

## NSPRA's 2019 National Seminar – Advancing Education One Story at a Time

In today's educational landscape, all school systems are competing for something: student enrollment, highly-qualified employees, funding for programs and facilities, or even just families' time and attention. *Discover how to make the story of your school system stand out among the competition* during the National School Public Relations Association's **2019 National Seminar on July 14-17** at the Omni Shoreham Hotel in Washington, D.C.

For more than 65 years, the NSPRA National Seminar has engaged school communicators and leaders across the United States and Canada during programs packed with:

- **Expert, practical advice;**
- **Best, efficient practices;** and
- The latest **tools, tactics and innovative strategies** in school communities.

During the NSPRA 2019 National Seminar, enjoy these hallmarks of Seminar attendance against the captivating backdrop of the nation's capital:

- **Hear from nationally renowned storytellers** during two general sessions, featuring award-winning columnist Kindra Hall and award-winning journalist Michele Norris.
- **Network with school PR colleagues**, who represent a diverse range of experiences, backgrounds and interests. Nearly 1,000 professionals took part in the Seminar last year.
- **Explore stories of successes, challenges and lessons learned** on issues and opportunities facing schools today. The Seminar program includes more than 100 breakout sessions and workshops presented by NSPRA members, partners and sponsors.
- **Learn how diversity and equity in communications is becoming a mainstream function for nearly all school districts.** See how a district's culture and communication go hand-in-hand in delivering a productive climate for your schools.
- **Maximize your professional learning** by registering for two-day, one-day and half-day pre-Seminar workshops on a variety of topics on July 13-14.

### Tip 1: Maximize Your Communication Dollars

**Pick the session that's just right for you**, with nearly 40 breakout sessions offered each day on topics such as advocacy, branding/marketing, campaigns, crisis communications, customer service, digital communications, equity, engagement, leadership, storytelling, strategic planning and technical skills.

**Follow a Seminar track** recommended for someone with your communication interests and/or level of professional experience.

**Quickly map your personal schedule using NSPRA's newly redesigned Seminar mobile app**, while also networking with other attendees, exploring tailored Seminar tracks, taking notes on a session and much more!

### Tip 2: Recharge Your School PR Skills

**New to school PR?** Attend our special networking events on Sunday evening and Monday morning.

**School PR veteran?** Rediscover your earlier career excitement by exploring new communication tactics and sharing your journey with colleagues.

**Superintendent?** Refine your communication leadership strategies by attending the one-day program on Monday, July 15, for superintendents or have the full Seminar experience.

### Tip 3: Meet School Communication Leaders

Arrive early to enjoy all of the networking opportunities with communication leaders during the Seminar. While breakout sessions run Monday – Wednesday, the schedule of Seminar events begin as early as Sunday morning with the Leaders' Meeting for those who hold or are interested in pursuing leadership positions with NSPRA or its state chapters. For a list of breakout sessions as they are announced, visit [www.nspira.org/nspira-national-seminar-program](http://www.nspira.org/nspira-national-seminar-program).

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Advancing Education  
One Story at a Time

Washington, D.C.  
July 14-17, 2019

REGISTER BY MAY 17  
**SAVE \$50**

The 66<sup>th</sup> Annual Seminar of the  
National School Public Relations Association

**NSPRA**



**Register Today**  
[www.nspr.org/seminar-registration](http://www.nspr.org/seminar-registration)

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

## Seminar Registration Fees:

### NSPRA Members

#### Full Registration

Register and PAY by May 17, 2019..... \$775  
 Register after May 17, 2019 ..... \$825

#### Seminar Registration and Dues Payment/Renewal

Register and PAY by May 17, 2019.....\$1,060  
 Register after May 17, 2019 .....\$1,110

### Non-members of NSPRA

#### Full Registration

Register and PAY by May 17, 2019 ..... \$875  
 Register after May 17, 2019 ..... \$925

### One-day Registration

NSPRA members..... \$255  
 Non-members ..... \$305  
 Superintendents' Special One-day Track ..... \$269  
 (July 15, 2019, includes luncheon)

