



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

*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 | <p>KEYNOTE: How to Deal with a Worst-Case Scenario You Never Envisioned</p> <p>- Wayde Byard, Loudoun County Public Schools, VA</p> |
| 2:15 - 2:30 p.m. | <p>BREAK <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></p> |
| 2:30 - 3:00 p.m. | <p>CHESPRA Business Update</p> <ul style="list-style-type: none"> ● President's Report - acknowledge Board ● Treasurer and Membership Reports |
| 3:00 - 4:30 p.m. | <p>Roundtable Discussions (3 x 25-min rounds) <i>Supporting Strong School-Based Community Partnerships - Amy Bartilotti, Chesterfield County Public Schools</i> <i>Branding Process - Tracy Sahler, Wicomico County Public Schools, and Betsy Overkamp-Smith, APR, BetsyOS PR LLC</i> <i>How School PR Can Meet the Employee Recruitment Challenge - Mellissa Braham, APR, NSPRA</i> <i>Attendance Communication Plan - Diana Gulotta, Prince William County</i></p> |
| 4:30 - 4:40 p.m. | CHESPRA Business Update - Communications Report |
| 4:40 - 4:50 p.m. | <p>Wrapping Up Thursday</p> <ul style="list-style-type: none"> ● President's Comments - Announce vote on Hot Topics ● Happy Hour and Dinner instructions (10-min walk) |
| 5:30-7:30 p.m. | Happy Hour @ Casa Del Barco , 11800 West Broad St. Suite 2516 |
| 6:30-8:30 p.m. | Dinner @ Casa Del Barco Restaurant , 11800 West Broad St. Suite 2516 |

*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

| | |
|---------------------------|--|
| 6:30 - 8:55 a.m. | Breakfast Buffet at The Bistro in the Hyatt House <i>Included for conference attendees.</i> |
| 9:00 - 9:05 | Welcome to Day 2 |
| 9:10 - 9:25 a.m. | CHESPRA Business Update - Committees <ul style="list-style-type: none"> ● Agenda Committee ● Awards/Recognition Committee ● Nomination Committee |
| 9:30 - 10:25 a.m. | <p>“Hot Topics” Roundtables As Voted During CHESPRA on Wed-Thu</p> <ul style="list-style-type: none"> ● Topics may include: <ul style="list-style-type: none"> ○ State Issues/Changes (VA) ○ State Issues/Changes (MD) ○ Staffing Shortages ○ Student Use of Cell Phones ○ School Discipline ○ Absenteeism/Attendance ○ Possible write-ins <p>Facilitators include Bianca Johnson and Amanda Korman (Charlottesville) and Helen Dunn (Albemarle)</p> |
| 10:25 - 10:45 a.m. | BREAK <i>Networking, Telework, or Check-out Break</i> |
| 10:45 - 10:55 | In Memoriam - A Tribute to former CHESPRA President Tim Bullis |
| 10:55 am - noon | CHESPRA Contest and Awards Presentation <i>CHESPRA Executive Board</i> |
| Noon- 1:00 p.m. | Close Conference / Share feedback Lunch |

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

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



CHESPRA 2023-24 Executive Board

President – Dulce M. Carrillo, Arlington Public Schools (dulce.carrillo@apsva.us)

President-Elect – Andrew P. Robinson, Arlington Public Schools (andrew.robinson@apsva.us)

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

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

Secretary – Sarah Siddons, Montgomery County Public Schools (sarah_siddons@mcpsmd.org)

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

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

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

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

Maryland Membership Chair – Ivania Amador, Frederick County Public Schools, MD
(ivania.amador@fcps.org)

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

Fall 2023 CHESPRA Conference Attendees

| First Name | Last Name | Email | Title | School Division/Organization |
|------------|------------------------|----------------------------------|---|--|
| Ivania | Amador | ivania.amador@fcps.org | Family & Community Involvement Coordinator | Frederick County Public Schools (Md.) |
| Tom | Arcuri | tom.arcuri@finalsite.com | Regional Vice President | Vendor/Sponsor |
| Sandi | Barry | barry.sandra@ccpsstaff.org | Communications Officer | Caroline County Public Schools (Md.) |
| Amy | Bartilotti | Amelia_Bartilotti@ccpsnet.net | Coordinator Family and Community Engagement | Chesterfield County Public Schools (Va.) |
| Greg | Beechaum | Greg_Beechaum@ccpsnet.net | Content Specialist | Chesterfield County Public Schools (Va.) |
| Frank | Bellavia | frank.bellavia@apsva.us | Director of Communications | Arlington Public Schools (Va.) |
| Ken | Blackstone, APR | kjblackstone@henrico.k12.va.us | Assistant Director of Communications | Henrico County Public Schools (Va.) |
| Brian | Bolanos | Brian_Bolanos@ccpsnet.net | Communications Specialist | Chesterfield County Public Schools (Va.) |
| Gladis | Bourdouane | gladis.bourdouane@acps.k12.va.us | Assistant Director of Communications | Alexandria City Public Schools (Va.) |
| Mellissa | Braham | mbrahim@nspra.org | Associate Director | NSPRA |
| Julia | Burgos | julia.burgos@acps.k12.va.us | Chief of School & Community Relations | Alexandria City Public Schools (Va.) |
| Jennifer | Butler | jabutler@k12albemarle.org | Senior Communications Analyst | Albemarle County Public Schools (Va.) |

