

Book Now!

nspra PRESIDENT
GUEST SPEAKER

CATHY KEDJIDJIAN, APR

FORGING YOUR PATH: YOUR DISTRICT'S & YOUR OWN

Your organization's strategic plan is the roadmap to its success. As a school PR professional, you play a critical role in keeping your district on the path to achieve its mission and vision. Learn how you can use the progress of a strategic plan to build your district's brand.

The presentation also will help you focus on strategically forging your own path, with ideas on how to bring the right people along with you on your journey.

PRESENTATION LENGTH: 1 Hour

OH, WELL! BUILD A CULTURE OF STAFF WELLNESS

A week- or month-long wellness challenge helps staff learn about the importance of physical and mental health, explore healthy habits and connect with colleagues. But the real impact on staff wellness comes when you use research to understand your district's particular needs, plan your programs and communication, develop strong strategic

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BOOK A PRESENTATION

Email ckedjidian@glenview34.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](#).

Cathy will respond to you directly to book the presentation.

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OH, WELL! BUILD A CULTURE OF STAFF WELLNESS (CONTINUED)

partnerships and evaluate and respond to an ever-changing environment to create a culture of care focused on staff health and well-being. In this session, you'll gain tactical takeaways and a framework to embed staff wellness into district culture.

PRESENTATION LENGTH: 1 Hour

HR-PR PARTNERSHIPS

Find the Connections that Help You Create a Culture of Staff Support

Human Resources is school PR's top ally in brand and culture building, which means PR is HR's BFF in recruiting and retaining high-quality staff.

Learn ways to make concrete HR-PR connections and to use those connections to build meaningful relationships with staff:

- Create newsletters that connect leaders to staff and each other.
- Plan new teacher events (with swag!) that connect staff from the start.
- Ensure a continuous focus on staff wellness.

Your internal audience is your most important audience: Work with HR to put them first in your communication planning.

PRESENTATION LENGTH: 1 Hour