



Idaho School Public Relations Association

**IDAHO SCHOOL PUBLIC RELATIONS ASSOCIATION  
SPRING CONFERENCE**

# BUILDING BRIDGES

PR Pros as Strategic Architects of  
Community Unity

**May 16 and 17 • 2024**

**Twin Falls • Idaho**





# PROGRAM AT A GLANCE

## MAY 16

<b>8:30 AM</b>	Coffee/Beverage Bar; Meet and Greet Time
<b>8:45 AM</b>	Welcome, Opening Remarks, Sponsor Welcomes, Participant Introductions
<b>9:00 AM</b>	It's time to Rethink Your Enrollment Strategy – Presented by Adam Dolan, Regional Vice President of Enterprise and District Sales, and Morgan Delack, Chief Communications Officer, Finalsite
<b>10:00 AM</b>	Break
<b>10:10 AM</b>	Bridging Success: Maximizing Student Attendance for Stronger Funding Foundations – Organized by the State Dept. of Education
<b>11:10 AM</b>	Constructing Connections: Speed Building with School PR Vendors
<b>12:00 PM</b>	Lunch – Brought to you by Target River
<b>1:00 PM</b>	Making the Most of Your (Small but Mighty) School PR Team – Presented by Trent Allen, NSPRA President
<b>2:00 PM</b>	Blueprints of Progress: Idaho School PR Annual Meeting & Leadership Succession
<b>2:30 PM</b>	Break
<b>2:40 PM</b>	When the Span is Wide: Lessons Learned for Recent Idaho Ballot Measures Benchmarks and Best Practice – Presented by Mellissa Braham APR, NSPRA Associate Director
<b>3:40 PM</b>	
<b>4:40 PM</b>	Brief Debrief – Reviewing our Blueprints
<b>5:00 PM</b>	Crafting Connections IDSPRA Social – Presented by Apptegy



# PROGRAM AT A GLANCE

## MAY 17

<b>8:30 AM</b>	Coffee/Beverage Bar; Meet and Greet Time
<b>9:00 AM</b>	Legislative Pillars: Constructing Understanding of Recent Legislation- Presented by Quinn Perry, Idaho School Boards Association, Policy and Government Affairs Director
<b>10:00 AM</b>	Break
<b>10:10 AM</b>	Spanning the Chasm: Preparing and Executing Crisis Response Communication – Presented by Courtney Fisher, Pocatello-Chubbuck School District, Director of Communications and Emergent 3
<b>11:10 AM</b>	It's What's Inside That Counts: Effective Internal Communications – Presented by Melissa McConnel, NSPRA, Professional Development and Member Engagement Manager
<b>12:10 PM</b>	Lunch
<b>1:10 PM</b>	Capturing the Blueprint: Mastering Cell Phone Photography for School PR – Presented by Drew Nash, Times-News Photojournalist and Digital Producer and College of Southern Idaho Adjust Professor
<b>2:40 PM</b>	Wrap up and thank you!
<b>3:00 PM</b>	Adjourn





# THURSDAY, MAY 16

## 8:30 Coffee/Beverage Bar; Meet and Greet Time

Join us for a refreshing cup and set your foundation with the Idaho School Public Relations community. Connect with colleagues, exchange ideas, and embrace the spirit of unity over a drink. It's the perfect way to energize and engage as we embark on this journey together!

## 8:45 Welcome, Opening Remarks, Sponsor Welcomes, and Participant Introductions

Let's come together as architects of community unity, setting the tone for collaboration and connection throughout the conference. It's time to build bridges and strengthen bonds that will shape the future of school PR in Idaho.

## 9:00 It's time to Rethink Your Enrollment Strategy – Presented by Adam Dolan, Regional Vice President of Enterprise and District Sales, and Morgan Delack, Chief Communications Officer, Finalsite

Sustaining student enrollment is critical for your school district's success — but in today's dynamic landscape, this endeavor presents unprecedented challenges. In this session, we'll dive into the current trends and proven strategies to sustain and strengthen your student enrollment numbers and safeguard your school district's future.

## 10:10 Bridging Success: Maximizing Student Attendance for Stronger Funding Foundations – Organized by the State Dept. of Education

Attendance in our schools has always been important. But after COVID – when learning was forced to occur outside the school setting – attendance appears to have been de-emphasized to some degree. While technology has created better ways for students to make up missed instruction, learning continues to be most effective when it's done in-person. And with the state's reversion to a seat time-based funding model, attendance carries with it increased budget implications. This session will focus on attendance trends and how we as communications professionals can work with our schools to effectively message the importance of in-person instruction.

## 11:10 (50-minute session) Constructing Connections: Speed Building with School PR Vendors

In this fast-paced session, each vendor will have ten minutes to provide insights into their company and how their solutions can revolutionize public school PR programs. Vendors will showcase their offerings from cutting-edge communication platforms to innovative branding strategies and demonstrate how they can empower PR professionals to build stronger bridges within their communities. Take advantage of this fast-paced opportunity to discover new tools, forge valuable partnerships, and elevate your PR efforts to new heights!



