

NSPRA 2018

Anaheim July 15-18



Proving the Value of Public Education

2018 NSPRA National Seminar *Proving the Value of Public Education*

NSPRA's 65th Annual Seminar
July 15-18, 2018
Hyatt Regency Orange County
Anaheim, California

Tentative Schedule at a Glance *(As of June 1, 2018)*

Saturday, July 14, 2018	
7:30 a.m. - 4:30 p.m.	Registration
9:00 a.m. - 4:00 p.m.	Pre-Seminar Workshops (Require separate registration) <ul style="list-style-type: none"> • RACE to a Plan in One Day: A Four-Step Approach to Building a Strategic Communication Plan – Lesley Bruinton, APR • Technology Tools Make-n-Take Session – Trinette Marquis, APR • New Professionals Program – Chris Tennill, APR & Susan Brott, APR • APR Prep: Get Ready for Universal Accreditation – Naomi Hunter, APR & Shawn McKillop, APR
Sunday, July 15, 2018	
7:30 a.m. - 6:30 p.m.	<ul style="list-style-type: none"> • Registration • Publication Awards Showcase
10:00 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store
8:00 – 11:45 a.m.	<ul style="list-style-type: none"> • Chapter/Committee Leaders' Meeting
9:00 a.m. – 4:00 p.m.	Pre-Seminar Workshops (Require separate registration) <ul style="list-style-type: none"> • New Professionals Program (9:00 AM – Noon) – Chris Tennill, APR & Susan Brott, APR • Nailing the Media Interview: Advanced Media Relations for the Professional Spokesperson (1:00 – 4:00 PM) – David R. Voss • DIY Video – Derek Duncan • Strategic Leadership in the Social Media Age – Kristin Magette, APR • APR Prep: Get Ready for Universal Accreditation – Naomi Hunter, APR & Shawn McKillop, APR
1:00 – 2:15 p.m.	Annual Meeting/Celebration of Achievement
2:30 – 3:45 p.m.	How to Make the Most of Your First NSPRA Seminar
4:00 – 5:15 p.m.	Regional Colleague Connections – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> • South Central Region • Northeast Region • North Central Region • Mideast Region • Northwest Region • Southwest Region • Southeast Region
6:00 – 7:30 p.m.	Opening Reception

