



# 2017 NSPRA National Seminar

## *Communicate, Collaborate, Connect!*

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

### Schedule at a Glance

*(As of May 17, 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
9:00 AM - 4:00 PM	<b>Pre-Seminar Workshops</b> <ul style="list-style-type: none"> <li>• <b>Leading Through Crisis: Plan, Prepare and Practice</b> – Rick Kaufman, APR</li> <li>• <b>Crafting Visual Stories that Guide the Heart to Move the Mind</b> – Jake Sturgis, APR</li> <li>• <b>Up Your #SchoolPR Social Media Game</b> – Carla Pereira, APR</li> <li>• <b>New Professionals Program</b> – Chris Tennill, APR &amp; Susan Brott, APR</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Janet Swiecichowski, APR &amp; Shawn McKillop, APR</li> </ul>
Sunday, July 9, 2017	
7:30 AM - 6:30 PM	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Exchange Center</li> </ul>
10:00 AM – 1:30 PM	<ul style="list-style-type: none"> <li>• NSPRA Bookstore</li> </ul>
9:00 AM – 4:00 PM	<b>Pre-Seminar Workshops</b> <ul style="list-style-type: none"> <li>• <b>Maximize Your PR Office (9:00 AM – Noon)</b> – Trinetta Marquis-Hobbs, APR</li> <li>• <b>New Professionals Program (9:00 AM – Noon)</b> – Chris Tennill, APR &amp; Susan Brott, APR</li> <li>• <b>Don't Panic, You Can Bring Your Website into ADA Compliance (1:00 – 4:00 PM)</b> – Ken Hobbs</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Janet Swiecichowski, APR &amp; Shawn McKillop, APR</li> </ul>
1:00 – 3:45 PM	<b>Annual Meeting/Celebration of Achievement and Leaders' Meeting</b>
2:30 – 3:45 PM	<b>How to Make the Most of Your First NSPRA Seminar</b>
4:00 – 5:30 PM	<b>Regional Colleague Connections</b> – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> <li>• South Central Region</li> <li>• Northeast Region</li> <li>• North Central Region</li> <li>• Mideast Region</li> <li>• Northwest Region</li> <li>• Southwest Region</li> <li>• Southeast Region</li> </ul>
6:00 – 7:30 PM	<b>Opening Reception</b>

