

Monday February 19, 2018

9 a.m. to noon - Executive Committee Meeting
Hamilton-Lebanon

Noon to 5 p.m. – Registration Desk Open
Conference Registration I

All preconference attendees and presenters must check-in at the registration desk before going to their workshops.

1 p.m. to 4 p.m. - Preconference Sessions

001

Put the "APR" in Your Professional Portfolio

Judith Saxton, APR, Ph.D.; Mount Pleasant ISD and Monica Faulkenbery, APR; Northside ISD
Bass-Bush

No time? No money? Fear of failure? There are dozens of barriers to getting your APR, but not one good reason to let another year pass without adding this credential to your professional portfolio of accomplishments! Continuing professional development is critical to advancing your career. It says a lot about who you are and your value to your employer. Learn what it takes to earn this prestigious credential.

002

Rookie Bootcamp

Ian Halperin, Wylie ISD and Laura Jobe, Mesquite ISD
Frisco III

Every PR pro needs some tools to hone his or her craft. TSPRA Rookie Boot Camp will provide you with basic tools, tips and techniques to build a sturdy foundation for a long career. Get to know your fellow rookies and meet some veterans who will help maximize your TSRPA experience.

003

Best Practices For Community Engagement On Your District Website

Laura Bright, Ph.D. and Jacqueline Lambiase, Ph.D.; TCU
Frisco V

Using data and insights from a study of 200 public-sector websites in 2017, the presenters will share new research and more effective ways to reach parents, students, and educational partners in your district through your website and social media platforms. The session will also focus on new trends and policies to help you build excellent digital connections to the communities you serve.

004

Basics Of School Website Accessibility And OCR

Jim Allan, Texas School for the Blind and Visually Impaired
Frisco IV

In this workshop, Jim Allan, Accessibility Coordinator at the Texas School for the Blind and Visually Impaired, will review the scope of accessibility for school websites, provide an overview of web accessibility standards, review the most common web accessibility errors with examples, go over both free and not-so-free testing tools, provide resources for testing, education, consultation and repair services and do a live review of a website.

005

Hands-On Video Production Workshop

Mark Vasquez, Pharr-San Juan Alamo ISD and Scott JuVette, Fort Worth ISD
Frisco VII

Join EMP experts from throughout the state to walk through each step of the video production process.

2:15 p.m. to 2:45 p.m. - Preconference Break
Pre Convene Area

5:30 p.m. to 7:30 p.m. – Evening Reception
Embassy Suites Atrium

Tuesday, February 20, 2018 - Wear College Gear

6 a.m. to 9 a.m. - Embassy Suites Breakfast
Embassy Suites Atrium

8 a.m. to 5:30 p.m. – Registration Desk Open
Conference Registration I

8:15 a.m. to 9 a.m. - Exhibitor Viewing
Pre Convene Area

9 a.m. to 10:30 a.m. - First General Session
Frisco Grand Ballroom

Greetings from NSPRA

Professional Awards

Scholarship Winners

President's Message: Melissa Tortorici, TSPRA President

Keynote Speaker: Jones Loflin
Sponsored by H-E-B

10:30 a.m. to 11 a.m. - Designated Vendor Viewing and Caffeinated Connections
Pre Convene Area

11 a.m. to noon - Concurrent Sessions

100

Developing School District Advocates in Your Community

Jerri Monbaron and Christy Tarkington, Humble ISD
Frisco VIII

Want to develop well-informed advocates in your community to help share messages from your district? Humble ISD will present on how they did this through their Community Leadership Academy.

101

Let Alumni Tell Your Story, Inspire Teachers & Create Public School Ambassadors

Kim Cathey and Dr. Sherri Bays, Floresville ISD and Scott Milder and Leslie Milder, Friends of Texas Public Schools
Hamilton-Lebanon

Use your alumni to tell your district's success stories with little to no budget across various platforms. Floresville ISD and the Friends of Texas Public Schools will show you how you can inspire your teachers and enhance your public image by highlighting the products and successes of your public school system. Leave with strategies to help you create public school ambassadors within your own walls and beyond.

