

**NSPRA's 2017 National Seminar – Communicate, Collaborate, Connect!**

An effective communication program is vital to the success of our public schools today. In an online, connected world with no “off” switch we must prepare to share our stories of education success around the clock and in a variety of ways to reach all of our stakeholders. Whether you want to learn new communication strategies, find ways to increase collaboration with your peers, or develop tools for connecting with diverse audiences, the 2017 NSPRA National Seminar will help you become a communication champion for your district or organization. The NSPRA Seminar delivers a top attendee satisfaction rating and is annually ranked as one of the best values in school PR professional development.

With **64 years of experience** in providing the ultimate professional development event in school communication, the 2017 National Seminar is where you will find North America's leading school public relations practitioners and where you will find new ways to **Communicate, Collaborate and Connect!**

Come to San Antonio and:

- Learn about the latest successful communication strategies along with proven best practices for engaging stakeholders, working with the news media, managing crisis response, marketing/branding your schools, improving equity and inclusiveness for diverse audiences, using video and social media effectively, and more.
- Interact with school PR experts who will share proven strategies for building a powerful communication program and support for your schools.
- Gather best practices, tools and advice for telling your story, engaging stakeholders and delivering key messages that resonate with your audiences.
- Discover how to maximize your communication budget, time, and resources and expand support for your schools.

Join North America's largest gathering of school communication professionals and leave renewed and re-energized, with the tools and powerful network that will help you develop a cutting-edge communication program in your district and schools, program or education organization.

*“I quickly realized as a new professional to school PR that this is the conference I need to attend each year!”*

– Nicky Mora, district communications & PR specialist, Pittsburgh (Calif.) Unified School District

**Make the Most of Your Communication Dollar**

With more than 70 skill-building, tactical and networking sessions to choose from, you'll be able to customize a program to best meet your needs. From two-hour Action Lab mini-workshops to “speed dating” style information roundtables and peer networking sessions, you'll find multiple formats and topics to choose from. This year's program topics include: measuring communication...video storytelling...engagement strategies...diversity, equity and inclusiveness...crisis management...effective social media...marketing/branding...bond/finance referendums...improving media relations, and much, much more.

**Take Your PR Skills Up a Notch**

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

**School PR Veteran?** Almost three-quarters of attendees have been to past Seminars and found the experience so energizing they return for more!

**Superintendent?** The one-day superintendent track is focused on communication leadership strategies to apply in your district.

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

**Meet the Leaders in School Communication**

At NSPRA's 2017 Seminar, you'll interact with leading experts and practitioners in school communication over three days filled with networking and learning. They'll share innovative strategies, offer insight and guidance, and provide helpful tools and examples for improving all aspects of communication in your district and schools.

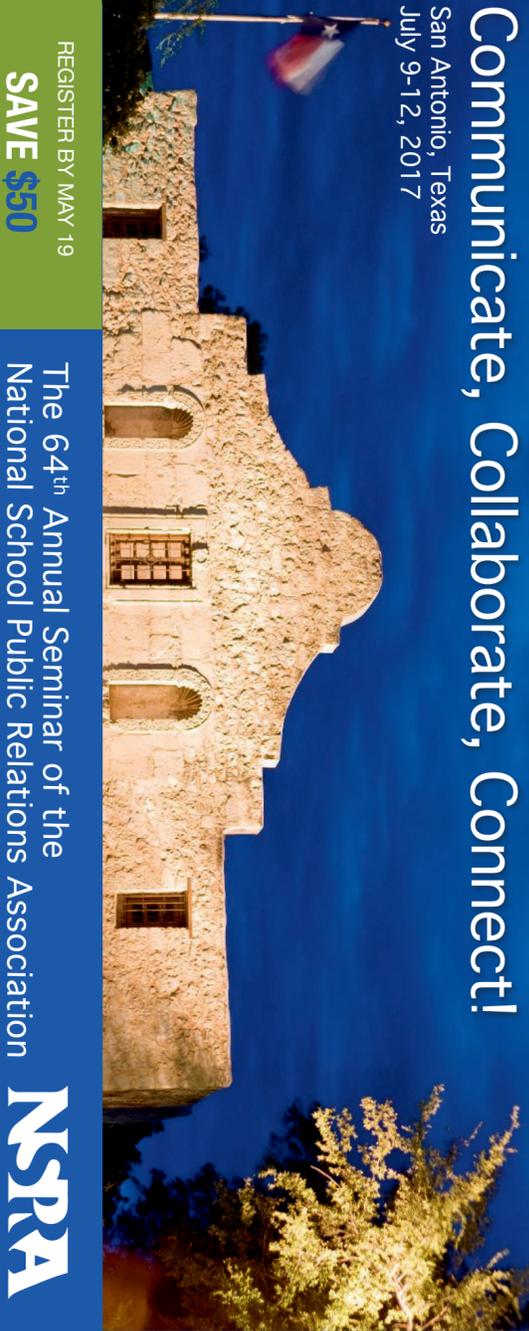
Choose from over 70 practical, hands-on, informative sessions designed to provide you with knowledge and proven strategies for taking your program to the next level and addressing issues that include:

