



Wifi Access
Network: Marriott Conference
Password: scnspra18

2018 FALL CONFERENCE

SURF'S UP!

RIDE THE PR WAVE!



Sustaining Sponsors



Silver Sponsors



Bronze Sponsors



#ridethePRwave

Fall Conference Agenda

All general session meetings will be held in Atlantic 5.

Wednesday, October 10

- 11:30 a.m.-1 p.m. *APR discussion and lunch with Mary Anne Byrd, APR, at Oceans on 82nd*
- 12:30-1:30 p.m. **Registration**
- 1:30-2 p.m. **Welcome, introductions and Sustaining Sponsors recognition**
- 2-3 p.m. **Turning Negative Heat into Positive Energy**
Sponsored by: Blackboard, eSchoolView and Peachjar
All across America public education is coming under fire—and school leaders are expected to lead the changes needed to respond to the new realities of our nation. Unfortunately, many times the only change that occurs as a result of the diligent, data-driven, thoughtful strategic planning led by school leaders is the election of some new school board members who are against everything and the eventual firing of the superintendent. In many cases, our own people undermine the change needed and contribute, sometimes unwittingly, to maintaining a status quo that is leading to our demise. This presentation lays out a roadmap for leading effective change based on solid research. Dr. Draper translates that research into common-sense actions that will help you lead change without losing your job!
John Draper, Ed.D., NSPRA National Consultant
- 3-3:15 p.m. **Cookie and lemonade break**
- 3:15-4:15 p.m. **One District. One Vision. One Voice. #TheACSWay**
From 2013-2018, Asheville City Schools was under the leadership of five superintendents. Coupled with cuts in mainstream media and a severe drop off in designated education beats, the district lacked a unifying message, and its narrative did not reflect the unique learning opportunities occurring in its classrooms each and every day. This changed in August 2017 with the launch of #TheACSWay. More than a simple hashtag, these 10 characters created a complete overhaul of the the district's take on communications. From revitalizing social media and purchasing billboards, to launching a graduation #TheACSWay video series, and kicking off its #TopTweacher Golden Hashtag Giveaway, Ashley-Michelle Thublin will give you a behind-the-scenes look into Asheville City Schools' comprehensive, strategic, year round communications program...#TheACSWay. Borrow from her successes, and learn from her mistakes, so you too can create an award-winning program in your district!
Ashley-Michelle Thublin, Executive Director of Communications, Asheville City Schools

4:15-5:15 p.m.

How are your schools portrayed in the media? Do reporters only come around to report on negative stories?

Coastal Carolina University communication professionals team up to tell how they have faced this challenge head-on. They charted a new course, committed to strategically defining their own narrative, telling their stories straight to their audiences through video and social media. Whether you are one communicator utilizing a cell phone camera, or you have a digital journalist on your communication team, learn how to make video and social media work for you.

Martha S. Hunn, Associate Vice President, Office of University Communication, Coastal Carolina University

5:15 p.m.

Closing and door prizes

Thursday, October 11

7:30-8:30 a.m.

Breakfast buffet in Tides 1 and 2 (included with hotel stay)

8:45 a.m.

Welcome, sponsor recognition and door prizes

9-10 a.m.

Paddling Upstream in a Public School Canoe: Public Schools that Work

Sponsored by eSchoolView

There are a thousand hacking at the branches of evil to one who is striking at the root. —Henry David Thoreau

In this presentation Dr. Draper pushes aside the branches of evil and leads you on a journey to discover the root feeding the negativity directed at public schools. Argument increases the polarization, data deepens the divide and your own Curse of Knowledge makes communication difficult. Even our own employees are deceived by this insidious public myth and, if we can't win them, we can't win the nation.

John Draper, Ed.D., NSPRA National Consultant

10-11:30 a.m.

Roadmap to Communication Planning

Sponsored by Blackboard

In an age of increased scrutiny of public schools, educational professionals must do more to build the case for public education by communicating the strengths, challenges and decision-making rationale to their respective communities. This session is based on the work of the Alabama School Public Relations Association (ALSPRA), which was used to develop the 2016 Gold Medallion-winning submission. Participants will learn the mechanics of creating a strategic communication plan to support student success using a student data source. Whether your challenge is an enrollment issue or the need to motivate others to take a certain action, we will examine root causes using survey work/SWOT analysis, defining specific publics, and selecting and developing strategies rather than tactics to support your effort's clearly-defined goal.