### Two-day Registration

NSPRA members..... \$505  
 Non-members ..... \$555

### Pre-Seminar Workshops\*

We See You: Breaking Down Barriers to Effective Communication.....\$190  
 Enhance Your District's Brand with Adobe Spark.....\$190  
 Strategic Planning for the One-Person Communications Office.....\$329  
 Work Smarter with Adobe Creative Suite: Best Practices for Print Production.....\$329  
 DIY Communication Research: Yes You Can!.....\$329  
 Election Success Can Be Yours: Planning and Data-based Strategies for Winning at the Polls..... \$329  
 New Professionals Program.....\$349  
 APR Prep: Get Ready for Universal Accreditation .....\$349

**Questions? Call: 301-519-0496**  
**E-mail: [nspra@nspra.org](mailto:nspra@nspra.org) Visit: [www.nspr.org](http://www.nspr.org)**

## 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 National 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!

## Make Memories at the Omni Shoreham

Ideally located in Northwest D.C.'s Woodley Park neighborhood, the Omni Shoreham Hotel offers the best of both worlds. The hotel boasts a resort atmosphere and a personal taste of politics, culture, art and music. However, the proximity to the Metro allows you to easily visit bustling downtown Washington, D.C., with all of its monuments and attractions.



When the Seminar hotel block is full, there are rooming options at nearby overflow hotels. For all your hotel information, visit [www.nspr.org/seminar-hotel](http://www.nspr.org/seminar-hotel).

## Join Us for the Opening Reception

Plan to meet up with colleagues on Sunday, July 14, at 6 p.m. at the Seminar Opening Reception at the Omni Shoreham, cosponsored by West (SchoolMessenger Solutions).



## 100+ Sessions Offer Best Practices and Practical Solutions

NSPRA's 2019 National Seminar will help you shine a spotlight on your schools and the quality education they provide. The Seminar is the only major national 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 demonstrate value and build confidence in your schools.



## Save with Special Discounts

- **\$100 Mideast discount.** If you register for a full registration and are employed in the Mideast Region (District of Columbia, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia and West Virginia).
- **Superintendent and communication pro combo.** When the superintendent and the communication professional from the same district register together, they each receive a \$150 discount off the rate, for a total of \$300. No other discounts apply.
- **Two registrants from the same employer.** The second full registrant receives a \$50 discount off the price the first person pays. (This discount can be applied in addition to the Mideast Region discount.)
- **Three or more registrants from the same employer.** Three full Seminar registrations are just \$1,650. Each additional registration is only \$250/person. No other discounts apply.

## Stretch Your Budget with Special Seminar Options

Even if you can't afford to attend the full Seminar, 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 \$255, and for non-members, it's \$305. Two-day registrations are \$505 for members and \$555 for non-members. One and two-day registrations cannot be combined.

## Earn Graduate 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 2019 National 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).

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

## Superintendents' Special One-Day Track (includes luncheon) on July 15 Cost: \$269

The communication culture of a school district often starts at the top. NSPRA is committed to assisting superintendents in developing accountable and effective communication programs. At each NSPRA National Seminar, we offer superintendents a special one-day rate with up to 10 targeted session topics on Monday along with the premier keynoter, Kindra Hall in 2019.

The **Superintendents' Special One-Day Track** includes a superintendents-only luncheon with an informative program. This year, the luncheon program will focus on participants' opinions of the most challenging communication issues they may be facing in the next 18 months or so.



Susan Enfield, superintendent of Highline (Wash.) Public Schools and NSPRA's Vice President at Large - Superintendent of Schools, will lead the discussion.

The luncheon will also use the interactive Thoughtexchange process of identifying issues and placing the group's priorities on the issues most important to them. NSPRA will provide participants with possible resources for addressing the identified issues within two weeks after the Seminar.

Don't miss out on this valuable opportunity to network with fellow superintendents who have a special interest in communication excellence.

## Register Now

[www.nspr.org/seminar-registration](http://www.nspr.org/seminar-registration)

**"If you work in school PR and communications, this is a must to attend. At no other place will you be surrounded by as many people who understand what you do."**

- Delaina McCormack, communications specialist  
 Alexandria City (Va.) Public Schools



**Kindra Hall** is president and chief strategy officer at Steller Collective, a marketing agency focused on the strategic application of storytelling to today's communication challenges. She is an award-winning columnist, author and national champion storyteller. Her insights are shared in a weekly column at Inc.com and have been featured in *SUCCESS Magazine*, *Entrepreneur.com* and behind the scenes in *New York Times* bestselling books. Hall is part of the Board of Directors of the National Storytelling Network. With a master's degree in communications, she has conducted original research in the role that storytelling plays in defining and revealing culture. Hall frequently works with innovative brands to use the irresistible power of storytelling to capture attention and connect in a distracted marketplace.



