the leader in school communication

nspra

2026 - 2027

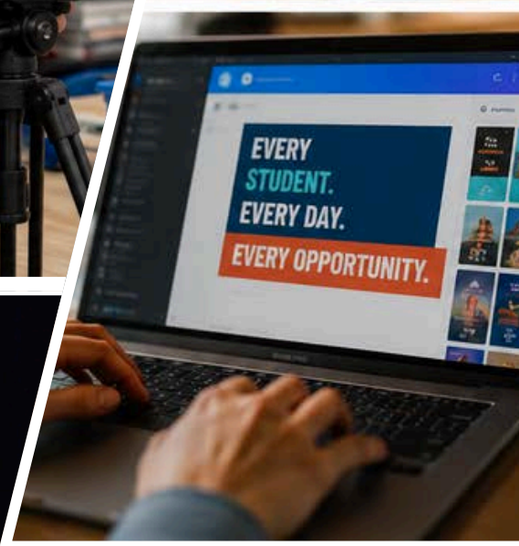
PROFESSIONAL DEVELOPMENT GUIDE

Learn. Connect. Lead.

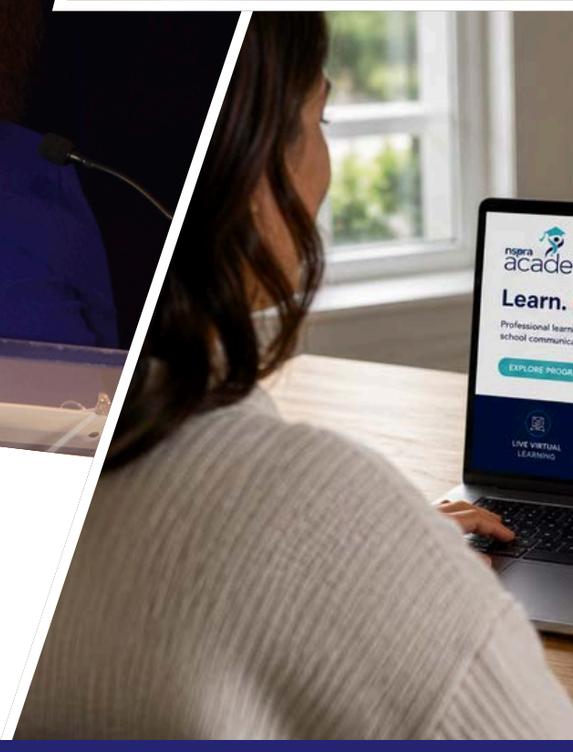
Practical learning, meaningful connections and powerful tools to help you lead communication that builds trust and inspires action.











TIMELY CONVERSATIONS

PRACTICAL LEARNING

HANDS-ON SKILL BUILDING

POWERFUL CONNECTIONS

FREE TO NSPRA MEMBERS

JOIN THE CONVERSATION



Member Monday and K12PRChat connect school communicators from across North America through meaningful discussions, practical problem solving and shared experiences.

Each month explores a different challenge facing today's communication leaders.

Two monthly conversations.
One shared goal:
Stronger communication. Together.

11 Months
of faciliated conversations

From August through June, exploring timely topics that matter most.

22 Discussions
focused on today's most pressing communications challenges

Real issues. Real solutions. Real impact.

Hundreds of Peers
sharing ideas and solutions

Build your network, learn from others and bring new ideas back to your district.

MARK YOUR CALENDAR
and join us each month!

Sessions are a complimentary benefit exclusively for NSPRA members.

2026 CONVERSATION SERIES

A year of timely topics. Real conversations. Practical takeaways.

	MEMBER MONDAY	K12PRCHAT
AUGUST	Seminar Takeaways We're Still Thinking About	Back-to-School Bingo
SEPTEMBER	Overcomplicated? Overcompensating?	Whom Are We Still Missing?
OCTOBER	"Can You Just Make a Flyer?"	Strategic…or Just Busy?
NOVEMBER	"This Was Never Going to Be an Easy Message"	How Districts Explain Hard Decisions Without Losing Trust
DECEMBER	Not Everything Needs a Holiday Graphic	Calm Amid Chaos
JANUARY	Looping Communications In…	Same District. Different Staff Experience.
FEBRUARY	More Than a Job Posting	They're Hired. Now What?
MARCH	Show the Impact	What Actually Changes Behavior?
APRIL	We've Never Done It That Way Before	"But…We've Always Done It This Way!"
MAY	AI Wins, Surprises & Lessons Learned	How Is AI Changing Expectations?
JUNE	The AI Judgment Call	What Skills Matter More Now?