## Monday, July 10, 2017

7:30 AM - 5:00 PM	<ul style="list-style-type: none"> <li>• <b>Registration</b></li> <li>• <b>Exchange Center</b></li> </ul>
8:30 AM – 4:00 PM 8:30 AM – 1:30 PM	<ul style="list-style-type: none"> <li>• <b>Marketplace</b></li> <li>• <b>NSPRA Book Store</b></li> </ul>
7:15 – 7:45 AM	<b>Seminar Quick Start</b>
8:00 – 9:00 AM	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>Changing Web Providers? What to Know Before You Go</b> – Philip Kavits, Steven Walts, Ed.D, Keith Imon, Karla Tilgner &amp; Sabrina Pierce</li> <li>• <b>Get Trending on Twitter: How To Socialize Your Schools to Social Media</b> – Sarah Greer Osborne &amp; Greg Okuhara</li> <li>• <b>Lifting the Shadows: Shining a Light on Student Mental Health</b> – Shawn McKillop, APR</li> <li>• <b>Community Engagement in the 21<sup>st</sup> Century</b> – Theresa Madl, Ed.D. &amp; Jordan Stephen</li> <li>• <b>Putting Community Into Communications: How to Humanize Your District</b> – Jill Filer &amp; Erica Chandler</li> <li>• <b>Go Where Your Voters Are: Using Social Media to Inform, Persuade and Pass Your School Bond</b> – Athena Vadnais, APR &amp; Jeremy Wright</li> <li>• <b>I Love Data and You Can Too!</b> – Trinetta Marquis-Hobbs, APR</li> <li>• <b>Thinking Strategically: How to be Proactive and Effective in Your Communications</b> – Jenn Nimke</li> <li>• <b>Fred &amp; Ginger: How to Dance in Today’s PR Profession</b> – Rick J. Kaufman, APR &amp; Lana Snodgras</li> <li>• <b>Plane Down! Your Role During Major Crises</b> – Angela Marshall, Lucinda Hurley, &amp; Theresa Schaefer-Bell</li> <li>• <b>Networking Job Alike: Career-Technology Center Communicators</b> – Facilitator: Stephanie Royse</li> </ul>
9:30 – 11:30 AM	<b>First General Session</b> <ul style="list-style-type: none"> <li>• <b>Keynote: Derreck Kayongo</b></li> <li>• <b>Presentation: Communication Technology Award for Superintendents</b></li> </ul>
11:30 AM – 1:00 PM	<b>Lunch on Your Own</b>
1:00 – 3:00 PM	<b>Action Labs/Special Sessions</b> <ul style="list-style-type: none"> <li>• <b>Action Lab - DIY Video 2.0: From Video Creation to Digital Storytelling</b> – Derek Duncan</li> <li>• <b>Special Session - Who Needs to Go? Talking About Transgender Students and School Bathrooms</b> – Joel Baum</li> <li>• <b>Action Lab - Random Acts of Equity: Advancing Your Role as an Equity Leader and Champion</b> – Susan Brott, APR &amp; Barbara Olson, APR</li> </ul>
1:00 – 2:00 PM	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>Maximizing Your Story Using Multi-Platform Channels On Your Own</b> – Kimberly Willis-Green</li> <li>• <b>Increase Your Efficiency and Impact By Using Your Brain, Not Your Budget, to Guide Your Communications</b> – Patricia Koslo</li> <li>• <b>Got RPIE? Practical Ways to Make This Strategic Planning Model Work for You</b> – Adrienne Leon, APR</li> <li>• <b>The PR Pro and the Principal: Having an Impact on Learning</b> – Kelly Wachel &amp; Matt Wachel, Ed. D.</li> <li>• <b>Competitive Marketing: Increasing Enrollment Against the Odds</b> – Reyne Telles &amp; Samantha Alexander</li> <li>• <b>Digital Threat Assessment Training</b> – Theresa Campbell</li> <li>• <b>Say What You Mean: Podcasting to Reach Your Community</b> – Adam Harris</li> <li>• <b>Networking Special Topic: Website/Digital Media/Video Management</b> – Facilitator: Justin Cortese</li> </ul>
2:30 – 3:30 PM	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>Stay On Your Feet in the Dance with the News Media</b> – Kelly Avants, APR</li> <li>• <b>So Branding...What’s the T?</b> – Nicole Lawrence &amp; Jennifer Woodley</li> <li>• <b>#Visionlock: From Vision to Action</b> – Dr. Scott Muri, Linda Buchman, Steve Brunsman, &amp; Melissa Wiland</li> <li>• <b>UCPS Bond 2016 – Why Do We Need This Bond?</b> – Tahira Stalberte</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>The Social Network: Navigating Trust and Expectations Among Gen-X and Millennial Families</b> – Daniel Thigpen</li> <li>• <b>We Are Trending on Facebook – And Not In a Good Way</b> – Patricia McGlone, APR</li> <li>• <b>Ethics, Leadership and Today’s School Communications Challenges</b> – Julie Thannum, APR &amp; David J. Faltys, Ed.D.</li> <li>• <b>Networking Special Topic: Earning Your APR</b> – Facilitator: Stephen King</li> </ul>