- Strategic communication planning;
- Expanding video and social media outreach;
- Crisis communication and issues management;
- Diversity, equity, and inclusiveness;
- Winning bond/finance campaigns;
- Branding and marketing schools;
- Stakeholder engagement; and more.

Check out the preliminary schedule of sessions at: [www.nspr.org/sites/default/files/docs/seminarataglance17.pdf](http://www.nspr.org/sites/default/files/docs/seminarataglance17.pdf)



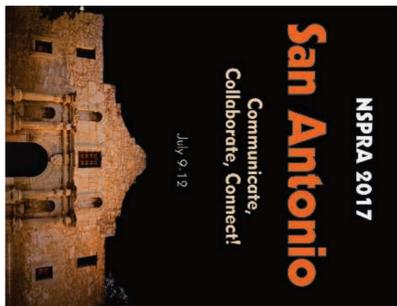
**Communicate, Collaborate and Connect Around Practical, Innovative Strategies**



REGISTER BY MAY 19  
**SAVE \$50**

The 64<sup>th</sup> Annual Seminar of the  
National School Public Relations Association

**NSPRA**



15948 Derwood Road | Rockville, MD 20855 | Ph: 301-519-0496 | Fax: 301-519-0494 | [www.nspr.org](http://www.nspr.org)

National School Public Relations Association

Non-Profit  
Organization  
U.S. Postage  
PAID  
Hagerstown, MD  
Permit No. 93

**Face Time Matters for Learning and Networking**

There is nothing more powerful than being able to share ideas and sharpen your skills in a face-to-face session with leading experts in communications. The NSPRA Seminar offers multiple networking sessions specific to your job and program needs. You won't find a better investment of time and money that benefits your schools *and* your professional development in one place!

**Develop Your Skills with 70+ Info-Packed Sessions Filled with Practical Solutions**

NSPRA's 2017 Seminar will inspire you to think about new collaborations and give you the tools to connect with others to make your schools shine. The Seminar is the only major event in North America for interactive learning and sharing with communication experts and professionals who understand your job. You'll 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 confidence in your schools.

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

- DIY Video 2.0: From Video Creation to Digital Storytelling
- Get Trending on Twitter: How to Socialize Your Schools to Social Media
- The PR Pro and the Principal: Having an Impact on Learning
- Communication Strategies for Rebuilding Trust in a Post-Truth World
- Bonding for New and Updated Schools: A Successful Marketing Strategy
- The Social Network: Navigating Trust and Expectations Among Gen-X and Millennial Families
- And much more!

Our Diversity and Equity Communication track offers insight for meeting the needs of today's diverse families and students:

- Random Acts of Equity: Advancing Your Role as an Equity Leader and Champion
- Who Needs to Go? Talking About Transgender Students and School Bathrooms
- Building an Accessible (and Better!) Website
- Diversity Dialogues: School and Community Courageous Conversations
- Digital Diversity: Using Communication Technology to Address Equity in Your Schools



**Come to San Antonio and Experience Its Personality!**

In San Antonio, the bell towers of Spanish colonial missions have greeted mornings for almost 300 years. Mexican, European and Western cultures have melded to form a unique personality, and in the heart of it all, you'll find a downtown core with a river running through it.

