



Winter Workshop Agenda

Friday, January 24, 2025

Woolard Technology Center, 70 Innovation Way, Camden, S.C.

- 8:30 a.m. Breakfast, Networking & Professional Headshots
- 9:00 a.m. Welcome, Announcements & Membership Business
- 9:15 a.m. **Find Your Future – New Tools for a New Student Experience**
Charles Appleby, South Carolina Department of Employment and Workforce
- 9:45 a.m. *Winter Workshop Ice Breaker Activity*
- 10:00 a.m. **Stop, Collaborate, and Make One — A Strategic Communications Plan**
Kate Crowder, NSPRA VP, Southeast Region
- 11:15 a.m. **2025 Legislative Update**
Patrick Kelly, Director of Government Affairs, Palmetto State Teachers Association
- 12:00 noon **Chapter Picture & Lunch** (*Chicken Alfredo, Caesar Salad and Garlic Bread*)
- 12:45 p.m. **State Department of Education Updates**
Derek Phillips, Public Information Director, SC Department of Education
- 1:00 p.m. **Breaking Through The Noise: What Parents Want from School Communication**
Greg Turchetta, Southeast Director of Strategic Partnerships, Apptegy
- 2:15 p.m. **Accessibility Easy Do's and Don'ts**
Jenny Overman, Digital Media Specialist, Fort Mill Schools
- 3:00 p.m. Closing and FREE 2025 Fall Conference Registration Giveaway

Session presentations will be linked above. See the detailed keynote session descriptions below.

SCNSPRA Winter Workshop Keynote Sessions

Stop, Collaborate, and Make One — A Strategic Communications Plan

Feeling overwhelmed by the idea of creating a strategic communications plan? You're not alone. In this session, we'll cover the key components of a well-researched plan and explore why it's not just a luxury—it's a necessity for school PR pros. But we won't stop at theory! Because I know how busy you are, we'll dedicate time to actually *create* your plan during the session. With a hands-on lab and a custom-built AI tool designed to streamline the process, you'll leave with more than just inspiration—you'll leave with tangible progress and working drafts to take back to your district.



Presenter: Kate Crowder, NSPRA Vice President, Southeast Region Communications Supervisor, Germantown Municipal School District, Tennessee

About Kate Crowder - Kate Crowder is a seasoned school communications professional with over 20 years of experience in education and public relations. She currently serves as Communications Supervisor for the Germantown Municipal School District in Tennessee, leading a team of three school PR professionals dedicated to sharing the inspiring stories of GMSD's students, staff, and families. Recognized as a 2024 NSPRA Front Runner and NSPRA Southeast Region Vice President, Kate is passionate about AI, communication strategy, and storytelling. Outside of work, she enjoys performing in a local band, exploring art and culture with her three children, and finding creative inspiration in her Memphis hometown.

Breaking Through The Noise: What Parents Want from School Communication

In recent years, families' expectations around school communication have changed drastically. Where once, many parents were satisfied with an occasional note from a teacher or email from a principal, many families now hold schools to the same standards of communication that they have grown to expect from the private sector. This talk will reveal SchoolCEO magazine's newest research on What Parents Want and how you can make sure your communications are breaking through the noise.

Presenter: Greg Turchetta, Southeast Director of Strategic Partnerships, Aptegy

About Greg Turchetta - Greg has spent his entire career practicing and then teaching the art of storytelling. For 20 years, he produced Emmy award-winning television news stories and then taught reporters and anchors how to do it as a newsroom editorial leader. For the past 10 years, he has trained K-12 school districts and colleges to tell their own success stories and proactively build their brands to attract and retain staff, students and create community partnerships. Most recently serving as the Senior Chief Communications Officer for the Richland 2 School District right here in South Carolina! In 2017, Greg created a social media initiative that earned his district both the coveted Gold Medallion Award, sponsored by the National School Public Relations Association, and the Blackboard Catalyst Award for Community Engagement. He is an annual presenter on branding, school marketing, crisis communication and social media engagement at the NSPRA National Seminar as well as a featured presenter at state school board, superintendent and communications conferences. When he is not training school communicators or consulting with district leaders, he can be found on the water jet skiing and boating with his wife and 3 adult children.