FREE TO NSPRA MEMBERS

LEADERS LEARN

Virtual panel discussions focused on strategic communication best practices, featuring leading communication professionals and experts.



leaders learn

communication issues and strategies

WHY LEADERS LEARN?

FIVE LIVE virtual discussions

NATIONAL thought leaders

TIMELY communication issues

PRACTICAL leadership strategies

FREE VIRTUAL SESSIONS FOR NSPRA MEMBERS

In partnership with ThoughtExchange

SEP

School PR Reflections with the 2026 NSPRA School Communicator of the Year

A Candid Conversation to Kick Off the School Year

NOV

When Enrollment Changes Everything

Communicating Through Demographic Shifts

JAN

Inside the Organization — Understanding Behavior to Improve Communication

Explore How People Think, Respond and Engage

MAR

Communication Priorities During Budget Pressure

Lead with Clarity When Resources are Tight

MAY

What AI Can't Replace: Strategy, Trust and Leadership in School Communication

Navigate AI, Misinformation and Public Trust

FREE TO NSPRA MEMBERS

PR POWER HOUR

Timely Conversations. Practical Takeaways. Stronger Communications.



OCTOBER 23 12 PM EST	**From Compliance to Culture** Making Accessiblity Part of Everyday Communication	**Presenter:** **Jillian Aykens** Director of Communications, Community Relations, and Marketing Neenah Joint School District (Wisc.)
DECEMBER 4 12 PM EST	**Hard Conversations, Stronger Trust** Lessons from Community Engagement During Difficult Decisions	**Presenter:** **Nicole Kirby, APR** Senior Strategist with CESO (Kan.) **Amanda Lewis** Senior Communications and Public Relations Specialist, Des Moines Public Schools (Iowa)
FEBRUARY 12 12 PM EST	**What Staff Need to Hear** Internal Communication During Significant Change	**Presenter:** **Mike Cyze** Chief Communication Officer Dubuque Community School District (Iowa)
APRIL 23 12 PM EST	**Doing More with Less** How We Redesigned Communication During Budget Cuts	**Presenter:** **TBA**
JUNE 11 12 PM EST	**Rewriting the Workflow** How AI Changed Our Communications Office	**Presenter:** **Elizabeth Graswich** Executive Director of Communications | Los Angeles County Office of Education (Calif.)

In partnership with answerquest

FREE TO NSPRA MEMBERS

MINI LABS

Concise. Targeted. Practical.

Choose the topics you need, when you need them.



SEPTEMBER / OCTOBER
Sustainable Communication Systems

- Managing Communication Requests
- Building a Simple Content Calendar
- Managing Website Editors
- Brand Kits & Shared Assets

NOVEMBER / DECEMBER
Communicating Through Community Change

- Building Feedback Dashboards
- Building Information Hubs
- Public Records & FOIA Requests
- Choosing the Right Photo

JANUARY / FEBRUARY
Clarity, Culture & Internal Communication

- Staff Newsletters That Actually Get Read
- Pulse Checks & Feedback Tools
- Writing for the Way People Read Now
- Event Planning

MARCH / APRIL
Working Smarter, Not Harder

- Crisis Communication Cadence
- Google Analytics (2027)
- Meta Reports Matter
- Campaign Mapping: From One Idea to Many Touchpoints

MAY / JUNE
AI, Trust & the Future of School Communication

- Building Better AI Graphics
- Managing Your District Sites on Google Maps
- From SEO to GEO
- Building an AI Prompt Library

FREE TO NSPRA MEMBERS

ACCREDITATION IN PUBLIC RELATIONS



A supportive learning community designed for school communicators pursuing APR.

The APR Cohort is offered three times a year and is open to NSPRA members as a free member benefit.

Cohort members connect, learn and grow together with the support of experienced APR professionals.

STRUCTURED SUPPORT
Monthly facilitated discussions and resources.

PEER COHORT
Connect with fellow APR candidates across North America.

