

MELISSA MCCONNELL

IT'S WHAT'S INSIDE THAT COUNTS: EFFECTIVE INTERNAL COMMUNICATIONS

Staff inboxes are exploding with emails from secretaries, parents, students, colleagues, administrators and the district. Important events and information are ignored, stress levels skyrocket and maintaining morale becomes a myth. How do we help? Learn how a one-person school PR pro improved internal communications at the district level and advised similar practices at the site level, resulting in staff who are well-educated about district operations, deadlines and incentives.

PRESENTATION LENGTH: 1 Hour

DIGITAL DETOX: SMOOTHING OUT YOUR DIGITAL PRESENCE WHEN YOUR JOB DEPENDS ON STAYING CONNECTED

"Digital Detox" doesn't have to mean completely staying away from technology, especially when using technology plays a significant role in #SchoolPR! However, preserving our mental bandwidth merits attention and action. Get tips, tactics and strategies to use on phones and laptops, so we can all carve out space to be present with family and friends, stay informed as needed for your career, and recognize when we have reached our own limits.

PRESENTATION LENGTH: 1 Hour

Looking for a different topic from Melissa? Email with any special requests.



BOOK A PRESENTATION

Email mmcconnell@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](#).

Melissa will respond to you directly to book the presentation.