102

Natural Sound Storytelling: In Their Words

Scott JuVette and Becky Slack, Fort Worth ISD
Frisco IX

This session will focus on the technique of using only the sound captured on location – or from interviews – to tell the story. No formalized audio track. The story is written with their words, a jigsaw puzzle of sound that forms the narrative. While difficult at first, these techniques center the stories around the subjects, creating pacing, reflecting reality and making great storytellers out of those that participate in the process.

103

Missing Manpower 2.0

Kate Hope and Justin Elbert, Klein ISD
Frisco IV

Let's revisit the TSPRA 2016 hit class, Missing Manpower. Times and technology have changed and so have our tools and platforms. Join us for this 2.0 class highlighting web, writing, social media, video resources and much more to make you more efficient; whether you are a large department or missing manpower.

104

Hit Refresh on Your PR Campaigns

Tim Carroll, APR; Allen ISD and Helen Williams, Greenville ISD
Frisco VII

If your PR activities have become cliché, it's time to shake things up. Using examples from both the education and corporate environments, Tim and Helen will explore some of the most effective and outrageous PR projects and strategies. If you're looking for ways to spice up your PR program, then don't miss this fast-paced survey of attention-grabbing PR campaigns and activities nationwide.

105

The Struggle is Real: Out-Of-The-Box Marketing Strategies for Teacher Recruitment

Sarah Greer Osborne, Houston ISD
Frisco II

In rural cities across Texas and in large urban districts like Houston and Dallas, the struggle to recruit teachers is only getting more difficult. Learn how the Communications and Human Resources Departments at Houston ISD joined forces to revamp their teacher recruitment efforts and turned to some outside-the-box strategies to not only recruit new grads right out of college but convince those teaching in districts surrounding Houston to come "Teach in the City."

106

The Anatomy of a Media Interview: Be Ready for Anything

Rebecca Villarreal, APR; New Braunfels ISD
Frisco V

The phone rings and there is a reporter on the other end of the line. What now? Learn helpful tips on how to prepare for a media interview. Receive tactics on how to navigate the toughest questions and the pitfalls to avoid. This session is interactive for a select few willing to go through a mock interview.

107

Through the Storm - How Our Communications Efforts Provided Light

Veronica Sopher, Amanda Bubela and Trey Serna, Fort Bend ISD
Frisco I

In this session participants will learn how Fort Bend ISD managed daily communications with all stakeholders during Hurricane Harvey, including information on emergency shelters, donation and relief efforts and the reopening of school after 11 missed days - #FBISDR reboot. Key topics include branded messages on social media, use of video and traditional media pitches.

108

From Hostile Media to Media Darling

Sylvia Rincon, Southside ISD
Frisco III

Learn real world communications strategies that can take your district from being picked on by the media to being boasted about on the front page. Southside ISD did this during the worst of times and continues to build a respected brand and relationships with the media

during the best of times by counterbalancing local and social media, deflecting attention ahead of the storm, and cultivating PR vigilance.

Noon to 1:30 p.m. - Tailgate Luncheon and Networking and Unveiling of New TSPRA Logo
Frisco Grand Ballroom

Executive Committee Introductions
Professional Awards
Unveiling of the New TSPRA Logo

1:45 p.m. to 2:45 p.m. - Concurrent Sessions

110

Fundraising Is a Contact Sport

Suzi Pagel, CFRE; Midway ISD
Frisco V

Training and inspiring education foundation board members to raise funds on behalf of their organization is an executive director's most important job. Come explore ways to organize and empower your Directors to leverage support for your foundation by using the team approach to fundraising.

111

Marketing Our District: CFISD Has Lots to Cheer About!

