



2017 NSPRA National Seminar

Communicate, Collaborate, Connect!

NSPRA's 64th Annual Seminar
 July 9-12, 2017
 Hyatt Regency San Antonio Riverwalk
 San Antonio, Texas

Schedule at a Glance

(As of June 26, 2017)

Please take a moment to review our new program schedule for 2017. We've updated the schedule based on attendee feedback and look forward to bringing you a full slate of valuable content.

Saturday, July 8, 2017	
7:30 AM - 4:30 PM	Registration – Los Rios Foyer
9:00 AM - 4:00 PM	Pre-Seminar Workshops <ul style="list-style-type: none"> • Leading Through Crisis: Plan, Prepare and Practice – Rick Kaufman, APR – LCC, Maverick • Crafting Visual Stories that Guide the Heart to Move the Mind – Jake Sturgis, APR – LCC, Seguin • Up Your #SchoolPR Social Media Game – Carla Pereira, APR – LCC, Bowie C • New Professionals Program – Chris Tennill, APR & Susan Brott, APR – LCC, Navarro • APR Prep: Get Ready for Universal Accreditation – Janet Swiecichowski, APR & Shawn McKillop, APR – LCC, Bowie A/B
Sunday, July 9, 2017	
7:30 AM - 6:30 PM	<ul style="list-style-type: none"> • Registration – Los Rios Foyer • Exchange Center – Medina
10:00 AM – 1:30 PM	<ul style="list-style-type: none"> • NSPRA Book Store – Medina
9:00 AM – 4:00 PM	Pre-Seminar Workshops <ul style="list-style-type: none"> • Maximize Your PR Office (9:00 AM – Noon) – Trinetta Marquis-Hobbs, APR – LCC, Maverick • New Professionals Program (9:00 AM – Noon) – Chris Tennill, APR & Susan Brott, APR – LCC, Navarro • Don't Panic, You Can Bring Your Website into ADA Compliance (1:00 – 4:00 PM) – Ken Hobbs – LCC, Maverick • APR Prep: Get Ready for Universal Accreditation – Janet Swiecichowski, APR & Shawn McKillop, APR – LCC, Bowie A/B
1:00 – 3:45 PM	Annual Meeting/Celebration of Achievement and Leaders' Meeting – Rio Grande East/Center
2:30 – 3:45 PM	How to Make the Most of Your First NSPRA Seminar – Rio Grande West

Sunday, July 9, 2017

4:00 – 5:30 PM	<p>Regional Colleague Connections – facilitated by NSPRA Regional Vice Presidents</p> <ul style="list-style-type: none"> • South Central Region – Live Oak • Northeast Region – Llano • North Central Region – Chula Vista • Mideast Region – Blanco • Northwest Region – Nueces • Southwest Region – Pecos • Southeast Region -- Pecan
6:00 – 7:30 PM	Opening Reception – Rio Grande Ballroom

Monday, July 10, 2017

7:30 AM - 5:00 PM	<ul style="list-style-type: none"> • Registration – Los Rios Foyer • Exchange Center – Medina
8:30 AM – 4:00 PM 8:30 AM – 1:30 PM	<ul style="list-style-type: none"> • Marketplace – Regency and Rio Grande Foyer • NSPRA Book Store – Medina
7:15 – 7:45 AM	Seminar Quick Start – Live Oak
8:00 – 9:00 AM	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Changing Web Providers? What to Know Before You Go – Philip Kavits, Steven Walts, Ed.D, Keith Imon, Karla Tilgner & Sabrina Pierce – Rio Grande East/Center • Get Trending on Twitter: How To Socialize Your Schools to Social Media – Sarah Greer Osborne & Greg Okuhara – Rio Grande West • Lifting the Shadows: Shining a Light on Student Mental Health – Shawn McKillop, APR – Llano/Pecos • Putting Community Into Communications: How to Humanize Your District – Jill Filer & Erica Chandler – Pecan • Go Where Your Voters Are: Using Social Media to Inform, Persuade and Pass Your School Bond – Athena Vadnais, APR & Jeremy Wright – LCC, Bowie C • I Love Data and You Can Too! – Trinette Marquis-Hobbs, APR – LCC, Bowie A/B • Thinking Strategically: How to be Proactive and Effective in Your Communications – Jenn Nimke – LCC, Seguin • Fred & Ginger: How to Dance in Today’s PR Profession – Rick J. Kaufman, APR & Lana Snodgras – LCC, Navarro • Plane Down! Your Role During Major Crises – Angela Marshall & Theresa Schaefer-Bell – LCC, Maverick • Networking Job Alike: Career-Technology Center Communicators – Facilitator: Stephanie Royse – Live Oak
9:30 – 11:30 AM	<p>First General Session – Regency Ballroom</p> <ul style="list-style-type: none"> • Keynote: Derreck Kayongo • Presentation: Communication Technology Award for Superintendents
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 – 3:00 PM	<p>Action Labs/Special Sessions</p> <ul style="list-style-type: none"> • Action Lab - DIY Video 2.0: From Video Creation to Digital Storytelling – Derek Duncan – Rio Grande East/Center • Special Session - Who Needs to Go? Talking About Transgender Students and School Bathrooms – Joel Baum – Rio Grande West • Action Lab - Random Acts of Equity: Advancing Your Role as an Equity Leader and Champion – Susan Brott, APR & Barbara Olson, APR – LCC, Maverick

