



## *Illinois Chapter of the National School Public Relations Association* **Tips & Tactics 2006 - 2007**

*Each school year, the Illinois Chapter of the National School Public Relations Association (INSRA) hosts six Tips & Tactics sessions focusing on the latest “must know” public relations strategies for successful school communications. Using the most requested topics from our June membership survey, the 2006-2007 schedule is a winning lineup!*



### **Sign up for all six sessions...save paperwork and GET ONE T&T FREE!**

INSRA offers a six-session Tips and Tactics package for \$150. The non-package cost for each regular session is \$30 for INSRA members or \$50 for non-members. To register, call (815) 464-3275 or e-mail [cglatz@managementservices.org](mailto:cglatz@managementservices.org). All sessions will be held at ARAMARK, 2300 Warrenville Road, Downers Grove. Sessions will begin with refreshments, a continental breakfast and networking at 8:30a.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 INSRA 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 21<sup>st</sup> 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.