



NSPRA

2026

NEW ORLEANS, LA • JULY 19-22, 2026

Let the Good News Roll!

LIFTING VOICES, LASTING IMPACT

SEMINAR PROGRAM

the leader in school communication



WELCOME TO NSPRA 2026

Let the Good News Roll! LIFTING VOICES,
LASTING IMPACT



Welcome to New Orleans!

Welcome to New Orleans and to four days of learning, connection and inspiration with school communication professionals and education leaders from across the country. Whether you're attending your first Seminar or your fortieth, NSPRA 2026 is your opportunity to:



LEARN

Explore practical strategies, innovative tools and real-world examples from colleagues and experts.



CONNECT

Exchange ideas, grow your network and strengthen your professional community.



EXPLORE

Discover new ideas, fresh perspectives and practical solutions you can bring back to your district.



APPLY

Leave inspired and equipped with ideas you can immediately put into practice.

Every conversation, every session and every connection has the potential to create lasting impact for your schools and communities.

We're glad you're here

THIS WEEK AT A GLANCE

1,300+
ATTENDEES

150+
LEARNING SESSIONS

**AWARDS &
RECOGNITION**

**NETWORKING
EVENTS**

MARKETPLACE

**SIGNATURE
EXPERIENCES**

THANK YOU TO OUR SPONSORS

Let the Good News Roll!

LIFTING VOICES,
LASTING IMPACT



GOLD SPONSORS



Booth 206



FINALSITE

Booth 207



Booth 309



Momentive

Booth 614-110



ParentSquare

Booth 312



PowerSchool

Booth 402



TARGETRIVER

Booth 306



ThoughtExchange

Booth 307

SILVER SPONSORS



ClassDojo

Booth 612

edlio

Booth 606-109



Booth 607-111



TalkingPoints

Booth 507

EVENT SPONSORS



Booth 207



TeacherLists

Booth 312

GOLD MINE ROUNDTABLES



Booth 206



ParentSquare

Booth 312

FIRST TIMERS SEMINAR SESSION



Booth 408

PUPPY PAWLOOZA

NICHOLS
STRATEGIES



HEADSHOTS



ATTENDEE RIBBONS

Booth 215



ATTENDEE LANYARDS

CREATIVE
EFFECTIVE
LASTING

POWER PARTNER SESSION



PRODUCT DEMO



Booth 513

PRODUCT DEMO



Booth 505



PRODUCT DEMO

Booth 305

EXHIBITORS

Alpaca

Booth 210

ECRA Group, Inc.

Booth 410

Peachjar

Booth 406

SheSpeaks
Communications

Booth 313

Amplify Creative

Booth 213

GrackleDocs

Booth 609

Presentation Solutions, Inc.

Booth 603

Social News Desk

Booth 509

Argo Translation

Booth 414

IMS Technology Group

Booth 503

Rally

Booth 212

TeacherLists

Booth 605-107

Class Intercom

Booth 315

Kordica Communications

Booth 515

School Revenue Partners

Booth 311

Wordly

Booth 712

Consortium of State School
Boards Associations

Booth 214

Nextdoor

Booth 608

School Spirit PR

Booth 211

Your PR Toolbox

Booth 412

SchoolStatus

Booth 303

MAKE THE MOST OF YOUR SEMINAR EXPERIENCE

Let the Good News Roll! LIFTING VOICES,
LASTING IMPACT



You're here to learn, connect and grow — and we're here to help you make it count.



1

STEP OUTSIDE YOUR COMFORT ZONE.

Attend a session outside your specialty area or comfort zone. You never know where your next great idea will come from!



2

CONNECT WITH SOMEONE NEW.

Introduce yourself to someone you don't know. Build your network and exchange ideas; you're not alone in the work you do.



3

EXPLORE THE MARKETPLACE.

Visit exhibitors, discover new solutions and gather resources that can help you and your district communicate even more effectively.



4

SHARE IDEAS AND INSIGHTS.

Engage in conversations during sessions, roundtables and breaks. Your perspective matters, and someone else could benefit from it.



5

CAPTURE IDEAS. TAKE ACTION.

Identify three ideas you'll implement when you return home. Small actions today can lead to lasting impact in your schools and communities.



Leave Inspired. Make an Impact.

You are a powerful voice for your schools and communities. Thank you for all you do!



TIPS FOR SUCCESS

PLAN AHEAD

Review the schedule, build your personal plan and leave room for surprises.

BE PRESENT

Put away distractions and be fully engaged in the experience.

BALANCE YOUR TIME

Mix learning with networking and relaxation — you'll recharge and gain more.

STAY INFORMED

Check the Seminar app and signage for the latest updates and room changes.

MAKE IT YOUR OWN

There's no one right way to experience Seminar. Explore what interests you, make meaningful connections and create an experience that works for you.

Thank You, LASPRA Members!

A very special thank you to our wonderful New Orleans hosts from the Louisiana SPRA chapter—including the host chapter committee and the entire LASPRA Executive Board. Thanks for the warm Louisiana welcome!



CONFERENCE HIGHLIGHTS

Let the Good News Roll! LIFTING VOICES,
LASTING IMPACT



GET STARTED



REGISTRATION

Grand Salon/Grand
Ballroom Foyer - Floor 1

HOURS

Sat: 12 - 5 p.m.
Sun: 7:30 a.m. - 7:30 p.m.
Mon: 7 a.m. - 5 p.m.
Tue: 7 a.m. - 5 p.m.
Wed: 7:30 - 10:30 a.m.

Pick up your name badge, badge
ribbons and more.



MEMBER CENTER

Churchill Ballroom - Floor 2
(In the Marketplace)

HOURS

Mon: 7:30 a.m. - 3:30 p.m.
Tue: 7:30 a.m. - 3 p.m.

Whether you're a longtime member or new to NSPRA, the Member Center is your place to ask questions, explore resources, connect with staff, pick up free "I ♥ Public Schools" pennants and win prizes in the new "Unlock the Connection" member game.



BOOKSTORE

Churchill Ballroom - Floor 2
(In the Marketplace)

HOURS - BOOK SIGNINGS

Mon: 11:50 a.m., 1:30 p.m.
Tue: 12:20 p.m.

Buy your favorite school PR gear:

- ROAD2NSPRA Seminar T-shirts
- NSPRA fleece pullovers, socks and Bolt plushies
- School PR totes and water bottles

And explore industry books, including titles authored by Seminar speakers. PLUS, check out the Book Bargain Bin!



MARKETPLACE

Churchill Ballroom - Floor 2

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.



Mon: 7:30 a.m. - 3:30 p.m.
Lite bites at 7:30 a.m. and 11:45 a.m.

Tue: 7:30 a.m. - 3 p.m.
Lite bites at 7:30 a.m. and 12:15 p.m.

ALSO IN THE MARKETPLACE!



**Free
Headshots**

Professional
photographer!



**Puppy
Pawlooza**

Sponsored by
Nichols Strategies



**Relaxation
Stations**



CODE OF CONDUCT

All Seminar attendees must observe the Seminar Code of Conduct.

nspra.org/Seminar-Conduct



QUIET ROOM

Bourbon
Boardroom - Floor 3

This low-sensory room offers a peaceful environment for anyone who needs a moment to recharge.



NURSING/ LACTATION ROOM

Private space will be available at the Seminar host hotel for anyone who needs a quiet, comfortable place to pump or nurse. **Stop by registration for the keys.**

SESSION FOCUS AREAS

Let the Good News Roll! LIFTING VOICES,
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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 public relations/communications (research, strategies, use cases, policies, best practices, etc.)



CHAPTERS (operations, leadership and programming in SPRA chapters)



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



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.)



FLOOR PLAN FLOORS 1 & 2

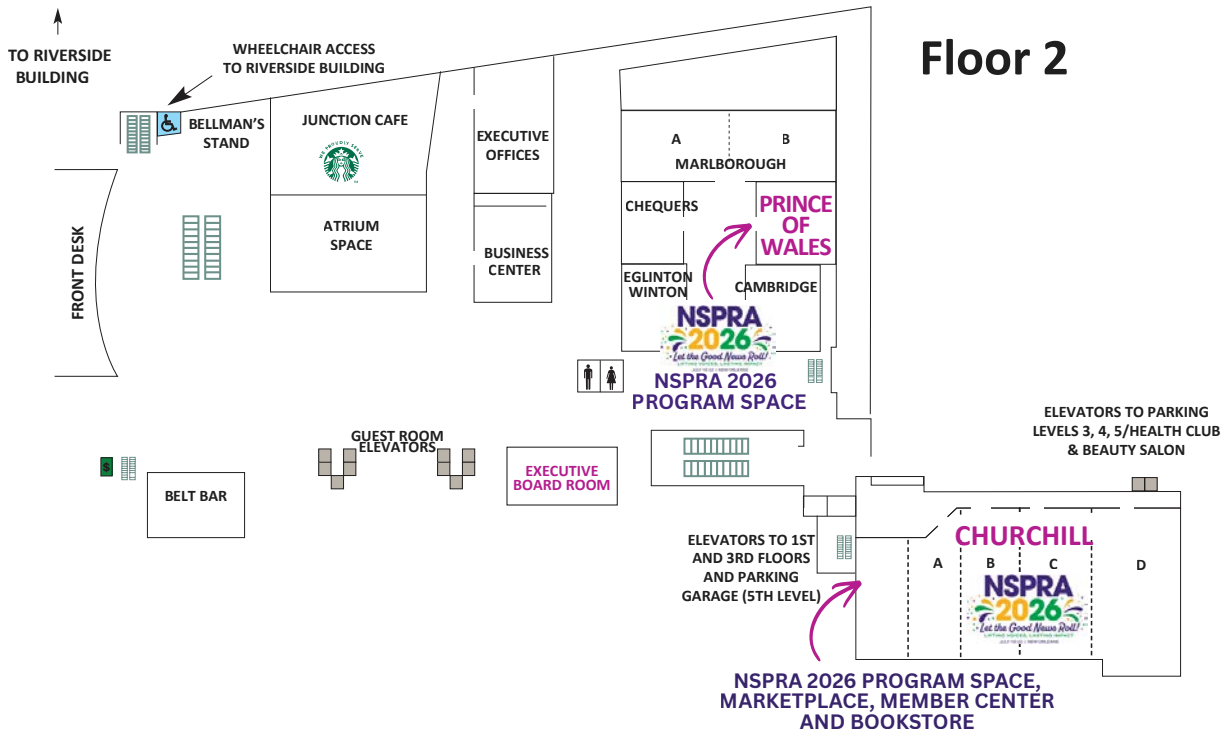
Let the Good News Roll! LIFTING VOICES,
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Floor 1