Monday, July 10, 2017

1:00 – 2:00 PM	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Maximizing Your Story Using Multi-Platform Channels On Your Own – Kimberly Willis-Green – Llano/Pecos • Got RPIE? Practical Ways to Make This Strategic Planning Model Work for You – Adrienne Leon, APR – Pecan • The PR Pro and the Principal: Having an Impact on Learning – Kelly Wachel & Matt Wachel, Ed. D. – LCC, Bowie A/B • Competitive Marketing: Increasing Enrollment Against the Odds – Reyne Telles & Samantha Alexander – LCC, Navarro • Digital Threat Assessment Training – Sam Jingfors – LCC, Bowie C • Say What You Mean: Podcasting to Reach Your Community – Adam Harris – LCC, Seguin • Networking Special Topic: Website/Digital Media/Video Management – Facilitator: Justin Cortese – Live Oak
2:30 – 3:30 PM	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Stay On Your Feet in the Dance with New Media – Kelly Avants, APR – Llano/Pecos • So Branding...What's the T? – Nicole Lawrence & Jennifer Woodley – Blanco • #Visionlock: From Vision to Action – Dr. Scott Muri, Linda Buchman, Steve Brunsman, & Melissa Wiland – Pecan • UCPS Bond 2016 – Why Do We Need This Bond? – Tahira Stalberte – LCC, Bowie C • The Social Network: Navigating Trust and Expectations Among Gen-X and Millennial Families – Daniel Thigpen – LCC, Bowie A/B • We Are Trending on Facebook – And Not In a Good Way – Patricia McGlone, APR – LCC, Seguin • Ethics, Leadership and Today's School Communications Challenges – Julie Thannum, APR & David J. Faltys, Ed.D. – LCC, Navarro • Networking Special Topic: Earning Your APR – Facilitator: Stephen King – Live Oak
4:00 – 5:00 PM	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Power Behind the Podium – David Voss – Rio Grande East/Center • The Disruption Era: Creating a Communications Culture of Engagement – Stephen King – Rio Grande West • Thinking Beyond Wheelchair Ramps: Accessibility in the Digital Age – Steve Ostler & Glenda Sims – Llano/Pecos • Small Schools, Big Success! – Joelle Doye & Brian Nicol – Blanco • From Educator to Journalist: Creating an Army of "Tweetchers" – Greg Turchetta – LCC, Bowie A/B • HR Partners: A Better Brand Through Recruiting and Retention – Cathy Kedjidjian – Pecan • Is Your Community Ready for Change? Navigating a School Closure – Melissa Braham, Audrey Hendricks, & Betsy DeMars – LCC, Bowie C • Communicate with Purpose: Defining Theme and Message – Chris Tennill, APR, Rod Wright, Ph.D, & Cindy Gibson, APR – LCC, Maverick • Crisis Case Study: Data Security Incident – Nicole Kirby, APR & Dr. Bill Redinger – LCC, Navarro • Get Your Game On: Bringing Students and Businesses Together Taking Career Readiness to the Next Level – Rene Daniels & Amber Belako – LCC, Seguin • Networking Special Audience: Young PR Professionals – Facilitator: Stephen Nichols, APR – Live Oak

Tuesday, July 11, 2017

7:30 AM - 4:00 PM	<ul style="list-style-type: none"> • Registration – Los Rios Foyer • Exchange Center – Medina
8:30 AM – 4:00 PM	<ul style="list-style-type: none"> • Marketplace – Regency and Rio Grande Foyer
8:30 AM – 1:30 PM	<ul style="list-style-type: none"> • NSPRA Book Store – Medina

