



Fall 2022 Conference Harrisonburg, Virginia

CHESPRA 2022-23 Executive Board

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NEW HOME OF BLACKBOARD K-12

*Thank you to our Fall 2022 Corporate Investor
Sponsor*

Thursday, November 3

Morning

8:30 - 9 a.m.	Breakfast and Welcome <i>CHESPRA Executive Board</i>
9 - 9:55 a.m.	Research: The Foundation of Public Relations Planning and Strategy <i>Christie Scott, APR</i> <i>Director of Community Relations, Fairfax County Public Schools (VA)</i>
10:00 - 10:55 a.m.	Responsible Messaging: Guidelines for Communicating about Suicide, Mental Health, and Substance Use <i>Amanda Korman, Community Relations Liaison, Charlottesville City Public Schools (VA)</i>
10:55 - 11:15 a.m.	Break Conversation Starter Wall
11:15- 11:45 a.m.	News From NSPRA <i>Sarah Loughlin, Communications Specialist, NSPRA</i>
11:45 a.m. - Noon	Morning Comments and Reminders <i>CHESPRA Board</i>
Noon - 1 pm	Lunch <i>Sponsored By: Finalsite</i>

Complimentary WiFi (Overnight Guests): Enter Last Name, Email, Room Number
Complimentary WiFi (Others): Sign in as guest and provide email address

Thursday, November 3

Afternoon

1 - 1:55 pm	<p>An Engagement Approach to Social Media</p> <p><i>Moderator: Gladis Bourdoune, Assistant Director of Communications, ACPS (VA)</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none">• <i>Erin Robinson, Digital Engagement Coordinator, Loudoun County Public Schools (VA)</i>• <i>Andrew Robinson, Communications Coordinator for Media Relations and Online Strategies, Arlington Public Schools (VA)</i>• <i>Melissa Rivera, Communications Specialist, Montgomery County Public Schools (MD)</i>
2:00 - 2:55 p.m.	<p>Roundtable Session (Pick 3)</p> <ol style="list-style-type: none">1. APR2. News Media (Policies)3. News Media (Relationships)4. Core Dialogue Group5. Making the Case for SEL
2:55 - 3:10 p.m.	Break & Conversation Starter Wall
3:15 - 4:45 p.m.	<p>Equity in Education and the Importance of Telling Your Story Through Data</p> <p><i>Dr. Monica Smith-Wofter, Assistant Professor, James Madison University</i></p>
4:45 - 5:00 p.m.	<p>Closing Comments and Reminders</p> <p><i>CHESPRA Executive Board</i></p>
5:30-6:30	<p>Happy Hour @ Quills Bar, Hotel Madison Sponsored By: Finalsite</p>
7:00 p.m.	<p>Dinner @ TBD</p>

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Friday, November 4

8:30 - 9:00 a.m.	Breakfast
9:00- 10:00 a.m.	School Board Relations <i>Kellie Goral, Executive Director of Public Relations and Marketing, Hampton City Schools (VA)</i>
10:00 -10:30 a.m.	State/Topical Discussion Breakout
10:35 a.m.- 11:00 a.m.	Check-out Break Conversation Starter Wall
11:00 am - noon	Chapter Business Meeting & Contest Awards <i>CHESPRA Executive Board</i>
Noon- 1:00 p.m.	Lunch/Close Conference

*Save the Date: The Spring Conference is scheduled for April
13-14, 2023*

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