**Hyatt Regency San Antonio Riverwalk Puts You in the Center of It All**

With a spectacular location on the Riverwalk and overlooking the historic Alamo mission, Hyatt Regency San Antonio is the perfect place to stay. Enjoy a warm welcome, setting the stage for an extraordinary San Antonio experience. With genuine Texas hospitality and a central location, the Hyatt Regency puts you steps from all the charm San Antonio has to offer.

For all your hotel options and information and to make your reservation online, go to [www.nspr.org/seminar-hotel](http://www.nspr.org/seminar-hotel).

**¡Bienvenidos! Come to the Opening Reception**

Plan to meet up with colleagues old and new Sunday evening, July 9, at the Seminar Opening Reception at the Hyatt Regency, co-sponsored by West (SchoolMessenger solutions). [www.schoolmessenger.com](http://www.schoolmessenger.com)



*“Attending the NSPRA Seminar changed my entire perspective on our communications campaign for the coming school year. Keeping abreast of the rapidly changing technology is critical to district success and NSPRA is on the cutting edge of providing that information.”*

– George Stone, Ed.D, superintendent, Lakeland Central School District, Shrub Oak, N.Y.

**Save with Special Discount Options!**

- **\$100 South Central Discount.** If you register as a full participant and are employed in the South Central Region (Arkansas, Kansas, Louisiana, Missouri, Oklahoma, Texas) **you save \$100.**
- **Superintendent and Communication Pro Combo.** When the superintendent and the communication professional from the same district register together, they each receive a \$200 discount off the rate, for a **total of \$400.** No other discounts apply.

- **2 Registrants from the Same Employer.** The second full registrant receives a **\$50 discount** off the price that the first person pays. (This discount can be applied in addition to the South Central Region discount.)

- **3 or More Registrants from the Same Employer.** Three full Seminar registrations are just \$1,500. Each additional registration is only \$200/person. No other discounts apply.



**Get Graduate Semester Extension Credit**

Seminar attendees can earn two graduate semester extension credits from the University of San Diego for completing the required hours of instruction during the NSPRA 2017 Seminar.

To learn more about fees and registration procedures, go to [www.nspr.org/graduate-semester-extension-credit](http://www.nspr.org/graduate-semester-extension-credit).

**Stretch Your Budget with Special Seminar Options**

Even if you can't afford to attend the full Seminar this year, don't miss out entirely! Take advantage of our one- or two-day registrations and get the core information you need. One-day registration for members is only \$210 and for non-members, \$260. Two-day registrations are \$460 for members and \$510 for non-members. (One and two-day registrations cannot be combined).

Check out all discount options at [www.nspr.org/regseminar](http://www.nspr.org/regseminar).

**Summer Institute for Community Education and Engagement – \$395**

Connecting your community for improved livability is at the core of your daily work. *Be The Connection* is the focus of the 2017 Summer Institute for Community Education and Engagement. Join colleagues committed to becoming community super-connectors. Being a super-connector is about having a sincere desire to impact your community through connecting people and resources and influencing real change in your community. Summer Institute facilitators will blend leadership discussion, best practices review and practical tactical tips for you to *Be The Connection* in your community.

This “conference within a conference” runs from Sunday afternoon through Tuesday afternoon. It includes a special self-contained learning track as well as opportunities for participants to take advantage of regular Seminar sessions.

Register at [www.nspr.org/regseminar](http://www.nspr.org/regseminar) under Summer Institute.

**Superintendents' Special One-Day Track (with luncheon) on July 10 for Just \$249\***

Effective communication starts at the top and we are committed to helping superintendents develop their communication skills with a special one-day rate and some targeted sessions designed to meet leaders' needs. Superintendent registrants for this one-day track will have access to the full array of Monday's program offerings including our esteemed keynote speaker, Derreck Kayongo, the CEO of the Center for Civil and Human Rights based in Atlanta, Georgia.