Tuesday, July 11, 2017

8:00 – 9:00 AM	Skill Sessions and Networking Session <ul style="list-style-type: none"> • #The Big Idea Brainstorm – Paul Tandy, APR & Annie Dickerson – Rio Grande East/Center • True Pursuit: An Advocacy Campaign for Life After High School – Shane Haggerty & Lee Wirick – Rio Grande West • Winning Hearts and Minds: Four Campaigns and a Political Funeral – Helen Lloyd & Delaina McCormack – Llano/Pecos • Barcelona or Bust! Spain Takes on the Bull Known as PR Measurement – Sandy Cokeley, APR – Blanco • The Power of Public! How a State Image Campaign Has Power for Your District and State – Angela Duitch, APR, Nicole Mansell, Ed.D, & Adam Holland – Pecan • Media Relations: The Strategy Behind Choosing the Right Spokesperson – Tania Van Brunt – LCC, Bowie C • Communication Strategies for Rebuilding Trust in a Post-Truth World – Barbara Hunter, APR & Lois Berlin, Ed.D. – LCC, Bowie A/B • Breaking Through the Psychologically Defensive Workplace – Sam Rayburn – LCC, Seguin • Building an Accessible (and Better!) Website – Jessica Scheckton – LCC, Navarro • Building Trust Through Effective Employee Communication – Cathy Orta, APR – LCC, Maverick • Networking Job Alike: The One Person PR Office – Facilitator: Dani Brink – Live Oak
9:30 – 11:30 AM	Second General Session – Regency Ballroom <ul style="list-style-type: none"> • Keynote: Kim Lear • Presentation: Bob Grossman Leadership in School Communication Award • Presentation: Barry Gaskins Mentor Legacy Award
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 – 3:00 PM	Action Labs/Special Sessions <ul style="list-style-type: none"> • Action Lab - Diversity Dialogues: School and Community Courageous Conversations – Crystal Edwards, Ed.D. & Thomas A. Smith, Ed.D. – Rio Grande East/Center • Special Session - Everything I Need to Know I Learned from Reality TV: Putting Relationships Back Into Public Relations – Brian Woodland, APR – Rio Grande West
1:00 – 2:00 PM	Corporate Showcase/Marketplace <ul style="list-style-type: none"> • Bringing People Together Around Changes That Matter – Thoughtexchange – LCC, Bowie C • Improving Web Accessibility: Considerations and Practices – West (SchoolMessenger solutions) – LCC, Bowie A/B • Words Are Fleeting: How to Create a Permanent School Brand – K12 <i>Insight</i> – LCC, Seguin • Transforming Your Teacher Communications – Blackboard – LCC, Navarro
2:30 – 3:30 PM	Skill Sessions and Networking Session <ul style="list-style-type: none"> • No Money? No Excuses! – Debbi C. Burdick, Ed.D. – Llano/Pecos • Student Recognition: Honoring Academic Achievement in a Growing School District – Wayne Byard & Stephanie Knott – Blanco • How To Shape Your District's Brand in the Age of School Choice – Dr. Gerald Dawkins & Dr. Shelby McIntosh – Pecan • The Producer: Multimedia Communication – Margaret Van Duch & Elizabeth Freeman, Ed.D. – LCC, Bowie C • Make Twitter Great Again: Overcome Fears and Frustrations with Friends – Kristin Magette, APR & Cathy Kedijidjian – LCC, Bowie A/B • Next Level Engagement – Melissa McConnell & Dane Dellenbach – LCC, Seguin • Putting People First in PR – Tim Carroll, APR – LCC, Navarro • I Shut Down Two Schools Because of Structural Deficits. How's Your Week Going? – Jim Cummings, APR – LCC, Maverick • Networking Special Topic: Trading Places – From News Media to School – Facilitator: Jack Sheard – Live Oak

Tuesday, July 11, 2017

4:00 – 5:00 PM	<p>Skill Sessions and Open Dialogue Session</p> <ul style="list-style-type: none"> • Enrollment Marketing – Janet Swiecichowski, APR, Bernie Rhinerson, Jennifer Valley, & John Doornbos – Rio Grande East/Center • Tell Your District’s Story With These Cool Tools – Evelyn McCormack – Rio Grande West • Facility Funding: Building Consensus While Building Schools – Rebecca Kiest – Llano/Pecos • Statements to the Media: Choosing Your Words Wisely – Arianna Vazquez-Hernandez – Blanco • #SocialVideo – Tips for Creating Catchy Videos on a Tight Budget – Jake Sturgis, APR – LCC, Bowie A/B • Effective Communication: Using the “Plan, Do, Study, Act” Process to Improve Communication Initiatives – Dennis Pauli, Ed.D. – Pecan • Knowledge Changes Everything: Sharing an Authentic Diversity Story – Stefanie Boe & Michelle Valenzuela – LCC, Bowie C • When Tragedy Strikes at a School Event – Catherine Carbone Rogers & Tove Tupper – LCC, Navarro • No Filter: The Power of Peer Influence on Student Recruitment – Cara Adney – LCC, Seguin • Open Dialogue – LCC, Maverick
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Wednesday, July 12, 2017