Monday, July 16, 2018

7:30 a.m. - 5:00 p.m.	<ul style="list-style-type: none"> • Registration • Publications Award Showcase
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> • Marketplace
7:15 – 7:45 a.m.	Seminar Quick Start
8:00 – 9:00 a.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Video Storytelling – How to Best Support Your Schools in Telling Stories Through Video – Diana Gulotta, Steven Walts, Ed.D, Richard Shahan & Andy Jacks • Survey Says: The Hot Education Issues Trending Nationally – Drew Lieberman & Lesley Rogers • Bouncing Back from Defeat to Pass a Bond by 84 Percent – Nicole Kirby, APR, Samantha Fitzgerald, Matthew Kenwright & Paul Lewis • Voices of Tomorrow: Using Diverse Student Stories to Transform Adult Mindsets – Jake Sturgis, APR & Stan Alleyne • Identification: Taking a Gentrifying District from Identity Crisis to Community Brand – Emily Waszolek & Donna W. Lewis, Ed.D. • Social Media Infrastructure: Set Yourself Up For Success – Richard Franco • How to Survive a Social Media Fire: The Good, Bad and Ugly – Rick Kaufman, APR • Making and Marketing Your Schools as Schools of Choice – Ed Moore, APR • Turn the Curve on Success with a Strategic Roadmap – Shawn McKillop, APR • Who Lives on Your Sesame Street? Understanding Your Community Through Demographic Profiling – Lana Snodgras • Networking Job Alike: BOCES/Us/County Offices of Ed Communicators – Music Watson, APR
9:30 – 11:30 a.m.	First General Session <ul style="list-style-type: none"> • Keynote: Scott Stratten • Presentation: Communication Technology Award for Superintendents • Presentation: Presidents Award
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 3:00 p.m.	Action Labs/Special Sessions <ul style="list-style-type: none"> • Weathering the Storm: Communication Before, During and After a Natural Disaster – Greg Turchetta & Justin Elbert • Share Your Awesome: Increase Your Engagement Through Powerful Speechwriting and Storytelling – Carla Pereira, APR • Yes, And: Mindsets for Impact – Karen Geddeis, APR & Ryan Bretag
1:00 – 2:00 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Why Did They Leave? And How Can We Get Them Back? – Deidra Powell • Backstory: Go Behind the Scenes Following the Arrest of a High-profile Employee – Brett Johnson, APR • Student Perspective: Safety, Communication and Culture Through the Eyes of Your Students -- Lucy Ankenbrandt, Sloen Zieverink & Kym Prewitt • Engage Your Busy Community Today – Annette Eyman, APR • You Collected the Data, Now What? – Trinette Marquis, APR • A Camera And A Dream – Zac Rantz & Lance Little • Networking Special Topic: Becoming an Equity Warrior – Communicating Authentically in Changing Communities -- Arianna Vazquez-Hernandez
2:30 – 3:30 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Lynch May Be a Name to You - To Me It's What Happened to my Ancestors – Carol Fenstermacher, APR • Reaching the Forgotten Stakeholders: Alumni and Parents of Alumni – Ken DeSieghardt • Transparency, Trust, Targeting and Tracking: Tips and Tools for Passing Your Bond – Sabreana Smith Marsh & Roosevelt Nivens, Ed.D. • More than a Number: How to Talk with Data-driven Parents About School Rankings – Naomi Hunter, APR • Too Close for Comfort? Communicating with School Neighbors During a Construction Project – Keith Reid • Engaging Employees Through Internal Communications – Stacy Brandt

	<ul style="list-style-type: none"> • Engagement Power: Integrating Technology and Communication to Spark District Transformation – Meria Carstarphen, Ed.D. • Networking Job Alike: Website/Digital Media/Video Management -- Eduardo Herrera
4:00 – 5:00 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Reflections in the Communication Mirror – Tom DeLapp, APR & Stephen Nichols, APR • Amplify: Boost Effectiveness and Maximize the Impact of Your One-Person Department – Erica Chandler, APR • Compliance is Not a Dirty Word: The What, Why and How of ADA Compliant Web Sites – Tom Scheidel • Analyze Your Selfie: Developing a Customized Social Media Policy – Holly Holland & Shannon LaFargue, Ph.D. • The Superintendent and Communications Director as Chief Brand Officers – Nathan McCann, Ed.D. • What is NAEP? How Does it Relate to State & Local Assessment Results? – Michael Sibley, Ed.D, Kari Eakins & Nathan Olson • “Protect and Educate” School Resource Officers and Prevention of Violence in Schools – Mo Canady • No Cookie Cutter Designs Allowed: Helping Stakeholders Understand the Needs of a Modern Bond Program – Holly Huffman • The Story of the One-Page Strategic Plan – Mike Cyze • Building a Communication Culture that "Clicks" from Day One – April Bryant & Tom Muzzey, Ed.D. • Networking Special Topic: Mid-Career Professionals -- Lana Snodgras
Tuesday, July 17, 2018	
7:30 a.m. - 4:00 p.m.	<ul style="list-style-type: none"> • Registration • Publications Award Showcase
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> • Marketplace
8:00 – 9:00 a.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Easy Ways to Up Your Social Media Game – Andrea Gribble & Melissa McConnell • One School District's Story: Writing Our Own Narrative – Tahira DuPree Chase, Ed.D, Laser Alert, Steven Lewis, Evelyn McCormack • PR Pros: You Can't Do It Alone! – David Voss • Crack the Code: Four Proven Ways to Get the Media to Cover Your Stories – Cynthia Shah-Khan • From Cherry Coke to Sweet Tea: Transitioning PR Strategies From Urban to Suburban District – Kimberly Willis-Green • Dustproofing Your Strategic Plan – Kristine Liptrot & Timothy Shimp, Ed.D. • Staying on Target: Inspiring Collaboration After the Crisis – Daniel Thigpen • What is a Kaizen? Fresh Idea for Overcoming Roadblocks in School PR – Stacy Tapp, APR, Emily Neubauer & Kamaljit Jackson • Welcoming Newcomers to Our Country and Our Schools – Trent Allen, APR • PR Photography Done Right – Angela Marshall & James Van Develde • Networking Special Topic: The Path to Leadership -- Mychal Frost
9:30 – 11:30 a.m.	Second General Session <ul style="list-style-type: none"> • Keynote: Dr. Rick Rigsby • Presentation: Bob Grossman Leadership in School Communication Award • Presentation: Barry Gaskins Mentor Legacy Award
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 3:00 p.m.	Action Labs/Special Sessions <ul style="list-style-type: none"> • Is America Ready To Talk About Equity in Education? What “I Can Do” and “The District Can Do” to Move Equity Strategies Forward – Heidi Vega; Carol Fenstermacher, APR; Carla Pereira, APR; Lesley Brinton, APR; Richard Franco; Susan Brott, APR; & Joseph Ortiz • The Five Things You Should Never Say: The Forbidden Phrases of Great Leaders – Brian Woodland, APR
1:00 – 2:00 p.m.	Corporate Showcase/Marketplace <ul style="list-style-type: none"> • See Something, Say Something: A New Way to Report Safety Concerns and Help Students Speak Up for Each Other