The Superintendent Track package includes a luncheon and special presentation by Dr. Crystal Edwards, superintendent of Lawrence Township Public Schools in Lawrenceville, New Jersey, on the relevant topic of *Confronting the Unspeakables in Our Schools*.

Racism, indifference, stereotyping, LGBTQ-phobia and poverty are just a few of the “unspeakables” that seep into our classrooms, schools, districts, and communities. Hear how a group of local superintendents paved the way for conversations about race, class and gender in their schools and learn what it takes to confront the “unspeakables” in your school community.

This track offers outstanding value at a reduced price and you'll leave with communication leadership strategies to keep your team focused. Choose from a variety of sessions on best practices in school communication that include:

- Changing Web Providers? What to Know Before You Go
- Power Behind the Podium
- Competitive Marketing: Increasing Enrollment Against the Odds.
- Ethics, Leadership and Today's School Communication Challenges
- Communicate with Purpose: Defining Theme and Message
- Crisis Case Study: Data Security Incident

Don't miss out on this valuable opportunity! Register now at [www.nspr.org/regseminar](http://www.nspr.org/regseminar).

\*Superintendents who register to attend the full Seminar are also invited to the luncheon. *Luncheon is open to superintendents only.* This session is sponsored by Peachjar, [www.peachjar.com](http://www.peachjar.com).



**Seminar Scholarships for Superintendents**

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 14.**

To apply, go to [www.nspr.org/superintendent\\_scholarships\\_seminar](http://www.nspr.org/superintendent_scholarships_seminar).



**Derreck Kayongo's** experience as a human rights activist, combined with a lifelong commitment to his work, paved the way to his current role as CEO at the National Center for Civil and Human Rights in Atlanta, Ga. As a young Ugandan refugee who became a successful entrepreneur and human rights activist, Kayongo reminds us all to seize the power of observation to identify issues and effectively solve educational leadership challenges we all face. Kayongo shares his story of S.E.L.F. (Service, Education, Leadership and Faith) to emotionally charge us to take the next steps for equity and diversity in our school communities. He is the founder of the Global Soap Project, which recycles partially used and discarded bars of soap from hotels and redistributes them to disadvantaged populations around the world.



**Kim Lear** of BridgeWorks, LLC, is a speaker, writer, strategist, researcher and true generational expert, poised to offer research-based communication tactics for effectively connecting with parents, staff and students. Lear will demonstrate how to best leverage the strengths of a multi-generational workforce and how to harness the Millennial generation's power. Lear has been keynoted for some of the most renowned companies in the world, such as Disney, Cisco Systems, and more. She has been featured in *The Wall Street Journal*, and *The Huffington Post* and on NPR. BridgeWorks studies generational differences and published the best-selling business books, *When Generations Collide: Who They Are. Why They Clash.*, *How to Solve the Generational Puzzle at Work*, and more. After hearing Lear, you'll return home with new insight to connect with your multi-generational audiences.

**Connect and Network**

Face-to-face dialogue is important – it is the most valuable resource of all for communication professionals when it comes to networking and exchanging ideas and information with colleagues. Even the most innovative communication technology can't replace the power of personal interaction when it comes to building strong networks and relationships.

From our popular Caffeinated Connections roundtable dialogue session to daily topic and job-specific networking sessions and open-ended conversations, you'll have multiple opportunities to share ideas, collaborate, seek counsel and discuss what you learned during the week. Start building a professional network that will serve you all year!



*"In this world of electronic communication, meeting someone face-to-face is still the most powerful connection. I love the NSPRA Seminar for the opportunity to get to know those who live in my world and be able to share what works, what doesn't and how we can get better together."*  
 – Rebecca Kleeman, director, communications, Millard Public Schools, Omaha, Neb.

