

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 facilitated 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.

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

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



Seminar Takeaways We're Still Thinking About



Back-to-School Bingo



Overcomplicated?
Overcompensating?



Whom Are We Still Missing?



"Can You Just Make a Flyer?"



Strategic...or Just Busy?



"This Was Never Going to Be an Easy Message"



How Districts Explain Hard Decisions Without Losing Trust



Not Everything Needs a Holiday Graphic



Calm Amid Chaos



Looping Communications In...



Same District. Different Staff Experience.



More Than a Job Posting



They're Hired. Now What?



Show the Impact



What Actually Changes Behavior?



We've Never Done It That Way Before



"But...We've Always Done It This Way!"



AI Wins, Surprises & Lessons Learned



How Is AI Changing Expectations?



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.



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.



POWER HOUR
communication tactics and best practices

OCTOBER 23
12 PM EST

From Compliance to Culture
Making Accessibility Part of Everyday
Communication

Presenter:
Jillian Aykens
Communications & Marketing Consultant
CESA 6 (Wis.)

DECEMBER 4
12 PM EST

Hard Conversations, Stronger Trust
Lessons from Community Engagement
During Difficult Decisions

Presenter:
TBA

FEBRUARY 12
12 PM EST

What Staff Need to Hear
Internal Communication During
Burnout, Cuts and Change

Presenter:
TBA

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.)

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



[Google Analytics \(2027\)](#)



[Crisis Communication Cadence](#)



[Meta Reports Matter](#)



[Campaign Mapping: From One Idea to Many Touchpoints](#)

MAY / JUNE

AI, Trust & the Future of School Communication



[Building Better AI Graphics](#)



[AI + Accessibility](#)



[Organizing Digital Assets](#)



[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



3-PART FALL VIRTUAL SERIES

1

MODULE 1

Thursday, October 1

12 - 1:00 EST



The Ethical Compass

Navigating the Moral Maze of School PR

Presenter: Lesley Bruinton, APR



2

MODULE 2

Thursday, October 8

12 - 1:00 EST



Pressure Points

Navigating Ethical Tensions with Leadership and Community Expectations

Presenter: Jessica Hull



3

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



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.

EXCLUSIVE BENEFIT. DESIGNED FOR YOU.



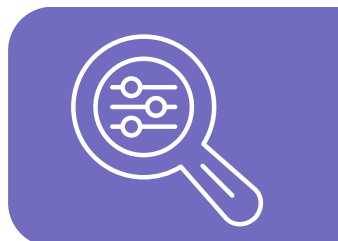
PERSONALIZED RECOMMENDATIONS

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



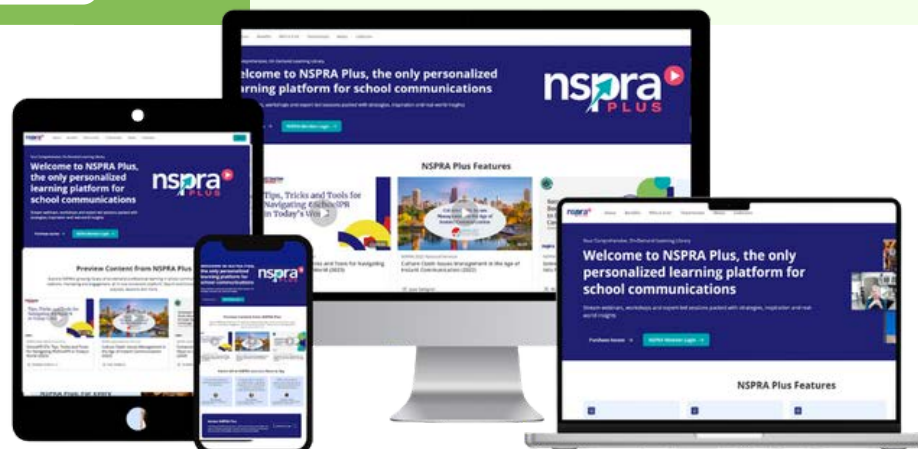
CURATED LEARNING PATHS

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.



DISCOUNTED FOR
NSPRA MEMBERS



Ready to grow your expertise?
Explore all Academy offerings at nspra.org/academy

ACADEMY SIGNATURE SERIES NEW PROFESSIONALS

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*



**MARK YOUR
CALENDAR**

Wednesdays,
2-4 PM EST



**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.



ACADEMY SIGNATURE SERIES

SMALL DISTRICT SUPERINTENDENTS

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



MARK YOUR
CALENDAR

Tuesdays,
12-2 PM EST



DISCOUNTED FOR
NSPRA MEMBERS

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, Director of Communications and
Public Relations, Berrien RESA (Mich.)