	<ul style="list-style-type: none"> • Stop Repeating Yourself! • Storytelling Through Research • Accessibility: Newest Developments & Approaches • Best Practices for Communicating with Parents Digitally • Your Journey Toward a More Inclusive Web Presence • Getting to a Wholehearted Yes: Moving from Buy-in to Ownership with Your Community
2:30 – 3:30 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • The New Storytelling: How To Connect With Audiences Through Strategic Content & Fresh Tactics – Shane Haggerty, APR • SEO Matters: Staying Digitally Competitive in the Age of School Choice – Joshua Sauer • Your District’s “Why” for the 21st Century: Start Your Strategic Plan with Portrait of a Graduate – Kimberly Ratcliff, APR & Dan VonHandorf • Lessons Learned from Harvey – Rebecca Suarez • The Power of Influencers and How You Can Empower Them – Steve King • Going from 0 to 60: How to Build an Engagement Campaign to Support a Bond Measure in Under a Year – Lillian Govus, APR • Fighting the Good Fight: A Life in School PR – Steve Knagg • The 5 Movie Scenes that All School Communicators Experience in Real Life – Steve Webb, Ed.D. • Networking Job Alike: Me, Myself and I – The One Person PR Office -- Carla Erdey
4:00 – 5:00 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • The One You Feed: A Parable, Positive Psychology and Creating Cultures that Support the Success of All Students – Curtis Campbell • Avoid the PR Fail – Justin Grayson • Communication Camp: Take Your Administrators Camping, Communication-style, Without Ever Leaving the District – Danielle Airey & Erin Dunsey • What to Do When Homeland Security Comes Knocking: Teacher Arrest and Community Uproar – Lesli Myers, Ed.D. & Kerry Sharp • From Media to School PR – Jack Sheard • Eleven Paths - The Making of a Documentary – Catherine Carbone & Tove Tupper • Hacked! How an Unassuming Suburban District Navigated a Cyber Terrorist Attack – Laura Sprague, APR • Beyond a Logo: Branding a School District – Kala Morrissey • The Power of Nudge: Harnessing Science for Better PR Outcomes – Adrienne Leon, APR & Emily Popek • Networking Special Topic: Earning Your APR -- Shawn McKillop, APR & Naomi Hunter, APR
Wednesday, July 18, 2018	
7:30 a.m. - Noon	<ul style="list-style-type: none"> • Registration
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • Publications Award Showcase • NSPRA Book Store
9:00 - 10:00 a.m.	Caffeinated Connections: Roundtable Dialogues (Book Store here during this session)