**Action Lab • Monday, July 10 • 1 p.m. - 3 p.m.**  
**Beyond Random Acts of Equity: Advancing Your Role as an Equity Leader and Champion**



Recent events have given rise to new conversations about race and culture. But real equity leadership requires understanding of change management and a willingness to engage in courageous conversations. "Random acts of equity" are technical solutions applied to adaptive problems, making us feel good but not sufficient to ensure racial equity. This Action Lab will explore how to press for better outcomes by challenging entrenched traditions, asking tough questions, and advocating for meaningful change. Learn how to advance your own equity leadership and develop a framework for a strategic communication plan for change. You'll leave the session with a better understanding of the key concepts of racial equity and intercultural competence along with strategies for incorporating an equity lens into your district vision and avoiding equity traps. Discover why "structural tension" is necessary to initiate courageous conversations and how to use matrices for assessing where current personal and organizational practices fall on the intercultural continuum. Collect case studies, tools and examples to lead similar exercises in your district.

**Presenters: Susan Brott, APR**, director, communications & community engagement, Edina (Minn.) Public Schools; and **Barbara Olson, APR**, director, school & community relations, Osseo Area School District, Maple Grove, Minn.

**Action Lab • Monday, July 10 • 1 p.m. - 3 p.m.**  
**DIY Video 2.0: From Video Creation to Digital Storytelling**



In today's mobile tech world, if you're not tapping the power of digital storytelling, you are missing critical connections to your key audiences. This Action Lab will highlight the latest trends in video creation, demonstrate equipment and show you how to record and edit footage with easy-to-use smartphone apps. You'll gain a better understanding of the power of digital storytelling to build and maintain positive relationships with stakeholders and walk away with a how-to toolkit you can use to train staff in your own district. Train-the-trainer takeaways will include links to tutorial videos, tip sheets and downloadable slide decks to turn your staff into storytelling ambassadors for your schools. Learn how to take your DIY video efforts to the next level from an award-winning videographer whose back-to-school videos have been seen by millions worldwide.

**Presenter: Derek Duncan**, senior digital communications specialist, Parkway Schools, Chesterfield, Mo.

**Special Session • Monday, July 10 • 1 p.m. - 3 p.m.**  
**Who Needs to Go? Talking About Transgender Students and School Bathrooms**



Perhaps no topic today is more challenging to discuss than transgender students and school bathrooms. The interactive Special Session will provide you with a simple framework for talking about this subject and include time to practice applying that framework to real life scenarios and questions, i.e., "Why can't transgender kids just use the nurse's bathroom?" "Who is protecting my child?" and

snack-sized content; and design digital advertising that audiences won't ignore. You will walk away with a number of social media strategies you can use in your district to build and maintain transparency, trust and engagement. Although the focus of the session will be on next-level social media use, conversations will be grounded in the use of social as just one aspect of an overall communication plan. A number of hands-on activities are planned to allow for discussion, dialogue and disruption so that everyone leaves feeling confident that their social media game is strong.

**Presenter: Carla Pereira, APR**, manager, communications, Peel District School Board, Mississauga, Ont.

**Creating Gender Inclusive Schools**  
 (Sunday, 9 a.m. - 4 p.m.) Fee: \$299.00

Discussing the topic of gender, including issues related to transgender students, is a challenging yet critical skill for today's communications professionals to develop. A shifting legal landscape, growing visibility for transgender and other gender diverse young people, and widely divergent perspectives about the questions being raised by this topic can be confusing, if not overwhelming for educational leaders, school staff, families and the community at large. You'll be introduced to a set of principles for responding to hard questions, practice using specific responses in real time to commonly raised issues and concerns, and leave with an increased capacity for speaking confidently about what gender is (and isn't) with colleagues and community members. Through engaging presentations, group discussions, the voices of students, parents and educators, and ample time for questions and answers, you'll gain a deep appreciation for the complicated subject of gender and schools. Develop a sharpened understanding about the complexity of gender, learn common-sense approaches for clarifying and addressing the various issues all stakeholders may raise related to the topic, and come away with concrete tools for implementing best practices accordingly.