**Michele Norris** is the founder of The Race Card Project and the executive director of The Bridge, Aspen Institute's new program on race, identity, connectivity and inclusion. In this capacity, she sparks important dialogue on current events, social issues and the power to make change. She adeptly breaks down commonly-held beliefs and attitudes on race, diversity and bias through her work. For more than a decade, Norris served as a host of NPR's All Things Considered. She has also produced in-depth profiles, interviews and series for NPR News programs as well as special reports for *National Geographic*, *Time Magazine*, ABC News and Lifetime Television. In 2014, Norris earned a Peabody award and the Distinguished Dialogue Award for her work on the Race Card Project.

**“The NSPRA Seminar is the single most valuable learning experience available. You simply cannot get more actionable ideas or make more connections with other PR professionals.”**

- Erica Chandler, APR, director, communications Affton (Mo.) School District



**Action Lab • Monday, July 15**  
**Crisis Readiness: Get Ready Now**

While extreme cases capture the national media's attention, crisis situations happen every day in schools. Whether it's a fender-bender bus accident, a misinterpreted comment on social media, a childish prank or a major incident with death and destruction, schools must be prepared to communicate with the media, parents and communities. In this action-packed lab, you will learn skills, rehearse real-life scenarios and leave with a framework for your local crisis communications plan.

**Presenter: David Voss**, president, Voss & Associates (Fla.)



**Action Lab • Monday, July 15**  
**When Losing Isn't an Option: Constructing a Winning Bond Campaign**

If elections were decided by facts alone, more school bond campaigns would end victorious. Yet much of the nation's approximately 7.5 billion square feet of K-12 school facilities continue to age and deteriorate because districts struggle to engage their communities in meaningful ways that earn votes on election day. Learn the skills needed to develop a comprehensive campaign plan that addresses everything from fundraising and volunteer recruitment to messaging and social media management. Leave with a draft outline of a campaign plan tailored for your district.

**Presenter: Nathan McCann, Ed.D.**, superintendent, Ridgefield (Wash.) School District



**Special Session • Monday, July 15**  
**Managing Common Crises: Keeping Your Head While Others Are Losing Theirs**

School PR careers and reputations are often made or broken on how well we handle the day-to-day crises that are as commonplace in school districts as the common cold during flu season. In this info-packed session, find out how to identify vulnerabilities, plan interventions and map out response strategies, messages and systems in advance. Get ready and build political capital now before today's routine issue escalates into a full-blown crisis. Find out how to keep a cool head, what to do if and when things implode, and jump-start your strategic crisis thinking and planning with real school case studies.

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



**Special Session • Monday, July 15**  
**Where Americans Stand on Public K-12 Education**

The landscape of K-12 education in the United States has shifted substantially in the last 10 years. *Where Americans Stand on Public K-12 Education*, a report issued just months ago, explores the perspectives of particular populations on specific topics in K-12 education. Discuss national trends identified in the report with one of its authors, and gain insights into stakeholder opinions to better inform your local communication strategies.

**Presenter: David Schleifer, Ph.D.**, vice president, director of research, Public Agenda (N.Y.)



**Action Lab • Tuesday, July 16**  
**The Enrollment Marketing Playbook: Tools, Tips and Tactics to Drive Results**

Is enrollment growth an expectation in your school district? Explore successful marketing strategies at the elementary and secondary levels that have increased enrollment for the past decade and helped to build a secure financial outlook, outstanding opportunities for all students and a satisfied community. See how a communications team can use tools and technology to make the most of a carefully managed budget. Take away new ideas for building your school district's brand with a significant, long-term return on the investment.

**Presenters: Jacqueline Getty, Ed.D.**, executive director of communications, and **Lyssa Campbell, APR**, communications coordinator, Minnetonka (Minn.) Public Schools



**Special Session • Tuesday, July 16**  
**Creating a Safe Space for LGBTQ+ Students Through Communication**

For many students, knowing that allies exist in their school districts is a source of strength, safety and support. Research shows that LGBTQ+ students in inclusive school districts feel safer, are less truant and have higher academic achievement than those in less-inclusive districts. Learn how to influence top-down organizational support for LGBTQ+ students and walk away with communication tips to implement immediately in your district.