GUIDED PREPARATION
Build understanding of the APR process and earning requirements.

MEMBER BENEFIT
This cohort is included with your NSPRA membership.

FALL COHORT

SEP 15
SEP 29
OCT 13
OCT 27
NOV 10
NOV 17
DEC 2

WINTER COHORT

JAN 12
JAN 26
FEB 9
FEB 23
MAR 9
MAR 23
APR 6

SPRING COHORT

MAR 30
APR 13
APR 27
MAY 11
MAY 25
JUN 8
JUN 22

All sessions are virtual and free for NSPRA members. $99 for non-members.

Learn. Connect. Prepare. Achieve APR.

TAKE THE NEXT STEP
Join a cohort and invest in your professional growth and your future.

FREE TO NSPRA MEMBERS

ETHICS IN ACTION

Real Decisions in School Communication



Every school communicator faces moments where the right decision isn't obvious, but the impact is significant. This three-part series explores ethical decision making, practical frameworks and real-world scenarios to help communicators lead with integrity and confidence.

Walk away with tools you can apply immediately -- and the clarity to navigate complex situations

nspra PLUS | ON DEMAND

1 2 3

MODULE 1

Thursday, October 1

12 - 1:00 EST

The Ethical Compass

Navigating the Moral Maze of School PR

Presenter: Lesley Bruinton, APR



MODULE 2

Thursday, October 8

12 - 1:00 EST

Pressure Points

Navigating Ethical Tensions with Leadership and Community Expectations

Presenter: Jessica Hull



MODULE 3

Thursday, October 15

12 - 1:00 EST

Trust on the Line

Ethical Decision Making in Crisis, AI and Public Communication

Presenter: Shawn McKillop, APR



Ethical Decision Making

Strengthen your ability to make confident, values-driven choices.

Real-World Case Studies

Explore practical scenarios faced by school communicators today.

Peer Discussion

Share perspectives and learn from fellow communicators across North America.

FREE FOR NSPRA MEMBERS

nspra PLUS

LEARN ANYTIME. ANYWHERE.

NSPRA Plus is the first-of-its-kind, AI-powered on-demand learning library built exclusively for those who plan, lead or help support school communication.

nspra microlabs

QUICK TUTORIALS. IMMEDIATE IMPACT.

Featuring all-new Micro Labs! Updated Weekly!

EXCLUSIVE BENEFIT. DESIGNED FOR YOU.

PERSONALIZED RECOMMENDATIONS

powered by AI to tailor content to your interests and goals

EXPERT-LED WEBINARS AND WORKSHOPS

stream proven strategies from experiences school communicators

INTUITIVE SEARCH AND FILTERING TOOLS

to help you find exactly what you need, fast

CURATED LEARNING PATHS

organized by interest, role and experience level

NEW NSPRA LEARNING CONTENT ADDED REGULARLY

to keep your skills sharp and your strategies current



ACADEMY SIGNATURE SERIES

GO DEEPER. LEAD FURTHER.

NSPRA Academies are immersive, cohort-based experiences that build advanced skills, deepen your expertise and expand your professional network.

New Professionals

The New Professionals track supports emerging school communicators through practical skill building, professional foundations and real-world strategies designed to build confidence and long-term success in the role.

Crisis Communications

Crisis communication is central to effective school leadership. This NSPRA Academy track is designed for school communicators and district leaders to navigate the realities of today's incident-driven, high-stakes communication environment. Participants will gain a practical, experience-driven framework, grounded in real-world application, for communicating before, during and after a crisis.

Small District Superintendents

The Small District Superintendents track is designed for school leaders navigating the unique communication demands of small districts, with a focus on visibility, trust building, leadership communication and community relationships.

Strategic Communications

The NSPRA Strategic Communications Academy track is designed specifically for veteran school communication professionals and district leaders seeking advanced expertise in the issues, challenges and trends shaping today's school PR landscape.



Ready to grow your expertise?

Explore all Academy offerings at nspra.org/academy

ACADEMY SIGNATURE SERIES

NEW PROFESSIONALS



MARK YOUR CALENDAR

Wednesdays, 2-4 PM EST

Build a strong foundation for your career and connect with a peer cohort of school communicators who are learning and growing alongside you. From September to May, you'll meet monthly in a virtual setting to explore real-world scenarios and core topics essential to the role.