Floor 2

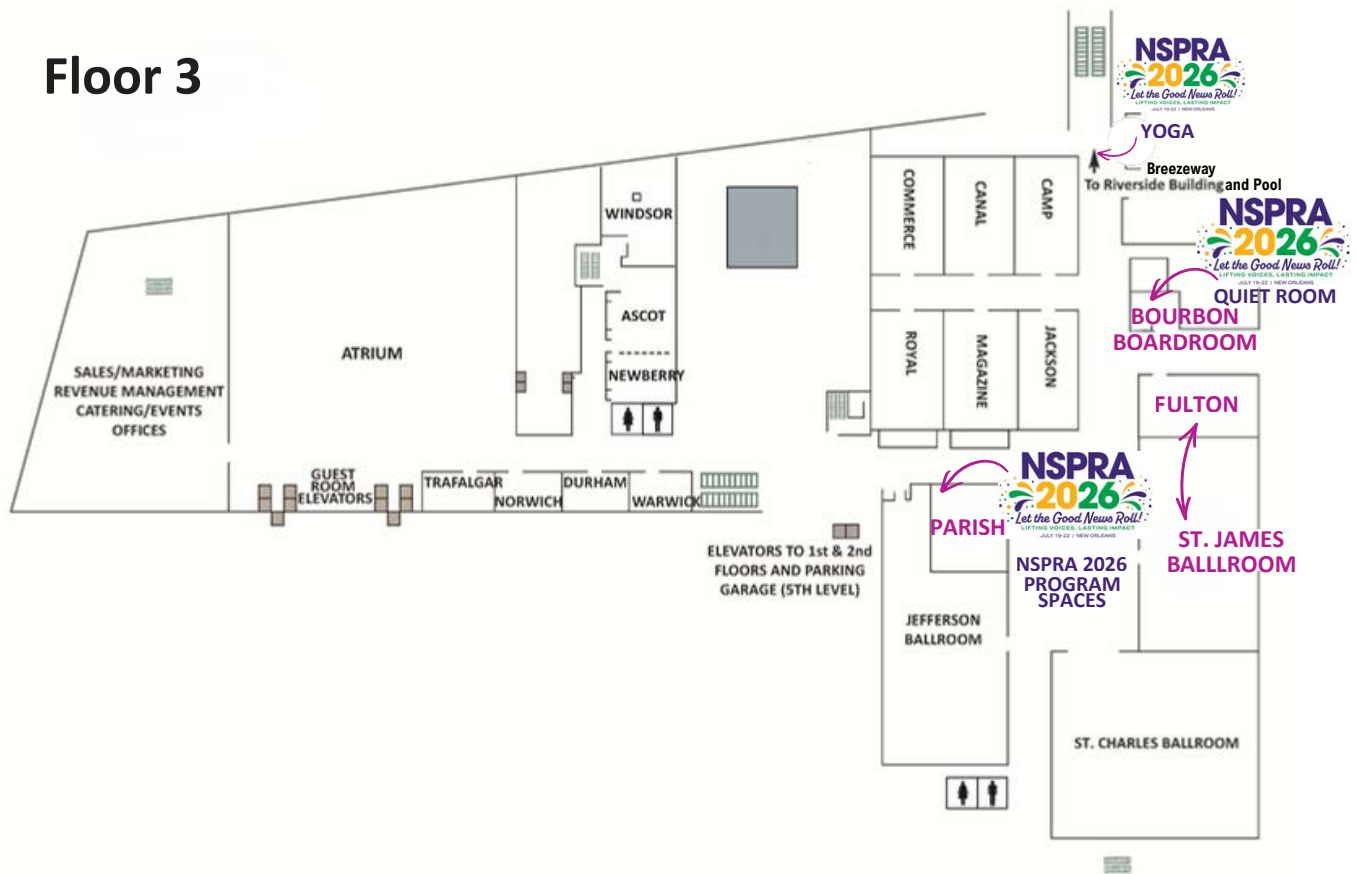


FLOOR PLAN FLOOR 3

Let the Good News Roll! LIFTING VOICES,
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Floor 3



SESSION FORMATS

Let the Good News Roll! LIFTING VOICES,
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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.



GOLD MINE ROUNDTABLE SESSION

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.



INDUSTRY INSIGHTS SESSIONS

40 MINUTES

Bring your lunch to these midday sessions and learn about resources, products and services offered by Gold Sponsors.

TARGET AUDIENCES

Session Target Audiences

Some sessions include an icon indicating the intended experience level. Unmarked sessions are suitable for all experience levels. Designations are advisory and based on information provided by presenters.

- N New PR professional (0-3 years)**
Build foundational knowledge and practical skills.
- A Advancing professional (4-7 years)** Strengthen strategic communication practices and planning.
- M Mid-career professional (8-14 years)** Advance strategic expertise and advisory leadership skills.
- V Veteran professional (15+ years)** Explore emerging trends and complex issues shaping school communication.

APR LEARNING OPPORTUNITY

Accreditation in Public Relations 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 in the accreditation process.



EVALUATE THE SESSIONS YOU ATTEND

Your Feedback Matters!

Please evaluate the sessions you attend to help us plan for future Seminars.

- 1** To evaluate a session, click on the "Agenda" icon in the NSPRA 2026 mobile app.
- 2** Then click on the title of a session and click the "Survey" icon.



Feedback on sessions will be shared with each presenter.

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.



DOWNLOAD THE MOBILE APP

nspra.org/NSPRA-2026-App



On your mobile device, navigate to
guidebook.com/space/nspra

Or search for the app and download on

 Download on the App Store

or

 GET IT ON Google Play

1 DOWNLOAD GUIDEBOOK

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guidebook.com/space/nspra

Download the app via the **App Store** or **Google Play**.



GUIDEBOOK

2 ENTER THE PASSPHRASE

On the **BOTTOM MENU**, click on "Passphrase" and enter:

nspra2026

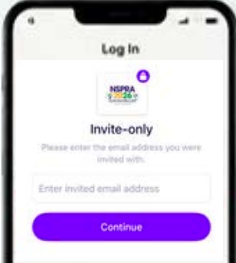


3 ENTER YOUR EMAIL

Where prompted, enter your email:

Email you registered with for NSPRA 2026

An email with a login link will be sent.



4 FINISH SETUP

When prompted, re-enter:

nspra2026

Complete your profile and download the NSPRA 2026 guide.





Visit the Registration Desk onsite for assistance.

Scan me! →



COMPLIMENTARY
WI-FI

NETWORK
2026Seminar

PASSWORD
NSPRA2026

NSPRA EXECUTIVE BOARD



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Vice President



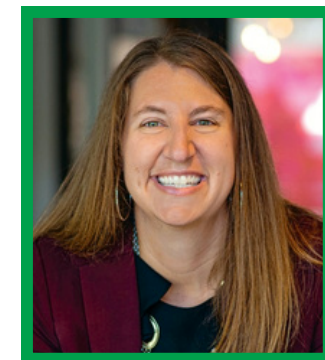
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MEET THE CANDIDATES

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NSPRA EXECUTIVE BOARD ELECTIONS

Four NSPRA Executive Board offices are up for election in 2026. In accordance with NSPRA Bylaws:

- If a race is uncontested, the Executive Board may affirm the candidate by acclamation during the Annual Meeting at the NSPRA 2026 National Seminar in July. All candidates for office in 2026 are running uncontested.
- Terms for newly elected board members will begin on October 1, 2026.



CURTIS CAMPBELL

Candidate for
PRESIDENT-ELECT



SHAYLA CANNADY, PH.D.

Candidate for
VICE PRESIDENT FOR DIVERSITY ENGAGEMENT



DANIELLE CLARK, APR

Candidate for
SOUTH CENTRAL REGION VICE PRESIDENT



MIKE SCHOEMER

Candidate for
NORTH CENTRAL REGION VICE PRESIDENT



Scan this QR code or visit nspra.org/News/four-candidates-seek-election-to-nspra-executive-board-1 to learn more about the candidates.



HEAR FROM THE CANDIDATES



PRESIDENT-ELECT AND VICE PRESIDENT FOR DIVERSITY ENGAGEMENT CANDIDATE SPEECHES

📅 Sunday, July 19

🕒 1 - 2:30 p.m.

📍 Grand Ballroom D (Floor 1).

The candidates for president-elect and vice president for diversity engagement will address attendees at the Annual Meeting and Celebration of Achievement.



REGIONAL VICE PRESIDENT CANDIDATE SPEECHES

📅 Sunday, July 19

🕒 4 - 5 p.m.