**Presenters: Joshua Sauer**, digital media specialist, Moore Norman (Okla.) Technology Center; **Carla Pereira, APR**, director, communications and community relations, Peel (Ontario) District School Board



**Special Session • Tuesday, July 16**  
**It's an Emergency! You Know Your Plan. Do You Know Your People?**

Relationships matter. They matter most in an emergency. When bad weather, a social media threat or a large-scale emergency strikes, your relationships with city, county, regional and state public safety partners are essential. Knowing key people and their roles, understanding each other's needs, and working in concert will make or break your communication efforts and can even affect the threat response itself. Learn how one of the fastest growing counties in Texas invests in cross-organizational relationships to keep people safe and public trust intact.

**Presenters: Tim Savoy**, chief communication officer, **Dr. Eric Wright**, superintendent of schools, and **Phillip Taylor**, director of safety and security, Hays (Texas) Consolidated Independent School District; and **Lt. Jeri Skrocki**, Sheriff's Office, **Kharley Smith**, director and emergency management coordinator, **Laureen Chernow**, communications manager, Hays County (Texas)



**Special Session • Wednesday, July 17**  
**Standing at the PR Crossroad: When Privilege Meets Social Justice**

What is our responsibility as #schoolPR professionals when we find ourselves at the intersection of privilege and social justice? As strategic advisors, we must help school leaders acknowledge microaggressions and build skills to rise above racism and move toward cultural competence. Engage in a *live #k12prchat* on the topics of equity and diversity, gain ideas for starting the conversation in your own community, and walk away with tips, tactics and a sample cultural competence action plan.

**Presenter: Julie Thannum, APR**, assistant superintendent, board and community relations, Carroll (Texas) Independent School District, and panelists to be announced



**Special Session • Wednesday, July 17**  
**Six Critical Conversations You're Not Having: Being Real in a Fake News World**

We now communicate in a world where the person who shouts the loudest and most often is viewed as the one with the facts. Every day, the churn of social media, the short attention span of audiences and the sharp polarizing of opinions makes it harder and harder for school districts to genuinely engage with their publics. And sometimes that means breaking down barriers and creating conversations where none exist.

**Presenter: Brian Woodland, APR**, founder, BrianInspires (Ontario)

Pre-Seminar Workshops • July 13-14

**Come Early: Learn More**

Go in-depth, learn more and expand your skills in our targeted Pre-Seminar Workshops!

For more details on workshop content, what to bring and registration, visit [www.nspr.org/pre-seminar-workshops](http://www.nspr.org/pre-seminar-workshops).



**Strategic Planning for the One-Person Communications Office**

**Saturday, July 13, 9 AM – 4 PM (Fee: \$329)**



Are you flying solo in your school district? Come develop and improve your strategic communications plans, as well as your knowledge base and skill sets, with guidance based on the award-winning work of the Missouri School Public Relations Association. Participants will collaborate, organize and write their plan following the four-step strategic communications planning process. Breakout discussions will cover topics such as effective and efficient work flow, crisis communications, social media trends, internal engagement and more. Bring any existing communications plans and district strategic plans, so that you can put what you learn to work immediately for your district.

**Presenters: Erica Chandler, APR**, director, communications, Affton (Mo.) School District; **Jill Flier**, director, communications & community relations, Harrisonville (Mo.) School District; **Stephanie Smith, APR**, director, public relations, Fort Osage R-1 (Mo.) School District; **Kelly Wachel, APR**, executive director, public relations, Lee's Summit R-7 (Mo.) School District



**Work Smarter with Adobe Creative Suite: Best Practices for Print Production**

**Saturday, July 13, 9 AM – 4 PM (Fee: \$329)**

Maximize your Adobe Creative Suite tools skill set to avoid problems at the printer and take your layout to the next level with valuable time-saving tips from a graphic designer and a communications manager who work with school communications professionals every day! This hands-on workshop is geared toward individuals with basic to intermediate skill-level using Adobe InDesign. This training will also touch upon Adobe Photoshop and Adobe Illustrator skills associated with formatting photos and creating charts to use in your print publications. While this session is focused on print production, many of the skills will translate to digital materials.

