



National School Public Relations Association

*** Required Information**

NSPRA 2020 National Seminar: St. Louis, Mo. July 12-15
Magnify the Power of Communication

Call for Presentation Proposals

Deadline for submitting proposals: Friday, Dec. 13, 2019

*** 1. FIRST NAME of presenter submitting proposal (i.e., you):**

*** 2. LAST NAME of presenter submitting proposal:**

3. For the presenter submitting proposal, please provide the following personal contact information:

*(a) Address 1 : _____

(b) Address 2 : _____

*(c) City/Town : _____

*(d) State/Province : _____

*(e) ZIP/Postal Code : _____

*(f) Email Address : _____

*** 4. For the presenter submitting proposal, please provide a PHONE number for contacts during normal business hours:**

5. ACCREDITATION, doctoral designation or other applicable certification of presenter submitting proposal:

- APR
- Ed.D.
- Ph.D.
- Other (Please specify) _____

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* **6. JOB TITLE of presenter submitting proposal:**

* **7. Name of SCHOOL DISTRICT or organization that the presenter works for/represents in this proposal:**

8. For the school district/organization, please provide the following location information:

* (a) City/Town : _____

* (b) State/Province : _____

* **9. Which one of the following descriptive CATEGORIES best applies to the school district/organization? (Select one option)**

- K-12 or preK-12
- K-8 or preK-8
- Elementary School(s) Only
- Middle/Intermediate School(s) Only
- High School(s) Only
- BOCES, Intermediate Unit or Regional Education Agency
- County Office of Education, Educational Association or State Department
- Private School
- Charter School
- PR Agency

Self-employed/Consultant

Vendor (Note: For sponsorship opportunities that include a Corporate Showcase session, contact the Seminar manager at jalexander@nspra.org. All other vendor session proposals must include an NSPRA member as co-presenter and must not be a sales pitch.)

* **10. Which level of student ENROLLMENT best applies to the school district/organization? (Select one option)**

More than 75,000 students

25,000 to 75,000 students

10,000 to 24,999 students

5,000 to 9,999 students

2,000 to 4,999 students

Less than 2,000 students

No students. Not a school district.

* **11. Which CLASSIFICATION best applies to the school district/organization? (If you are unsure, the [National Center for Education Statistics](#) has classified all schools into one of the following categories. [Use the NCES district search tool](#) to determine your "locale" classification.) (Select one option)**

City (Urban) - Large, midsize or small school district

Suburb (Suburban) - Large, midsize or small school district

Town (Exurban) - Fringe, distant or remote school district

Rural - Fringe, distant or remote school district

Not a school district.

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* 12. How many years have you served in your current position?

* 13. How many years have you served, total, in public relations/communication positions?

* 14. Have you presented at an NSPRA National Seminar before? (Select one option)

Yes

No

NOTE : Answer the below question only if answer to Q#14 is Yes

15. In what year was your most recent presentation at an NSPRA National Seminar?

NOTE : Answer the below question only if answer to Q#14 is No

16. Please provide a REFERENCE name, job title and phone number for someone who has observed and can speak to your presentation skills. (Note: This individual may be contacted by NSPRA as part of the presentation proposals selection process.)

*** 17. How many times have you delivered a professional presentation or training event/workshop to an audience, at NSPRA or elsewhere? (Select one option)**

5+

2-4

1

0

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**National School Public Relations Association | 15948 Derwood Road, Rockville, MD
20855
Phone: 301-519-0496 | Fax: 301-519-0494**

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- * **18. In which session FORMAT do you wish to present? (Choose **no more than two**. Any co-presenters/panelists must be physically present for session and registered for Seminar.)**

- SKILL Session - 1 hour. May be lecture, panel format with Q&A, or interactive.
- SPECIAL Session - 90 minutes to 2 hours. May be lecture or panel format with Q&A. Cover a specific topic in depth, but should appeal to a broad audience. (Limited spots available.)
- ACTION Lab - 90 minutes to 2 hours. Mini workshop. **MUST BE** interactive, have an "action" hands-on component and offer strategies and tactics adaptable for immediate use by participants. (Limited spots available.)
- GOLD MINE Roundtable - 25 minutes, delivered 3 times in a row to different groups of participants. Mini session on a program/best practice topic. Tip sheet required. No A/V equipment provided.