Lesley Bruinton, APR, Public Relations Coordinator, Tuscaloosa City Schools

11:30- 11:45 a.m. **Break**

11:45 a.m.-12:30 p.m. **Gold Mine Sessions (Choose two, 20-minute sessions)**

1. **Developing a New District Logo** – Looking to brand or rebrand your district? Developing a new logo or giving your current logo a refresh is a good place to start. It's not "easy," but come hear some of the lessons Richland One learned along their journey to a new district logo.
Karen York, Director of Communications, Richland One School District
2. **Interaction with the media** – How do you view the media? How does your district leadership team view the media? Bring your thoughts and ideas, along with an open mind, so we can have a productive discussion about the relationship between your school district and the media outlets you work with.
Andy Pruitt, Director of Communications and Technology, Charleston County Schools
3. **Tech Tips** – Need a replacement for Photoshop? Want to record stable cellphone video? Curious about how to add different text effects to Facebook posts? Stop by to learn about some free and low cost tech options that can improve your communications.
Joe Burke, Chief Communications Officer, Fort Mill Schools
4. **Just Face It** – Anything can happen when you are LIVE. It can be scary. But don't let fear stop you from producing real time video content for social media. From the "how to" to the "what if," learn what Facebook Live can do for your district.
Beth Brotherton, Director of Communications, Greenville County Schools

12:30-1:30 p.m. **Lunch in Tides 1 and 2 (included with registration)**

1:30-3 p.m. **Leading through Communication: When "IT" hits the fan**

Sponsored by Peachjar

School safety is a top of mind concern for parents, staff and educational leaders. With few exceptions, our schools and communities are faced with the dilemma of how to protect the integrity of the environment where learning takes place amidst a world of increasing violence. The concerns for school safety are not new. The challenges are real. In this engaging session, participants will explore a range of communication strategies and tools and apply them to real-life scenarios in table-top group interactions.

Participants will: 1) Explore a range of communication strategies and tools; 2) Learn about the importance of social media in a crisis, including keys to successful implementation; and 3) Learn why communication is the foundation of any crisis planning, implementation, management and recovery effort.

Rick Kaufman, APR, Executive Director, Community Relations and Emergency Management, Bloomington Public Schools

3-3:45 p.m.

Surviving the Shortage

As the teacher shortage worsens nationwide, school districts are having to re-think how they market themselves to future and current employees. From job fairs to signing bonuses, the competition is fierce to attract quality educators and support staff for your schools. This panel discussion, including experienced PR practitioners from across the Carolinas, will provide tips and tactics to make your district stand out when it comes to recruiting and retaining the best employees.

Todd Hagans, Chief Communications Officer, Gaston County Schools

Stacia Harris, Director of Communications/Public Information, Buncombe County Schools

Merry Glenne Piccolino, Director of Communications, Aiken County Public School District

Melissa Robinette, Director of Public Relations, District Five Schools of Spartanburg County

3:45 p.m.

Closing and door prizes

6:30 p.m.

Reception in East Hall *(two drink tickets provided)*

7:15 p.m.

Dinner with DJ and karaoke *(with prizes)* **in Atlantic 6-8**

(dinner included with registration, cash bar)

Sponsored by: Blackboard, eSchoolView and Peachjar

Friday, October 12

7:30-8:30 a.m.

Breakfast buffet in North Hall *(included with hotel stay)*

8:30-9:30 a.m.

SC/NSPRA Chapter Meeting in Tides 1

NCSPRA Chapter Meeting in Tides 2

9:30-9:45 a.m.

Welcome and door prizes

9:45-10:45 a.m.

How to Survive a Social Media Fire: The Good, Bad and Ugly

Are you ready for the next tweet storm, Facebook faux pas or sexting scandal? In another wacky year of epic meltdowns, crazy clowns and public outrage, school PR professionals need to be more vigilant about their school district's social media presence. With the right preparation and strategy, managing a social media crisis is, well, manageable.

Rick Kaufman, APR, Executive Director, Community Relations and Emergency Management, Bloomington Public Schools

10:45-11:45 a.m.

Culture and Climate MATTER!

Are you worried about the culture and climate in your district, building or classrooms? In this fun, interactive session, Dr. Ann Marie Taylor (former SC Teacher of the Year) will highlight what the research says about culture, climate and trust in schools. You will also examine what it takes to turn things around and help create a culture you can be proud of that leads to student growth and teacher retention.

Dr. Ann Marie Taylor, Palmetto State Teachers Association

11:45 a.m.

2019 Fall Conference location announcement, closing announcements and door prizes



**MYRTLE BEACH
RESORT & SPA AT GRANDE DUNES**



Hotel Phone: 843/449.8880
Sales Fax: 843/692.3700
myrtlebeachmarriottresort.com



Wifi Access in meeting room
Network: Marriott Conference
Password: scnspra18

MAIN LEVEL