Facilitator: Melissa McConnell
Manager, Professional Development & Member Engagement
National School Public Relations Association

DISCOUNTED FOR NSPRA MEMBERS

SEP 16

Through the Superintendent's Eyes: Leadership, Strategy & Board Foundations

Presenters:
Heath Rocha, Superintendent,
Tanya de la Cruz, APR, Public Information & Engagement Officer, Los Gatos-Saratoga Union High School District (Calif.)

OCT 14

The 4 Rs: Research, Reference, Review and Relationships – Building Your Foundation

Panelists:
Erin Hasinger, Director of Communications, Pine-Richland School District (Pa.)
Blair Yankey, Director of Communications, South Bend Community School Corporation (Ind.)
Jasmin Baxter, Communications and Engagement Coordinator, Hattiesburg Public Schools (Miss.)
Tanner Dorow, Communications Coordinator, Skokie School District 69 (Ill.)

NOV 18

Being Strategic with Effective Communications Plans

Presenter:
Chelsea Vongehr, Chief Communications Officer, Petersburg City Public Schools (Va.)

JAN 13

Internal Communications: Cultivating Trust & Keeping Staff Informed

Presenter:
Lauren Boettcher, Manager, School & Community Relations, Lakota Local Schools (Ohio)

FEB 17

Branding, Marketing & Digital Presence

Presenter:
Melissa Smith, Assistant Director, Communications & Learning Solutions, Chester County Intermediate Unit (Pa.)

MAR 17

Media Relations & Crisis Preparedness

Presenter:
Katy Bergen, Executive Director of Public Relations, Lee's Summit R-7 Schools (Mo.)

APR 14

Community Partnerships & Engagement

Presenter:
Gabrielle Brown, Director of Media Relations, Guilford County Schools (N.C.)

MAY 12

PR Essentials: Tools, Tips & Takeaways

Panelists:
Candace Gibson, SBMH Marketing/Social Media Coordinator, Northern Kentucky Cooperative for Educational Services (Ky.)
Carlos Hernandez, Assistant Director of Web and Graphic Design, Orange County Public Schools (Fla.)
Lauren Holtz, Director of Communications & Community Engagement, Sycamore Community School District 427 (Ill.)
Merritt La Foe, Lead Graphic Designer, Denver Public Schools (Colo.)

Peer Connection
Learn together and build lasting relationships

Practical Learning
Real-world strategies and scenarios you can use.

nspra academy
NEW PROFESSIONALS

ACADEMY SIGNATURE SERIES

SMALL DISTRICT SUPERINTENDENTS



MARK YOUR CALENDAR

Tuesdays, 12-2 PM EST

DISCOUNTED FOR NSPRA MEMBERS

The Small District Superintendents track is designed for school leaders facing unique communication challenges in small districts, focusing on visibility, trust building, leadership communication and community relationships

Facilitator: Melissa McConnell
Manager, Professional Development & Member Engagement
National School Public Relations Association

SEP 22

Communications: The Big Picture in Small Districts

Presenter:
Jill Filer, Lead Strategist, CESO Communications

OCT 20

Misinformation: Overcoming False Information in Small Districts

Presenter:
Laura Langebartels, Director of Communication & Community Engagement, MSD of Wabash County (Ind.)

NOV 10

Internal Communications: Connecting Your Staff, Unifying Your Schools

Presenter:
Mitch Roush, Director of Communications & Marketing, Grand Island Public Schools (Neb.)

JAN 19

Crisis-Ready Communications: Building a Toolkit and Trust

Presenter:
Karen Heath, APR, Director of Communications and Public Relations, Berrien RESA (Mich.)

FEB 16

Board Communications: Navigating Small-District Relationships

Presenter:
Marci Orr, APR, Director of Communications, Mexico School District #59 (Mo.)

MAR 16

Creative Communication Support: Expanding Capacity in Your Small District

Presenter:
Ashlee Meredith, Supervisor of Communication, New Kent Public Schools (Va.)

APR 20

Communications & the Ballot Box: Earning Community Support for Success

Presenter:
Meghan Baule, Director of Communications, Colchester School District (Vt.)