**Presenter: Joel Baum**, senior director, professional development, Gender Spectrum, San Leandro, Calif.

**Maximize Your PR Office**  
 (Sunday, 9 a.m. - Noon) Fee: \$160.00

If you're a one person office or manage a small team and have wondered if there is a way to make your work more effective, this is the workshop for you. Area by area, we will go through best practices and identify key systems and technology tools that have the potential to transform your team and ensure that you are free to spend more time on strategic issues and become the leadership counsel your district needs. We will review easy research and evaluation methods, measuring and reporting on your department's impact, productivity hacks and ways to create a communicating culture throughout your district. This is a hands-on workshop in which we will spend time setting up the systems you choose, so please bring a laptop or tablet.

**Presenter: Trinette Marquis-Hobbs, APR**, partner/chief communicator, School PR Pro, Sacramento, Calif.

"I'm simply not comfortable with this." Through role-plays and debriefs, you'll gain confidence in your ability to respectfully address even the most difficult questions. Learn concrete approaches for addressing this sensitive topic from a former school and district administrator, professor of educational leadership and school reform coach who is now a leading authority on creating gender inclusive schools. Gather resources for responding to questions and concerns from board members, administrators, teachers and community members. Leave with an organizing framework designed to de-escalate the emotions that frequently accompany these situations along with an FAQ document endorsed by multiple school leadership and mental health professional associations.

**Presenter: Joel Baum**, senior director, professional & family services, Gender Spectrum, San Leandro, Calif.

**Special Session • Tuesday, July 11 • 1 p.m. - 3 p.m.**  
**Everything I Need to Know I Learned from Reality TV: Putting Relationships Back Into Public Relations**



Reality TV is changing reality and the rules of engagement for communicators. And it's not all bad. This Special Session will show you how to harness the power of lessons learned from reality TV to move your agenda forward and make real change happen in your district. You'll discover: how the reality TV world has changed our world of school PR; why you need to re-think how you build, maintain and nurture relationships that matter; how the power of relationships is the key to making an impact in your district; and ways to transform the surface-level relationships that predominate society into deep and important connections. Learn specific strategies to work with your most important connections – your superintendent, cabinet and board; how to remain authentic and understand the power – and the very real limits – of social media; how your relationships with media, students, staff and the community need to change in a reality TV world; and why *only* relationships can move the inclusion agenda forward. There's no easy way to get the rose, win the immunity challenge or emerge victorious in the battle round, but this session will provoke, inform and build your relationship knowledge and skills so you can be a trusted advisor in your district.

**Presenter: Brian Woodland, APR**, director, communications & community relations, Peel District School Board, Mississauga, Ontario, Can.

**Action Lab • Tuesday, July 11 • 1 p.m. - 3 p.m.**  
**Diversity Dialogues: School and Community Courageous Conversations**



Conversations around diversity are by nature challenging, especially in today's unsettled political climate. This Action Lab will focus on why these types of dialogues are important and share hands-on activities for creating a safe space for these conversations. Learn how superintendents from Mercer County, N.J.,

made a collective commitment to focus all high schools in the county on diversity issues and partnered with the Center for Supportive Schools to host a powerful forum on the topic. Attended by teams of students and educators from every high school, they engaged in conversation, built awareness and fostered action around issues of race, gender and class – with follow-up work taking place back in individual schools. Explore what goes into creating a Day of Dialogue through engaging in activities experienced by Mercer County's students and staff. Gather best practices that have defined

the county's diversity work, learn what worked well and what they would change, and how dialogues have continued in the districts. You'll leave with a sample Day of Dialogue agenda, ideas and tools for activities and some guiding questions to focus the conversations among groups.

**Presenters: Crystal Edwards, Ed.D.**, superintendent, Lawrence Township Public Schools, Lawrenceville, N.J.; **Thomas Smith, Ed.D.**, superintendent, Hopewell Valley Regional School District, Pennington, N.J.; and **Abby Attias, Ph.D.**, vice president, Center for Supportive Schools, Princeton, N.J.