9:00 – 10:00 a.m.	Skill Sessions <ul style="list-style-type: none"> • Upgrade Your School Communications – Latisha Gray, APR • Hold, Please - I'll Be Right With You: Developing Holding Statements for Crisis Communications – Cindy Warner, APR • Social Media, Students, Staff & Success – Kendra Ward • Marketing Like a Private School on a Public School Budget – Amanda Holdsworth, APR, Ed.D. & Regina Luttrell, Ph.D. • Strategic Partnership Development: How to Get Donations and MORE for Your Students and Schools! – Angela Griffin Ankhelyi • How to Capture Ideas and Create Compelling Content – Rich Finlinson, APR • What You Need to Know and Do Before Your Teachers Go for a Walk – Terry Locke, Danielle Airey, Briana Warner, Susan Hardy Brooks, APR & Kim Mesquita • A Plan for Referendum Success in Titledown – Lori Blakeslee & Denise Gaumer Hutchison • Alternative Facts and Their Impact On Your District – Katie Cothron • Pack It with a Punch! Strategies to Rolling Out a Successful Communication Plan – Irene Ortega, David Shimer & Roberto Escudero
10:30 – 11:30 a.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Finding Bigfoot: The Hunt for a User-friendly Website – Patricia Nuzzo, Tara Cox, Sara Neal & Amanda Richter • EDU-speak: Cracking the Education Code – Lori Oberheide, Sarah Coomber & Michele Larsen • Leading & Learning From A Growth Mindset: A #k12PRchat Panel Discussion – Julie Thannum, APR & #K12PRChat Colleagues from US and Canada • Using Content Marketing to Drive District Engagement – Jason Wheeler • STAND (Students Taking a New Direction): Superintendent's Student Advisory Committee – Amber Belako & Rene Daniels • From the Peak to the Valley: A Positive School Image Plummetts and Climbs Again – Betsy Bailey & Diane Barrett • From a Terrorist Attack to a School Shooting: An After Action Review – Linda Bardere, APR • Advanced Video Storytelling: Learn from Broadcast Pros – Robert Bledsoe, Khanh Pham & Marc Galang • Leggings, Sagged Pants & Tanks: Equitable Student Dress Codes Increase Class Time & Body Positivity – Evangeline Semark & Keith Robinson, Ed.D. • Creating a Compassionate Community – Courtney Schrieve • Networking Special Topic: New to School PR/New Professionals – Chris Tennill, APR & Susan Brott, APR
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 3:00 p.m.	Special Sessions <ul style="list-style-type: none"> • Capital Funding Campaign: Educate, Not Advocate – Riley Sutton & Irene Payne • Creating Conversation from Chaos – Kelly Avants, APR; Trent Allen, APR; Trinetta Marquis, APR; & Daniel Thigpen, APR
1:00 – 2:30 p.m.	Gold Mine Roundtables
1:00 – 2:00 p.m.	Skill Sessions <ul style="list-style-type: none"> • Results Demonstrate the Value of Investing in Strategic School Branding – Dorreen Dembski & Mary Lofy Blahnik • What You See is What You Believe – Janet Mann • Suggestion Boxes Aren't Just for Show – Stephanie Royse • Legislators Are Your Target Audience Too: Marketing CTE Programs to Elected Leaders – Karen Heath • Plan Your Next Event with Less Worry and More Wow! – Theresa Schaefer-Bell & Angela Marshall • In With the New, Out With the Old! Turn Your District News Blog into an E-newsletter to Share on Social Media – Evita Tapia-Gonzalez & Liliana Mota
6:00 – 9:30 p.m.	Cash-Bar Reception and Closing Banquet