**Presenters: Bonnie Minick** and **Erin McNulty**, members, Capital Region BOCES Communications Service (N.Y.)



**DIY Communication Research: Yes You Can!**

**Sunday, July 14, 9 AM - 4 PM (Fee: \$329)**

You want your communication efforts to be data-driven, but don't have the funds to hire an outside firm to conduct stakeholder research or evaluate your efforts. This workshop will help you gain the knowledge and confidence to lead effective quantitative and qualitative research efforts that will ensure you are engaging in the most impactful work for your school community. We'll review methods and available tools, analyze case studies and practice our skills in class. From surveys and focus groups to analytics and user testing, we'll cover the gamut of available options. You'll leave this workshop ready to save your organization thousands with your ability to do in-house research, focus communication efforts on what really works and demonstrate the return on the communication investment.

**Presenter: Trinette Marquis, APR**, partner and chief communicator, SchoolPRPro (Calif.)



**“Election Success” Can Be Yours: Planning and Data-based Strategies for Winning at the Polls**

**Sunday, July 14, 9 AM - 4 PM (Fee: \$329)**

Are you facing looming facility or operational needs and an uncertain community? Whether you are new to elections or need to retool your efforts, this strategy-focused workshop will help you get your next school finance election on the road to success with solid planning and the thoughtful use of data. You will have the opportunity to practice working with real voter data using your own district's profile or that of a similar community. Find out how to discover what community members want and will accept, and learn how to design and deliver effective “push” messages. This workshop may make the difference between winning and losing in your next school finance election!

Note: Register at least 10 days before the workshop to receive voter profiles for your community.

**Presenters: J.Marie Riche**, principal and founder, Ideal Communications (Wash.); **David Bell**, director, community relations, Central Kitsap (Wash.) School District



**We See You: Breaking Down Barriers to Effective Communications**

**Saturday, July 13, 1 - 4 PM (Fee: \$190)**



Are factors related to equity preventing you from effectively reaching and engaging all members of your school community? Develop a deeper understanding of equity and learn how to break down barriers to effective communication and engagement through the “Leading for Equity” framework. A product of the Arizona School Boards Association, the framework focuses on defining equity; getting familiar with your demographics; digging into your data; practicing cultural awareness, agility and competence; and integrating student voice. Engage in self-reflection and equity-based skill building in the areas of the four-step public relations planning process: research, analysis/planning, communication/implementation and evaluation. Leave with the ability to define equity and practical strategies and tools for planning and delivering more powerful, impactful communications to all stakeholders.

**Presenters: Tracey Benson**, associate executive director, **Heidi Vega Otero**, director, communications, and **Nikkie Whaley**, board support specialist, Arizona Schools Boards Association



**Enhance Your District's Brand with Adobe Spark**

**Sunday, July 14, 1 - 4 PM (Fee: \$190)**

A good brand delivers a clear message, confirms credibility, makes an emotional connection with a target audience and creates loyalty. Your district's brand can and should do all of that, but it's not always easy to find the time to create content that does those things. Participants in this workshop will walk away with new, efficient ways to tell their district's story using Adobe Spark – a convenient, free, web-based tool to create professional-looking content. After taking this course, you'll be able to create stunning graphics and compelling videos in minutes - all while building a more cohesive, consistent brand. This workshop is for both new and experienced school district communications professionals looking to efficiently and effectively create graphics and videos to enhance their district's brand and engage their school community.

**Presenter: Aaron Cagwin**, communications specialist, Capital Region BOCES Communications Service (N.Y.)



**New Professionals Program**

**Saturday, July 13, 9 AM – 4:30 PM; Sunday, July 14, 8:30 AM – Noon (Fee: \$349)**

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/RPIE (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. This workshop is fun, fast paced and filled with information that will help you create a solid foundation for a career in school PR. 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: Susan Brott, APR**, director, communications, South St. Paul (Minn.) Public Schools; **Chris Tennill, APR**, chief communications officer, School District of Clayton (Mo.)



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

**Saturday, July 13, and Sunday, July 14, 9 AM - 4 PM (Fee: \$349)**

Ready to move ahead as a public relations professional? Then it's time to become accredited in public relations. 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 earning your APR.

**Presenters: Naomi Hunter, APR**, director, communications and public relations, Redwood City (Calif.) School District; **Shawn McKillop, APR**, manager, communications and community engagement, Hamilton-Wentworth (Ont.) District School Board