The 62nd Annual Seminar of the National School Public Relations Association

Nashville, Tennessee
July 12-15, 2015

REGISTER BY MAY 22
SAVE $50

Raising Our Voices for Educational Excellence
NSPRA’s 2015 National Seminar – Raising Our Voices for Educational Excellence

Public education remains one of our most-valued public institutions, yet it continues to be under attack from special interest and political groups promoting privatization. Budgets are at risk, the news media continues to focus on negative stories and local education critics have increased the volume, lashing the restrained citizens via social media. In spite of this, parents and the public continue to express trust and confidence in public school teachers and principals and give their local schools high marks. We can change the conversation by raising our voices with effective, strategic and targeted communication. Because if we do not do so, who will?

With 62 years of experience in providing the ultimate professional development experience in school communications, NSPRA’s 2015 National Seminar is where you will find North America’s leading school public relations practitioners and where you and your colleagues can join in Raising Our Voices for Educational Excellence!

Come to Nashville and:

- Learn about innovative communication strategies and programs, how to market/brand your schools, earn authentic engagement, manage crisis response, and more.
- Interact with school communication experts who will share how you can develop advocacy, build trust, and increase powerful connections and support for your schools.
- Gather best practices, tools and advice for engaging your stakeholders and delivering key messages on issues and the critical importance of a strong public education system.
- Discover how to maintain your communication budget, time, and resources, and expand support for your schools.

Experience North America’s largest gathering of school communication professionals and be prepared to learn more and to be energized, with the tools and powerful network that will help you develop an exemplary communication program in your district and school, program or education organization.

Make the Most of Your Communication Dollar

In an era of tight budgets and a demand for “return on investment,” NSPRA’s network of experts and resources is more important and valuable than ever. With more than 70 skill-building and tactical sessions to choose from, you’ll be able to select those that best meet your needs. From two-hour Action Lab mini-workshops to “speed dating” style information roundtables, you’ll find multiple options and topics to choose from. This year’s program includes sessions on:

- Strategic communication planning…advocacy and engagement strategies… crisis management… branding/marketing… using video effectively… diversity and equity communication… social media strategies… and much, much more.

Ramp Up Your PR Skills

New to School PR? The NSPRA National Seminar is the ideal destination for those new to practicing PR in the education arena. Once in four seminar participants are attending for the first time.

School PR Veteran? Almost three-quarters of attendees have been to past Seminars and continue to return for more!

Community Education Professional? This “conference within a conference” Sunday through Tuesday afternoon focuses on communication strategies targeted to community education needs.

Meet the Leaders in School Communication

As NSPRA’s 2015 Seminar, you’ll interact with leading experts and practitioners in school communication throughout three days of collaboration and learning. They’ll share cutting-edge strategies, offer insight and guidance, and provide helpful tools and examples for improving all aspects of communication in your district and school.

Choose from over 70 practical, hands-on, informative sessions designed to provide you with knowledge and proven strategies for taking your program to the next level and addressing issues that include:

- Public education advocacy;
- Effective engagement programs;
- Branding and marketing schools;
- Telling your story with video;
- Expanding outreach with social media;
- Crisis communication/management;
- Winning bond/funding campaigns; and
- Strategic communication planning.

Check out the preliminary schedule of sessions at: www.nspra.org/files/docs/SeminarAtAGlance15.pdf
Learn New Practical Strategies to Influence, Communicate, Market and Celebrate Public Education

Over 70 Timely, Targeted, Info-Packed Sessions in One Central Location
NSPRA’s 2015 National Seminar is where you will go to answer all your communication needs. You won’t find this many on-target information sessions, proven practices and resources for your school communication program anywhere else this year. This is the only major event in North America for interactive learning and sharing with communication experts and professionals who understand your job. That’s why you’ll want to seize this once-in-a-year opportunity to build and enhance your skills. The NSPRA National Seminar is the place to be for those who understand the critical relationship between good communication and successful schools.

With dreams of resource-packed skill sessions, action labs and presentations, you will have first-hand access to proven communication strategies, best practices and the latest innovative programs that you can replicate in your district to help you build, support and continue in your schools.

Here are just a few of this year’s exciting and content-rich sessions:

- Engagement and Leadership Strategies for Successful Bond Issues
- Think Like a Journalist: Skills to Lead Your Schools Through Crisis
- One Voice, Multiple Languages
- A Video is Worth 1.8 Million Words
- Straight Talk About Money: Learn How to Use Numbers to Tell a Story
- Connecting with Parents in the Digital Age
- Social Media Jump Start
- And much, much more!