NOTE : Answer the below question only if answer to Q#18 is SPECIAL Session - 90 minutes to 2 hours. May be lecture or panel format with Q&A. Cover a specific topic in depth, but should appeal to a broad audience. (Limited spots available.) **AND** ACTION Lab - 90 minutes to 2 hours. Mini workshop. **MUST BE** interactive, have an "action" hands-on component and offer strategies and tactics adaptable for immediate use by participants. (Limited spots available.)

- 19. While you prefer an ACTION Lab and/or SPECIAL Session format, would you be willing to adapt your proposal to a SKILL Session if no action lab/special session slots are available?**

- Yes
- No

- * **20. Which session FOCUS AREA best describes your presentation? (Select one option)**

- PR/communication TACTICS (best practice strategies, programs, campaigns, plans, etc., and tips, steps, advice for implementation)

- PR/communication strategic PLANNING (focus on 4-step RACE process, coordination/management of effective programs, collaborative efforts, accountability/results)
- PR/communication LEADERSHIP (strategic counseling, reputation management, relationship building, organizational dynamics, mentoring/guidance, professional development, etc.)
- PR/communication EQUITY and diversity
- PR/communication ETHICS and legal considerations
- PR/communication WELLNESS and stress management
- MARKETING/branding
- Internal and/or external stakeholder ENGAGEMENT
- Education ADVOCACY

*** 21. Which experience level best describes the target AUDIENCE for your presentation? (Consider who would get the most out of hearing what you have to share.) (Select one option)**

- NEW school PR professional (1-3 years): Session focuses on PR basics, core programs and how-to steps for implementation.
- ADVANCING school PR professional (4-7 years): Session focuses on strategic communication tactics, applications, processes and planning.
- MID-CAREER school PR professional (8-14 years): Session addresses advanced skills, applications and the role of strategic advisers.
- VETERAN school PR professional (15+ years): Session explores topics such as high-level communication issues and strategies, newly emerging trends and changing demographics affecting school PR.

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- * **22. TITLE of your proposed session: (12 words max)**

- * **23. DESCRIPTION of your proposed session: (100 words max. For use in Seminar program book, so be engaging, informative and **accurate** to attract and please attendees.)**

- * **24. Presentation OUTLINE for your proposed session (key points, principles, techniques, activities, etc. that you will cover):**

* **30. Will you be available to present until 3 p.m. on Wednesday the week of the NSPRA Seminar? (Select one option)**

Yes

No

* **31. Will you be presenting alone or will you have co-presenters? (Any co-presenters/panelists must be physically present for session and registered for Seminar.) (Select one option)**

Alone

Co-presenters

NOTE: IF ANSWER TO **Q31** is
Alone Go to Page No. 10
Co-presenters Go to Page No. 7

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32. FIRST NAME of co-presenter #1:

33. LAST NAME of co-presenter #1:

34. For co-presenter #1, please provide:

- (a) Address 1 : _____
- (b) Address 2 : _____
- (c) City/Town : _____
- (d) State/Province : _____
- (e) ZIP/Postal Code : _____
- (f) Email Address : _____

35. ACCREDITATION, doctoral designation or other applicable certification of co-presenter #1:

- APR
- Ed.D.
- Ph.D.
- Other (Please specify) _____

36. JOB TITLE of co-presenter #1:

37. SCHOOL DISTRICT or organization that co-presenter #1 works for/represents in this proposal:

38. For the school district/organization of co-presenter #1, please provide the following location information:

(a) City/Town : _____

(b) State/Province : _____

39. Which one of the following categories best describes the school district/organization of co-presenter #1? (Select one option)

- K-12 or preK-12
- K-8 or preK-8
- Elementary School(s) Only
- Middle/Intermediate School(s) Only
- High School(s) Only
- BOCES, Intermediate Unit or Regional Education Agency
- County Office of Education, Educational Association or State Department
- Private School
- Charter School
- PR Agency
- Self-employed/Consultant

Vendor (Note: For sponsorship opportunities that include a Corporate Showcase session, contact the Seminar manager at jalexander@nspra.org. All other vendor session proposals must include an NSPRA member as co-presenter and must not be a sales pitch.)