Regional vice president candidates will speak during their respective Regional Colleague connections meetings:

SOUTH CENTRAL REGION

📍 Grand Salon 20 - 24 (Floor 1)

(AR, KS, LA, MO, OK, TX)

NORTH CENTRAL REGION

📍 Grand Salon 3 & 6 (Floor 1)

(IL, IA, MN, NE, ND, SD, WI, MANITOBA, NORTHWESTERN ON)

REAL TIME TRANSCRIPTS

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QR codes listed below link to real-time, AI-generated audio or transcripts of the presentations through Wordly. Bring your own device and headphones to listen in or read along with the presentation content.

Fulton



Grand Ballroom ABC



Grand Salon 9-12



Grand Salon 21-24



Grand Ballroom A



Grand Ballroom D



Grand Salon 13-16



Product Demo 1



Grand Ballroom B



Grand Salon 3-6



Grand Salon 15-18



Product Demo 2



Grand Ballroom C



Grand Salon 7-10



Grand Salon 19-22



St. James



SPECIAL OFFER FOR NEW MEMBERS!

YOU'RE JUST

\$25

AWAY FROM NSPRA MEMBERSHIP.

If you registered for the FULL NSPRA 2026 National Seminar as a non-member, that means you've already paid the additional **\$200** non-member rate.

Apply that \$200 toward your first year of membership!



**ASSOCIATE
MEMBERSHIP**

FULL YEAR MEMBERSHIP

REGULAR PRICE

~~\$225~~

YOUR PRICE

\$25



**PROFESSIONAL
MEMBERSHIP**

FULL YEAR MEMBERSHIP

REGULAR PRICE

~~\$315~~

YOUR PRICE

\$115



BECOME A MEMBER TODAY!



Scan the QR code



or visit nspra.org/membership

USE
PROMO CODE

NEXTSTEP26



Questions? Email membership@nspra.org

Offer valid exclusively for NSPRA 2026 National Seminar registrants who registered as non-members. Offer is not transferable.

Offer valid through August 31, 2026.



UNLOCK THE *Connection!*



HOW TO PLAY



All attendees get **ONE CHANCE EACH DAY** to choose the correct key and unlock the prize box.



If your key opens the box, you'll select a hidden prize card to reveal what you've won.



Will your key unlock this year's **GRAND PRIZE?**

FEATURED GRAND PRIZE



**ONE NSPRA ACADEMY
REGISTRATION**

*Your connection. Your community.
Your year to grow.*

Additional hidden prizes include:



NSPRA Studio registration



Road2NSPRA merchandise



Exclusive NSPRA swag



...and more!



Stop by the Member Center
daily to try your luck!



NSPRA 2026

Let the Good News Roll!

LIFTING VOICES, LASTING IMPACT.

JULY 19-22 | NEW ORLEANS

THIS IS A SIGN

**Get a FREE palm reading at
NSPRA Booths 207 & 209**



FINALSITE

websites | communications | mobile apps | enrollment | marketing services

SEMINAR SCHEDULE

Let the Good News Roll! LIFTING VOICES,
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SATURDAY, JULY 18

12 - 5 p.m.

Registration

Grand Salon/Grand Ballroom Foyer (Floor 1)

PRE-SEMINAR WORKSHOPS

Pre-Seminar workshops require separate registration and an additional fee.

9 a.m. - 3 p.m.



NSPRA Academy for Crisis Communications - Applying Strategy in a Live Simulation

Prince of Wales (Floor 2)

Rick Kaufman, APR, Bloomington Public Schools, Minn.



NSPRA Academy for New Professionals

Parish (Floor 3)

Melissa McConnell, NSPRA, Kan.

9 a.m. - 12 p.m.



Family and Community Engagement

Churchill A2 (Floor 2)

Patricia Weinzapfel, Ind.

1 - 4 p.m.



Leading a Communications Team

Churchill A2 (Floor 2)

Danielle Airey, APR, Peoria Unified School District, Ariz.

1 - 5 p.m.



Managing High-Stakes Media Inquiries

Churchill A1 (Floor 2)

Lesley Bruinton, APR, Ala.; John Huddleston, Ala.; and
Todd Jaeger, J.D., Ariz.

SUNDAY, JULY 19

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

Registration

Grand Salon/Grand Ballroom Foyer (Floor 1)

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



Chapter Leaders Meeting and Breakfast

St. James Ballroom (Floor 3)

8 a.m. - 12 p.m.

PARTNER POWER SESSION

Partner Power sessions are not included with Seminar registration; separate, advanced registration is required.



Lead Unreasonably: Branding, Marketing and Hospitality That Sets Your District Apart

Grand Salon 7 & 10

CESO Communications



1 - 2:30 p.m.

Annual Meeting and Celebration of Achievement

Room: Grand Ballroom D (Floor 1)

Presiding: Kelly Wachel, APR, NSPRA President

2:45 - 3:45 p.m.



How to Make the Most of Your First NSPRA Seminar

Grand Ballroom D (Floor 1)

Mary Helen Downey, Rapides Parish School Board, La., and
Holly Holland, Calcasieu Parish School Board, La.

Sponsored by AnswerQuest answerquest



Programming with Purpose: A Step-by-Step Blueprint for a High-Value Chapter PD Calendar

M

Grand Salon 7 & 10 (Floor 1)

Trinette Marquis, APR, California SPRA Chapter

REGIONAL AND SUPERINTENDENT COLLEAGUE CONNECTIONS

4 - 5 p.m.

Regional Colleague Connections - Mideast

Grand Salon 15 & 18 (Floor 1)
Leader: Andrew Robinson, NSPRA Mideast Region VP
D.C., Ind., Ky., Md., Mich., Ohio, Va., W.Va.

Regional Colleague Connections - North Central

Grand Salon 3 & 6 (Floor 1)
Leader: Terri McHugh, APR, NSPRA North Central Region VP
Ill., Iowa, Minn., Neb., N.D., S.D., Wis., Manitoba,
Northwestern Ontario

Regional Colleague Connections - Northeast

Grand Salon 19 & 22 (Floor 1)
Leader: Monica Lester, APR, NSPRA Northeast Region VP
Conn., Del., Maine, Mass., N.H., N.J., N.Y., Penn., R.I., Vt.,
New Brunswick, Newfoundland and Labrador, Nova Scotia,
Eastern ON, Prince Edward Island, Quebec

Regional Colleague Connections - Northwest

Grand Salon 9 & 12 (Floor 1)
Leader: David Beil, NSPRA Northwest Region VP
Alaska, Idaho, Mont., Ore., Wash., Alberta, British Columbia,
Northwest Territories, Saskatchewan, Yukon

Regional Colleague Connections - South Central

Grand Salon 21 & 24 (Floor 1)
Leader: Jake Potter, APR, NSPRA South Central Region VP
Ark., Kan., La., Mo., Okla., Texas

Regional Colleague Connections - Southeast

Grand Salon 7 & 10 (Floor 1)
Leader: Kate Crowder, NSPRA Southeast Region VP
Ala., Fla., Ga., Miss., N.C., S.C., Tenn., Puerto Rico, Virgin Islands

Regional Colleague Connections - Southwest

Grand Salon 13 & 16 (Floor 1)
Leader: Christy McGee, APR, NSPRA Southwest Region VP
Ariz., Calif., Colo., Ha., Nev., N.M., Utah, Wyo.

Colleague Connections - Superintendents

Fulton (Floor 3)
Leader: Dr. Jennifer Cruz, NSPRA VP at Large -
Superintendents

6:30 - 8:30 p.m.

Opening Reception

Sponsored byFINALSITE

River City Venues - Transportation provided
Seminar registrant badge or guest badge required for entry.
Shuttle buses will depart from the Hilton New Orleans
Riverside Hotel Side Drive, located outside on the Floor 1
level near the NSPRA Registration Desk.

MONDAY, JULY 20

6:30 - 7:30 a.m.

Stretch. Breathe. Reset. (Yoga)

N

Breezeway to Riverside Complex (Floor 3)
Jenny Mirmelstein, Suffern Central School District, N.Y.

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

Registration
Grand Salon/Grand Ballroom Foyer (Floor 1)

Marketplace, NSPRA Member Center and NSPRA Bookstore Hours
7:30 a.m. - 3:30 p.m.
Churchill (Floor 2)

7:30 - 8:30 a.m.

Cultivating Connections Breakfast featuring lite bites
Churchill (Floor 2) *In the Marketplace*

8:30 - 9:30 a.m.

SKILL SESSIONS

Federal Advocacy 101: How to Communicate Federal Education Issues to Your Community

M

Grand Salon 9 & 12 (Floor 1)
Julie Feasel, Consortium of State School Boards Associations

From Decline to Destination: How DeSoto ISD Reduced Enrollment Loss From 16% to 2% in Four Years

V

Grand Salon 21 & 24 (Floor 1)
Tiffanie Blackmon-Jones and Usamah Rodgers, DeSoto ISD,
Texas



From Messenger to Strategist: How Communications Can Lead AI Integration in School Districts

V

Grand Salon 15 & 18 (Floor 1)

Ricardo Carlos, Rialto Unified School District, Calif.



Lifting School Voices Through Agile Communication and AI: Building What Stakeholders Need, Not Just What's Planned

N

Grand Salon 7 & 10 (Floor 1)

Amanda Materre-Banks, Ed.D., BrighterCogs, Texas



Making Money Make Sense: Creative Strategies for Telling Your School Finance Story

N

St. James Ballroom (Floor 3)

Debbie Brewster, Wisconsin School Public Relations Association, Wis., and Emily DeBaker, Racine Unified School District, Wis.



One Size Doesn't Fit All: Tailoring Community Engagement for Real Impact

N

Grand Salon 3 & 6 (Floor 1)

Raquel Williams, Adams 12 Five Star Schools, Colo.



