

TOOLS FOR YOUR PR TOOLBOX



GSPRA Spring Conference March 20, 2020

Join us to
make sure
your toolbox is
stocked with the
tools you need to
succeed!

Houston County
School District
1100 Main Street
Perry, GA 31069

Agenda



9:30 a.m. | Welcome and Census 2020



10:00 a.m. - 11:30 a.m. | Legal Issues

Attorney Phil Hartley of Harben, Hartley & Hawkins, LLP will help you become an expert on what your district must release and what you must withhold. Hear the do's and don'ts about FERPA, open records laws, social media and ADA compliance.



11:30 a.m. - 12:30 p.m. | Lunch & Learn

Mix and Mingle



12:30 p.m. - 2:00 p.m. | Crisis and
Emergency Risk Communication

North Central Health District will provide valuable insight about the CDC crisis communication model.



2:00 p.m. - 3:00 p.m. | Self Care

Houston Healthcare and HCSD physical therapists will give you tips for your health and well-being so you can better manage stress. Tips will include healthy snacks, office equipment recommendations and exercises you can do at your desk. Take care of yourself so you're able to take care of others!



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Legal Issues: Phillip L. Hartley



Phillip L. Hartley graduated with honors from the University of Georgia in 1976 and then obtained his J.D. degree with honors from the University of Georgia Law School in 1979. He was a member of the Georgia Law Review, Order of the Coif and Phi Beta Kappa. After law school, he immediately began to practice law, including representing school districts, and in 1980, he became a founding partner in the law firm of Harben & Hartley. He has served as lead counsel in numerous cases involving Georgia's school districts in the federal and state courts. He serves as an officer of the National Council of School Attorneys. In the firm's capacity as general counsel to the Georgia School Boards Association, he works closely with GSBA, the Georgia School Superintendents Association and the Georgia Association of Educational Leaders to respond to and shape legislative and policy issues that affect public education in the state. Known for presentations on school law to a wide variety of audiences, he has also written extensively on school law topics.

Crisis and Emergency Risk Communication: Michael Hokanson



Michael Hokanson has been part of the North Central Health District (NCHD) staff in Macon for over three years as the Public Information Officer/Risk Communicator for 13 counties. He is responsible for managing the media presence of NCHD by working closely with local media and managing the district's website and its multiple social media pages. He works closely with the emergency preparedness staff to train public health spokespersons, create risk communication plans and material, and educate community partners about public health and preparedness topics. Michael has a BA in mass communication with a focus on broadcast and electronic media and an MBA. He has work experience in video production, social media management and writing for news and sports.

Self Care: Patti Carriker, PT; Leigh Ann Allen, MS OTR/L; Kelly Stevens, PTA



Patti S. Carriker is a 1986 graduate from the Medical College of Georgia. Her physical therapy experience includes geriatric, acute and comprehensive rehabilitation, outpatient pediatrics and neonatal intensive care. She has served as the physical therapist for the Houston County School District for 17 years.

Leigh Ann Allen is a 2001 graduate of Brenau University where she received her Master of Science degree in Occupational Therapy. She has experience in a variety of settings to include skilled nursing facility, long term acute care, outpatient pediatrics, community mental health. She has been employed as an occupational therapist for the Houston County School District for 18 years.

Kelly Stevens, Licensed Physical Therapy Assistant, has worked for Houston Healthcare for 24 years. She received her bachelor's from the University of Alabama at Birmingham in Health Education and has an associate's from Middle Georgia College. Kelly is also a Certified Ergonomic Assessment Specialist.