MAY 18

Your Communication Toolkit: Mastering Essential Platforms

Presenters:
Bryanna Moody, Communications and Marketing Coordinator, Kaukauna Area School District (Wis.)
Keegan Kociss, Communications Specialist, Community Consolidated School District 146 (Ill.)
Lori Buselt, Executive Director of Communications, Maize USD 266 (Kan.)
Emily Parks, Director of Communications, Midway ISD (Texas)

Effective Communication
Lead communication with clarity and confidence.

Practical Learning
Simplify complex topics.

nspra academy
SMALL DISTRICT SUPERINTENDENTS

ACADEMY SIGNATURE SERIES

STRATEGIC COMMUNICATIONS



MARK YOUR CALENDAR

Fridays,
12-4 PM EST

The NSPRA Strategic Communications Academy is designed for experienced school communication professionals to enhance their skills in modern school PR. Participants will collaborate on case studies, assignments and strategy exchanges reflecting current trends in school public relations.

Facilitator: Dr. Kenon A. Brown, Ph.D.
Director, Institute for Communication and Information Research
Professor, Department of Advertising and Public Relations

NOV 6

Communicating to Students: Co-Creating Voice with Authentic Storytelling

Guest Speaker:
Bailey Little, Director of Communications and Community Relations Watauga County Schools (N.C.)

This session focuses on how school communicators can shift from merely creating messages for students to developing stories collaboratively with them. By applying narrative storytelling theory and audience-centered communication principles, participants will explore ways organizations engage stakeholders in shaping messages and experiences.

NOV 13

Communicating to Parents: Navigating the Outside Noise

Guest Speaker:
Marlenia Thornton, Communications Coordinator, Lincoln Public Schools (Neb.)

This session explores communication and media theories that help explain audience behavior, including concepts such as source credibility, the third-person effect, hostile media effect, and misinformation. Participants will examine how these dynamics influence parent perceptions and identify strategies for helping school communities cut through the noise and make informed decisions.

FEB 19

Communicating to the Public: The Cost of Reputation Mismanagement

Guest Speaker:
Stacy Hawn, Communications Coordinator, Bennington Public Schools

This session focuses on the communication decisions that shape public perception long before a situation reaches crisis level. Participants will explore reputation management, issues management, public confidence, and the factors that influence how communities interpret organizational actions and decisions.

FEB 26

Communicating to Staff: Processing Change, Preserving Culture

Guest Speaker:
Kelly Avants, APR, Chief Communications Officer, Clovis Unified School District

This session explores how communication affects staff responses to change in line with school system values. It emphasizes that effective communication reduces uncertainty, fosters alignment, and preserves culture during transitions. Participants will learn practical strategies to help staff move from confusion to understanding and engagement.



DISCOUNTED FOR NSPRA MEMBERS

Lead with Strategy

Learning to enhance strategic thinking and broaden leadership capabilities in communication.

