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2020 ANNUAL CONFERENCE

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## Professional Awards

### Key Communicator

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Charles Butt, Chairman and CEO, H-E-B



### Professional Achievement

### Most Valuable Member

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### Rookie of the Year

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### Bright Idea Award

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### Media Award

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David Chancellor, WOAI News 4 San Antonio



### Partner in Public Education Award

Sponsored by HCDE  
Charles T. Doyle, Texas First Bank





# TSPRA CONNECT

## 2020 ANNUAL CONFERENCE

### TSPRA Mission Statement

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas by:

- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools

### TSPRA Harassment Policy

TSPRA is dedicated to providing a harassment-free event experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, or religion (or lack thereof). We do not tolerate harassment of event participants in any form. Sexual language and imagery are not appropriate for any event venue, including talks, workshops, parties, Twitter and other online media. Event participants violating these rules may be sanctioned or expelled from the event without a refund at the discretion of the event organizers.

See our policy at [www.tspira.org](http://www.tspira.org).

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Blackboard developed the 2020 Annual Conference app, which is available for download on Apple and Android devices.

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**26**

FEBRUARY

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*President*  
**Monica Faulkenbery, APR**

# Welcome



Welcome to the 2020 TSPRA Conference at the beautiful Omni Barton Creek Austin. It is a wonderful location to be able to relax, recharge, reflect, and reconnect with friends and colleagues who know who you are and where you've been. The TSPRA Conference is a time to renew connections from the past and make new connections that will last a lifetime. #TSPRAConnect is about making connections and keeping connections with our TSPRA family.

It's also about connecting with ourselves to make sure that we take care of us. We are so good about taking care of our districts, our students, and our employees that often there is no time to take care of ourselves. We have sessions at the conference focusing on work/life balance. Being your president this past year has been a true honor and a huge blessing to me. Thank you for the opportunity to connect with you this past year in committee work, at various regional meetings, and through social media. I feel so energized and inspired by all of you, and I have learned and grown so much this year. I am very proud to be a part of an organization full of PR Pros who continue to care, share, and connect with their TSPRA colleagues while sharing the awesome stories from their own school districts.



The TSPRA conference planning committee is excited to bring you a new and exciting networking opportunity for the 2020 TSPRA Conference. Are you ready for the TSPRA GooseChaser?

#### Here's how it works:

The app-based Chase, which is likened to a digital scavenger hunt, will launch on Monday, February 24 at 12:00 p.m. and end on Wednesday, February 26 at 4:00 p.m. There are 20 "missions" and 100 "Prizes" that will be awarded to you to complete over three days. Prizes will be awarded to the members with the most points at the end of the Chase.

Each mission challenges you to find either a TSPRA member or a sponsor, engage in conversation about TSPRA or school PR, and then take a selfie with that person. If you add in a sentence or two of something you learned, it could earn you bonus points, so ask good questions!

The missions are designed to build engagement between our amazing members and share the wonderful things happening in TSPRA and in our districts across the state. Don't be alarmed if TSPRA "chasers" find you for a challenge, a question or a picture!

Embrace this fun way to connect with our members and welcome our first-time attendees and school communications rookies to the TSPRA family!

#### What you can do:

Get the GooseChase app, register for an account and join the Chase before you arrive.

**Game Name: Get Connected at TSPRA 2020**

**Game Password: connect**

**Game Code: BSLUKE**

As you complete missions, be sure to tweet about it using the #TSPRA2020 hashtag and don't forget to tag @TSPRA. Follow the leaderboard on the app to see how you're doing. Most importantly, HAVE FUN and don't be shy! This is a great time to get creative and interact with your fellow TSPRA colleagues!

**1st Place: 2021 Conference Registration**

**2nd Place: \$100 Visa Gift Card**

**3rd Place: Gift Card Bundle**

**Random gifts also will be awarded throughout the chase.**

## THE HEART OF LEARNING STARTS WITH

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Visit [heb.com/education](http://heb.com/education) in June 2020 to nominate or apply.



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**AWARDS**

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## Committees



### 2019-2020

#### Executive Committee

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Veronica Castillon, APR  
President-Elect  
Laredo ISD

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Immediate Past President  
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Tammy Dowdy  
VP Houston/Beaumont  
Dickinson

Jamie Falls  
VP East Texas  
Willis ISD

Megan Overman, APR, CPC  
VP North Central  
Eagle Mountain- Saginaw ISD

Kyle DeBeer  
VP West Central  
Waco ISD

Corey Ryan  
VP Central  
Leander ISD

Kenneth Dixon  
VP Northwest  
Lubbock ISD

Melissa Martinez, CPC  
VP Far West  
El Paso ISD

Anne Marie Espinoza  
VP San Antonio  
Uvalde CISD

Rebecca Villarreal, APR  
VP At-Large 1  
New Braunfels ISD

Kristyn Cathey  
VP At-Large 2  
Port Arthur ISD

Arianna Vazquez-  
Hernandez, APR, CPC  
VP At-Large 3  
Pharr-San Juan-Alamo ISD