Leslie Francis and Nicole Ray, Cypress-Fairbanks ISD
Frisco III

CFISD began a rebranding campaign (logo, vision, mission, and website) in 2013 and followed up with a marketing campaign. The timeline for both campaigns will be discussed, including the rationale, process, RFPs, components, and intended outcomes. The key message is to communicate the value of a strong public school district and to ensure the perception continues to be a positive one.

112

Pocket-Sized Gadgets for Your Video Production Utility Belt

Melinda Garza and Danny Ramos, Pharr-San Juan-Alamo ISD
Hamilton-Lebanon

From GoPros to Snapchat stories, there are plenty of ways to produce quality work using gadgets that fit in your pocket. Attend this session to learn how to get the most from affordable accessories and equipment, and how to utilize the best tech and gadgets for producing successful content on social media and YouTube. Cut your workload and meet your deadlines!

113

Illustrator Unconference

Chelsea Ceballos, Klein ISD
Bass-Bush

This session will act as an unconference-style learning session where attendees will tell me what they want to learn in Illustrator and I will demonstrate different ways to do types of projects.

114

Strategies to Successfully Pass a Bond

Donald Williams, Mansfield ISD and Megan Smith, Huckabee & Associates, Inc.
Frisco VIII

In May 2017, Mansfield ISD passed its largest bond package with the highest approval percentage in the district's history. Learn the various messaging and marketing techniques used to create community buy-in and make the bond package a great success.

115

Baby Boomers and Millennials: It Takes One to Know One

Erin McCann, Crandall ISD and Ian Halperin, Wylie ISD
Frisco IX

"I starting working in school PR in 1996," said the veteran PR pro.
"I started middle school in 1996," replied the eager rookie.

By 2020, half of all audiences, both internal and external, will be comprised of millennials. As communications trends evolve, the need to reach multi-generational audiences has never been more important. Learn how mentoring, and reverse mentoring, can help keep lines of communication open and on target.

116

Tell Me a Story: Video Tips from Veteran News Pros

Rebecca Suarez, Houston ISD
Frisco VII

What makes one video go viral while another barely gets viewed? The secret is in the storytelling. Learn tips and strategies from an Emmy-award winning reporter/anchor and videographer/producer who worked in Houston's competitive television news market. Discover how to find your "star" for each video, tools to use graphics and animation to tell a story and strategies to maximize your videos on social media.

117

Policies and Advanced Strategies to Help You Beat Social Media Fatigue

Laura Bright, Ph.D. and Jacqueline Lambiase, Ph.D.; TCU
Frisco II

This session will share policy language, challenges and strategies for using social media effectively. We'll discuss ways to handle social media fatigue, a common condition for digital communicators.

118

Responding in a Crisis

Chris Cook, Texas Tech University
Frisco I

On October 9, 2017, a Texas Tech University police officer was mortally wounded in an on-campus incident. How did university communications staff respond to the initial call and the subsequent avalanche of media calls and requests?

119

Don't Get Caught Crying Wolf! Best Practices for Sending Mass Notifications

Josephine Torres, Point Isabel ISD
Frisco VII

Are campuses overusing the district's mass communication system? This presentation will give best practices on how to utilize the mass notification tools in the most effective way and what information districts need to ask for during registration in order to send out messages in the most productive ways.

3 p.m. to 3:45 p.m. - Job Alike Sessions

Department Heads – Facilitated by Kim Hocott, Pearland ISD – Frisco VII
One-Person Offices – Facilitated by Beth Trimble, DeSoto ISD – Frisco III
ITV and Video Personnel – Facilitated by Mark Vasquez, Pharr-San Juan-Alamo ISD – Frisco I
Webmasters – Facilitated by Doug Bellamy, Wylie ISD – Frisco V
Graphic Arts – Facilitated by Magen Davis, Midway ISD – Bass-Bush
Education Foundation – Facilitated by Suzi Pagel, CFRE, Midway ISD – Hamilton-Lebanon
Community Partnerships – Facilitated by Leslie Francis, Cypress-Fairbanks ISD and Amy Wade, Greenville ISD – Frisco IV
Communication Staffers – Facilitated by Deanne Hullender, Hurst-Euless-Bedford ISD – Frisco II
Social Media – Facilitated by Sonya Cole-Hamilton, Lancaster ISD – Frisco VIII
Public Information – Facilitated by Donald Williams, Mansfield ISD – Frisco IX