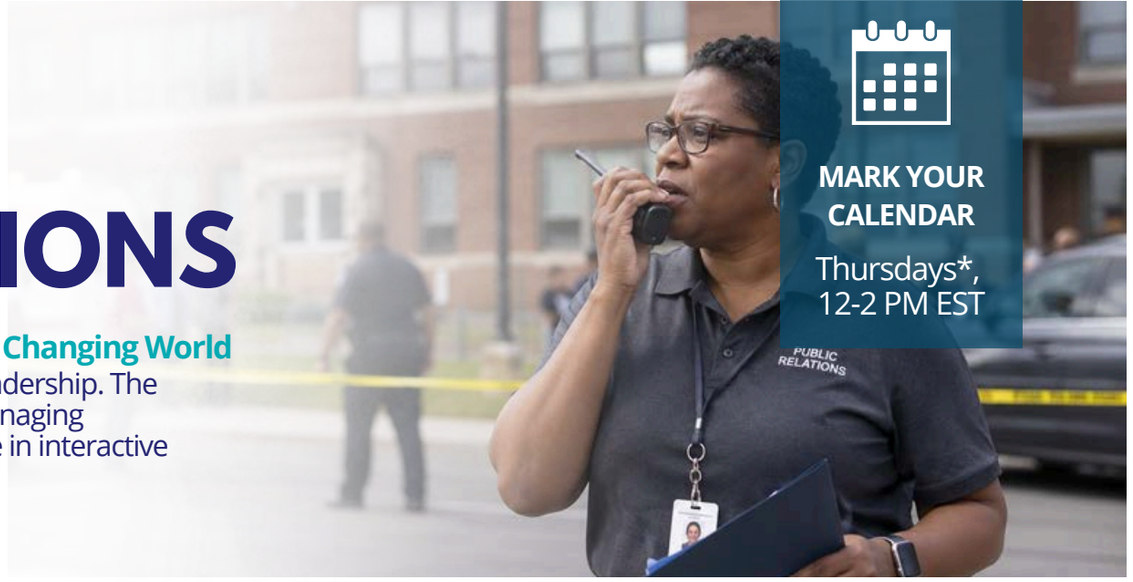
Communicate with Purpose

Challenged to move beyond tactical execution, consider communication as a leadership function.

nspra academy
STRATEGIC COMMUNICATIONS

ACADEMY SIGNATURE SERIES

CRISIS COMMUNICATIONS



MARK YOUR CALENDAR

Thursdays*, 12-2 PM EST

The New Standard: Crisis Communications for a Changing World

Crisis communication is essential for effective school leadership. The NSPRA Academy provides a practical framework for managing communication throughout a crisis. Participants engage in interactive sessions to build trust and create actionable plans.

Facilitator: Rick J. Kaufman, APR
Executive Director of Community Relations & Emergency Management
Bloomington Public Schools

JAN 28

Building Resilience: Pre-Crisis Planning Strategies

Guest Speaker:
Sondra Whalen, APR
Senior Customer Success Manager
ParentSquare

FEB 25

Crisis Ready Begins with a KIS (Keep it Simple) Communications Plan | Part 1

Guest Speaker:
Zac Rantz
Chief Communication Officer,
Nixa Public Schools (Mo.)

MAR 18

Crisis Ready Begins with a KIS (Keep It Simple) Communications Plan | Part 2

Guest Speaker:
Daryl Johnson, APR
Executive Director of Communications,
Alexandria City Public Schools (Va.)

APR 15

Communicating in a Crisis | Part 1

Guest Speaker:
Randy Barber, APR
Chief Communications Officer,
Boulder Valley School District (Colo.)

MAY 13

Communicating in a Crisis | Part 2 Leveraging Digital and Community Platforms

Guest Speaker:
Alex Wolff
Director of Communications,
Pelham Union Free School District (N.Y.)

JUN 22*

Building Back Better: Post-Crisis Communication Strategies

Guest Speaker:
Tove Tupper, APR
Chief Communications Officer,
Highline Public Schools (Wash.)

This module is on a Tuesday

JUL 10*

the leader in school communication nspra **Seminar 2027 Indianapolis, Ind.**

Transforming Learning into Action

DISCOUNTED FOR NSPRA MEMBERS

Crisis Planning

Build clear, actionable approaches to crisis communications across all phases of an incidient.

Build Credibility and Trust

Through pracitical strategies to close response gaps.

nspra academy
CRISIS COMMUNICATIONS

ACADEMY FOCUSED SERIES

FOCUSED LEARNING. PRACTICAL IMPACT.

Our seven Focused Series Tracks deliver short, topical learning you can apply immediately.

Topical & Timely
Relevant topics that address today's most pressing challenges.

Flexible & Convient
Short, focused sessions that fit your schedule.

Stronger Together
Connect with peers, share ideas and grow your professional network.



nspra academy

DISCOUNTED FOR NSPRA MEMBERS

Explore all sessions and upcoming topics at nspra.org/academy

Regional Education Services

Strengthen communication across regions and multi-district partnerships. Share resources, solve common challenges and amplify your collective impact.

REGISTER & GET ON DEMAND ACCESS

MODULE
Understanding Your Role in the Ecosystem
Communicating Across Multiple Districts
Building Systems That Scale
Building Trust and Credibility Across Multiple Districts

Customer Service

Prepare, respond and communicate with confidence in times of crisis or disruption. Protect trust, and keep your community informed.

REGISTER & GET ON DEMAND ACCESS

MODULE
Mapping Communication Touchpoints
Strengthening Service and Response Practices
Responding to Concerns and Escalation
Making Customer Service the Standard

Communication Team Leadership

Lead your team with clarity and purpose. Build culture, streamline workflows and elevate the impact of your communication team.