Partnerships Helped Us Turn Bond Failure into a Massive Success

M

Grand Salon 19 & 22 (Floor 1)

Kevin Dudley and Theresa Tanner, Spokane Public Schools, Wash.



When Social Media Strikes: Supporting Staff in the Age of Online Criticism

M

Grand Salon 13 & 16 (Floor 1)

Marci Orr, APR, Mexico School District #59, Mo.

9:30 - 10 a.m.

Product Demos BREAK



DocAccess - Making District Documents Accessible Without the Headache (Product Demo)

Churchill B1 (Floor 2) *In the Marketplace*

Taylor Gordon CIVICPLUS



Fillin' Seats & Feedin' Futures: A Cajun Recipe for Enrollment Growth in the Age of School Choice (Product Demo)

Churchill B2 (Floor 2) *In the Marketplace*

SchoolMint

10 - 11:45 a.m.

General Session

Grand Ballroom (Floor 1)

sponsored by TeacherLists

2026 National School Communicator of the Year

Honoring All Chapters' Nominees, NSPRA Finalists and Winner



Presented in partnership with
 FINALSITE

Real Matters:

Building Trust in an Unreal World

Mariana Atencio, Keynote Speaker,
Peabody Award-Winning Journalist and Bestselling Author

UNLIMITED ON-DEMAND LEARNING FOR NSPRA MEMBERS

STREAM

YOUR SCHOOL COMMUNICATION LEARNING

Anytime. Anywhere.

- ✓ Hundreds of hours of expert-led learning content
- ✓ Personalized recommendations
- ✓ Curated learning paths organized by interest, role and experience level



LOG IN AT:
plus.nspira.org

Use your NSPRA member login credentials





Let the good communications roll.



Explore our newest back-to-school innovations, including Canva integration, AI Assistant, and electronic signatures—built to save staff time and strengthen family engagement.

Visit ParentSquare at Booths 312 & 314

See live demos • Pick up exclusive swag



TARGETRIVER

Facing Challenges

WITH ENROLLMENT OR
PASSING A BOND OR LEVY?

HELP EXISTS!

VISIT TARGET RIVER'S BOOTH

[TARGETRIVER.COM/EDUCATION](https://targetriver.com/education)

CONGRATULATIONS

TO THE

2026 NATIONAL SCHOOL COMMUNICATOR OF THE YEAR

Finalists!



Holly Brooker

Director of Community
Relations
Ulster BOCES
*New York School Public
Relations Association*



Celi Haga, APR

Chief of Staff and Executive
Director of Strategic
Communications
Eastern Carver County Schools
*Minnesota School Public
Relations Association*



Lori Perlow

Public Information Officer
Haddon Township School
District Communication
Consortium
*New Jersey School Public
Relations Association*



Tove Tupper, APR

Chief Communications
Officer
Highline Public Schools
*Washington School Public
Relations Association*



THE WINNER WILL BE ANNOUNCED AT THE GENERAL SESSION

Monday, July 20, at 10 a.m. GRAND BALLROOM (FLOOR 1)



HEAR FROM ALL FOUR FINALISTS AT THE NATIONAL SCHOOL COMMUNICATOR OF THE YEAR FINALISTS PANEL DISCUSSION

Monday, July 20, at 2:15 p.m. Grand Salon 21 & 24 (Floor 1)



Presented in partnership with



Scan to explore the complete list of 2026
School Communicator of the Year honorees
representing NSPRA chapters nationwide.

nspra.org/SCOY

11:45 a.m. - 2 p.m.

Networking Lunch BREAK

Churchill (Floor 2) *Light bites in the Marketplace;* [view menu](#)



JOB-ALIKE NETWORKING

Find Your People

During the Networking Lunch Break

MONDAY, JULY 20
12 - 2 P.M.
At the Member Center
(in the Marketplace - Churchill Floor 2)

Connect with peers who share your role, your challenges and your goals.



12 - 12:20 p.m.
Communications Directors and Leaders



12:25 - 12:45 p.m.
Team of One / Small District Communicators



12:50 - 1:10 p.m.
Digital Media and Social Media Professionals



1:15 - 1:35 p.m.
Videography, Photography and Content Creators



1:40 - 2:00 p.m.
Shared Service Agencies (BOCES, ESA, IU, County Offices)

Drop in, *join the conversation,* and grow your professional network.

12 - 1:30 p.m.

Superintendents' Luncheon *by invitation only*

Grand Salon 3 & 6 (Floor 1)

Keynote: Laurie Dent, Ph.D., 2026 Bob Grossman Leadership in School Communications Award Winner and Superintendent, Sumner-Bonney Lake School District, Wash.

Recognizing 2026 honorees

12:15 - 12:55 p.m.

INDUSTRY INSIGHTS SESSIONS

From Listening to Legitimacy: Engineering Trust Through Voice Infrastructure

M

Grand Salon 9 & 12 (Floor 1)

Dana Cave  ThoughtExchange

Level Up: Fixing the Communication Systems Frustrating Your Families

Grand Salon 7 & 10 (Floor 1)

Greg Turchetta  apptegy

1:05 - 1:45 p.m.

INDUSTRY INSIGHTS SESSIONS

Jazzing Up District Communications: Finding Your Rhythm Across Every Channel

N

Grand Salon 9 & 12 (Floor 1)

Lindsey Fowlkes  ParentSquare

Re-Engaging Lapsed Volunteers for Long-Term Retention

Grand Salon 7 & 10 (Floor 1)

Mark Hopwood  Momentum

INDUSTRY INSIGHTS SESSIONS

LEARNING SESSIONS
OFFERED BY
GOLD SPONSORS

Bring your lunch and learn!

Grand Salon 7&10, 9&12 | Floor 1

22

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2026-2027

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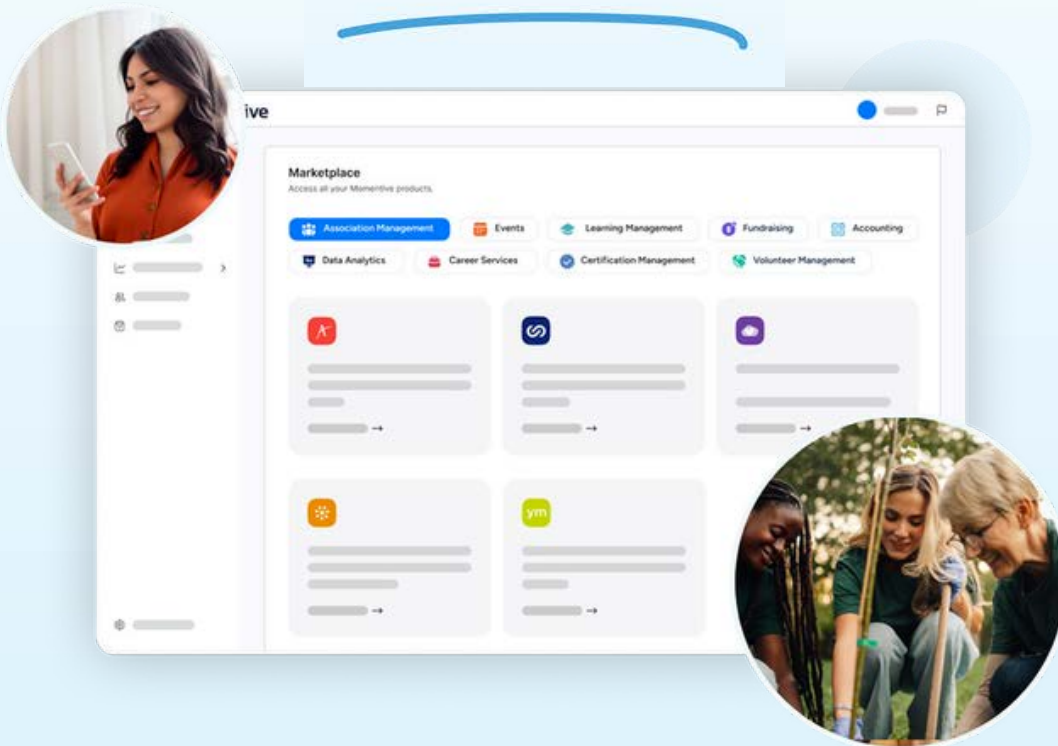


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2:15 - 3:15 p.m.

SKILL SESSIONS

**Beyond the West Wing: The Strategic Value of a School District Chief of Staff**

M

Fulton (Floor 3)
Coty Kuschinsky, Saginaw Intermediate School District, Mich.

**Creating a Shared Vision: The Process Behind Our Strategic Plan**

Grand Salon 13 & 16 (Floor 1)
Tee Bunch-Boney, Ed.D., Fallon Graham, Ed.D., and Maranda Hall-Bell, Ed.D., Chesapeake Public Schools, Va.

**Data Without the Dread: Telling the Story of Your Digital School Communications**

N

Grand Salon 7 & 10 (Floor 1)
Mia Murphy and Amber Parker, North Carolina Virtual Public School, N.C.

**Elevating Accessibility for Multilingual Audiences Through Cultural Communication**

M

Grand Ballroom B (Floor 1)
Victoria Martinez and Raj Rai, APR, San Juan Unified School District, Calif.

**Escape the Content Chaos: 3 Keys to Unlocking Clear Website Content**

N

Grand Ballroom C (Floor 1)
Monica Agudelo, Chesapeake Public Schools, Va.

**From Listening to Leading: How Student Town Halls Are Transforming Engagement, Belonging and Decision-Making**

M

Grand Salon 9 & 12 (Floor 1)
Joan Sahlgren, Loudoun County Public Schools, Va.

**More Than Memos: Building Culture Through Strategic Internal Communications**

M

Grand Ballroom A (Floor 1)
Elena Olmstead, Educational Service District 123, Wash.