3:45 p.m. to 4:15 p.m. - Sponsored Break
Pre Convene Area

4:15 p.m. to 5:15 p.m. - Corporate Showcases

5:30 p.m. to 7:30 p.m. – Evening Reception
Embassy Suites Atrium

6 p.m. until - Evening on Your Own and Client Dinners

Wednesday, February 21, 2018 - Wear District Gear

6 a.m. to 9 a.m. - Embassy Suites Breakfast
Embassy Suites Atrium

8 a.m. to 5 p.m. – Registration Desk Open
Conference Registration I

8:15 a.m. to 9 a.m. - Exhibitor Viewing
Pre Convene Area

9 a.m. to 10 a.m. - Concurrent Sessions

200

Bring on Both Board and Committee Members

Valerie Foster, CEFL; Sanger Education Foundation
Hamilton-Lebanon

Are all board members truly engaged in your foundation's work? The best board members are busy people who are used to getting things done. This session utilizes best practices for conducting an orientation for both new board and committee members, providing not only a great strategic start for them but also the tools and information to fully utilize their new talents while being fully engaged in their foundation work.

201

Competitive Marketing: Increasing Enrollment against the Odds

Reyne Telles, Samantha Alexander, Victoria Hall; Austin ISD
Frisco VIII

The competition to keep students enrolled in public schools has never been more fierce. Facing decreasing enrollment due to an increased cost of living and a number of charter schools in the area, Austin ISD aims to become more competitive. After financial investment by the Board of Trustees, Austin ISD aimed to increase enrollment by implementing district-wide and localized marketing plans. Attendees will learn the strategies on how this was approached and how they might undertake a similar strategy in their school district.

202

In's and Out's of Producing a Promotional Video

Julian Olivarez, Don Ramirez and Darline Gracia, Weslaco ISD
Frisco III

This concurrent session will discuss the process of producing a promotional video for your school district or athletic teams. We will discuss all the elements of shooting, editing and graphics.

203

As the Website Turns...

Denise McLean, Klein ISD
Frisco V

One district's saga as they journey toward a new mobile-friendly and accessible web presence. Throughout the nearly three-year journey, the team encountered a myriad of challenges such as OCR compliance, technology issues, training setbacks, staffing challenges and much more! Come and learn about best practices on what to do and what not to do as you set on a path to revamp your district's website!

204

Engaging Your Community While Increasing Revenue

Leslie Francis, Cypress-Fairbanks ISD
Frisco VII

Learn how to connect community businesses and organizations with your district through advertising, sponsorships, donations and volunteerism. The district and/or school gains revenue and resources, and the business is enriched by giving back to the community. Use this revenue to fund a positive marketing campaign to communicate the value of a strong public school district.

205

5 Strategies to Boost Your Brand on Social Media

Claudia Lemus-Campos, Pharr-San Juan-Alamo ISD
Frisco IX

Managing your brand on social media can be quite challenging when you oversee numerous accounts and users. Attend this session to learn about new software that can help streamline your workflow, free tools to help you keep up with the latest social media trends and strategies to help you increase your followers while continuing to market and highlight your district initiatives and programs.

206

Writing and AP Style: If You Can Write, Everything Else is Easy

Ronnie Zamora, Los Fresnos CISD
Bass-Bush

How would you grade your writing? Many of us take it for granted that we are good writers and our work does not need editing. We have written for years, but we haven't gone to a writing class since college. Hit refresh. PR veteran Ronnie Zamora will take you back to basics of Writing 101. Eliminate abused words. Don't be wordy. Be a wordsmith. We'll also review the parts of AP Stylebook relevant to our field.