REGISTER & GET ON DEMAND ACCESS

MODULE
Defining Your Role as a Team Leader
Managing People, Projects and Priorities
Building a Strong and Sustainable Team
From Communications Leader to Strategic Advisor

Solo Communicator

Practical strategies and support for doing it all and doing it well. You're not alone in this work.

MODULE	DATE
1. Managing the Work When You Are the Team	**JAN. 14**
2. Building Systems That Save You Time	**FEB. 4**
3. Managing Urgency, Crisis and Competing Demands	**FEB. 11**
4. Working Up, Across and Without Support	**MAR. 3**

Workforce Communications

Attract, engage and retain the people who power your schools. Build a strong employer brand and support your staff with clear, consistent communication.

MODULE	DATE
1. Defining and Communicating Your Employer Brand	**FEB. 5**
2. Recruitment Messaging for Hard-to-Fill Positions	**MAR. 5**
3. Internal Communication for Retention	**MAR. 19**
4. Aligning Communications and HR for Impact	**APR. 16**

Principals

Partner with school leaders to communicate more effectively, support students and staff and strengthen your school community.

MODULE	DATE
1. Communicating with Clarity and Purpose	**FEB. 8**
2. Leading Staff Communication	**MAR. 8**
3. Building School-Family Trust	**MAR. 15**
4. Leading Communication During Challenging Situations	**APR. 12**

Family & Community Engagement (FACE)

Build trust and connection through meaningful engagement. Strengthen relationships, and ensure every voice is heard in your school community.

MODULE	DATE
1. From Outreach to Engagement: *Rethinking the District-Family Relationship*	**JAN. 21**
2. Aligning Leadership, Communication & Engagement	**FEB. 10**
3. Designing Engagement Systems That Last	**MAR. 23**
4. Demonstrating Impact: Telling the Story of Engagement	**APR. 22**

IMMERSIVE LEARNING

NSPRA STUDIO

NEW FOR 2026-2027!

CREATE. BUILD. APPLY.

Immersive, hands-on learning for school communicators.
NSPRA Studios are focused, hands-on learning experiences designed to help school communicators build practical skills, explore emerging tools and workflows and create communication products and processes they can immediately apply in their day-to-day work.

Structured as interactive virtual working sessions rather than traditional webinars, Studios emphasize guided application, real examples, demonstrations and active skill building. Each Studio focuses on a specific communication area and is designed as a short series that helps participants move beyond ideas into implementation and practice.

Studios are ideal for communicators who want deeper, more applied learning than a webinar or Mini Lab can provide, without the broader scope of a full Academy track.

DISCOUNTED FOR NSPRA MEMBERS

Guided Application
Learn by doing with step-by-step support.

Real-World Workflows
Work with practical tools and authentic examples.

Practical Skill Building
Build confidence through hands-on practice.

Immediate Implementation
Walk away with strategies you can use right away.

Design Studio

Advanced Canva Workflows for School Communicators



COMPLETED

REGISTER & GET ON DEMAND ACCESS

Accesibility Studio

Accessible Design and Content Workflows for School Communicators



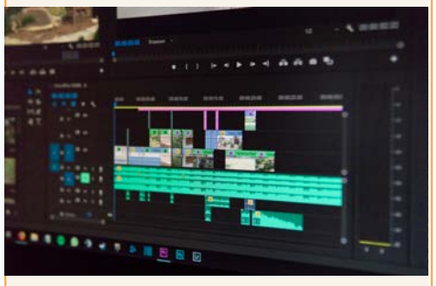
3-MODULE STUDIO

- December 1, 2026
- December 8, 2026
- December 15, 2026

Tuesdays, 2 - 3:30 PM Eastern

Visual Storytelling Studio

Short-Form Video and Editing Workflows for School Communicators



3-MODULE STUDIO

- March 24, 2027
- March 31, 2027
- April 7, 2027

Wednesdays, 2 - 3:30 PM Eastern

AI & Communications Studio

Hands-On AI Workflows for School Communicators



3-MODULE STUDIO

- June 9, 2027
- June 16, 2027
- June 23, 2027

Wednesdays, 2 - 3:30 PM Eastern

A joint NSPRA + AASA experience for superintendents and district leaders

LEADERSHIP FOR PUBLIC TRUST

Helping superintendents and communication leaders strengthen their ability to lead through complexity, build and sustain public trust and align communication with decision making at the highest levels



DISCOUNTED FOR NSPRA MEMBERS

CIVIC LEADERSHIP
Engage communities and strengthen public trust.