4:00 – 5:00 PM	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>Power Behind the Podium</b> – David Voss</li> <li>• <b>The Disruption Era: Creating a Communications Culture of Engagement</b> – Stephen King</li> <li>• <b>Thinking Beyond Wheelchair Ramps: Accessibility in the Digital Age</b> – Steve Ostler &amp; Glenda Sims</li> <li>• <b>Small Schools, Big Success!</b> – Joelle Doye &amp; Brian Nicol</li> <li>• <b>From Educator to Journalist: Creating an Army of “Tweetchers”</b> – Greg Turchetta</li> <li>• <b>HR Partners: A Better Brand Through Recruiting and Retention</b> – Cathy Kedjidian</li> <li>• <b>Is Your Community Ready for Change? Navigating a School Closure</b> – Melissa Braham, Audrey Hendricks, &amp; Betsy DeMars</li> <li>• <b>Communicate with Purpose: Defining Theme and Message</b> – Chris Tennill, APR, Rod Wright, Ph.D, &amp; Cindy Gibson, APR</li> <li>• <b>Crisis Case Study: Data Security Incident</b> – Nicole Kirby, APR</li> <li>• <b>Get Your Game On: Bringing Students and Businesses Together Taking Career Readiness to the Next Level</b> – Rene Daniels &amp; Amber Belako</li> <li>• <b>Networking Special Audience: Young PR Professionals</b> – Facilitator: Stephen Nichols, APR</li> </ul>
<b>Tuesday, July 11, 2017</b>	
7:30 AM - 4:00 PM	<ul style="list-style-type: none"> <li>• <b>Registration</b></li> <li>• <b>Exchange Center</b></li> </ul>
8:30 AM – 4:00 PM 8:30 AM – 3:30 PM	<ul style="list-style-type: none"> <li>• <b>Marketplace</b></li> <li>• <b>NSPRA Book Store</b></li> </ul>
8:00 – 9:00 AM	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>#The Big Idea Brainstorm</b> – Paul Tandy, APR, Annie Dickerson, &amp; Derek Duncan</li> <li>• <b>True Pursuit: An Advocacy Campaign for Life After High School</b> – Shane Haggerty &amp; Lee Wirick</li> <li>• <b>Winning Hearts and Minds: Four Campaigns and a Political Funeral</b> – Helen Lloyd &amp; Delaina McCormack</li> <li>• <b>Barcelona or Bust! Spain Takes on the Bull Known as PR Measurement</b> – Sandy Cokeley, APR</li> <li>• <b>The Power of Public! How a State Image Campaign Has Power for Your District and State</b> – Angela Duitch, APR, Nicole Mansell, Ed.D, &amp; Adam Holland</li> <li>• <b>Media Relations: The Strategy Behind Choosing the Right Spokesperson</b> – Tania Van Brunt</li> <li>• <b>Communication Strategies for Rebuilding Trust in a Post-Truth World</b> – Barbara Hunter, APR &amp; Lois Berlin, Ed.D.</li> <li>• <b>Breaking Through the Psychologically Defensive Workplace</b> – Sam Rayburn</li> <li>• <b>Building an Accessible (and Better!) Website</b> – Jessica Scheckton</li> <li>• <b>Building Trust Through Effective Employee Communication</b> – Cathy Orta, APR</li> <li>• <b>Networking Job Alike: The One Person PR Office</b> – Facilitator: Dani Brink</li> </ul>
9:30 – 11:30 AM	<b>Second General Session</b> <ul style="list-style-type: none"> <li>• <b>Keynote: Kim Lear</b></li> <li>• <b>Presentation: Bob Grossman Leadership in School Communication Award</b></li> <li>• <b>Presentation: Barry Gaskins Mentor Legacy Award</b></li> </ul>
11:30 AM – 1:00 PM	<b>Lunch on Your Own</b>
1:00 – 3:00 PM	<b>Action Labs/Special Sessions</b> <ul style="list-style-type: none"> <li>• <b>Action Lab - Diversity Dialogues: School and Community Courageous Conversations</b> – Crystal Edwards, Ed.D, Thomas A. Smith, Ed.D, &amp; Abby Attias, Ph.D.</li> <li>• <b>Special Session - Everything I Need to Know I Learned from Reality TV: Putting Relationships Back Into Public Relations</b> – Brian Woodland, APR</li> </ul>
1:00 – 2:00 PM	<b>Corporate Showcase/Marketplace</b> <ul style="list-style-type: none"> <li>• <b>Bringing People Together Around Changes That Matter</b> – Thoughtexchange</li> <li>• <b>Improving Web Accessibility: Considerations and Practices</b> – West</li> </ul>