| | | | | |
|---------|------------------|------------------------------------|--|--|
| Wayde | Byard | wayde.byard@lcps.org | Communications Supervisor, Special Projects | Loudoun County Public Schools (Va.) |
| Brian | Capaldo | bcapaldo@hcps.us | Coordinator, TV Programming and Production | Hanover County Public Schools (Va.) |
| Emma | Carlson | Emma_Carlson@ccpsnet.net | | Chesterfield County Public Schools (Va.) |
| Dulce | Carrillo | dulce.carrillo@apsva.us | Supervisor of Public Engagement | Arlington Public Schools (Va.) |
| Beth | Celuck | Beth_Celuck@ccpsnet.net | Web Administrator | Chesterfield County Public Schools (Va.) |
| Cindy | Centeno | cindy.centeno@acps.k12.va.us | External Relations Specialist | Alexandria City Public Schools (Va.) |
| Beth | Cheuk | cheukb1@charlottesvilleschools.org | Supervisor of Community Relations | Charlottesville City Public Schools (Va.) |
| Blair | Cooke | Catherine_Cooke@ccpsnet.net | | Chesterfield County Public Schools (Va.) |
| Rene | Daniels | danielsr@calvertnet.k12.md.us | Chief of Communications | Calvert County Public Schools (Md.) |
| LaVon | Dixon | ldixon@hopewell.k12.va.us | Communications Specialist | Hopewell City Public Schools (Va.) |
| Helen | Dunn | hdunn@k12albemarle.org | | Albemarle County Public Schools (Va.) |
| Dale | Edmondson | Dale_Edmondson@ccpsnet.net | Designer | Chesterfield County Public Schools (Va.) |
| Stephen | Edwards | edwarste@wcps.k12.md.us | Deputy Communications Officer | Washington County Public Schools (Md.) |

| | | | | |
|-----------|-------------------|---------------------------------------|---|--|
| Nancy | Gallardo | nancy.gallardo@parentsquare.com | Region Director | Vendor/Sponsor |
| Elizabeth | Garcia | elizabeth.garcia@parentsquare.com | | ParentSquare |
| Debbie | Gardner | dgardner@talbotschools.org | Director of Communications | Talbot County Public Schools (Md.) |
| Jaclyn | Goddette | jaclyn.goddette@acps.k12.va.us | Digital Communications Specialist | Alexandria City Public Schools (Va.) |
| Kellie | Goral | kgoral@hampton.k12.va.us | Executive Director of PR & Marketing | Hampton City Public Schools (Va.) |
| Andy | Grunig | ajgrunig@fcps.edu | Communication Specialist | Fairfax County Public Schools (Va.) |
| Diana | Gulotta | gulottdc@pwcs.edu | Director of Communications | Prince William County Public Schools (Va.) |
| Tiana | Haile | tiana.haile@fcps.org | Manager, Engagement and Partnerships | Frederick County Public Schools (Md.) |
| Tyler | Hawn | tyler.hawn@k12.wv.us | Communications Coordinator | Berkeley County Schools (Wv.) |
| Tara | Helkowski | helkowst@fcpsk12.net | Director of Media and Communications | Frederick County Public Schools (Va.) |
| Callie | Hietala | callie.hietala@martinsville.k12.va.us | Communications and Community Outreach Coordinator | Martinsville City Public Schools (Va.) |
| Laura | Hoover | lhoover@ccpsweb.org | Director of Communication | Culpeper County Public Schools (Va.) |
| Patrick | Huddleston | phuddleston@k12albemarle.org | | Albemarle County Public Schools (Va.) |
| Lauren | Hunt | lhunt@k12albemarle.org | Web & Social Media Specialist | Albemarle County Public Schools (Va.) |

| | | | | |
|-----------|-------------------|-------------------------------------|--|---|
| Daryl | Johnson | daryl.johnson@apsva.us | Director of Strategic Outreach | Arlington Public Schools (Va.) |
| Bianca | Johnson | herrinj1@charlottesvilleschools.org | | Charlottesville City Schools (Va.) |
| Jeremy | Keck | jeremy.keck@apptegy.com | Business Development | Vendor/Sponsor |
| Amanda | Korman | kormana1@charlottesvilleschools.org | Community Relations Liaison | Charlottesville City Public Schools (Va.) |
| Kelly | Lineweaver | klineweaver@harrisonburg.k12.va.us | Coordinator of Policy & Communication | Harrisonburg City Public Schools (Va.) |
| Jordan | Mason | jvmason@fcps.edu | Social Media Specialist | Fairfax County Public Schools (Va.) |
| Lynn | McCawley | lmccawle@pgcps.org | Senior Public Information Specialist | Prince George's County Public Schools (Md.) |
| Dr. Jay | McClain | jmccclain@hopewell.k12.va.us | Deputy Superintendent | Hopewell City Public Schools (Va.) |
| ShaVon | McConnell | shavon.mcconnell@pgcps.org | Communications Specialist | Prince George's County Public Schools (Md.) |
| Laura | McFarland | laura.mcfarland@powhatan.k12.va.us | Communications Liaison | Powhatan County Public Schools (Va.) |
| Leigh Ann | McKelway | Leighann_Mckelway@ccpsnet.net | writer-editor | Chesterfield County Public Schools (Va.) |
| Ashlee | Meredith | ameredith@nkcps.k12.va.us | Technology Trainer/Digital Content Creator | New Kent County Public Schools (Va.) |
| Kathy | Mimberg | kathryn.mimberg@acps.k12.va.us | Executive Director of Communications | Alexandria City Public Schools (Va.) |
| Claire | Mitzel | marketing@rcps.info | | Roanoke City Public Schools (Va.) |
| Sally | Moore | smoore@talbotschools.org | | Talbot County Public Schools (Md.) |

