Each workshop will conclude with time for “Member Needs Help.” Bring your most pressing challenge and together we’ll brainstorm solutions.

Sign up for all six sessions...save paperwork and GET ONE T&T FREE!
INSPRA offers a six-session Tips and Tactics package for $150. The non-package cost for each regular session is $30 for INSPRA members or $50 for non-members. To register, call (815) 464-3275 or e-mail cglatz@managementservices.org. All sessions will begin with refreshments, a continental breakfast and networking at 8:30 a.m., followed by the program from 9-11 a.m.

October 20, 2006
Bridging the Barriers – Communicating with non-English Speaking Parents & Guardians
You ask – we deliver! Learn how to supply needed information to parents and guardians who are trying to raise responsible, educated children in a new country. We'll tell you how to communicate the education process, discipline, medical issues and more.

November 17-19, 2006
Check out INSPRA presentations at the Triple I Convention, November 17-19 at the Hyatt Regency in Chicago.

December 9, 2006
Annual Idea Sharing Meeting
Back by popular demand, this extended session (9-11:30 a.m.) is a great opportunity to expand your public relations bag of goodies. Bring your best ideas or your toughest questions related to what you need help with and what works in the world of school public relations. If you have a project to share, 50 copies of handouts or samples are most welcomed.

January 19, 2007
Laying the Groundwork – Public Engagement Strategies
A panel of experts will explain how public engagement strategies can create a momentum for change by providing the public with an opportunity to understand the pros and the cons of any given situation (from a referendum to school boundary changes). Effective public engagement results in an expansion of the circle of “those in the know” and can influence friends and win over the opposition. This process is really about two-way communication. Are we listening?

February 23, 2007
Legal Issues Communications Professionals Face
Whether you are new to the profession or have years on the job, legal issues we face change on a daily basis. From student and staff rights and FOIA basics to photo/video permission for students, learn how to protect yourself while sharing much needed information with your publics.

March 16, 2007
Introduction to e-Communications
Welcome to 21st century communication. It's paperless, full-color and cost effective! This session covers the basic of communicating through e-newsletters, e-surveys and e-parent alerts. Find out what you need to have in place to make it happen in your district.

April 20, 2007
How to Write an Effective Communications Plan
As communications professionals, we must effectively plan for communicating with our publics by: 1) reinforcing existing positive attitudes, 2) converting some neutral attitudes to the positive side, and 3) when possible, neutralizing some negative attitudes. This workshop will provide you with tools of the trade to create a proactive, rather than a reactive, plan. It addresses the RACE formula (Research, Analyze, Communicate and Evaluate), making our work deliberate, measurable and meaningful.