7:30 AM - 4:00 PM 7:30 AM - 1:00 PM 8:30 AM – 1:30 PM	<ul style="list-style-type: none"> • Registration – Los Rios Foyer • Exchange Center – Medina • NSPRA Book Store – Medina
9:00 - 10:00 AM	<p>Caffeinated Connections: Roundtable Dialogues – Rio Grande East/Center</p>
9:00 – 10:00 AM	<p>Skill Sessions</p> <ul style="list-style-type: none"> • Can’t Stop the Feeling! Creative Storytelling in a Crowded Media Landscape – Danielle Clark, APR, Valerie Van Ryn, Staci Bradbury, & Matt Gohl – Rio Grande West • Using Research to Rev Up Your Communication Efforts (and Why It Matters) – Lesley Bruinton, APR – Llano/Pecos • Public Education: Dealing with Local Fallout to Legislation – Graham Ruttan – Pecan • Emotional Survival for PR Professionals – Christopher Williams – LCC, Bowie A/B • Preventing and Managing Cyber Issues: Sexting and Bullying – Rachel Fleenor & Andrea Watson, APR – LCC, Bowie C • Meet BERT! Learn How a Social Intranet Can Help Increase Staff Engagement – Jill Aurora & Nicole Graf – LCC, Seguin • Successful Strategies to Win Bond and Levy Campaigns – Lesley Rogers – LCC, Navarro • School Violence Prevention and Plan Development – Brian Graves & Jim Satterfield – LCC, Maverick

Wednesday, July 12, 2017

10:30 – 11:30 AM	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Bonding for New and Updated Schools: A Successful Marketing Strategy – David Stephenson, Kimberly Bird, & Samuel Y. Jarman – Rio Grande East/Center • Digital Diversity: Using Communication Technology to Address Equity in Your Schools – Stephen Nichols, APR, Heidi Vega, Carla Pereira, APR & Ken Hobbs – Rio Grande West • Bring Your Community In: The Importance of Visuals in Reaching Stakeholders – Zachery Fountain – Llano/Pecos • Position your District on Opening Day and Build On That Communications Initiative All Year – Janet Mann – Blanco • Creating a Successful Advocacy Program Utilizing Multiple Streams of Outreach – Ida Fryhover & Joshua Sauer – Pecan • Want to Reach Your Parents? Move Your Workshops Out of the School Cafeteria to an Online Format – Esperanza Soriano-McCrary & Zach Whitaker – LCC, Bowie C • Feeding the Beast (Without Becoming the Meal): Winning Strategies to Effectively Work with the Media – Donald Porter, Ed.D. – LCC, Bowie A/B • Collaborate, Reinvent and Beat Stress: An A-to-Z Guide – Rich Finlinson, APR – LCC, Seguin • Developing Business Partners: Going from Fearful to Fearless! – Monica Allread – LCC, Navarro • Event-jack Your High School Performances and Bolster Your School PR – Tom Page & Elizabeth Moraw – LCC, Maverick • Networking Special Audience – New to School PR/New Professionals – Facilitators: Chris Tennill, APR & Susan Brott, APR – Live Oak
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 – 3:00 PM	<p>Action Labs and Gold Mine Session</p> <ul style="list-style-type: none"> • Action Lab - Measuring What Matters – Nora Carr, Ed.D, APR – Rio Grande West • Action Lab - Advocates and Agitators: Strategies for Dealing with Difficult People – Kate Hazarian & Trent Allen, APR – LCC, Maverick • Gold Mine Session – Rio Grande East/Center
1:00 – 2:00 PM	<p>Skill Sessions</p> <ul style="list-style-type: none"> • How Video Content has Changed and Why You Should Too – Justin Cortese & Aaron Cagwin – Llano/Pecos • Making Community Engagement a Lifestyle, Not a “Program” – Ken DeSieghardt – LCC, Navarro • The Science Behind Facebook Engagement: Quick Tips to Increase Your Likes, Shares and Comments – Justin Grayson – LCC, Bowie C • Crisis of Trust: How to Handle Inappropriate Student-Staff Relationships – Megan Sheridan & David Cotey – LCC, Bowie A/B • Embedding Stakeholder Engagement within Continuous Improvement – Kimberly Ratcliff & Josh Souliere – Pecan
6:00 – 9:30 PM	Cash-Bar Reception and Closing Banquet – Regency Ballroom

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