207

Creating Your Own Media as a One-Person Department

Erin McCann, Crandall ISD
Frisco IV

In an age where media outlets are most interested in school districts when there is bad press, it is up to School Public Relations professionals to create our own newsrooms and tell our own stories. This can be increasingly difficult in small, one-person departments, where priorities shift on the fly.

208

Making the Most Out of Hurricane Harvey

Rebecca Suarez, Houston ISD
Frisco I

The devastating impact of Hurricane Harvey on Houston ISD will take months if not years to fully recover from. However, an overwhelming sense of community pride in the storm's aftermath put HISD in a unique position to build upon the trust and public confidence garnered as a result of the district's communication strategies during the storm. Learn how

the district's prompt, transparent, and consistent communications created a feeling of stability among stakeholders in what typically could be a challenging time.

209

Building a Culture of Voting in Texas: Stories from the Field

Dr. Robin Ryan, Grapevine-Colleyville ISD; Dr. Jim Vaszauskas, Mansfield ISD; Dr. Diane Frost, Corsicana ISD
Frisco II

Texas has a history of poor voter turnout for elections. Texas educators vote at a rate only slightly higher than the state average; however, they rarely vote thinking about public education. With more than 700,000 people earning a paycheck in Texas schools, Texas educators could have a large voice in who makes education policy in our state. A group of Texas superintendents will share their different stories about building a culture of voting among the educators in their school districts.

10 a.m. to 10:30 a.m. - Designated Vendor Viewing and Caffeinated Connections
Pre Convene Area

10:30 a.m. to 11:45 a.m. – Roundtables
Frisco Grand Ballroom

11:45 a.m. to 1:30 p.m. – President's Luncheon and Installation of Officers
Frisco Grand Ballroom

Key Communicator

Professional Awards

Outgoing President's Remarks
Melissa Tortorici, Texas City ISD

Introduction of 2018-2019 President

2018-2019 President's Speech
Kristin Zastoupil, Corsicana ISD/EF

Recognition of Outgoing Officers

Installation of 2018-2019 Officers

1:45 p.m. to 2:45 p.m. - Concurrent Sessions

210

Guiding your PTAs and Boosters to Success from Startup to Partners

Rebecca Villarreal, APR; New Braunfels ISD
Frisco III

Every year, new officers are elected to run the school PTAs and various booster clubs.

Occasionally, you might have a new organization being formed to benefit the students and schools. This session will give an overview of the resources available to nonprofit organizations and how you can help guide them to success. Training materials related to fundraising, merchandising and marketing will also be shared.

211

Connecting Your Community One Perk at a Time!

Crystal Villarreal De La Paz and Arianna Vazquez-Hernandez, CPC; Pharr-San Juan-Alamo ISD
Hamilton-Lebanon

Want some tips on creating successful partnerships between schools, community organizations and businesses? Learn how our community is engaging in school-business partnerships while providing tangible perks for district staff.

212

Becoming A Video Craftsman

Ray Rush, Lubbock ISD
Frisco I

For a carpenter the goal is to create a beautiful and pragmatic piece of furniture. Just as the carpenter doesn't want you to notice the joints, glue or nail, we as videographers, writers, and editors should desire the same standard in our work. In this session we will discuss the art of invisible craftsmanship for effective video storytelling.

213

InDesign, Photoshop, Illustrator, Final Cut and Premiere, OH MY!

Bruce Stone, Art Del Barrio, Lori Grande, Pasadena ISD; Rachel Bobbit, Northwest ISD;
Magen Davis, Midway ISD
Frisco IX

No matter what platform you work with or want to learn, come to this session to ask an expert your direct question. Designed as an interactive panel, presenters will be stationed around the room for you to approach them with your specific question regarding InDesign, Photoshop, Illustrator, Final Cut Pro and Premiere.