Face Time Matters for Learning and Networking

Even in tight budget times, there is nothing more powerful than being able to exchange ideas and learn hands-on in a face-to-face session with leading experts in communications. Like meetings offer more effective training, the exchange of ideas, and help you build relationships to expand your network of resources year-round. Review our Seminar program and ask yourself: Where else can I find a better investment of time and money that benefits my students and my professional development in one place?

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- Connecting with Parents in the Digital Age
- Social Media Jump Start
- And much, much more!

Need a Reason to Visit Nashville? Here are 5 to get you started!
1. The Country Music Hall of Fame and Museum, a must see!
2. Two Music Row addresses: RCA Studio B, where Elvis recorded over 300 songs.
3. Visit the Ryman Auditorium (the “Mother Church of Country Music”), and take a backstage tour.
4. Smell€en Broadway’s Honky Tonk Highway.
5. Get Army – from visual and perfor ming arts to music, crafts, film and more, art is everywhere.

Discover the Country Music Capital of the World from Our Seminar Hotel
Perfectly located in the heart of the business district, the Renaissance Nashville Hotel’s location allows for maximum exploration with access to many attractions, including Bridgestone Arena, LP Field, B.B. King’s Blues Club, the Country Music Hall of Fame & Museum, Renasant Auditorium, and the Historic Second Avenue District.

Make your reservations at the Renaissance Nashville Hotel soon to get NSPRA’s special rate of $185 per night (single or double), which includes complimentary wireless Internet access in the guest rooms. The group rate is available until June 19, 2015 or until the block is filled. Reservations made after NSPRA’s room block is filled or after the cut-off date will be based on availability and at the prevailing rate.

Make your reservation online at www.nspa.org/seminar-hotel.
For phone reservations call Toll Free: 877-901-6632 / Local Phone: 615-255-8400

Join Us at the Welcome Reception
Plan to meet up with colleagues old and new Sunday evening, July 12, at the Seminar Opening Reception at the Renaissance Nashville, sponsored by SchoolMessenger. You’ll also be able to sign up online in advance to join other attendees and our Tennessee Chapter hosts for “dine and Dish” – Sign-Up Dinners at local restaurants following the reception.

“We’re Playing Your Song” in Music City!
On Tuesday evening, our Tennessee Chapter and sponsor SchoolMessenger have arranged an evening of live music, fun and refreshments at the Country Music Hall of Fame from 7 p.m. – 1 a.m. Thanks to the generous sponsorship of SchoolMessenger, there is no cover to attend. You will need a ticket to get in.

Save with Special Discount Options!

- $100 Southeast Discount: If you register as a full participant and are affiliated with the Southeast Region (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, Virgin Islands, you save $100 more.
- Superintendent and Communication Pro Combo. The second full registrant of the “Mother Church of Country Music”, and take a backstage tour.
- Smell€en Broadway’s Honky Tonk Highway.
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How It Comes to Inspiration, Networking and the Latest Trends and Innovations in School Communications, the NSPRA Seminar is unparalleled!* – Lori O’Toole Busset, director of communications, Maize (Kan.) USD 256

“Summer Institute for Community Education and Engagement – $395
Effective communication is key to successful community education programs and NSPRA is proud to host the Summer Institute for Community Education and Engagement at the 2015 Nashville Seminar.
This “conference within a conference” runs from 2 p.m. Sunday through Tuesday afternoon and focuses on the special needs of community education professionals. It includes a special self-contained learning track as well as opportunities for participants to take advantage of regular Seminar sessions.
Register at www.nspa.org/regseminar or call Summer Institute.

“Superintendents’ Special One-Day Track (with luncheon) on July 13 for Just $249*
Strong communication leadership is essential to creating an effective communication program designed to move goals forward. We are committed to helping superintendents develop their communication skills and are offering a special rate and some targeted sessions designed to meet leaders’ needs. Superintendents for this one-day track will have access to the full array of Monday’s program offerings, including our annual keynote speaker, author Joseph Grenny.
The Superintendents’ Track package includes a luncheon and presentation by reknowned Rich Smidt and Dave Clayton of Nautilus Collaborative in Washington, D.C., who will share their insight on creating messages to help parents and others see your schools as their schools of choice. This will be followed by a discussion on using key messages effectively. This track offers optional savings at a reduced rate and you’ll leave with communication leadership strategies to keep your team focused. Choose from more than 30 afternoon sessions on best practices in school communication that include:
• Communicating Common Core Results
• Operation College Bound
• Community Engagement, the School Board and the District Staff

Don’t miss out on this valuable opportunity!
Register now at www.nspa.org/regseminar.
*Superintendents who register to attend the full Seminar have the option of attending the luncheon. Luncheon is open to trainees only.

