



#PRes*Forward*  
Step Up or Fall Behind!: Embracing a New Era of School Communication

# 2016 FALL CONFERENCE

WEDNESDAY-FRIDAY, OCTOBER 12-14 2016  
GREENVILLE, SOUTH CAROLINA



**ncspr**a  
North Carolina  
School Public Relations Association



Step Up or Fall Behind!: Embracing a New Era of School Communication

***Conference Agenda***

**Wednesday, October 12**

1:40 p.m. – 1:50 p.m. ....Welcome

2:00 p.m. – 3:00 p.m.....Brad Nickles, Karen Teague, Kaycie Wells & Kay LeRoy

3:10 p.m. – 4:45 p.m. ....Kim Bearden

4:50 p.m. – 5:00 p.m.....Closing

*Dinner on your own*

**Thursday, October 13**

8:30 a.m. – 9:15 a.m. ....Breakfast

9:30 a.m. – 9:40 a.m.....Welcome

9:45 a.m. – 10:45 a.m. ....Shane Haggerty

11:00 a.m. – 12:00 p.m. ....Charlie Glazner

12:15 p.m. – 1:30 p.m.....Lunch

1:45 p.m. – 3:00 p.m.....Susan Hardy Brooks

3:15 p.m. – 4:15 p.m.....Jacob Barker & Robbie Fitzwater

4:30 p.m. – 5:30 p.m.....Helen Grant

6:30 p.m.....President's Reception

*Dinner on your own*

**Friday, October 14**

8:30 a.m. – 9:15 a.m. ....Breakfast/State Mtgs.

9:30 a.m. – 10:45 a.m. ....Matt & Kelly Wachel

10:50 a.m. – 11:50 a.m. ....Adrian Acosta, Beth Brotherton, John Eby & Mellisa Robinette

11:55 a.m. – 12:05 p.m. ....Closing Remarks

**KEYNOTE SPEAKER: Kim Bearden**

Kim Bearden is the cofounder, executive director, and language arts teacher at the highly-acclaimed Ron Clark Academy, an innovative middle school and educator training facility in Atlanta. Over the past nine years, over 36,000 educators from around the world have visited the Kim's classroom at the Academy and have attended her workshops to learn better ways to engage students, promote academic rigor, and create a climate and culture that promotes

success.

Kim was recently honored at the White House for being inducted into the National Teachers Hall of Fame. She was selected from over 70,000 nominations to be honored as the Disney American Teacher Awards Outstanding Middle School Humanities Teacher. The Milken Family Foundation selected her to receive the Award for Excellence in Education, and she was chosen from among 7000 teachers as Teacher of the Year in Cobb County, Georgia. Women Works Media Group has named her one of Georgia's Most Powerful and Influential Women.

Over the past twenty-nine years, she has been a teacher, instructional lead teacher, curriculum director, school board member, staff development trainer, and middle school principal.

Kim's book, *Crash Course: The Life Lessons My Students Taught Me*, made several bestseller lists, the LA Times Bestseller List being among them.

## *Session Descriptions*

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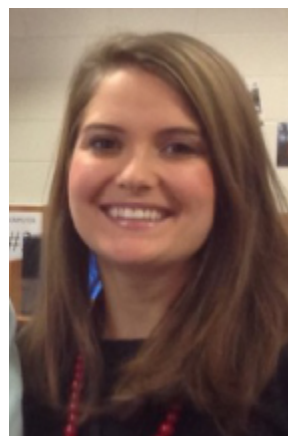
### **Session I: Community Involvement: Reaching Out to Make Valuable Connections for Students**

Brad Nickles, Emerald High School Principal

Karen Teague, Social Teacher & District Teacher of the Year

Kaycie Wells, English Teacher

Kay LeRoy, Media Specialist



Emerald High School has undergone transition in the past three years using Project Based Learning as a valuable learning tool. One of the components of a PBL is collaboration. This session will show how expanded collaborative efforts with the community have made lessons more engaging and rewarding for students.

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### **Session II: Next Level Social Media**

Shane Haggerty, Marketing & Technology Director at Tolles Career & Technical Center



This is NOT Facebook and Twitter 101! Next Level Social Media will provide in-depth focus on advanced social media approaches so they are meaningful and measurable. Participants will focus on a strategic approach to content development and delve into video, ads, and more within the realm of social media so you can grow and engage your audiences.