214

Moving from Old to New School: Rebranding Your District

Ashley Thomas, Wichita Falls ISD
Bass-Bush

Over the past year, our office has executed a strategic marketing campaign which included a new district logo, cohesive campus logos, social media marketing, billboards, television, radio, internal/external digital newsletters and more. Our efforts have produced positive results for our district and we have been able to transition from an old school image to a modern, family-friendly look.

215

Let's Talk Supe: So You're Getting a New Superintendent. Now What?

Sarah Greer Osborne, Houston ISD
Frisco VIII

You just found out your current superintendent is stepping down or retiring, now what? After you're done crying, cheering or shrugging, it's time to get to work. Learn how Houston ISD kept stakeholders involved and engaged from the very beginning. Learn best practices from the state's largest school district, from public meetings and surveys outlining the profile of the ideal candidate, to the announcement of a lone finalist to media outreach during the superintendent's first year.

216

We're Going Live in 5, 4, 3, 2, 1!

Emily Conklin, Northwest ISD
Frisco V

Town halls for bond elections are still a valuable tool, but when Northwest ISD found more people were taking their opinions to Facebook instead of sharing in person, the school district decided to take the news of the bond election to Facebook. Learn how Northwest ISD used the power of Facebook Live to reach thousands of community members in just 30 minutes.

217

Strategic Communications for the Win!

Dr. David Faltys, Superintendent; Julie Thannum, APR; Justin Dearing, Jill Webb, Hayley Herring, Traci Bass and Kyle Conway; Carroll ISD
Frisco II

Whether you are attempting a solo homerun or a bases-loaded grand slam, successful school PR today requires a strategic game plan carried out by every member of the district leadership team. Come learn about key components of CISD's strategic communications program and how to incorporate research, planning, implementation and evaluation into all your PR projects. Technology and tactics may change, but the importance of sound theory and proper planning remain foundational to school PR success.

218

All-Star Media Interviews

Veronica Castillon, APR; Claudia Rodriguez; Bobby Trevino and Jeannette Vasquez; Laredo ISD
Frisco IV

Help your student athletes and coaches make the most of their sports media interviews with effective tips, handouts and videos. Prepare athletes and coaches to stay on the message on and off the field and help your coaches and athletes make the best impression for themselves, their team and their school district. Social media is also addressed.

2:45 p.m. to 3:15 p.m. - Sponsored Break
Pre Convene Area

3:30 p.m. to 4:30 p.m. - Concurrent Sessions

220

Is the Teacher Grant Process Working For Your EF?

Teresa Benden, College Station ISD Education Foundation
Hamilton-Lebanon

This will be an interactive and sharing workshop to talk about the challenges and obstacles in awarding funds to our districts through teacher grants. Are the grants you're receiving from your teachers innovative and meaningful? Or do they fall short of your foundation's expectations to make a huge impact on your schools? These and other questions will be discussed.

221

Bilingual Brilliance on a Basic Budget

Maria Meehan, Coordinator for Spanish Public Relations, Cypress-Fairbanks ISD
Frisco VII

As the third-largest district in Texas, CFISD has a high percentage (44.8%) of Spanish-speaking families. We strive to provide the same quality translation services at all of our 91 campuses, providing resources and training to our bilingual staff.

How do you do this with only one person in central office? Learn how the Spanish population in the state's largest suburban school district benefits from our services.

222

Video Production Show and Tell

Mark Vasquez, Pharr-San Juan-Alamo ISD
Frisco I

This session will give you an opportunity to showcase the work you have done for your school district. You will be able to discuss how you produced your work as well as learn how others did their own production. This session will allow you to network with EMP veterans and novices from across the state.

223

DSLR Photography – Technical Camera Fundamentals

Jim Zavala, Pharr-San Juan-Alamo ISD
Frisco V

Are you tired of dark or blurry photos? Are auto-modes not doing it for you anymore? Learn the technical fundamentals of your camera's ISO, shutter speed, aperture, focus points, shooting modes and best use of your flash. Take control of your camera by using Aperture Priority, Shutter Priority, as well as, the scary but powerful Manual Mode.

