  
on a Shoestring Budget**

Jefferson West Room, Concourse Level  
**Javier Ibarra,** Denver Public Schools, Colo.

 **Staying Sane: Navigating  
the Cultural Controversies  
in Your Community**

Cabinet Room, Concourse Level  
**Stephen Abbott,**  
Adamec Communications, Maine  
**Christine Boone,**  
Regional School Unit #22, Maine



# ReachMyTeach

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**"Using the conference scheduler helped me connect with more families faster than ever."**  
Johanna Prince, Assistant Superintendent



**"I have seen a significant improvement in engagement from ML families—not only with our EL staff but across the whole school."**  
Carrie Jerome, EL Department Lead



**"We saw a 15%+ increase in attendance, and RMT's built-in reporting saved us time by running all the numbers for us!"**  
Aleah Starr, Assistant Principal





## The Second Act - Starting in School PR Later in Life

N

Lincoln West Room, Concourse Level

Karen Briones, APR,  
Los Gatos Union School District, Calif.



## Turning Critics Into Champions: Thoughtful Community Engagement Through Citizens Education Academy

Monroe Room, Concourse Level

Mindy Burbach,  
Lincoln Public Schools, Neb.

11:45 a.m. - 12 p.m. BREAK

12 - 2 p.m.

## PRESIDENT'S INSTALLATION AND GOLD MEDALLION AWARDS CEREMONY

TICKET REQUIRED  
International Ballroom East,  
Concourse Level

Co-hosts: Barbara M. Hunter, APR,  
NSPRA Executive Director

Heidi Vega, APR,  
2024-25 NSPRA President

### 2025 Gold Medallion Awards Presentation

### 2025-26 NSPRA President Installation

Erica Chandler, APR



View full  
list of  
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Medallion  
honorees



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We hope this year's NSPRA conference lifts you to new heights and leaves you inspired!

*Save the date* Fall Bootcamp - Sept. 12, 2025



**INDSPRA**  
INDIANA SCHOOL PUBLIC RELATIONS ASSOCIATION

*Sowing Seeds of Success*  
in Fort Wayne, IN



[indspra.org](https://indspra.org)





**ASPRA**  
Louisiana School Public Relations Association

New Orleans July 19-22

**NSPRA 2026**

Jazz Up Communication  
& Amplify Impact

**ASPRA**  
Louisiana School Public Relations Association

The banner features a group of six people (three men and three women) waving from an escalator on the left. On the right, there is a blue and yellow graphic with the ASPRA logo and text. A green beaded necklace is draped around the central text. A circular inset shows the St. Louis Cathedral in New Orleans.



**MINNSPRA**  
Minnesota School Public Relations Association

**LET'S GO!**

**MinnSPRA All Stars!**

**WE'RE BRINGING THE  
HEAT TO THIS YEAR'S  
NATIONAL SEMINAR!**

**GOOD LUCK**

**Donnie Belcher**

**NSPRA School Communicator of  
the Year Finalist**

Find resources, professional development, community and more at [minnspra.org](http://minnspra.org)!

The banner has a green background with a white banner across the middle. It features a red megaphone, a large orange star with motion lines, and a circular portrait of Donnie Belcher. The text is in various fonts and colors, including white, red, and black.





# MISSOURI

SCHOOL PUBLIC RELATIONS  
ASSOCIATION

## Welcome to the 2025 NSPRA Seminar!



Congratulations to  
**Erica Chandler, APR**  
MOSPRA Leader and  
**NSPRA President-Elect!**

# MSPRA

Michigan School  
Public Relations  
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- ✓ RESOURCES
- ✓ NETWORKING
- ✓ AWARDS
- ✓ NEWS



Have a  
Great  
Seminar!





In New England we **SUPPORT**  
**LEARN GROW** ADVOCATE  
**INSPIRE EMPOWER**  
LEAD **CHAMPION** CONNECT



ne-spra.org





New Jersey School  
**NJSPRA**  
Public Relations Association



**Welcome to D.C. NJSPRA Members!**  
**Let's get ready to learn and network!**

NJSPRA assists school communicators, aka chaos coordinators, by providing valuable professional development, award opportunities, and beneficial networking with like-minded colleagues! Not a member of NJSPRA? Join today at [njspra.com](https://njspra.com)!

**CHAOS**  
Coordinator

[ka-ʌs] [koh-awr-dn-ey-ter]

Someone who solves problems you never knew existed in ways that will blow your mind;

See also: ninja, rockstar, legend







Welcome Illinois School Communicators to NSPRA 2025!

## Joined INSPRA Yet?

- Get extra help in a pinch with our **Member Needs Help** and **Problem-Solving Power Hour** programs,
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Learn more and **join us** at [INSPRA.org](https://nspira.org)



INSPRA

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## Welcome NYSPRA Members!

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- ✓ Professional Learning & Awards
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*Annual Conference*

March 8-11, 2026

Turning Stone Resort & Casino

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# SWINGING FOR SUCCESS

*The Ohio School Public Relations Association is stepping up to the plate! We hit a grand slam this year, rounding the bases with a record number of attendees at our 2025 Spring Conference in Columbus, Ohio, the heart of it all!*

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Mary Pat Pfeil

School Communicator  
of the Year



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Fall Conference

November 12-14  
Osthoff Resort  
Elkhart Lake, WI



## Welcome to the 2025 National Seminar!



wisconsin school  
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**Learn more: [nspra.org/audit](https://nspra.org/audit)**



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