**National School Communicator of the Year Finalists Panel Discussion**



Grand Salon 21 & 24 (Floor 1)
Moderator:
Cindy Warner, APR, 2025 NSPRA School Communicator of the Year
Panelists:
Holly Brooker, Ulster BOCES, N.Y.
Celi Haga, APR, Eastern Carver County Schools, Minn.
Lori Perlow, Haddon Township School District, N.J.
Tove Tupper, APR, Highline Public Schools, Wash.



**Neighbors by Chance, Partners by Crisis: School PR in Times of Staff Misconduct**

N

Grand Salon 15 & 18 (Floor 1)
Jill Browning, APR, Community High School District 99, Ill.; and Anna Gonzales and Todd Mielcarz, West Aurora School District 129, Ill.

**Pocket to Pro: Photography that Grows with You**

N

Grand Ballroom D (Floor 1)
Danielle Evans, Ascension Parish Public Schools, La.

**Small Team, Big Support: Making Consultants Work for You in a One-Person Communications Office**

M

Grand Salon 19 & 22 (Floor 1)
Adam Breen and Shawn Tennenbaum, Ed.D., San Benito High School District, Calif., and Emily F. Popek, APR, Nichols Strategies, Calif.

**The Impact of AI on Your Digital Content and Online Search (SEO)**

M

Grand Salon 3 & 6 (Floor 1)
Chelsea Janke, CEL Marketing PR Design, Minn.

3:15 - 3:30 p.m.

BREAK

3:45- 4:45 p.m.

SKILL SESSIONS

**Calibrating Creativity - Equipping Your [Small] Team to be the Best Storytellers Without Burning Out**

M

Grand Ballroom D (Floor 1)
Mitchell Roush, Grand Island Public Schools, Neb.



Changing for Good (News): Defying the Traditional Divide to Build Lasting Media Partnerships

M



Grand Salon 7 & 10 (Floor 1)

BriAna Wycoff, Lincoln Public Schools, Neb.



Culturally Responsive Communication and Newcomer Engagement: Using the Welcome to ACPS Toolkit and Home Visits

M



Grand Ballroom B (Floor 1)

Julia Burgos, APR, and Krishna Leyva, Alexandria City Public Schools, Va.



Flipping the 80/20: How Hybrid Human + AI Workflows Supercharge School Communications

M

Grand Ballroom C (Floor 1)

Elizabeth Graswich, Ed.D., Los Angeles County Office of Education, Calif., and Drew Mathias, Heartfelt Strategy, Calif.



From “Take What You Get” to Strategic Ask: Building a Case for Your PR Budget

M

Grand Ballroom A (Floor 1)

Elizabeth Domite, Rapides Parish School Board, La.



Power in Partnership: How an ESC Led a Countywide Public Schools Week Campaign That Lifted Every District’s Voice

M

Grand Salon 19 & 22 (Floor 1)

Amanda Rice, Butler County Education Service Center, Ohio



Storytelling That Puts Money Back into the Classroom

M

Grand Salon 15 & 18 (Floor 1)

Jennifer McClain and Lucha Ramey, Penn-Harris-Madison School Corp., Ind.



The Clock Is Ticking: Building Your District’s Digital Accessibility Plan

M

Grand Salon 9 & 12 (Floor 1)

Jillian Aykens, CESA 6, Wis.



Trauma-Informed Leadership: A Playbook for School PR Pros and School Leaders

M



Grand Salon 21 & 24 (Floor 1)

Rick J. Kaufman, APR, Bloomington Public Schools, Minn.



Verified: Fighting for Trust in a Sea of Speculation

M

Grand Salon 3 & 6 (Floor 1)

Alex Wolff, Pelham Union Free School District, N.Y.



Words That Work: Messaging to Build Trust and Unite Communities Around The Public Education Promise



Grand Salon 13 & 16 (Floor 1)

Shane Haggerty, APR, AASA, The School Superintendents Association, Va.

TUESDAY, JULY 21

7 a.m. - 5 p.m.

Registration

Grand Salon/Grand Ballroom Foyer (Floor 1)

Marketplace, NSPRA Member Center and NSPRA Bookstore Hours

7:30 a.m. - 3 p.m.

Churchill (Floor 2)

7:30 - 8:30 a.m.

Bagels and Belonging Breakfast featuring lite bites

Churchill (Floor 2) *In the Marketplace*

8:30 - 9:30 a.m.

SKILL SESSIONS



Conversations at Scale: Why Your Surveys Are Failing and How We Fixed It

M

Grand Salon 3 & 6 (Floor 1)

Rich Stowell, Alpine School District, Utah, and
Babatunde Ilori, Parsec Education, Calif.



Elevating Education Together: Highlighting the Collective Impact of Northern Kentucky Public Schools with the First Regional Accountability Scorecard

M

Grand Salon 7 & 10 (Floor 1)

Candace Gibson, Northern Kentucky Cooperative for
Educational Services, Ky.



From Viral to Survival: How One School Division Turned a Viral Negative Moment Into Transformative Change

M

Grand Salon 9 & 12 (Floor 1)

Chelsea Vongehr, Petersburg City Public Schools, Va., and
Brendan Williams-Kief, Georgetown Public Affairs, D.C.

NEW



Leadership for Public Trust

A joint AASA and NSPRA
professional learning experience

Lead with clarity. Build public trust.

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community context and
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**Shaping understanding,
alignment and
momentum.**

Build a shared narrative
that reflects your purpose
and advances your
district's vision.



CRISIS LEADERSHIP

**Leading with clarity,
credibility and care
under pressure.**

Prepare, respond and
recover in ways that
protect trust and move
your district forward.



STRONGER TOGETHER.

The experience is most impactful when
superintendents and communication
leaders participate together.

- ✓ Navigate complexity with confidence.
- ✓ Shape the narrative.
- ✓ Respond with clarity.
- ✓ Build and sustain public trust.



Leading Together: Practical Ways Communicators Can Help Principals Build Trust and Drive Vision

M



Grand Ballroom C (Floor 1)

Alisha Erickson, Susannah Gentry and Amy Patton, Franklin Special School District, Tenn.



Staying, Growing and Thriving: Building a Sustainable Career in School PR

M

Grand Salon 21 & 24 (Floor 1)

Jessica Hull, Roseville City School District, Calif.



Stop Guessing, Start Connecting: The Role of Analytics and AI in Next Gen Communication

V

Grand Ballroom A (Floor 1)

Eric Hansen, Diamond Lake School District 76, Ill.



Students as Strategic Communicators: Inside Porterville USD's Camp Create Model

M

Grand Ballroom B (Floor 1)

Diego Corona and Hannah Moore, Porterville Unified School District, Calif., and Jill Johnson, Ed.D., Class Intercom, N.J.



CANCELLED: The Breakfast Club Effect: Empowering Storytellers from Within

M

Grand Ballroom D (Floor 1)

Becky Coyle and Brandon Langer, Montgomery County Intermediate Unit, Pa.



The Communicator's Guide to School District Data and Analytics

N



Grand Salon 19 & 22 (Floor 1)

Adam Cibulka, ECRA Group, Ill.



When Everything Goes Dark: Communicating Through a Ransomware Attack

M



Grand Salon 15 & 18 (Floor 1)

Tove Tupper, APR, Highline Public Schools, Wash.



Winning at the Ballot Box When It's Harder Than Ever: Research-Based Strategies for Passing Referendums

N



Grand Salon 13 & 16 (Floor 1)

Annette Eyman, APR, Kordica Communications, Neb.

9:30 - 10 a.m.

Product Demos BREAK



Communicating Through Budget Deficits: Modern Strategies for Engagement (Product Demo)

Churchill B1 (Floor 2) *In the Marketplace*



ASK ME ANYTHING

School PR Pre Office Hours

Also happening now!

TUESDAY, JULY 21
9:30 - 10 a.m.

Topic: Pursuing Your APR

Member Center in the Marketplace Churchill (Floor 2)

10 - 11 a.m.

SKILL SESSIONS



Addressing Friction, Building Trust: A Practical Approach to Customer Experience

M

Grand Salon 7 & 10

Jessica Scheckton, APR, and Alyssa Teribury, NSPRA; and Nick Kohn, Ph.D., Qualtrics



Driving Results: A RPIE-Driven Roadmap From Recruitment Crisis to Fully Staffed Bus Routes

M



Grand Ballroom A (Floor 1)

Marybeth Kench, Kingsport City Schools, Tenn.



From Communicator to Strategic Advisor: Leading When Trust Is on the Line

M



Grand Salon 21 & 24 (Floor 1)

Jill Wagner, APR, Idea Emporium, Calif.



From Crisis to Cohesion: How Strategic Communications Preserved Culture After a School Safety Scare

M



Grand Salon 9 & 12 (Floor 1)

Lori Buselt and Raquel Greer, Ed.D., Maize USD 266, Kan.



From Receivership to Recovery: Communications That Turn Around a District

M

Grand Salon 13 & 16 (Floor 1)

Henry Pettiegrew II, East Cleveland City School District, Ohio

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 Leading with Listening: Building Trust Through Two-Way Engagement M

Grand Ballroom C (Floor 1)
Ahmad Gibson and Laurie Heinz, Community Consolidated School District 15, Ill.

 Let the Good News Rule: Use Communications to Build the District You Want M

Fulton (Floor 3)
Amanda Ensor, Talking Points, Colo., and Patti Moon, Aurora Public Schools, Colo.

 Maximizing Community Partnerships: Building Lasting Connections Between Your District and Local Businesses M

Grand Salon 3 & 6 (Floor 1)
Ana Munguia, Pasco School District, Wash.

 Playful on Purpose: Creative Storytelling Strategies for School Communicators M

Grand Salon 15 & 18 (Floor 1)
Ashlee Meredith, New Kent County Public Schools, Va.