NARRATIVE LEADERSHIP
Shape and share your district's story with clarity.

CRISIS LEADERSHIP
Navigate challenges and communicate with confidence.

CIVIC LEADERSHIP

MAR 4

Leading in Complex Community Contexts

This session focuses on how leadership teams can make stronger, more informed decisions by incorporating communication awareness early, considering how issues may be interpreted, where tensions may emerge and how to align internally before decisions become public.

APR 1

Leading with Trust in Complex Times

Rather than focusing on how trust is built, this session examines how established trust allows leaders to move forward with clarity, even when decisions are difficult or unpopular.

MAY 6

Engagement as Shared Leadership Work

This session enhances district operations by redefining engagement to include community perspectives in leadership decisions. Participants will learn to create methods for two-way communication, turning input into actionable insights that influence decision-making processes.

NARRATIVE LEADERSHIP

MAR 9

Understanding and Owning the District Narrative

This session emphasizes proactive leadership in fostering clear communication to minimize misinformation. It aids leadership teams in assessing their district's perception and identifying gaps between intentions and community understanding.

APR 19

Aligning Leadership, Messaging and Direction

This session highlights how leadership teams can create internal clarity by aligning direction, language, and expectations prior to external communication. It stresses that leadership alignment is essential for ensuring organizational understanding and consistency of strategy, rather than just focusing on communication routines.

MAY 17

Using Story to Drive Understanding and Support

This session highlights how leadership teams can leverage real examples to enhance their work's relevance for stakeholders. It emphasizes storytelling as a leadership tool to reinforce priorities, show progress and ensure ongoing alignment.

CRISIS LEADERSHIP

APR 30

Decision Making and Leadership Under Pressure

This session focuses on how leaders approach decision making under pressure, balancing urgency, accuracy and long-term impact while maintaining alignment across the organization. It emphasizes how leadership decisions--not just communication--shape outcomes during high-pressure situations.

MAY 28

Communicating with Credibility in Uncertain Moments

This session focuses on how leaders communicate when information is incomplete and where credibility is shaped more by presence and consistency than by certainty. This session also explores how leaders communicate with clarity, transparency, and consistency even when all answers are not yet known.

JUN 25

Sustaining Trust Beyond the Crisis

This session focuses on how leadership teams move forward by supporting their communities, reflecting on their approach, and strengthening systems for the future. This session also examines how districts use post-crisis moments to strengthen leadership systems, not just recover from the event itself.

the leader in school communication nspra

AASA



THE PREMIER EVENT FOR SCHOOL COMMUNICATORS

NATIONAL SEMINAR

LEARN.
CONNECT.
LEAD.

JULY 11-14, 2027
INDIANAPOLIS, INDIANA

DISCOUNTED FOR NSPRA MEMBERS

1,600+
ATTENDEES
School communicators from across North America

150+
LEARNING SESSIONS
Revelant. Timely. Practical.

50+
EXHIBITORS
Tools, services and solutions designed for schools.

INSPIRING COMMUNICATORS. STRONGER SCHOOLS. BRIGHTER FUTURES.

FOCUSED CONTENT. REAL CONNECTIONS.
IDEAS YOU CAN USE.

AI & INNOVATION
Explore emerging tools and future-ready strategies.

LEADERSHIP
Grow your influence and lead with confidence.

FAMILY & COMMUNITY
Strengthen partnerships and build trust.

STRATEGIC COMMUNICATION
Plan smarter and communicate with impact.

MARKETING & BRANDING
Elevate your brand and tell your story.

CRISIS RESPONSE
Prepare, respond and protect your reputation.

PROFESSIONAL GROWTH
Sharpen your skills and advance your career.

SCHOOL CULTURE
Communicate to inspire pride and belonging.

MORE THAN A CONFERENCE.
AN EXPERIENCE.



GOLD MINE SESSIONS
Peer-tested ideas and practical strategies you can take home and use right away.



NETWORKING OPPORTUNITIES
Build meaningful connections with communicators from across North America



MARKETPLACE
Explore tools, services and solutions from leading education partners.