FEB
16

**Board Communications: Navigating
Small-District Relationships**

Presenter:

Marci Orr, 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.



ACADEMY SIGNATURE SERIES STRATEGIC COMMUNICATIONS

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*



MARK YOUR
CALENDAR

Fridays,
12-4 PM EST

OCT
9

Communicating to Students: Co-Creating Voice with Authentic Storytelling

Guest Speaker:
Jacqueline Dillard, Director of Marketing & Advertising, Butte-Glenn Community College (Calif.)

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
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.

APR
9

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.

Strengthen relationships
with our community.

Share timely, accurate
information.

Celebrate our stories
and achievements.

Support district goals
and initiatives.

Engage, educate,
and empower
compassionate citizens.



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.



ACADEMY SIGNATURE SERIES

CRISIS COMMUNICATIONS

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*



MARK YOUR
CALENDAR

Thursdays*,
12-2 PM EST

JAN
28

Building Resilience: Pre-Crisis Planning Strategies

Guest Speaker:

Sondra Whalen, APR

*Director of Student Programs and Communications,
Vernon Verona Sherrill CSD (N.Y.)*

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



Seminar 2027
Indianapolis, Ind.

Transforming Learning into Action



Crisis Planning

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



Build Credibility and Trust

Through practical strategies to close response gaps.



**DISCOUNTED FOR
NSPRA MEMBERS**



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 & Convenient

Short, focused sessions that fit your schedule.



Stronger Together

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



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.

MODULE

1. Understanding Your Role in the Ecosystem
2. Communicating Across Multiple Districts
3. Building Systems That Scale
4. Building Trust and Credibility Across Multiple Districts

DATE

SEP. 17
OCT. 15
OCT. 29
NOV. 12



Customer Service

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

MODULE

1. Mapping Communication Touchpoints
2. Strengthening Service and Response Practices
3. Responding to Concerns and Escalation
4. Making Customer Service the Standard

DATE

SEP. 18
OCT. 2
OCT. 16
OCT. 30



Communication Team Leadership

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

MODULE

1. Defining Your Role as a Team Leader	SEP. 21
2. Managing People, Projects and Priorities	OCT. 12
3. Building a Strong and Sustainable Team	OCT. 22
4. From Communications Leader to Strategic Advisor	NOV. 9



Solo Communicator

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

MODULE

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. 11



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

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

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

1. From Outreach to Engagement: <i>Rethinking the District-Family Relationship</i>	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.



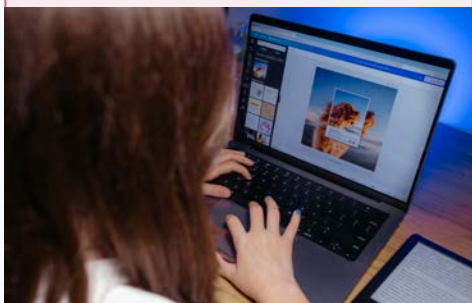
**Immediate
Implementation**

Walk away with
strategies you can
use right away.



**Design
Studio**

Advanced Canva
Workflows
for School Communicators



3-MODULE STUDIO

- October 21, 2026
- October 28, 2026
- November 4, 2026



Wednesdays, 2 - 3:30 PM
Eastern



**Accessability
Studio**

Accessible Design and
Content Workflows
for School Communicators



3-MODULE STUDIO

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

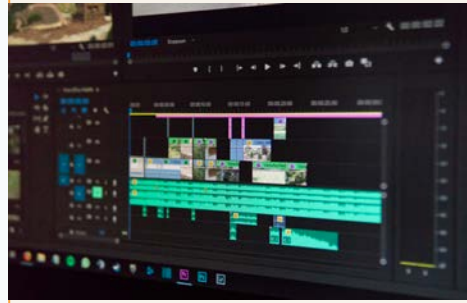


Tuesdays, 2 - 3:30 PM
Eastern



**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 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

Relevant. Timely.
Practical.



50+

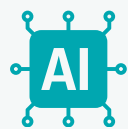
EXHIBITORS

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.



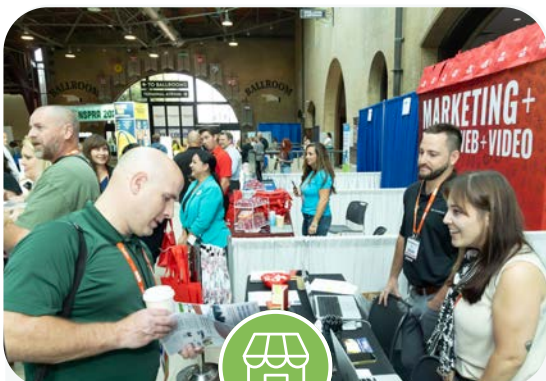
GOLD MINE SESSIONS

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.