 Removing Barriers at the Front Door: Using Engagement to Improve Early Registration M

Grand Ballroom B (Floor 1)
Gladis Bourdouane, Alexandria City Public Schools, Va.

 Solo iPhone to Full Video Team: Scaling Your Video Strategy for Every Budget N

Grand Ballroom D (Floor 1)
Janet Mann, Zionsville Community Schools, Ind., and Paul Weller, Central Indiana Educational Service Center, Ind.

 Three Bond Attempts, One Breakthrough: What Finally Made the Difference M

Grand Salon 19 & 22 (Floor 1)
Stacy Hawn, Bennington Public Schools, Neb.

11 - 11:15 a.m.

BREAK

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

SKILL SESSIONS

 Beyond Helping Hands: Leveraging Volunteer Ambassadors to Enhance Community Engagement M

Grand Salon 3 & 6 (Floor 1)
Emily Gagnon and Kate Martin, APR, Bloomington Public Schools, Minn.

 Branding Made Easy: Building an All-In-One Brand Portal Anyone Can Use N

Grand Salon 13 & 16 (Floor 1)
Georgie McKean and Renée Roa, Wayne-Finger Lakes BOCES, N.Y.

 Don't Stop Believing: The Psychology Behind School PR's Irreplaceable Role in the Age of AI V

Grand Salon 21 & 24 (Floor 1)
Sondra Whalen, APR, Vernon Verona Sherrill CSD, N.Y.

 Families Don't Leave Schools. They Leave Experiences. How Communications Leaders Stop Enrollment Loss and Win Trust Back M

Grand Ballroom A (Floor 1)
Justin Elbert, APR, Klein ISD, Texas, and Greg Turchetta, Apptegy, Ark.

 Managing Meaning: How Narrative and Storytelling Accelerate Organizational Change M

Grand Ballroom D (Floor 1)
Shane Haggerty, APR, AASA, The School Superintendents Association, Va.

 Not a Ghost Story: How Authentic Engagement Guided Kaukauna's \$198 Million Facilities Journey M

Grand Salon 15 & 18 (Floor 1)
Bryanna Moody, Kaukauna Area School District, Wis.; Debbie Brewster, Howick Associates, Wis.; Kit Dailey, Eppstein Uhen Architects, Wis.; and Megan Prestebak, Miron Construction, Wis.

 On the Record and Under Budget: Vodcasting N

Grand Salon 9 & 12 (Floor 1)
Sonja Bailes, Jason Rowland and Andrea Schwartz, Bossier Schools, La.

 Seizing Social Space: How Data Improves Your School District's Social Content M

Grand Ballroom B (Floor 1)
Maneka Monk, Bob Mosier and Meghan O'Brien, Anne Arundel County Public Schools, Md.

 The Best Time to Communicate About Your Finances Was Yesterday - And Every Day! M

Grand Salon 19 & 22 (Floor 1)
Justin Dearing, APR, Coley Fehringer and Julie Thannum, APR, CESO Communications, Minn.

 The Future Moves with Us: Passing a Career Technical Education Referendum Six Decades in the Making M



Grand Salon 7 & 10 (Floor 1)
Ashley Kryscynski, Andrew Munson, APR, and Ryan Rowe, Washtenaw ISD, Mich.

 Trust at the Roots: 5 Tips to Build a Brand on a Budget M

Grand Ballroom C (Floor 1)
Carlondrea Hines and Ashley Sukhu, St. Louis Park Public Schools, Minn.

12:15 - 2:30 p.m.

Networking Lunch BREAK

Churchill (Floor 2) *Light bites in the Marketplace;* [view menu](#)

12:30 - 2 p.m.

Current APR Professionals Networking Luncheon

Private location, shared with registered APRs via email
Lunch sponsored by  **ParentSquare**

NSPRA Council of Presidents Luncheon *by invitation only*

Private location, shared with NSPRA past presidents via email

12:45 - 1:25 p.m. *Bring your lunch and learn!*

INDUSTRY INSIGHT SESSIONS

 Burn the Playbook: 15 Unhinged Hacks for School Communicators N

Grand Salon 9 & 12 (Floor 1)
Morgan Delack and Joshua Sauer, APR  **FINALSITE**

 The Ripple Effect: How Misaligned Communication Undermines Engagement

Grand Salon 7 & 10 (Floor 1)
Steven Anderson  **PowerSchool**



ASK ME ANYTHING

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Drop in anytime! No registration required.

1:00 – 1:30 p.m.	1:30 – 2:00 p.m.	2:00 – 2:30 p.m.	2:15 – 2:45 p.m.
• Photography • Videography • Content Creation • Career Development • FOIA & Public Records	• Teams of One • Strategic Planning • Program Development • Mentorship • Ask Anything	• APR • Referendums & Bonds • Department Leadership • Strategic Communication • FACE	• Leadership • Superintendent Relations • Crisis Communication • Strategic Planning

Member Center in the Marketplace (Churchill, Floor 2)

1:35 - 2:15 p.m.

Bring your lunch and learn!

INDUSTRY INSIGHT SESSION

 Pass Your Next Bond, Attract More Students and More!

Grand Salon 9 & 12 (Floor 1)
Brian Epperson  **TARGETRIVER**

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

SKILL SESSIONS

 Beyond the First 48 Hours: Crisis Comms When the Crisis Doesn't End M

Grand Ballroom C (Floor 1)
Melissa Reese, Allentown School District, Penn.

 Bringing the Spotlight Back: Rebuilding Connection Through Strategic Storytelling N

Grand Ballroom D (Floor 1)
Shawn Jansen and Viviana Miyake, Merced Union High School District, Calif.

 Building Equity and Trust in Bond and Workforce Housing Outreach M

Grand Salon 3 & 6 (Floor 1)
Diego Perez, San Mateo-Foster City School District, Calif.

 Leading Differently: Building Influence and Professional Presence as a Neurodivergent School PR Professional N

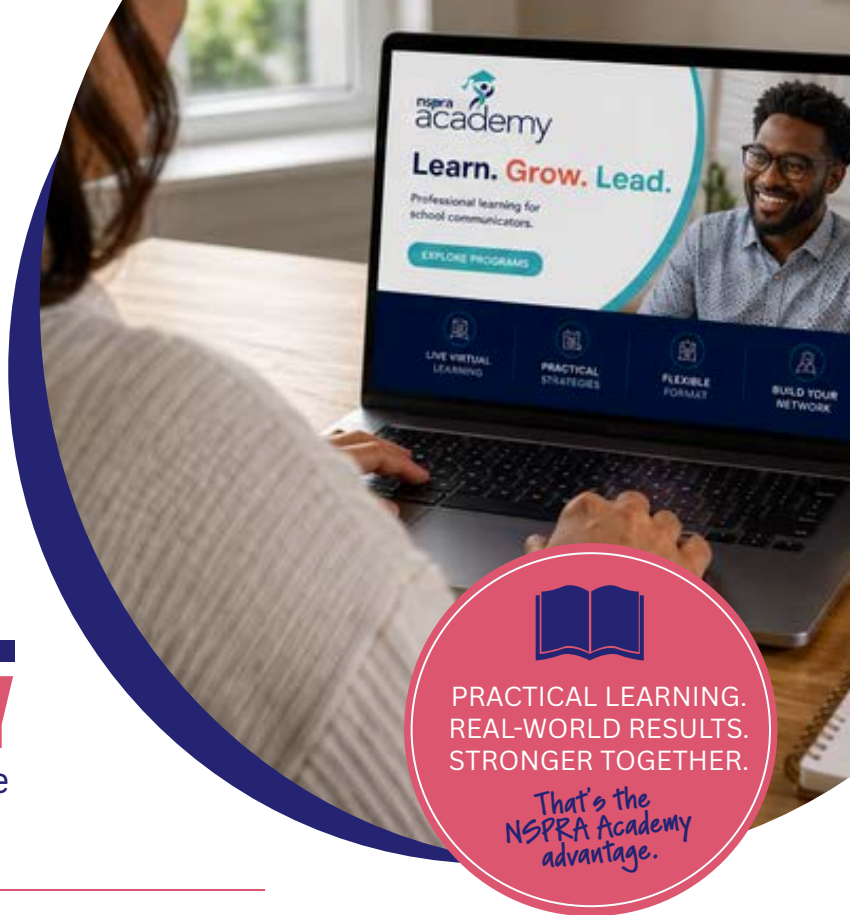
Grand Salon 15 & 18 (Floor 1)
Courtney Bonfante, Monticello Central School District, N.Y.



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- See who read, reacted, and engaged



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**Lights, Camera, Connection: Using Film to Strengthen School Communications**

N

Grand Ballroom B (Floor 1)
Kimberly Pruitt, Saginaw Intermediate School District, Mich.

**One District, One Vision: Navigating Identity Through Consolidation**

N

Grand Salon 19 & 22 (Floor 1)
Jeremy Batchelor and Stacy Quinones, Youngstown City School District, Ohio

**Signal Boost: Turning Campus Whispers into District Roars**

M

Grand Ballroom A (Floor 1)
Mary Helen Downey and Jeff Powell, Rapides Parish Public Schools, La.

**Small Team, Big Results: Creating an Award-Winning School Magazine with AI**

N

Grand Salon 7 & 10 (Floor 1)
Allison Bergeron, Mater Dei High School, Calif.

**The Ethical Compass: Making High-Stakes Decisions in School Public Relations**

V



Grand Salon 21 & 24 (Floor 1)
Lesley Bruinton, APR, School Spirit PR, Ala.

