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nspra ASSOCIATE DIRECTOR
GUEST SPEAKER

MELLISSA BRAHAM, APR

HOW SCHOOL PR CAN MEET THE EMPLOYEE RECRUITMENT CHALLENGE

The staffing situation is bleak for many school districts due to widespread competition for quality employees and their dissatisfaction with compensation and job expectations. Learn how employees' expectations have changed since the pandemic, how school districts nationwide are responding to the crisis and what roles school communicators can and should play in helping districts tackle the employee recruitment challenge.

PRESENTATION LENGTH: 1 Hour

SCHOOL FINANCE COMMUNICATIONS: BENCHMARKS AND BEST PRACTICES

What are the signs of highly effective school finance communications? Hint: It's not just the outcome of a vote! Explore the components of exemplary bond/finance election plans and campaigns as well as the latest and best communication strategies for connecting stakeholders to their school districts' financial stories. Engage in self-reflection on your district's current practices, and leave with actionable ideas for improvement.

PRESENTATION LENGTH: 1 Hour

WWW.NSPRA.ORG/SPEAKERS



BOOK A PRESENTATION

Email mbraham@nspra.org with:

1. Possible dates and times,
2. Your desired topic,
3. The presentation format (virtual or in person) and audience size, and
4. Your commitment to pick up expenses if applicable. Honorariums may be made to the [NSPRA Foundation for the Advancement of Education](#).

Mellissa will respond to you directly to book the presentation.

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STRENGTHENING SCHOOL CULTURE THROUGH COMMUNICATION

How the members of a school community work together, learn together and relate with one another forms the basis of their school culture. Explore the fundamental role that effective communication plays in strengthening the culture of a school system. Through small-group discussions, hands-on activities and an exploration of national best practices, participants will reflect on the role of communications in shaping school culture generally and begin to develop the framework for a strategic communication plan to strengthen their own unique school cultures.

PRESENTATION LENGTH: 90 Minutes