“Seminar Scholarships for Superintendents
Thanks to a sponsorship by ParentLink (www.parentlink.net), NSPRA is offering a limited number of scholarships for superintendents who are new to the NSPRA National Seminar or who haven’t attended in the past three years. These scholarships cover the cost of registration.
Application deadline is April 16. To apply, go to www.nspa.org/superintendent_scholarships_seminar.

Get Graduate Semester Extension Credit

Summer Institute can earn two graduate semester credits from the University of San Diego for completing the required hours of instruction during the NSPRA 2015 Seminar.
To learn more about the seminar and registration procedures, go to www.nspa.org/graduate-semester-extension-credit.

*48-credit hour minimum

*Registration fees are non-refundable, but cancellations are accepted at a 50% refund through May 12, 2015. No refund after May 12.”
General Sessions

Joe Crecelius is the leading social scientist of business performance and co-author of About New York Times best-selling authors, including الجملة والعملية والتواصل. A frequent contributor to Forbes and Business Week, he became known for his work on the "creative class" in Nashville. In his Tuesday keynote, Joe will share insights on the future of work and how to navigate this new world of work.

On Thursday morning, Joe will present his latest research on the "power of purpose" and how it can drive innovation and success in organizations. This session will be an inspiring and thought-provoking look at how to align your personal goals with the needs of your organization and the broader society.

Action Lab - Monday, July 13, 2015 – 8 a.m.

Join your peers in a small group setting to create a plan that includes research, analysis, and implementation. You'll have the opportunity to share your ideas, get feedback, and refine your plan with the support of your peers.

Special Session - Monday, July 13, 2015 – 10 a.m.

Overcoming Community Contention

Many school boards and communities across America are suffering through tough times and broken relationships. In some districts, the level of contention and tension is palpable. Come learn how to break the barrier of public frustration that causes leaders to fear and avoid conflict and how to prevent and diffuse the contentions that often impact public education today. Find out who is responsible for gathering the necessary research and public education information and bring the pressure to bear to get your plan in writing or at least well underway by the end of the session.

Special Sessions and Action Labs

"A wonderful opportunity to learn new ways to navigate the challenging journey of school public relations..." - Lynn McCallow, senior public information specialist

Pierce County's Georgia Public Schools, Mt.

Caffeinated Connections – Roundtable Dialogues

Face-to-face dialogue matters – it is the most valuable part of this year’s Annual Seminar. It provides the most innovative communication technology can’t replace the power of personal interaction when it comes to building strong networks and relationships.

Choose from a variety of topic tables facilitated by NSPRA leaders, consume your own table on a specific topic, or feel free to just walk around and make friends with some new people. This morning is about making connections – colleagues, ideas, practical information – and for always.

"If you’re a school communications specialist or a superintendent of schools with communication challenges, this is the best venue for networking and learning in the United States." – 2014 Seminar Participant

Come Early; Learn More

Go early – learn more and expand your skills in our staged Pre-Seminar Workshops. Join us for a comprehensive set of workshops, offered in four levels.

Basic Training: Video Boot Camp I (Saturday, 9 a.m. – 4 p.m.) Fee: $249.00

Get hands-on experience with skills to take your video production to the next level. Learn the elements of a great video story, how to tell a compelling story through visuals and sound, and how to bring it to life with a multi-media frenzy.

Specialized Training: Video Boot Camp II (Saturday, 9 a.m. – 4 p.m.) Fee: $299.00

Participate in this workshop to comfortably combine shooting and video editing techniques. Learn advanced techniques for using DSLR and video cameras. Topics will include technical information on lighting, recording audio, editing skills and software, and more. Bring a laptop with the Adobe software and a hard drive.

Professional Training: Video Boot Camp III (Saturday, 9 a.m. – 4 p.m.) Fee: $299.00

In this workshop, you will work with a professional facilitator and four other communications professionals to create a one-of-a-kind video for a non-profit organization. The video will be tailored to the specific needs of the organization.

Next Generation Newsletters (Summer, 2015) Fee: $100.00

In social media titles, there’s another type of newsletter. New orators are emerging, and they are collaborating with the school’s web content. This newsletter is designed for the more "traditional" newsletter. This workshop will address the future of newsletters and how they can be differentiated from each other.

