

# SHORT PUMP 2023

FALL CONFERENCE  
NOV. 1-3

Hyatt House



Thank You Fall 2023 Sponsors



NEW HOME OF BLACKBOARD K-12



## Thursday, November 2

## Morning

6:30 - 8:30 a.m.	<b>Breakfast Buffet at The Bistro in the Hyatt House</b> <i>Included for conference attendees.</i>
8:50 - 9:00 a.m.	<b>Welcome and Opening Remarks</b> <i>CHESPRA Board</i>
9:00 - 9:45 a.m.	<b>School Finance Communications: Benchmarks and Best Practices</b> - Mellissa Braham, APR, NSPRA
9:50 - 10:55 a.m.	<b>Crafting Tomorrow's Communications: AI for School PR</b> - Andrew Robinson, Arlington Public Schools
11:00 - 11:05 a.m.	<b>Blue Crab Sponsor - ParentSquare</b>
11:05 - 11:15 a.m.	<b>BREAK</b> <i>Visit with this year's sponsors.</i> <i>Connect with CHESPRA colleagues.</i> <i>Take time to catch up on email, phone calls.</i>
11:15- 11:50 a.m.	<b>Newer Voices Showcase</b> - Mutual Learning with Panelists Greg Beechaum (Chesterfield), Jaclyn Goddette (Alexandria), Jordan Mason (Fairfax), and Claire Mitzel (Roanoke) Moderated by Beth Cheuk, Charlottesville City Public Schools
11:50 a.m. - Noon	<b>News from NSPRA</b> - Melissa Braham, APR, NSPRA
<b>Noon - 1:00 p.m.</b>	<b>Lunch</b>

*What Hot Topic do you want to discuss in a roundtable session Friday?*

*Let us know by filling out this quick form.*

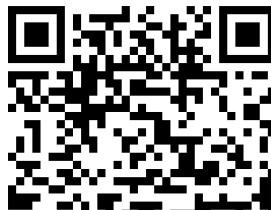


## Thursday, November 2

## Afternoon

1:00 - 2:15 pm	<b>KEYNOTE: How to Deal with a Worst-Case Scenario You Never Envisioned</b>  - Wayde Byard, Loudoun County Public Schools
2:15 - 2:30 p.m.	<b>BREAK</b> <i>Reminder to weigh in on Hot Topics</i> <i>Visit with this year's sponsors.</i> <i>Connect with CHESPRA colleagues.</i> <i>Take time to catch up on email, phone calls.</i>
2:30 - 3:00 p.m.	CHESPRA Business Update <ul style="list-style-type: none"><li>• <b>Treasurer and Membership Report</b></li><li>• <b>President's Report</b></li></ul>
3:00 - 4:30 p.m.	<b>Roundtable Discussions (3 x 25-min rounds)</b> <b><i>Supporting Schools/Asset Mapping/Empowering Engagement</i></b> - Amy Bartilotti, Chesterfield County Public Schools <b><i>Branding Process</i></b> - Tracy Sahler, Wicomico County Public Schools, and Betsy Overkamp-Smith, APR, BetsyOS PR LLC <b><i>How School PR Can Meet the Employee Recruitment Challenge</i></b> - Mellissa Braham, APR, NSPRA <b><i>Attendance Communication Plan</i></b> - Diana Gulotta, Prince William County
4:30 - 4:40 p.m.	CHESPRA Business Update - <b>Communications Report</b>
4:40 - 4:50 p.m.	<b>Wrapping Up Thursday</b> <ul style="list-style-type: none"><li>• President's Comments - Announce vote on Hot Topics</li><li>• Happy Hour and Dinner instructions (10-min walk)</li></ul>
5:30-7:30 p.m.	<b>Happy Hour @ Casa Del Barco, 11800 West Broad St. Suite 2516</b>
6:30-8:30 p.m.	<b>Dinner @ Casa Del Barco Restaurant, 11800 West Broad St. Suite 2516</b>

*What Hot Topic do you want to discuss in a roundtable session Friday?  
Let us know by filling out this quick form. Form closes at 4:30 p.m.*



## Friday, November 3

<b>6:30 - 8:30 a.m.</b>	<b>Breakfast Buffet at The Bistro in the Hyatt House</b> <i>Included for conference attendees.</i>
9:10 - 9:25 a.m.	CHESPRA Business Update - Committees <ul style="list-style-type: none"><li>● Awards Committee</li><li>● Agenda Committee</li><li>● Nomination Committee</li></ul>
9:30 - 10:25 a.m.	<b>“Hot Topics” Roundtables</b> As Voted During CHESPRA on Wed-Thursday <ul style="list-style-type: none"><li>● Topics may include:<ul style="list-style-type: none"><li>○ State Issues/Changes (VA)</li><li>○ State Issues/Changes (MD)</li><li>○ Staffing Shortages</li><li>○ Student Use of Cell Phones</li><li>○ School Discipline</li><li>○ Absenteeism/Attendance</li><li>○ Possible write-ins</li></ul></li></ul>
<b>10:25 - 10:45 a.m.</b>	<b>BREAK</b> <i>Networking, Telework, or Check-out Break</i>
10:45 am - noon	<b>CHESPRA Contest and Awards Presentation</b>  <i>CHESPRA Executive Board</i>
<b>Noon- 1:00 p.m.</b>	<b>Lunch/Close Conference</b>

*Save the Date:*  
**CHESPRA Spring Conference**  
*April 18 - 19, 2024*  
*Aloft Ocean City, Maryland*



*How Was the Conference?*  
*Share feedback on this conference and*  
*help us plan the next.*



## CHESPRA 2023-24 Executive Board

President – Dulce Carrillo, Arlington Public Schools ([dulce.carrillo@apsva.us](mailto:dulce.carrillo@apsva.us))

President-Elect – Andrew Robinson, Arlington Public Schools ([andrew.robinson@apsva.us](mailto:andrew.robinson@apsva.us))

Immediate Past President – Christie Scott, Fairfax County Public Schools ([cascott@fcps.edu](mailto:cascott@fcps.edu))

Treasurer – Frank Bellavia, Arlington Public Schools ([frank.bellavia@apsva.us](mailto:frank.bellavia@apsva.us))

Secretary – Sarah Siddons, Montgomery County Public Schools ([sarah\\_siddons@mcpsmd.org](mailto:sarah_siddons@mcpsmd.org))

VP-Awards & Recognition – Jaclyn Goddette, Alexandria City Public Schools  
([jaclyn.goddette@acps.k12.va.us](mailto:jaclyn.goddette@acps.k12.va.us))

VP-Communications – Gladis Bourdouane, Alexandria City Public Schools  
([gladis.bourdouane@acps.k12.va.us](mailto:gladis.bourdouane@acps.k12.va.us))

VP-Membership – Kathy Mimberg, Alexandria City Public Schools  
([kathryn.mimberg@acps.k12.va.us](mailto:kathryn.mimberg@acps.k12.va.us))

Virginia Membership Chair – Katie LaPira, Rockingham County Public Schools  
([klapira@rockingham.k12.va.us](mailto:klapira@rockingham.k12.va.us))

Maryland Membership Chair – Ivania Amador, Frederick County Public Schools  
([ivania.amador@fcps.org](mailto:ivania.amador@fcps.org))

APR Chair – Betsy Overkamp-Smith, BetsyOS PR LLC ([betsy@betsyospr.com](mailto:betsy@betsyospr.com))