**Action Lab • Wednesday, July 12 • 1 p.m. - 3 p.m.**  
**Advocates and Agitators: Strategies for Dealing with Difficult People**



In this age of increasing family and community voice in all areas of school district operations, you're sure to encounter advocates, upset parents and professional agitators on a regular basis. This Action Lab will equip you with specific strategies to build parent/guardian capacity to advocate productively for their children or issues, increase a meaningful and equitable parent and community voice that your management team and school board will listen to in decision-making, and help you lead your team in setting boundaries with High Conflict People. Learn how to shift the mindset about conflict from something problematic to a necessary part of becoming a trusted school system. Discover an effective system for dealing with complaints, gather ideas for engaging low income, English-learners and disenfranchised parents, and understand the connection between family engagement and community relations. Take part in small and large group activities and leave with strategies for getting an equitable parent voice on districtwide issues, including listening circles, surveys and community forums.

**Presenters: Kate Hazarian**, director, family engagement & partnership development and **Trent Allen, APR**, senior director, community relations, San Juan Unified School District, Carmichael, Calif., and NSPRA Southwest Region vice president

**Action Lab • Wednesday, July 12 • 1 p.m. - 3 p.m.**  
**Measuring What Matters**



Accountability for measurable results and data-driven decision-making is not just for school-based personnel and superintendents. As a school public relations professional, you can't really drive strategy discussions or provide adequate counsel to principals, department heads, superintendents and school boards if you can't use research and data to demonstrate what works and why, and know how to tailor that knowledge locally. In this Action Lab, you'll discover how to measure, use and report on what matters in order to gain important insights, improve effectiveness and build credibility and budgets. Learn the pros, cons and purposes of various research and evaluation sources, methods and tech tools, including online surveys, tracking systems, phone polls, focus groups, interviews and automated services. You'll have a chance to work in small groups on case studies to match goals to measurement/evaluation strategies and leave with resources, tools and a new awareness of professional benchmarks and best practices in measurement and evaluation.

**Presenter: Nora Carr, Ed.D., APR**, chief of staff, Guilford County Schools, Greensboro, N.C.

Pre-Seminar Workshops

Seminar Registration

**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.nsprapro.org/pre-seminar-workshops](http://www.nsprapro.org/pre-seminar-workshops).

**Leading Through Crisis: Plan, Prepare and Practice**

(Saturday, 9 a.m. - 4 p.m.) Fee: \$299.00  
 School safety is a top of mind concern for parents, staff and educational leaders. With few exceptions, our schools and communities are faced with the dilemma of how to protect the integrity of the environment where learning takes place amidst a world of increasing violence. The concerns for school safety are not new. The challenges are real. In this Pre-Seminar Workshop, you will explore a range of communication strategies and tools, and apply them to real-life scenarios in interactive table-top exercises. Facilitated by one of the foremost authorities on crisis management and principal author of NSPRA's all new 4th Edition of *The Complete Crisis Communication Management Manual for Schools*.

**Presenter: Rick J. Kaufman, APR**, executive director, community relations & emergency management, Bloomington (Minn.) Public Schools

**Crafting Visual Stories that Guide the Heart to Move the Mind**

(Saturday, 9 a.m. - 4 p.m.) Fee: \$299.00  
 Effective videos are more than a bunch of clips thrown together. People don't connect with data, facts or institutions. People connect with people. Learn how to use video as a way to craft stories that move people emotionally and lead them to your key messages. Before you hit the record button, we will guide you through a process that will help bring focus to your purpose. You'll learn about the four pillars to developing a story that is engaging, memorable and compels action. A portion of the day will be hands-on as we teach you how to shoot and conduct interviews and get the right visuals to make the most impact. Attendees should bring a phone, tablet or camera that records video. We will also help you create a storyboard as you begin thinking about a story in your district that needs to be told.