PR Research and Survey Techniques (Wednesday, 9 a.m. – 5 p.m.) Fee: $199.00

Learn how to independently research a campaign and produce reports on emerging trends. You will learn how to design, conduct, and analyze surveys.

New Professional Programs (Saturday, 9 a.m. – 4 p.m. & Sunday, 9 a.m. – 4 p.m.) Fee: $99.00

Join our Professional Development Officers to explore new career opportunities in school public relations and communications.

mail registration to: 
National School Public Relations Association
15940 Deadwood Road, Rockville, MD 20855

For NSPRA Members
Seminar Registration:
Register and PAY by May 22, 2015 ................. $715
Register and PAY after May 22, 2015 .......... $1,025

For Non-members of NSPRA
Seminar Registration:
Register and PAY by May 22, 2015 ................. $815
Register and PAY after May 22, 2015 .......... $1,225

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**Pre-Seminar Workshops**

**Come Early; Learn More**
Go in-depth, learn more and expand your skills in our targeted Pre-Seminar Workshops! For details on each, visit [www.nspra.org/pre-seminar-workshops](http://www.nspra.org/pre-seminar-workshops).

**Basic Training: Video Boot Camp I**
- **Saturday, 9 a.m. - 4 p.m.**
- **Fee: $299.00**
Get hands-on training to equip you with skills to take your video productions to the next level. Learn the elements of a great video story, how to compose shots, record high-quality audio, edit quickly and professionally, and use social media to increase viewership. The workshop includes classroom instruction as well as hands-on shooting and editing. Bring an iPad, with the iMovie app pre-downloaded, and headphones. Skills learned will transfer to any camera or editing software. The iMovie app will be used to teach the basics of editing videos.

**Presenter:** Juke Sturgis, APR, chief storyteller, Capture Video, Excelsior, Minn.

**High-Stakes Media Relations**
- **Saturday, 9 a.m. - 4 p.m.**
- **Fee: $299.00**
This interactive workshop will help you build confidence as the media relations point person in high-profile, high-stakes situations where organizational and personal reputations are at risk. Learn how to deal with the multi-media frenzy in exploitive communities and how to respond to the unexpected. You’ll examine how to handle social media wildfires, aggressive reporters, and organized community backlash with seasoned professionals on effective communication planning, applying the IFCRM: Research, Analysis, Planning, Communication, Implementation, and Evaluation process, identifying target audiences, framing key messages, developing communication strategies, and handling the “other topics.” You’ll work in teams to apply the concepts learned. The workshop is fun, fast-paced and filled with information to help you build a network of colleagues and create a solid foundation for your career in school PR.

**Presenter:** Tom DeLapp, president, Communication Resources for Schools, Rocklin, Calif.

**Specialized Training: Video Boot Camp II**
- **Sunday, 9 a.m. - 4 p.m.**
- **Fee: $299.00**
Participants in this workshop should be comfortable shooting and editing basic videos. Learn advanced techniques for using DSLR and video cameras. Topics will include technical information on lighting, recording audio, composing the right camera and lens and editing content for SU/S, as well as the human side of video related to storytelling and strategies to help people feel comfortable in front of the camera. Bring a laptop with video editing software or an iPad with the Pinnacle Studio app pre-installed. Participants also are encouraged to bring headphones and two videos from other projects to practice editing techniques learned in class.

**Presenter:** Juke Sturgis, APR, chief storyteller, Capture Video, Excelsior, Minn.

**Next Level Social Media**
- **Saturday, 9 a.m. - Noon**
- **Fee: $150.00**
Go beyond Facebook and Twitter 101 for an in-depth focus on advanced social media approaches that are meaningful and measurable. The workshop will focus on a strategic approach to content development, social media ad campaigns, cross-promotional campaigns with traditional tactics, and various social media engagement tactics that can help move your audience into action.

**Presenter:** Shane Hagerty, director, marketing and technology, Tinley Park & Technical Center, Tinley Park, Ill.

**Next Generation Newsletters**
- **Saturday, 1 p.m. - 4 p.m.**
- **Fee: $150.00**
Is social media taking the place of traditional newsletter content? With a new post or tweet for every award winner or quick announcement a school needs to make, what content is left for the more “traditional” newsletter? This workshop will address the future of newsletters and how they can be differentiated from other content. Topics will include the development and use of infographics, how to tell larger stories and get ongoing updates, tips for developing attractive, user-friendly, content-rich publications; and a look at various types of e-newsletter platforms.