## Session Descriptions

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### Session III: Parent/Family Engagement: Create, Measure, Celebrate

Charlie Glazener, Executive Director Communications/Community Relations in Asheville City Schools



Three years ago the Asheville City Schools board created family/parent engagement coordinator position with a goal to make connections and build trust with all families. Parent U, featuring free sessions/courses addressing academic support, health/wellness and social issues, became the centerpiece of this engagement initiative.

Learn how Parent U was established, from the recruitment of 40 community partners, catalog development, and marketing to the kickoff/culmination events attended by families and community alike. Find out how core communication – social media platforms, feedback, a family engagement survey and a parent engagement audit – were key components for success.

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### Session IV: Giving A School A Personality

Jacob Barker, Asst. Director of Marketing Services & Director of Clemson TV, Clemson University

Robbie Fitzwater, Director of Content Strategy, Clemson University



Clemson University uses video and digital channels to tell stories, celebrate achievements, and create meaningful relationships with an audience. In this session, participants will dive into video production, distribution, and optimization strategies for mobile first and digital environments. Buckle up for an in-depth look into the evolution of a video through the lens of higher education and ever changing university audience.



## Session Descriptions

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### KEYNOTE SPEAKER: Kim Bearden



Susan Hardy Brooks, APR, has over 35 years of experience as a school PR professional. She worked for 19 years as a marketing director at the district level in Oklahoma's career tech system, and spent 10 years as a public relations consultant. Susan is currently a vice president at Schnake Turnbo Frank, a regional PR and management consulting firm in Oklahoma. At STF she provides counsel to several K-12, career tech and higher education clients. Susan has led

strategic planning for NSPRA, the Oklahoma State School Boards Association, Oklahoma Education Association and the Oklahoma State Regents for Higher Education. She currently serves on the board of The Foundation for Oklahoma City Schools and Girl Scouts of Western Oklahoma. Susan served as NSPRA South Central Region Vice President from 2005-08. she is the immediate past president of NSPRA president and that she will share wit and wisdom from her career that will encourage each of us to #PressForward.

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### Session V: Engaging the Community Before & After a Crisis

Helen Grant, Chief Diversity and Multicultural Inclusion Officer



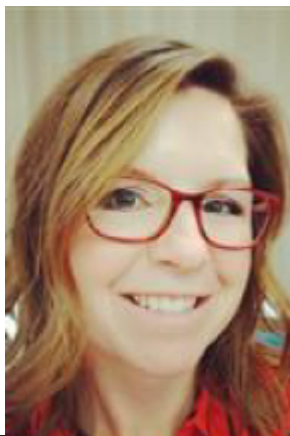
This session will explore the necessity of maintaining meaningful community contacts and how to purposefully engage the community in conversations during and after a crisis.

As Richland Two's first Chief Diversity Officer, Helen Grant is constantly working to bridge gaps among various racial, ethnic and socio-economic groups in her district. Grant's position was essential to Richland Two's successful response to last year's Spring Valley High School incident. This session will explore the necessity of maintaining meaningful community contacts and how to purposefully engage the community in conversations during and after a crisis.

## Session Descriptions

### Session VI: Having an Impact on Learning

Matt and Kelly Wachel



As a married couple who share a common work environment, Matt and Kelly Wachel often find themselves talking about and sharing experiences about school. Naturally, sometimes they agree and sometimes they disagree. They always seem to agree on the shared belief that all schools can be successful with the right people, systems, vision, hard work and tools in place. The principal (Matt) and the PR pro (Kelly) will help us #PressForward with new perspectives in how to sell our product, our idea, notion, and truth that what schools are creating and producing is a live, ever-changing exceptional belief in kids and community pushing for a better tomorrow.

### Session VII: Other Side of the Camera

Adrian Acosta, Spartanburg 2

Beth Brotherton, Greenville County School District

John Eby, Pickens County School District

Melissa Robinette, Spartanburg 5



You might call them "The Others" of school PR! Enjoy a journey into the lives of former media members who have transitioned into the world of school communications. Panelists will provide exciting and interesting perspectives on how they've used their former roles to their advantage, in anticipating and responding to media coverage. Participants in this session will receive insider tips and knowledge on how to effectively communicate with media members, and how they cover stories.

# THANK YOU

We want to thank all of our sponsors for being so generous and for helping us make this event such a success this year.



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We encourage you to use the #PressForward hashtag in your Tweets throughout the conference so your colleagues can share in your learning and continue conversations while in Greenville and after returning home.