40. Which level of student enrollment best applies to the school district/organization of co-presenter #1? (Select one option)

- More than 75,000 students
- 25,000 to 75,000 students

- 10,000 to 24,999 students
- 5,000 to 9,999 students
- 2,000 to 4,999 students
- Less than 2,000 students
- No students. Not a school district.

NOTE : Answer the below question only if answer to Q#40 is More than 75,000 students OR 25,000 to 75,000 students OR 10,000 to 24,999 students OR 5,000 to 9,999 students OR 2,000 to 4,999 students OR Less than 2,000 students

41. For co-presenter #1, how is the school district locale classified? (If you are unsure, the [National Center for Education Statistics](#) has classified all schools into one of the following categories. Use the [NCES district search tool](#) to determine your "locale" classification.) (Select one option)

- City (Urban) - Large, midsize or small
- Suburb (Suburban) - Large, midsize or small
- Town (Exurban) - Fringe, distant or remote
- Rural - Fringe, distant or remote

42. Describe the relevant background, qualifications and experience of co-presenter #1 to speak on your proposed topic.

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44. FIRST NAME of co-presenter #2:

45. LAST NAME of co-presenter #2:

46. For co-presenter #2, please provide the following personal contact information:

- (a) Address 1 : _____
- (b) Address 2 : _____
- (c) City/Town : _____
- (d) State/Province : _____
- (e) ZIP/Postal Code : _____
- (f) Email Address : _____

47. ACCREDITATION, doctoral designation or other applicable certification of co-presenter #2:

- APR
- Ed.D.
- Ph.D.
- Other (Please specify) _____

48. JOB TITLE of co-presenter #2:

49. SCHOOL DISTRICT or organization that co-presenter #2 works for/represents in this proposal:

50. For the school district/organization of co-presenter #2, please provide the following location information:

(a) City/Town : _____

(b) State/Province : _____

51. Which one of the following categories best describes the school district/organization of co-presenter #2? (Select one option)

- K-12 or preK-12
- K-8 or preK-8
- Elementary School(s) Only
- Middle/Intermediate School(s) Only
- High School(s) Only
- BOCES, Intermediate Unit or Regional Education Agency
- County Office of Education, Educational Association or State Department
- Private School
- Charter School
- PR Agency
- Self-employed/Consultant

Vendor (Note: For sponsorship opportunities that include a Corporate Showcase session, contact the Seminar manager at jalexander@nspra.org. All other vendor session proposals must include an NSPRA member as co-presenter and must not be a sales pitch.)

52. Which level of student enrollment best applies to the school district/organization of co-presenter #2? (Select one option)

- More than 75,000 students
- 25,000 to 75,000 students

55. Will you have more co-presenters? (Select one option)

- Yes
- No

NOTE: IF ANSWER TO **Q55** is
Yes Go to Page No. 9
No Go to Page No. 10
If Did Not Answer Then Go to Page No. 9

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56. FIRST NAME of co-presenter #3:

57. LAST NAME of co-presenter #3:

58. For co-presenter #3, please provide the following personal contact information:

- (a) Address 1 : _____
- (b) Address 2 : _____
- (c) City/Town : _____
- (d) State/Province : _____
- (e) ZIP/Postal Code : _____
- (f) Email Address : _____

59. ACCREDITATION, doctoral designation or other applicable certification of co-presenter #3:

- APR
- Ed.D.
- Ph.D.
- Other (Please specify) _____

60. JOB TITLE of co-presenter #3:

61. SCHOOL DISTRICT or organization that co-presenter #3 works for/represents in this proposal:

62. For the school district/organization of co-presenter #3, please provide the following location information:

(a) City/Town : _____

(b) State/Province : _____

63. Which one of the following categories best describes the school district/organization of co-presenter #3? (Select one option)

- K-12 or preK-12
- K-8 or preK-8
- Elementary School(s) Only
- Middle/Intermediate School(s) Only
- High School(s) Only
- BOCES, Intermediate Unit or Regional Education Agency
- County Office of Education, Educational Association or State Department
- Private School
- Charter School
- PR Agency
- Self-employed/Consultant

Vendor (Note: For sponsorship opportunities that include a Corporate Showcase session, contact the Seminar manager at jalexander@nspra.org. All other vendor session proposals must include an NSPRA member as co-presenter and must not be a sales pitch.)