**The New Role of Print Media in a Digital Age**

M

Grand Salon 13 & 16 (Floor 1)
Aurora Wilson and Kaitlin Witzberger, The Impact Group, Ohio

**Throw Yourself a Lifeline: Navigating Today's School PR Storms**

V



Grand Salon 9 & 12 (Floor 1)
Danielle Clark, APR, Harris County Department of Education, Texas

**Why Print Matters: Elevating School Communications Through Thoughtful Design and Professional Printing**

Fulton (Floor 3)
Louis Petersen and Catherine Sherlock, Orange-Ulster BOCES, N.Y.

3:45 - 4 p.m.

BREAK

4 - 5 p.m.

SKILL SESSIONS

**Behind the Lens: Real-World School Video That Reflects Every Voice**

N

Grand Salon 3 & 6 (Floor 1)
Elyjah Wilbur, San Juan Unified School District, Calif.

**Beyond the Logo: Building a Unified District Brand Across Diverse Schools**

M

Grand Salon 15 & 18 (Floor 1)
Kaela Lewis and Alani Morales-Paulino, Jefferson Parish Schools, La.

**Crisis to Clarity: Being the Calm During the Chaos**

N

Fulton (Floor 3)
Karin Butyn, Ohio County Schools, W.Va.

**FAMnopoly: Connecting Families, Schools, and Communities to Cultivate Student and Family Success**

N

Grand Ballroom D (Floor 1)
Alaria Benton, Wanda Walker and LaSheka White, Guilford County Schools, N.C.

**Fear-Free Content Calendars: A Practical, Flexible Approach**

M

Grand Salon 19 & 22 (Floor 1)
Aurora Meyer, APR, Slide Nine, Ohio

**The Cost of "Perfect": Why Authentic Visuals Build More Credibility Than Flawless Ones**

N

Grand Salon 7 & 10 (Floor 1)
Shanti Clancy, Ed.S., Lincoln County Schools, N.C.

**The Good News Beehive: Building an Ambassador Network to Share Success Stories**

M

Grand Salon 21 & 24 (Floor 1)
Ashton Brellenthin, Albuquerque Public Schools, N.M.

**Unlocking Every Narrative: Shining Light on Our Most Unique Students' Journeys**

N

Grand Salon 9 & 12 (Floor 1)
Kerri Schuette, Shasta County Office of Education, Calif.



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CONNECT WITH OUR TEAM



Justin Elbert, APR
Director of Communications
Justin.Elbert@pbk.com



Diana Portales
Associate II, Multimedia Specialist
Diana.Portales@pbk.com



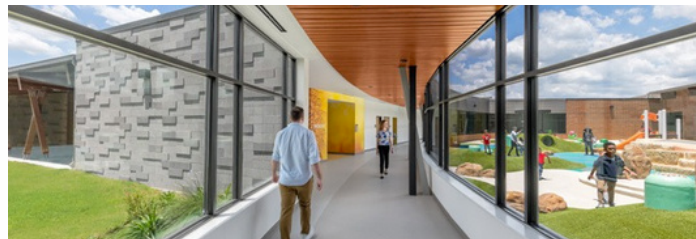
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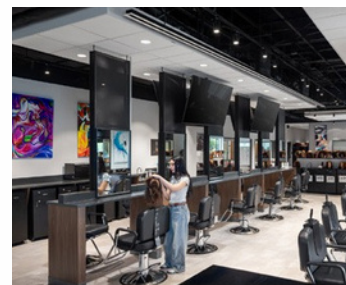
45⁺
YEARS IN K-12
EXPERIENCE



90⁺
DISTRICT
CLIENTS



140⁺
BOND
CAMPAIGNS



\$30B⁺
SECURED IN
FUNDING

6 - 9 p.m.

NSPRA Awards Celebration and Dinner

TICKET REQUIRED [view menu](#)
Grand Ballroom A-C (Floor 1)

2026 Gold Medallion Awards Presentation



2026 Bob Grossman Leadership in School Communication Award

Recipient: Laurie Dent, Ph.D.,
Sumner-Bonney Lake School District, Wash.



2026 Barry Gaskins Mentor Legacy Award

Recipient: Danielle Airey, APR,
Peoria Unified School District, Ariz.



2026 Presidents Award

Recipient: Trent Allen, APR,
San Juan Unified School District, Calif.

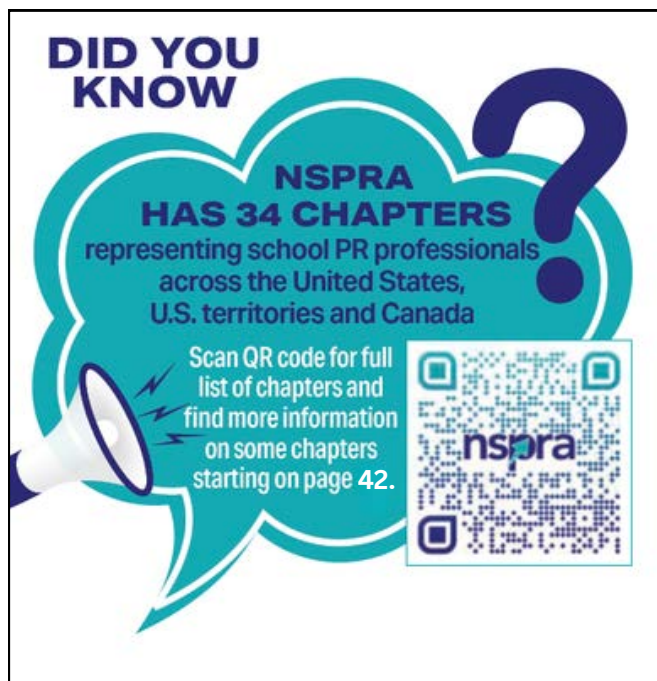


WEDNESDAY, JULY 22

7:30 - 10:30 a.m.

Registration

Grand Salon/Grand Ballroom Foyer (Floor 1)



8:30 - 9:30 a.m.

SKILL SESSIONS

NSPRA Micro Labs Mic Drop

Grand Ballroom A-C (Floor 1)

Inspired by NSPRA's new Micro Lab series on NSPRA Plus, this fast-paced session brings short-form learning to the Seminar stage. School communicators will each have just five minutes and one slide to share a practical tool, workflow, shortcut, or strategy you can try in your own district. Expect quick demos, fresh thinking, and real ideas you can put to work right away.

AI Translations and Captions for Meetings

Nicholas Fuentes, Wordly

Quick Hit Website Tips

Monica Agudelo, Chesapeake Public Schools, Va.

Quick Hit Photography Tips

Janet Mann, Zionsville Community Schools, Ind.

Sounding Good on Camera

Chad Oliver, Collier County Public Schools, Fla.

Social Media Student Intern Tips

Kari Yeagy, Hallsville School District, Mo.

AI Music Generation

Kate Crowder, Germantown Municipal School District, Tenn.

Canva Templates

Hatara Tyson, Orangeburg County School District, S.C.

Crisis Readiness

Kevin Dudley, Spokane Public Schools, Wash.

Messaging Review Tips

Raj Rai, APR, San Juan Unified School District, Calif.

Enrollment Marketing Wins

Kristyn Hunt Cathey, APR, Alief ISD, Texas



2026 INDIVIDUAL AWARD HONOREES

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LAURIE DENT, PH.D.

Superintendent
Sumner-Bonney
Lake School District (Wash.)

grossman
AWARD



DANIELLE AIREY, APR

Chief Communications Officer
Peoria Unified School District
(Ariz.)

gaskins
AWARD



TRENT ALLEN, APR

Chief of Staff
San Juan Unified School District
(Calif.)

presidents
AWARD

CONGRATULATIONS TO
OUR 2026 HONOREES!

Find ThoughtExchange at NSPRA 2026

JOIN US FOR OUR PANEL SESSION

Hear this story and more unique ways leaders are moving from
Listening to Legitimacy through Voice Infrastructure

in our panel session on Monday.

📍 Grand Salon 9 & 12 (Floor 1)
📅 Monday, July 20, at 12:15 PM

KEEP THE CONVERSATION GOING

Join us for our daily, customer-exclusive workshops:

Pulse, Not Polls

📍 Marlborough B, Second Floor
🕒 30 minutes (Customer-Only)

Bring your laptop and strategic thinking for a hands-on overview of ThoughtExchange's newest innovations—with tangible takeaways you can use right away.

SCAN TO
READ THE FULL STORY



9:45 - 10:55 a.m.