**Presenter:** Shane Hagerty, director, marketing and technology, Tinley Park & Technical Center, Tinley Park, Ill.

**PR Research and Survey Techniques**
- **Saturday, 9 a.m. – Noon**
- **Fee: $150.00**
Learn inexpensive and simple ways research can make your PR program more cost-effective and productive. Use tips on creating programs to gather feedback, spot trends and head off problems. Learn about multi-research tactics and how they are tied to media relations and social media. Discover how to add accountability and demonstrate the importance of your district’s communication investments. Get the insight and data you need to make ongoing communication efforts work, and how to plan for ongoing research findings to influence decision makers.

**Presenter:** Edward H. Moore, APR, professor, public relations and advertising, Bernard University, Glassboro, N.J.

**New Professionals Program**
- **Saturday, 9 a.m. – 4 p.m. & Sunday, 9 a.m. – Noon**
- **Fee: $299.00**
If you have been in PR for longer than five years — or if you're new to the field — this is the foundation you need to master all aspect of school PR. Work with seasoned professionals on effective communication planning, applying the IFCRM: Research, Analysis, Planning, Communication, Implementation, and Evaluation process, identifying target audiences, framing key messages, developing communication strategies, and handling the “other topics.” You’ll work in teams to apply the concepts learned. The workshop is fun, fast-paced and filled with information to help you build a network of colleagues and create a solid foundation for your career in school PR.

**Presenters:**
- Chris Tennill, APR, chief communications officer, School District of Clayton, Mo.; and
- Susan Bunt, APR, director, communications, community engagement, Edina (Minn.) Public Schools.

**APR Prep: Get Ready for Universal Accreditation**
- **Saturday, 9 a.m. – 4 p.m. & Sunday, 9 a.m. – Noon**
- **Fee: $299.00**
Ready to move ahead as a PR professional? Then it’s time to become Accredited in Public Relations (APR). This in-depth workshop helps you prepare for the Universal Accreditation examination by providing a solid grounding in the knowledge, skills, and abilities tested and providing hands-on learning and practice in small groups. Learn what topics are covered and how to plan and prepare for the various components required for completing the testing process. Make a commitment to yourself and begin your professional development journey toward becoming Accredited in Public Relations.

**Presenters:**
- Janet Swiecichowski, APR, executive director, communications, Minnetonka (Minn.) Public Schools; and
- Tim Hezzy, APR, assistant to the superintendent, Floyd County Schools, Rome, Ga.
Mail Registration to:
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National School Public Relations Association
15948 Derwood Road, Rockville, MD 20855

For NSPRA Members
Seminar Registration
1. Register and PAY by May 22, 2015.................................$715
2. Register after May 22, 2015................................................$765
Seminar Registration and Dues Payment/Renewal
1. Register and PAY by May 22, 2015.................................$975
2. Register after May 22, 2015.................................................$1,025

For Non-members of NSPRA
Full Registration
1. Register and PAY by May 22, 2015.................................$815
2. Register after May 22, 2015................................................$865

One-day Registration
1. $255 for NSPRA members
2. $255 for non-members

Please indicate which day you will be attending:
1. Monday
2. Tuesday
3. Wednesday*
*Does not include closing banquet

Superintendents’ Monday, July 13, 2015.................................$249
(includes luncheon)

Tuesday

Superintendent & Communication Pro Combo
Teams from same district each receive $200 off full registration rate (total $400 discount). No other discounts apply.

Group Discounts (must be from same employer)
1. 2 Registrants – receive $50 off the price of the second full registration
2. 3 or More Registrants – three full registrations for $1,500, each additional full registration is only $175 per person. No other discounts apply.

Please complete the participant information below for each registrant.

Total Amount Due $____________________

Method of Payment
1. My check is enclosed.
2. My purchase order #_______________ is enclosed.
   (Purchase orders are not considered as payment to lock in prices. Check/credit card payment must be received by discount deadlines.)
3. Paypal accepted at www.nspra.org/seminar
4. Charge my credit card (check one)

Card Number ________________________
Expiration Date ________________________
Security Code ________________________

Cancellation Fees
Seminar: $175 for cancellations received by May 22. $275 for cancellations from May 23 – June 12. After June 12, no refund.

Pre-Seminar Workshops: 25% of Pre-Seminar fee for cancellations received by May 22. 50% for cancellations from May 23 – June 12. After June 12, no refund.

Questions? Call: 301-519-0496  E-mail: nspra@nspra.org  Visit: www.nspra.org
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