

PREPARED FOR ALL SEASONS



South Carolina Chapter of the National School Public Relations Association



FALL CONFERENCE 2017

OCTOBER 25-27

ASHEVILLE, NORTH CAROLINA

Presidents' Welcome

Dear Colleagues:

Welcome to Asheville and the 2017 NCSPRA/SC-NSPRA Fall Conference!



Todd Hagans
Gaston County Schools

President
North Carolina School
Public Relations Association



Johnathan Graves
Greenwood School District 50

President
South Carolina Chapter
of the National School
Public Relations Association

We have an exciting and productive time ahead of us here in the “Land of the Sky” as we explore the seasons of school communication and public relations.

As PR professionals, what we do, balance, and take on can change quickly just like the weather. From planning a special event that makes you as happy as summertime to responding to a crisis that has you caught up in a whirlwind, we have to be prepared for all that comes our way.

Our sessions are designed to provide you with important and helpful information so listen up, take notes, and don't be shy -- ask questions, talk with your colleagues, and offer your thoughts. We want our conference to be one for fellowship and engagement. And, yes, it is OK to “steal” ideas and put them into action when you get home.

Many thanks to our presenters, especially our keynote speaker Tom DeLapp, and everyone who had a role in planning the conference. Obviously, our conference would not be possible without sponsors. We extend our sincere appreciation to Blackboard, ArchiveSocial, eSchoolView, MarketVolt, Peachjar, West, and the Explore Asheville Convention and Visitors Bureau for their contributions, and we recognize the Hilton Garden Inn and Hyatt Place for rolling out the red carpet as our hotel partners.

Most important, we say “thank you” for taking time to be with us. Our hope is that you are enlightened, entertained, and energized during your time in Asheville where the only limit is the sky.

Enjoy the conference!

Our Keynote Speaker

Tom DeLapp - President

National School Public Relations Association
Communication Resources for Schools, Rocklin, California



A veteran of the communications industry with more than 35 years of experience in both the public and private sectors, Tom DeLapp draws on a wealth of expertise and a national reputation as one of the premier school public relations professionals in the country. Tom is a highly sought-after keynote speaker and workshop presenter on communications and education trends. He delivers an average of 50 training programs per year for individual school leaders, management teams, and district employees.

His consulting practice, Communication Resources for Schools, was founded in 1996. The firm specializes in providing communications counseling, communication planning, reputation management, public engagement, publications production, and crisis communications assistance for public school districts, county offices of education, and educational organizations. Over the past decade, Tom has developed consulting relationships with and served as a communications counselor to some 400 school districts and educational organizations in California, eight other states across the country, and the province of British Columbia.

The principal objectives of his firm are to cultivate a communicating culture in schools, enhance the communications capacity of school leaders, build stronger community ties to education, and develop sustainable public relations/communication programs for school districts.

Tom served as a communications advisor for the Jefferson County Public Schools during the Columbine High School tragedy. He has been on the front line in six teacher strikes and has assisted dozens of school districts in dealing with other high profile public education controversies.

A product of the public schools in Los Angeles, Tom graduated from Westchester High School in 1969. He received his undergraduate degree in 1973 in American History from the University of California at Irvine where he served as student body president and chairman of the statewide UC students organization.

Tom is serving this year as president of the National School Public Relations Association (NSPRA).

We are pleased to welcome Tom to Asheville as our keynote speaker!



NCSPPRA/SC-NSPPRA Fall Conference

Agenda

Wednesday Afternoon, October 25

- 12:30 - 5:00 p.m. **Conference Check-In and Registration**
Hilton Garden Inn meeting area (adjacent to lobby)
- 1:30 - 2:00 p.m. **Welcome, Introductions, and Conference Overview**
Todd Hagans, President, NCSPPRA
Johnathan Graves, President, SC-NSPPRA
Chris Fuller, Executive Director, NCSPPRA
- 2:00 - 3:15 p.m. **SESSION: Trends and Issues in School Communications**
Tom DeLapp, President
National School Public Relations Association
Communication Resources for Schools
- 3:15 - 3:30 p.m. Break
- 3:30 - 4:45 p.m. **SESSION: Tom's Stories: What's Happening Around the Nation
in School PR**
Tom DeLapp
- 4:45 - 5:00 p.m. Closing and Announcements
- 5:30 - 7:00 p.m. **Presidential Reception presented by Blackboard**
Pillar Rooftop Bar, Hilton Garden Inn
- 7:00 p.m. Dinner on your own
If you would like to dine with a group, please meet in the lobby.

THANK YOU to our sponsors!



Blackboard





Agenda Thursday Morning, October 26

- 7:30 - 8:30 a.m. Breakfast (available at your hotel)
- 8:45 a.m. **Welcome and Overview**
- 9:00 - 9:30 a.m. **Mini-Session I**
Training From the Top Down
Christopher McKagen, Communications Specialist
Darlington County School District
- 9:30 - 10:00 a.m. **Mini-Session II**
Crisis Communication during a Natural Disaster
Tasha Oxendine, Public Relations Officer
Public Schools of Robeson County
- 10:00 - 10:15 a.m. Break
- 10:15 - 11:00 a.m. **SESSION: Communication and the Modern-Day Superintendent**
Tom DeLapp
- 11:00 - 11:45 a.m. **SESSION: There's No "I" in Theme: Creating the Right Culture for Your School District**
Johnathan Graves, Community Services Coordinator
Greenwood School District 50
- 12:00 - 1:00 p.m. Lunch and Networking
Town Mountain Room





NCSPRA/SC-NSPRA Fall Conference

Agenda Thursday Afternoon, October 26

1:15 - 2:30 p.m.