	<p>(SchoolMessenger solutions)</p> <ul style="list-style-type: none"> <li>• <b>Words Are Fleeting: How to Create a Permanent School Brand</b> – K12 Insight</li> <li>• <b>Transforming Your Teacher Communications</b> – Blackboard</li> </ul>
2:30 – 3:30 PM	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>No Money? No Excuses!</b> – Debbi C. Burdick, Ed.D.</li> <li>• <b>Student Recognition: Honoring Academic Achievement in a Growing School District</b> – Wayde Byard &amp; Stephanie Knott</li> <li>• <b>How To Shape Your District’s Brand in the Age of School Choice</b> – K12 Insight sponsored</li> <li>• <b>The Producer: Multimedia Communication</b> – Margaret Van Duch, Jill Gildea, Ed.D, &amp; Elizabeth Freeman, Ed.D.</li> <li>• <b>Make Twitter Great Again: Overcome Fears and Frustrations with Friends</b> – Kristin Magette, APR &amp; Cathy Kedijidjian</li> <li>• <b>Next Level Engagement</b> – Melissa McConnell &amp; Dane Dellenbach</li> <li>• <b>Putting People First in PR</b> – Tim Carroll, APR</li> <li>• <b>I Shut Down Two Schools Because of Structural Deficits. How’s Your Week Going?</b> – Jim Cummings, APR</li> <li>• <b>Networking Special Topic: Trading Places – From News Media to School</b> – Facilitator: Jack Sheard</li> </ul>
4:00 – 5:00 PM	<p><b>Skill Sessions and Open Dialogue Session</b></p> <ul style="list-style-type: none"> <li>• <b>Enrollment Marketing</b> – Janet Swiecichowski, APR, Bernie Rhinerson, Jennifer Valley, &amp; John Doornbos</li> <li>• <b>Tell Your District’s Story With These Cool Tools</b> – Evelyn McCormack</li> <li>• <b>Facility Funding: Building Consensus While Building Schools</b> – Sylvia Wood &amp; Holly Huffman</li> <li>• <b>Statements to the Media: Choosing Your Words Wisely</b> – Arianna Vazquez-Hernandez</li> <li>• <b>#SocialVideo – Tips for Creating Catchy Videos on a Tight Budget</b> – Jake Sturgis, APR</li> <li>• <b>Effective Communication: Using the “Plan, Do, Study, Act” Process to Improve Communication Initiatives</b> – Dennis Pauli, Ed.D.</li> <li>• <b>Knowledge Changes Everything: Sharing an Authentic Diversity Story</b> – Stefanie Boe &amp; Michelle Valenzuela</li> <li>• <b>When Tragedy Strikes at a School Event</b> – Catherine Carbone Rogers &amp; Tove Tupper</li> <li>• <b>No Filter: The Power of Peer Influence on Student Recruitment</b> – Cara Adney</li> <li>• <b>Open Dialogue</b></li> </ul>
<b>Wednesday, July 12, 2017</b>	
7:30 AM - 4:00 PM	<ul style="list-style-type: none"> <li>• <b>Registration</b></li> </ul>
7:30 AM - 1:00 PM	<ul style="list-style-type: none"> <li>• <b>Exchange Center</b></li> </ul>
8:30 AM – 1:30 PM	<ul style="list-style-type: none"> <li>• <b>NSPRA Book Store</b></li> </ul>
9:00 - 10:00 AM	<b>Caffeinated Connections: Roundtable Dialogues</b>
9:00 – 10:00 AM	<p><b>Skill Sessions</b></p> <ul style="list-style-type: none"> <li>• <b>Can’t Stop the Feeling! Creative Storytelling in a Crowded Media Landscape</b> – Danielle Clark, APR, Valerie Van Ryn, Staci Bradbury, &amp; Matt Gohl</li> <li>• <b>Using Research to Rev Up Your Communication Efforts (and Why It Matters)</b> – Lesley Bruinton, APR</li> <li>• <b>Public Education: Dealing with Local Fallout to Legislation</b> – Graham Ruttan</li> <li>• <b>Emotional Survival for PR Professionals</b> – Christopher Williams</li> <li>• <b>Preventing and Managing Cyber Issues: Sexting and Bullying</b> – Rachel Fleenor &amp; Andrea Watson, APR</li> <li>• <b>Meet BERT! Learn How a Social Intranet Can Help Increase Staff Engagement</b> – Jill Aurora &amp; Nicole Graf</li> <li>• <b>Successful Strategies to Win Bond and Levy Campaigns</b> – Lesley Rogers</li> <li>• <b>School Violence Prevention and Plan Development</b> – Brian Graves &amp; Jim Satterfield</li> </ul>