# THURSDAY, MAY 16

12:00 Lunch – Presented by Target River



1:00 Making the Most of Your (Small but Mighty) School PR Team – Presented by Trent Allen, NSPRA President

Schools are great because educators are naturally so collaborative. But the school communicator who is a team of one can feel like the odd person out. Trent Allen, APR, is fortunate to have a great team now, but he spent much of his early career as a single-person shop. This session offers insights on how to be an effective team of one, how to build your personal brand and how to tell your professional story in an organization no matter the size of your team. It also offers strategies that can be used to help others see the need to grow your team in creative ways.

2:00 Blueprints of Progress: Idaho School PR Annual Meeting & Leadership Succession

Join us for the Annual Idaho School PR Business Meeting, where we'll reflect on our journey, discuss key initiatives, and welcome new leadership. Together, let's continue to bridge gaps, foster unity, and propel school PR in Idaho to new heights!

2:40 When the Span is Wide: Lessons Learned for Recent Idaho Ballot Measures

Explore ballot measure construction challenges and delve into possible remodels for success. In this panel discussion, learn from Idaho districts that have recently interpreted the new blueprints of financial communication laws and work with IDSPRA colleagues to erect strategies to garner community support for crucial funding initiatives. Join us as we assemble pathways to sustainable financial architecture, drawing lessons from real-world examples to fortify the future of our schools.



# THURSDAY, MAY 16

3:40 School Finance Communications: Benchmarks and Best Practice – Presented by Mellissa Braham APR, NSPRA Associate Director

What are the signs of highly effective school finance communications? Hint: It's not just the outcome of a vote! Explore the components of exemplary bond/finance election plans and campaigns as well as the latest and best communication strategies for connecting stakeholders to their school districts' financial stories. Engage in self-reflection on your district's current practices, and leave with actionable ideas for improvement.

4:40 Brief Debrief – Reviewing our Blueprints

If time allows, this session will provide an opportunity to reflect on the day's lessons and exchange key takeaways, framing the important areas for immediate action.

5:00 Crafting Connections IDSPRA Social – Presented by Apptegy

Join the builders of school PR in Idaho as we celebrate our collective efforts with an evening of food and fellowship. Connect with colleagues, forge new friendships, and unwind after a productive day of learning at \*\*\*





# FRIDAY, MAY 17

## 8:30 Coffee/Beverage Bar; Networking Time

Rise and shine with the school PR architects! Fuel up the heavy equipment for another day of inspiration and collaboration and don't miss the opportunity to craft connections with colleagues and experts in the field!

## 9:00 Legislative Pillars: Constructing Understanding of Recent Legislation- Presented by Quinn Perry, Idaho School Boards Association, Policy and Government Affairs Director

As architects of community unity, it's crucial to ensure our practices align with current legislation and navigate legal landscapes effectively. Whether it's understanding recent legislative changes or staying compliant with evolving requirements, this session will equip you with the knowledge needed to construct solid foundations for your school PR initiatives.

## 10:10 Spanning the Chasm: Preparing and Executing Crisis Response Communication - Presented by Courtney Fisher, Pocatello-Chubbuck School District, Director of Communications and Emergent 3



As architects of community unity, it's essential to have robust strategies in place to navigate crises effectively and maintain trust among stakeholders. Join us as we discuss proactive measures, timely messaging, and compassionate communication approaches to build bridges of support and resilience within our school communities. Gain practical insights, share best practices, and empower yourself to be a beacon of strength and stability in times of crisis.

## 11:10 It's What's Inside That Counts: Effective Internal Communications - Presented by Melissa McConnell, NSPRA, Professional Development and Member Engagement Manager

Staff inboxes are exploding with emails from secretaries, parents, students, colleagues, administrators and the district. Important events and information are ignored, stress levels skyrocket and maintaining morale becomes a myth. How do we help? Learn how a one-person school PR pro improved internal communications at the district level and advised similar practices at the site level, resulting in staff who are well-educated about district operations, deadlines and incentives.

## 12:10 Lunch



# FRIDAY, MAY 17

1:10 Capturing the Blueprint: Mastering Cell Phone Photography for School PR - Presented by Drew Nash, Chief Photographer Times-News and College of Southern Idaho Community Education Instructor

As architects of visual storytelling, it's essential to harness the capabilities of our smartphones to capture and communicate the essence of our educational institutions. Join us as we explore tips, tricks, and techniques for capturing compelling images that showcase the unique spirit and achievements of our schools. Get ready to transform your cell phone into a powerful camera to elevate your visual communication efforts and build bridges of engagement with your audience.

## SPONSORS





# IDSPRA LEADERSHIP

## 2023-24



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Vice President/President  
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MARGARET WIMBORNE  
Secretary/Treasurer



DAN HOLLAR  
Past President



# IDSPRA MEMBERSHIP

**If you have responsibilities or an interest in educational public relations in the State of Idaho, you are eligible for membership in the Idaho School Public Relations Association.**

**What does membership include?**

- Quarterly networking and professional development designed specifically for IDSPRA members.
- Access to IDSPRA-funded projects like state-wide bond and levy videos produced for IDSPRA members.
- Access to the state's leaders in school public relations and our highly skilled network of people who have drawn the blueprints and are leading the charge in building bridges in their community.

**IF YOU ARE INTERESTED IN JOINING, CONTACT EVA CRANER AT [CRANEREV@TFSD.ORG](mailto:CRANEREV@TFSD.ORG) OR COURTNEY FISHER AT [FISHERCO@SD25.US](mailto:FISHERCO@SD25.US).**



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