GOLD MINE ROUNDTABLE SESSION 1

Grand Ballroom A & B (Floor 1)

Sponsored by


Table Numbers and Topics:

- #1 Quick Tips for Using AI to Improve Your Comms
- #2 Join the Team that Drives the Future: A Regional School Bus Driver Recruitment Campaign*
- #3 “Choices Are Worth It” Enrollment Marketing Campaign*
- #4 Magic Starts By Showing Up Attendance Campaign*
- #5 “Did You Know? With Dr. T.” Building Trust With a Weekly, Low-Cost Superintendent Video Series
- #6 The District Playbook: Using a Sports Podcast to Expand Coverage, Build Community, and Elevate Student-Athletes
- #7 Community and Connection: Reimagining School and District Events Through a Family Engagement Lens
- #8 Amplifying District Voices: Launching and Sustaining a District Podcast
- #9 Small Team, Big Crisis: Scalable Strategies for School Crisis Communications
- #10 Beyond Translation: Reaching, Engaging, and Celebrating Multilingual Families
- #11 Hitting the Right Notes: Reinvesting in Your Members Through PD and Connection (for SPRA Chapter Leaders)
- #12 HR Summit: Strengthening Leadership and Talent*
- #13 Cowboys United We ARE the Choice Campaign*
- #14 Our Voice, Our Safety: A Student-Driven Campaign*
- #15 Walking Through Time: A Celebration of 150 Years*
- #16 District-Wide Logo Rebranding Initiative*
- #17 Discover Excellence: School Choice Campaign*
- #18 Regional Crisis Communications Coordination to Support Students and Families*
- #19 Here We Grow Again: Cultivating Staff Belonging Through a Low-Cost Community Garden
- #20 From Bell to Bell, No Cell: How Early Engagement Led to a Seamless Policy Transition*
- #21 Champions for Kids: Building a Culture of Appreciation Through Weekly Staff Recognition*

#22 Attendance Matters: Your Future Starts with Attendance Campaign*

#23 TCSS U: Informing Advocates for Our Schools*

#24 2026 Educational Programs and Operations (EP&O) Levy Vote Campaign*

#25 Anytime. Anywhere. Early Literacy Media Campaign for the State of Michigan*

#26 I AM SDP District Marketing Campaign: Using Authentic Voices to Change the Public Narrative*

#27 Digital Marketing to Increase Applicants in a Lean Candidate Pool

#28 Take Our 2-Minute Survey! Parent Perception Survey Campaign*

#29 From Confusion to Clarity: Birth - 4 Years Enrollment Campaign*

#30 St. Cloud Area Schools Referendum Campaign*

#31 Customizing High School: LPS Focus Programs Strategic Enrollment Marketing Campaign*

#32 Power of an Exit Poll: From Setback to Success*

#33 Flight Plan 2035: Launching an Academic Vision*

#34 Grow With Us: GCS Celebration of Excellence*

#35 Choose TISD Pre-K Enrollment Campaign*

#36 Bus Driver Recruitment Campaign*

#37 Student Dialogue: Voice, Belonging and Impact*

#38 CVSD Paraeducator Shortage: We're Hiring! Campaign*

#39 Highline Education Levy Campaign

#40 Come Together! Communication Platform Roll-Out*

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

#42 Bond Issue Proposal: From Feedback to Progress*

43 "Northeast Early College: More Than a High School" Enrollment Marketing Campaign*

44 Redesigning mcpss.com: Creating an Accessible, Unified Web Platform*

45 School Engagement Dashboards: Turning Data into Action*

46 Celebrating the Denver Public Schools Experience: A Storytelling and Recruitment Campaign*

#47 The : Facts and Fiction

* 2026 Gold Medallion Award or Golden Achievement Award winners

11:05 a.m. - 12:15 p.m.

GOLD MINE ROUNDTABLE SESSION 2

Grand Ballroom A & B (Floor 1)

Table Numbers and Topics:

Sponsored by


- #1 Quick Tips for Using AI to Improve Your Comms
- #2 Join the Team that Drives the Future: A Regional School Bus Driver Recruitment Campaign*
- #3 “Choices Are Worth It” Enrollment Marketing Campaign*
- #4 Magic Starts By Showing Up Attendance Campaign*
- #5 Off the Shelf and into Schools: Communicating Your District’s Strategic Plan
- #6 Building Trust on a Tight Budget: Practical Strategies for One-Person Shops
- #7 Turning Pages Together: Building Community By The Book
- #8 Local Love, Real Stories: Social Campaigns That Build Trust and Engagement
- #9 District Leadership Undercover: Our Take on “Undercover Boss” to Humanize the Superintendent
- #11 Using Student Voice on Facebook to Grow Engagement
- #12 HR Summit: Strengthening Leadership and Talent*
- #13 Cowboys United We ARE the Choice Campaign*
- #14 Our Voice, Our Safety: A Student-Driven Campaign*
- #15 Walking Through Time: A Celebration of 150 Years*
- #16 District-Wide Logo Rebranding Initiative*
- #17 Discover Excellence: School Choice Campaign*
- #18 Regional Crisis Communications Coordination to Support Students and Families*
- #19 Because You Know Where the Bodies Are Buried (Figuratively): How to Transition from PR Professional to Elected School Board Member
- #21 Champions for Kids: Building a Culture of Appreciation Through Weekly Staff Recognition*
- #22 Attendance Matters: Your Future Starts with Attendance Campaign*
- #23 TCSS U: Informing Advocates for Our Schools*
- #24 2026 Educational Programs and Operations (EP&O) Levy Vote Campaign*

#25 Anytime. Anywhere. Early Literacy Media Campaign for the State of Michigan*

#26 I AM SDP District Marketing Campaign: Using Authentic Voices to Change the Public Narrative*

#27 Show and (Don’t) Tell: What Happens When You Choose Authenticity Over Perfection

#28 Take Our 2-Minute Survey! Parent Perception Survey Campaign*

#29 From Confusion to Clarity: Birth - 4 Years Enrollment Campaign*

#31 Customizing High School: LPS Focus Programs Strategic Enrollment Marketing Campaign*

#32 Power of an Exit Poll: From Setback to Success*

#33 Flight Plan 2035: Launching an Academic Vision*

#34 Grow With Us: GCS Celebration of Excellence*

#35 Choose TISD Pre-K Enrollment Campaign*

#36 Bus Driver Recruitment Campaign*

#37 Positioned to Compete: Research-Driven Hiring*

#38 CVSD Paraeducator Shortage: We’re Hiring! Campaign*

#39 Highline Education Levy Campaign*

#40 Come Together! Communication Platform Roll-Out*

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

#42 Bond Issue Proposal: From Feedback to Progress*

#43 “Northeast Early College: More Than A High School” Enrollment Marketing Campaign*

#44 MCPSS-U: Building Advocates for Our District*

#45 School Engagement Dashboards: Turning Data into Action*

46 Celebrating the Denver Public Schools Experience: A Storytelling and Recruitment Campaign*

#47 The : Facts and Fiction

Note: #10, 20 and 30 OPEN in Session 2

* 2026 Gold Medallion Award or Golden Achievement Award winners

12:15 - 12:30 p.m.



Seminar Closing, 2027 Seminar Preview and Live Prize Drawing for a 2027 Registration

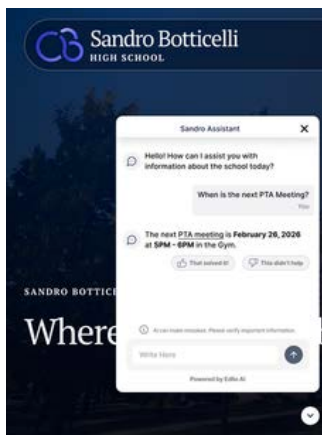
Grand Ballroom A & B (Floor 1)



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Congratulations, Terri Brewer, APR
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CINDY WARNER, APR
2025 NSPRA School
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Congratulations
CELI HAGA, APR
Minnesota School
Communicator of the Year

48 | NSPRA 2026 SEMINAR PROGRAM





MISSOURI
SCHOOL PUBLIC RELATIONS
ASSOCIATION

MOSPRA is proud to be represented by Kelly Wachel as the **NSPRA President!**

We applaud her vision, professionalism, and dedication to leading and supporting school communicators.



Kelly Wachel, APR
NSPRA PRESIDENT





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The Top Five Reasons to Join NJSPRA



A Built-in Brain Trust

Never fly solo again. Gain instant access to a statewide network of peers who understand the unique challenges of school communications.



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Annual Conference
March 8-10, 2027
Turning Stone Resort & Conference Center

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GROWING TOWARDS GREATNESS

The Ohio School Public Relations Association is in full bloom! We planted the seeds for something special this year, welcoming a record number of attendees to our 2026 Spring Conference in Columbus, Ohio, where school PR professionals from across the Buckeye State came together to grow with purpose. We also celebrated our highest number of award entries ever, showcasing the incredible talent and impact of school PR professionals in Ohio. A powerful reminder of the impact of school PR across our state.

ROOTED IN CONNECTION

 board@ohspra.org  ohspra.org



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Have a great time at National Seminar!

Let OKSPRA help you turn great ideas into local impact all year long!



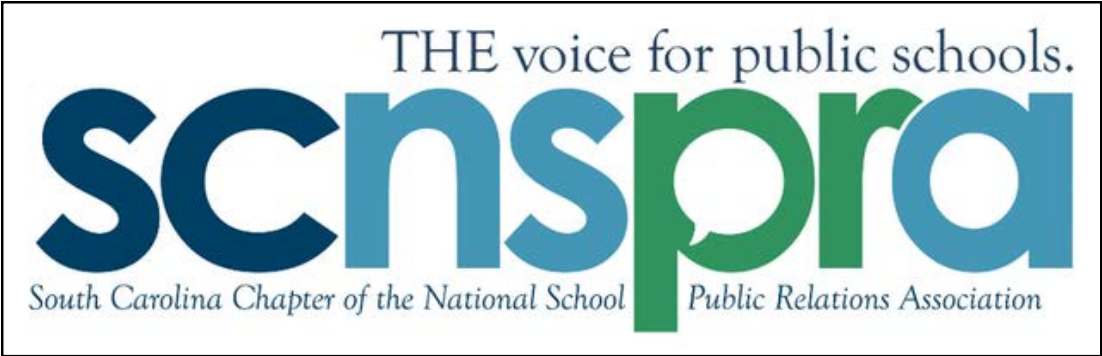
OKSPRA offers timely training, real-world support, and meaningful connections that strengthen your work back home. Scan the QR code or follow OKSPRA on Facebook to stay connected and learn about upcoming events!



Oregon School Public Relations Association



Pennsylvania School Public Relations Association





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- Free monthly online professional development.
- Access to WSPRA library of resources.
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- NSPRA National Seminar scholarship opportunities.
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Wisconsin's school communicators lead with heart – building trust, strengthening schools and delivering when it matters most.



Congratulations to our 2025 School Communicator of the Year

JIM STRICK
Communications Director
Neenah Joint School District

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