10:30 – 11:30 AM	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Bonding for New and Updated Schools: A Successful Marketing Strategy</b> – David Stephenson, Kimberly Bird, &amp; Samuel Y. Jarman</li> <li>• <b>Digital Diversity: Using Communication Technology to Address Equity in Your Schools</b> – Stephen Nichols, APR, Heidi Vega, Carla Pereira, APR &amp; Ken Hobbs</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Bring Your Community In: The Importance of Visuals in Reaching Stakeholders</b> – Zachery Fountain</li> <li>• <b>Position your District on Opening Day and Build On That Communications Initiative All Year</b> – Janet Mann</li> <li>• <b>Creating a Successful Advocacy Program Utilizing Multiple Streams of Outreach</b> – Ida Fryhover &amp; Joshua Sauer</li> <li>• <b>Want to Reach Your Parents? Move Your Workshops Out of the School Cafeteria to an Online Format</b> – Esperanza Soriano-McCrary &amp; Zach Whitaker</li> <li>• <b>Feeding the Beast (Without Becoming the Meal): Winning Strategies to Effectively Work with the Media</b> – Donald Porter, Ed.D.</li> <li>• <b>Collaborate, Reinvigorate and Beat Stress: An A-to-Z Guide</b> – Rich Finlinson, APR</li> <li>• <b>Developing Business Partners: Going from Fearful to Fearless!</b> – Monica Allread</li> <li>• <b>Event-jack Your High School Performances and Bolster Your School PR</b> – Tom Page &amp; Elizabeth Moraw</li> <li>• <b>Networking Special Audience – New to School PR/New Professionals</b> – Facilitators: Chris Tennill, APR &amp; Susan Brott, APR</li> </ul>
11:30 AM – 1:00 PM	<b>Lunch on Your Own</b>
1:00 – 3:00 PM	<b>Action Labs and Gold Mine Session</b> <ul style="list-style-type: none"> <li>• <b>Action Lab - Measuring What Matters</b> – Nora Carr, Ed.D, APR</li> <li>• <b>Action Lab - Advocates and Agitators: Strategies for Dealing with Difficult People</b> – Kate Hazarian &amp; Trent Allen, APR</li> <li>• <b>Gold Mine Session</b></li> </ul>
1:00 – 2:00 PM	<b>Skill Sessions</b> <ul style="list-style-type: none"> <li>• <b>How Video Content has Changed and Why You Should Too</b> – Justin Cortese &amp; Aaron Cagwin</li> <li>• <b>Can't We ALL Just Get Along? Building Relevant Relationships</b> – Destini Burns</li> <li>• <b>Making Community Engagement a Lifestyle, Not a "Program"</b> – Ken DeSieghardt</li> <li>• <b>Let's Get Engaged! Fall in "Like" with Your Facebook Followers</b> – Justin Grayson &amp; Robert Bledsoe</li> <li>• <b>Crisis of Trust: How to Handle Inappropriate Student-Staff Relationships</b> – Megan Sheridan &amp; David Cotey</li> <li>• <b>Gaining Administrative Buy-In for Website Accessibility Changes</b> – Autumn Grooms &amp; James "JC" LeDoux</li> <li>• <b>Embedding Stakeholder Engagement within Continuous Improvement</b> – Kimberly Ratcliff &amp; Josh Souliere</li> </ul>
6:00 – 9:30 PM	<b>Cash-Bar Reception and Closing Banquet</b>

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