

Book Now!

nspra ASSOCIATE DIRECTOR
GUEST SPEAKER

MELLISSA BRAHAM, APR

NUMBERS WITH HEART: HOW TO TELL A BETTER SCHOOL FINANCE STORY

Your stakeholders are least informed about district finances: At least, that's what thousands have told the National School Public Relations Association in communication surveys and focus groups conducted for hundreds of public school systems.

Less clear is whether they are poorly informed due to their own lack of interest or to districts' financial communication practices.

Learn how to overcome both possible causes through improved financial storytelling that builds mental and emotional connections with stakeholders as well as greater understanding and support for financial operations.

Hear about national best practices in school finance communications, with inspiring examples from national award-winning communication campaigns and materials.

PRESENTATION LENGTH: 1 Hour



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.

Book Now!

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BUILDING HIGHLY EFFECTIVE COMMUNICATION PROGRAMS THROUGH AUDITS

Research is foundational to delivering a highly effective communication program. Discover the types of data and insights you can unearth through a communication audit, and learn why regular audits are essential to planning a more strategic, research-based communication program. Leave with ideas to start your own self-assessment!

PRESENTATION LENGTH: 1 Hour

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 school districts nationwide are responding to the crisis and what school communicators can do to help their 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

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