SESSION: Media Relations: Is it us vs. the media or the media vs. us?

Media Relations Overview

Tom DeLapp

From the Reporter's Perspective:

David Whisenant, WBTV Charlotte

From the School PR Person's Perspective:

Yaviri Escalera, Media Relations Specialist

Charlotte-Mecklenburg Schools

Ellen Boyd, Director of Community Relations

Kannapolis City Schools

Mike Rosier, Communications Coordinator

Aiken County Public Schools

2:30 - 2:50 p.m.

“Complimentary Break” presented by eSchoolView

A time for you to enjoy complimentary refreshments, pay someone a compliment, and maybe win a prize!

2:50 - 4:00 p.m.

SESSION: Media Relations (continued)

4:00 p.m.

Closing and Announcements

7:00 p.m.

Dinner on your own

If you would like to dine with a group, please meet in the lobby.

THANK YOU to our sponsors!



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Agenda Friday Morning, October 27

7:30 - 8:30 a.m.	Breakfast (available at your hotel)
8:45 a.m.	State Chapter Meetings North Carolina - Main Conference Room South Carolina - Auxiliary Conference Room
9:30 - 9:45 a.m.	Welcome and Announcements
9:45 - 10:30 a.m.	SESSION: Benefits of Google Analytics to a School PR Person Seth Stephens, Chief Communications Officer Orange County Schools
10:30 - 10:45 a.m.	Break
10:45 - 11:30 a.m.	SESSION: OMG! ADA, OCR, and my website got shut down! Jessica Swencki, Chief Officer for Quality Assurance and Community Engagement Brunswick County Schools Ken Derksen, Communications and Public Relations Officer Wayne County Public Schools Brian Harris, Regional Vice President Blackboard K-12
11:30 a.m.	Reveal of 2018 Conference Location Closing Remarks
12:00 p.m.	Adjournment

Yes, seasons change, but with your PR colleagues by your side, you will weather anything that comes your way. So enjoy the rustle of fallen leaves, the frosty mornings, the ground blanketed with snow, the blooming tulips and daffodils, and the warm sunshine and sandy beach.

See you next year in the beautiful Palmetto State!

Charlie's Choices



Charlie Glazener served last year as NCSPPA President and retired in June after more than 15 years with Asheville City Schools. But, his work didn't stop then. He has spent the past few months handling logistics for our conference in his hometown.

With retirement comes extra time to enjoy the better things in life -- like food. So, we asked Charlie to offer his choices for where to eat in downtown Asheville. There are lots of great places, but you can't go wrong with the recommendations from this former chamber of commerce guy turned school PR professional.

Here are Charlie's top five restaurant recommendations (in alphabetical order, of course):

■ Barley's Taproom and Pizzeria

42 Biltmore Avenue | www.barleystaproom.com

It's the perfect combination for dining and live music in the city's entertainment district. The menu consists of fare including fresh sourdough pizza, lasagna, and sandwiches.

■ Buxton Hall

32 Banks Avenue | www.buxtonhall.com

A barbecue eatery on the rapidly-developing 'South Slope,' this former skating rink has homemade desserts that are just as good as the pig and renowned fried chicken sandwich.

■ Carmel's

1 Page Avenue | www.carmelsofashville.com

Located inside the historic Grove Arcade, it's home to the city's largest outdoor dining patio where you can enjoy fresh menu choices, wine list, local microbrews, and more.

■ Pack's Tavern

20 South Spruce Street | www.packstavern.com

Looking for a drink? It's here along with a large, eclectic menu of more than 60 items, including appetizers, signature salads, specialty burgers, and wood-fired pizza and grinders.

■ Rhubarb

7 SW Pack Square | www.rhubarbasheville.com

Award-winning chef John Fleer changes the dinner menu often -- and for good reason. What's prepared for the table depends on what comes in from the farm.

More, More, More!

Charlie's Choices are just five of the 130+ eateries in downtown Asheville. They should be able to accommodate a group of 10-20 people. Some other favorites, which accommodate smaller groups or take reservations, include:

- **Bhramari Brewhouse**
www.bhramaribrewing.com
 - **Blue Dream Curry House**
www.bluedreamcurry.com
 - **Bouchon**
www.ashevillebouchon.com
 - **Chestnut**
www.chestnutasheville.com
 - **Jack of the Wood Pub**
www.jackofthewood.com
 - **Lexington Avenue Brewery (LAB)**
www.lexavebrew.com
 - **Manicomio Pizza**
www.facebook.com/ManicomioPizzaAVL/
 - **Salsa's**
www.salsasnc.com
 - **Strada**
www.stradaasheville.com
 - **Tupelo Honey Cafe**
www.tupelohoneycafe.com/location/downtown-asheville
 - **Twisted Laurel**
www.twistedlaurel.com
 - **White Duck Taco**
www.whiteducktacoshop.com
- Oh, and for dessert, you can't go wrong here!
- **French Broad Chocolate Factory**
www.frenchbroadchocolates.com/pages/the-lounge