224

Your Brand is in their Hand: Promote your Brand through Relevant Engagement

Sonya Cole-Hamilton, Jacquinette Murphy and Kimberly Simpson, Lancaster ISD
Frisco II

Today's climate demands that public schools market themselves in order to compete with charter and private schools for students. Learn to use social media to level the playing field and reach out to millennials and other new stakeholders on their mobile devices.

225

State of Grace

Donald Williams, Mansfield ISD and Julie Zwahr, Denton ISD
Frisco IV

As communications professionals, we are very adept at multitasking and change – we're just 'wired' that way. But what happens when you change districts? Get a promotion? Or, change superintendents? Learn from two seasoned strategists who have done it all, even, in one specific 'grace' period, transitioning their boss from one to the other across the state. Leave with a few checklists you'll want to keep in your 'bag of tricks' because, let's face it, in times of change we all need little grace.

226

Open Records Training

Andrea Mooney; Eichelbaum, Wardell, Hansen, Powel & Mehl, PC
Frisco VII
Description TBA

227

Building Your District's Social Media Empire: Campus Social Media and Why You Need It

Tamra Spence and Kyndall Jirasek, Pflugerville ISD
Bass-Bush

Do you hear crickets on your campus social media accounts? Do you even have campus social media accounts? Learn some easily-applied tips that will help move your district forward in its social media efforts. Whether or not your campuses already have social media accounts, you'll have some great takeaways to get your campus staff more involved as well as quick content creation strategies that can be done at the campus level or by you.

228

When the Crisis Hits Home...Your Home

Kim Cathey, Floresville ISD; Kristyn Hunt Cathey; Port Arthur ISD; Jamie Mount, Humble ISD; Ian Halperin, Wylie ISD
Frisco VIII

As communications professionals we are trained to handle a crisis, prepare a response and help lead our district (and community) back to "normal." But all that can change when the crisis truly hits home. Our home. Our family. Being "PR fit" means more than just knowing what to. It includes making sure you (and those around you) have the tools and time to process what has occurred. Hear how TSPRAns faced several such crises, and what you can do to better prepare.

229

Bond and Tax Ratifications Elections on One Ballot: Double the Fun, Not the Work!

Marco Alvarado, and Cheryal Loosmore, Lake Travis ISD
Frisco III

The Lake Travis ISD Board of Trustees called both a bond election and a tax ratification election for November 7, 2017. Rather than marketing the elections separately, we combined the two using a variety of both traditional and new media strategies and tactics including web, social media, video, printed collateral and live streaming. Learn how to successfully market two unique propositions to a variety of target audiences using a common approach.

6 p.m. to 7 p.m. - West (SchoolMessenger solutions) Star Awards Reception
Pre Convene Area

7 p.m. to 9:15 p.m. - West (SchoolMessenger solutions) Star Awards Banquet
Frisco Grand Ballroom

9:30 p.m. to 11 p.m. - West (SchoolMessenger solutions) Celebration Event
Frisco II, III, IV, V

Thursday, February 22, 2018

6 a.m. to 9 a.m. - Embassy Suites Breakfast
Embassy Suites Atrium

8:30 a.m. to noon - Registration Desk Open
Conference Registration I

9:00 a.m. to 9:30 a.m. - General Membership Meeting
Frisco Grand Ballroom

9:45 a.m. to 10:15 a.m. - Timely Topics

Current Events - Andy Welch, EduLege Ace - Frisco V

Open Record Trends - Ian Halperin, Wylie ISD - Frisco VI

ADA-OCR - Leslie Johnston, Arlington ISD - Frisco III

Education Foundation Funding Regulations - Frisco IV

FERPA and Social Media - Kyle DeBeer, Waco ISD - VII

David's Law - Dr. Carol Simpson - Frisco II

10:30 a.m. to noon - Distinguished Lecturers

Jay Rosser – Frisco Grand Ballroom
Dr. Carol Simpson – Frisco II
Fred Campos – Frisco VII