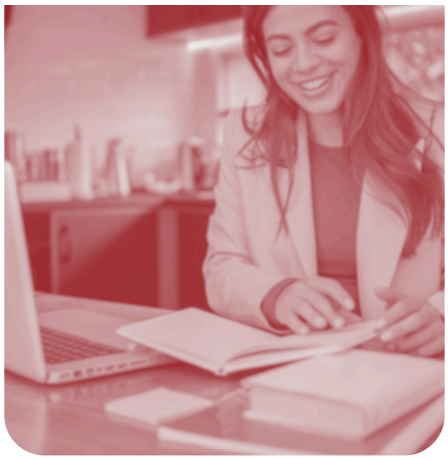
CAPSS

COMMUNICATIONS ACADEMY 2026-2027

THE ROADMAP TO SUCCESS



Refreshed Content. Stronger Learning Experience.

Led By Experts & Leaders

Sessions are led by the Donovan Group team, along with invited experts and experienced education leaders who bring practical insight and real-world examples to each topic.

Live Sessions Recorded

Each session is delivered live to encourage engagement and discussion, and all sessions are recorded for flexible, on-demand access.

One-On-One Strategy Meeting

Schedule a casual call with a Donovan Group partner for a personalized strategy session focused on your district's priorities and opportunities, with clear, actionable guidance.

Register at Any Time

Registration remains open on a rolling basis. Participants receive full access to all previous sessions and materials until September 2027.

$500

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COUPON CODE: CTCOMMS500

COURSE SCHEDULE:

Sessions meet live on the following Wednesdays at 1:00 p.m. CST*

- **September 9, 2026** Communications Planning
- **October 7, 2026** Referendum Communications
- **November 4, 2026** Supt. as the Lead Communicator
- **December 2, 2026** Crisis Communications
- **January 6, 2027** Emerging Trends: AI & Accessibility
- **January 27, 2027** Enrollment Marketing
- **February 10, 2027** Video & Social Media
- **March 10, 2027** Survey Strategy
- **April 7, 2027** New Strategies for 2027-28
- **NEW THIS YEAR:** One-on-One Strategy Consultation

*Recordings of each session are published and shared.

Expert-led sessions, emerging topic coverage, practical tools, and personalized one-on-one strategy support.

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