**Presenter: Jake Sturgis, APR**, chief storyteller, Capture Video, Eden Prairie, Minn.

**Up Your #SchoolPR Social Media Game: Build Transparency and Trust Through Online Engagement**

(Saturday, 9 a.m. - 4 p.m.) Fee: \$299.00  
 By now, most school public relations professionals appreciate and understand the value of a strong social media presence. But, if we want to build and maintain positive relationships, our digital presence must be intentional, focused and measured. In this advanced social media workshop, you will learn how to: identify content audiences value most; align social media goals with overall communications goals; transform likes and followers into powerful advocates for your district; move media relations into the social space; develop a plan to centralize content production; turn negative posts into opportunities; create mobile-friendly,

**Don't Panic, You Can Bring Your Website into ADA Compliance**

(Sunday, 1 p.m. - 4 p.m.) Fee: \$160.00  
 With an onslaught of Office of Civil Rights complaints aimed at districts across the country, ADA compliance of school websites is a hot topic. Districts and schools are required by law to make accessibility accommodations that provide equal access to all. This workshop will review the importance of providing equitable access to your digital resources, easy ways to improve the ADA accessibility of your site, helpful tools to test and improve accessibility and tips to maintain ongoing access when website editing is decentralized. You will leave this workshop with valuable information and training resources you can share with your district and school webmasters when you return.

**Presenter: Ken Hobbs**, partner/chief technologist, Syntrix, Sacramento, Calif.

**New Professionals Program**

(Saturday, 9 a.m. - 4 p.m. & Sunday, 9 a.m. - Noon) Fee: \$299.00  
 If you have been in public relations for fewer than three years – or if you're new to the field – this is the foundation you need for practicing all facets of school PR. You'll work with seasoned school PR professionals on effective communications planning, applying the RACE (Research, Analysis/Planning, Communication/Implementation, and Evaluation) process, identifying target audiences, framing key messages, developing communication strategies, and a variety of other topics. You will also have the opportunity to work in teams to apply the concepts learned. The workshop is fun, fast-paced and filled with information that will help you create a solid foundation for a career in school public relations. And, you'll also begin to build a valuable network of colleagues and connect with NSPRA veterans who can guide you and support your professional success.

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

**APR Prep: Get Ready for Universal Accreditation**

(Saturday & Sunday, 9 a.m. - 4 p.m.) 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. 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**, director, public relations, University of St. Thomas, St. Paul, Minn.; and **Shawn McKillop, APR**, manager, communications & community relations, Grand Erie District School Board, Brantford, Ont.

Register Today At: [www.nsprapro.org/regseminar](http://www.nsprapro.org/regseminar)

**Seminar Registration Fees:**

**NSPRA Members**

**Full Registration**

Register and PAY by May 19, 2017.....	\$720
Register after May 19, 2017 .....	\$770

**Seminar Registration and Dues Payment/Renewal**

Register and PAY by May 19, 2017 .....	\$995
Register after May 19, 2017 .....	\$1,045

**Non-members of NSPRA**

**Full Registration**

Register and PAY by May 19, 2017.....	\$820
Register after May 19, 2017 .....	\$870

**One-day Registration**

<b>NSPRA members</b> .....	\$210
<b>Non-members</b> .....	\$260
<b>Superintendents' Monday, July 10, 2017</b> .....	\$249
(includes luncheon)	

**Two-day Registration**

<b>NSPRA members</b> .....	\$460
<b>Non-members</b> .....	\$510

**Community Education Summer Institute**

Sunday–Tuesday, July 9-11, 2017 .....

If you register for the full NSPRA Seminar you can attend the Institute track for an additional \$5.00

**Pre-Seminar Workshops\***

Leading Through Crisis: Plan, Prepare and Practice .....	\$299.00
Crafting Visual Stories that Guide the Heart to Move the Mind .....	\$299.00
Up Your #SchoolPR Social Media Game: Build Transparency and Trust Through Online Engagement .....	\$299.00
Creating Gender Inclusive Schools .....	\$299.00
Maximize Your PR Office .....	\$160.00
Don't Panic, You Can Bring Your Website into ADA Compliance .....	\$160.00
New Professionals Program .....	\$299.00
APR Prep: Get Ready for Universal Accreditation .....	\$299.00

\* If you are not registered for the full Seminar, add \$50/session.