64. Which level of student enrollment best applies to the school district/organization of co-presenter #3? (Select one option)

- More than 75,000 students
- 25,000 to 75,000 students

- 10,000 to 24,999 students
- 5,000 to 9,999 students
- 2,000 to 4,999 students
- Less than 2,000 students
- No students. Not a school district.

NOTE : Answer the below question only if answer to Q#64 is More than 75,000 students OR 25,000 to 75,000 students OR 10,000 to 24,999 students OR 5,000 to 9,999 students OR 2,000 to 4,999 students OR Less than 2,000 students

65. For co-presenter #3, how is the school district locale classified? (If you are unsure, the [National Center for Education Statistics](#) has classified all schools into one of the following categories. Use the [NCES district search tool](#) to determine your "locale" classification.) (Select one option)

- City (Urban) - Large, midsize or small
- Suburb (Suburban) - Large, midsize or small
- Town (Exurban) - Fringe, distant or remote
- Rural - Fringe, distant or remote

66. Describe the relevant background, qualifications and experience of co-presenter #3 to speak on your proposed topic.

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Rules on Audiovisual and Other Presentation Equipment

NSPRA provides ONLY the following equipment (at no cost to presenters):

- LCD projector
- Screen
- One wired microphone per room
- Flip chart and markers if requested

If you need equipment or services other than those listed, you must bring your own, arrange to share with a colleague or state chapter member, or arrange to rent them from the AV supplier at the hotel. (Upon request, NSPRA will provide contact information for the Seminar AV supplier if you choose to order and pay for additional equipment.)

Accepted PRESENTERS are responsible for bringing their own:

- Laptop computer *****Do not just bring a USB flash drive. Hotel conference rooms are not equipped with computers/laptops.*****
- Cables to connect your laptop to a projector (e.g., VGA cable, HDMI cable, USB cable, USB-C or Thunderbolt with adapter)
- Wireless presentation remote

* 67. Would you like to request a flip chart and markers for your presentation?
(Select one option)

Yes

No

NSPRA Seminar Presenter Commitment

On behalf of myself and my co-presenters, if applicable, I understand and commit to the following:

- **CONSISTENCY:** The presentation I deliver will match the session title and description proposed and provided to NSPRA for the Seminar program.
- **TIMELINESS:** I will email/share links to my presentation and handouts with NSPRA *at least 4 weeks before the Seminar* for

posting on a password-restricted webpage for exclusive use by Seminar participants.

- **TRANSPARENCY:**
 - My session will *not* include any sales presentations, pitches or promotions.
 - I will allow time for questions and answers during my session.
- **ACCOUNTABILITY:**
 - I will not designate a substitute presenter or add any additional co-presenters without prior approval from NSPRA.
 - If my proposed session is selected for inclusion in the Seminar program, I agree to notify NSPRA by the requested deadline if I am unable to attend and fulfill my commitment to present.
 - I and my co-presenter(s), if applicable, agree to pay all expenses, including Seminar registration fees, for time spent at the Seminar. (All presenters must be physically present at and registered for the Seminar.)
 - I and my co-presenter(s), if applicable, agree to pay all audiovisual expenses for AV items I request that are not provided in NSPRA's normal audiovisual support.
- **APPROPRIATE AUTHORITY/ATTRIBUTION:**
 - I acknowledge that submission of this session proposal grants NSPRA the right to record my session and to make audio copies available for purchase.
 - I grant NSPRA permission to use my session presentation and handouts, with attribution, in NSPRA publications and news vehicles.
 - I and my co-presenter(s), if applicable, confirm that my/our presentation and handouts will be original work and will not violate the copyright/ownership rights of another person or organization. If I/we use the published work of another, I confirm that I/we will first secure permission and provide attribution as legally and ethically required.
 - I and my co-presenter(s), if applicable, hold NSPRA harmless for any improper use of intellectual property.

* 68. I understand and agree to the terms of the "NSPRA Seminar Presenter Commitment" outlined above. (Type your name in the text box to indicate agreement.)

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