| | | | | |
|---------|-----------------------|------------------------------------|---|--|
| Bob | Mosier | rmosier@aacps.org | Chief Communications Officer | Anne Arundel County Public Schools (Md.) |
| Tim | Nuthall | timothy.nuthall@doe.virginia.gov | Creative Services Manager | Virginia Department of Education |
| Jenny | O'Quinn | Jenny_OQuinn@ccpsnet.net | Director of Creative and Media Services | Chesterfield County Public Schools (Va.) |
| Chris | OBrion | csobrion@henrico.k12.va.us | Communications specialist | Henrico County Public Schools (Va.) |
| Sandra | Osborn | osbornsk@staffordschools.net | Chief Communications Officer | Stafford County Public Schools (Va.) |
| Betsy | Overkamp-Smith | betsy@betsyospr.com | CEO | BetsyOS PR |
| Gerson | Paniagua | gerson.paniagua@acps.k12.va.us | Assistant Director of School Engagement and Partnerships | Alexandria City Public Schools (Va.) |
| Daniela | Perez Bravo | daniela.perez-bravo@acps.k12.va.us | Community Outreach Specialist | Alexandria City Public Schools (Va.) |
| Andrew | Robinson | andrew.robinson@apsva.us | Communication Coordinator for Media Relations & Online Strategies | Arlington Public Schools (Va.) |
| Tracy | Sahler | tsahler@wboe.org | Public Information Officer | Wicomico County Public Schools (Md.) |
| Joan | Sahlgren | joan.sahlgren@lcps.org | | Loudoun County Public Schools |
| Hallie | Sampson | hcsampson@fcps.edu | Newsletter Specialist | Fairfax County Public Schools (Va.) |
| Kelly | Sandridge | marketing@rcps.info | Chief Communications & Community Engagement Officer | Roanoke City Public Schools (Va.) |

| | | | | |
|-----------|--------------------|--------------------------------|---|---|
| Juan | Santacoloma | Juan_Santacoloma@ccpsnet.net | Multicultural Specialist | Chesterfield County Public Schools (Va.) |
| Christie | Scott | cascott@fcps.edu | Director of Community Relations | Fairfax County Public Schools (Va.) |
| Elishia | Seals | elishia.seals@finalsite.com | Education Sales Consultant | Vendor/Sponsor |
| Beth | Sheller | msheller@wcboe.org | Family Engagement Specialist | Wicomico County Public Schools (Md.) |
| Sarah | Siddons | Sarah_Siddons@mcpsmd.org | Communications Project Manager | Montgomery County Public Schools (Md.) |
| Meghan | Silas | silasmc@pwcs.edu | Media Relations Coordinator | Prince William County Public Schools (Va.) |
| Kelcie | Springer | kelcie.springer@k12.wv.us | Assistant Director of Communications | Berkeley County Schools (Wv.) |
| Meghan | Thornton | meghan.thornton@pgcps.org | Director of Communications | Prince George's County Public Schools (Md.) |
| Catherine | Tompkins | Catherine_Tompkins@ccpsnet.net | Family Partnerships Specialist | Chesterfield County Public Schools (Va.) |
| Lizette | Torres | lizette.torres@acps.k12.va.us | Public Information Manager | Alexandria City Public Schools (Va.) |
| Taneika | Tukan | taneika.tukan@acps.k12.va.us | Executive Director of Community Partnerships & Engagement | Alexandria City Public Schools (Va.) |
| Chris | Vail | chris.vail@cpschools.com | Director of Communications | Chesapeake Public Schools (Va.) |
| Melissa | Walsh | melissa.walsh@apptegy.com | | Apptegy |

| | | | | |
|----------|-------------------------|---|------------------------------------|--|
| Jasmine | Washington-Price | Jasmine.Washington-Price@acps.k12.va.us | Internal Communications Specialist | Alexandria City Public Schools (Va.) |
| Chris | Whitley | cwhitley@hcps.us | Assistant Superintendent | Hanover County Public Schools (Va.) |
| Victoria | Wilkerson | Victoria_Wilkerson@ccpsnet.net | Multimedia Specialist | Chesterfield County Public Schools (Va.) |