### Kim Hocott

Parliamentarian  
Pearland ISD

Linsae Snider  
Executive Director  
TSPRA

### 2019-2020 Standing Committee Chairs

Review of Financial  
Records and Procedures  
Matt Mitchell  
Leander ISD

Professional Awards  
Susan Ard, CPC  
Cleveland ISD

Scholarship  
Jana Williamson  
Pampa ISD

Executive Director  
Evaluation  
Veronica Castillon, APR

Nominating  
Veronica Castillon, APR  
Laredo ISD

Strategic Planning  
Veronica Castillon, APR  
Laredo ISD

Ad Hoc Committee Chairs  
Star Awards Review Committee  
Teresa Barden  
College Station EF

Budget  
Monica Faulkenberry, APR,  
Northside ISD

APR Accreditation  
Rebecca Villarreal, APR  
New Braunfels ISD

TSAS/TASB Fall Conference  
Resource Center  
Lauren Loyless  
John Paul II High School

Crisis Team Development  
Patti Pawlik-Perates  
Alamo Heights ISD

Teller  
Liza Rodriguez  
Canutillo ISD

### 2020-2021

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President  
Laredo ISD

Veronica Sopher  
President-Elect  
Fort Bend ISD

Monica Faulkenberry, APR  
Immediate Past President  
Northside ISD

Craig Verley  
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Highland Park ISD

### Beth Trimble, CPC

Parliamentarian  
Red Oak ISD

Linsae Snider  
Executive Director  
TSPRA

### Conference Planning Committee

Thank you to this year's  
Conference Planning  
Committee for all their hard  
work on this year's event.

Monica Faulkenberry, APR  
Northside ISD

Claudia McWhorter  
Eanes ISD

Veronica Castillon, APR  
Laredo ISD

Kristin Zastoupi  
Forney ISD

Rebecca Villarreal, APR  
New Braunfels ISD

Kristyn Cathey  
Port Arthur ISD

Arianna Vazquez-  
Hernandez, CPC, APR  
Pharr-San Juan-Alamo ISD

Erin McCann  
Crandall ISD

Kim Cathey  
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Jordan Ziemer, Ph.D.  
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# Conference at a Glance

**Monday, Feb. 24, 2020**

9 a.m. to 12:00 p.m.  
Executive Committee Meeting  
*Trinity*

12 p.m. to 5 p.m.  
Registration Open

1 p.m. to 4 p.m.  
Preconference Sessions  
*Various Locations*

2:15 p.m. to 2:45 p.m.  
Preconference Break  
*Monday Meatball Scramble*

5:30 p.m. to 7:30 p.m.  
Meet and Greet Reception  
Sponsored by WRA Architects  
*Jim Bob's Lobby Lounge*

3:00 p.m. to 3:30 p.m.  
"Tea" Time Break  
Sponsored by VLK Architects

3:30 p.m. to 4:20 p.m.  
Job Alike Sessions  
*Various Locations*

4:30 p.m. to 5:15 p.m.  
19th Hole Sessions  
*Various Locations*

6:00 p.m. to 7:00 p.m.  
Welcome Reception  
Sponsored by Blackboard  
*Hill Country Pavilion*

7:00 p.m.  
Evening on Your Own  
and Client Dinners

2:00 p.m. to 3:00 p.m.  
Concurrent Sessions  
*Various Locations*

3:00 p.m. to 3:30 p.m.  
"Hump Day Charcuterie" Break  
Sponsored by Region 4 Print Center

**Tuesday, Feb. 25, 2020**

**ATTIRE: Wear your district shirt**  
Exhibitor Viewing

8:30 a.m. to 5:30 p.m.  
Registration Open  
"Grab-n-Go" Breakfast  
Sponsored by Smore

8:45 a.m. to 10:45 a.m.  
First General Session  
*Brazos Ballroom*  
Keynote Sponsored by H-E-B

10:45 a.m. to 11:15 a.m.  
Designated Vendor Viewing and  
Caterminated Connections

11:15 a.m. to 12:15 p.m.  
Concurrent Sessions  
*Various Locations*

12:15 p.m. to 2:00 p.m.  
Lunch on Your Own

2:00 p.m. to 3:00 p.m.  
Concurrent Sessions  
*Various Locations*

3:00 p.m. to 4:15 p.m.  
Counselors on Call  
*Various Locations*

4:15 p.m. to 5:00 p.m.  
Regional Meetings  
*Various Locations*

6 p.m. to 7 p.m.  
Star Awards Reception  
*Brazos Ballroom Foyer*  
Sponsored by  
*Intrado SchoolMessenger*

**Wednesday, Feb. 26, 2020**

**ATTIRE: Wear your favorite golf or sports shirt & crazy socks**

**INTRADO SCHOOLMESSENGER DAY**

8:00 a.m. to 5 p.m.  
Registration Open

8:15 a.m. to 9 a.m.  
Exhibitor Viewing

8:30 a.m. to 10:15 a.m.  
Roundtables  
Sponsored by K12 Insight  
*Brazos Ballroom*

10:15 a.m. to 10:45 a.m.  
Designated Vendor Viewing and  
Caterminated Connections

10:45 a.m. to 11:45 a.m.  
Concurrent Sessions  
*Various Locations*

11:45 a.m. to 1:45 p.m.  
Presidents Luncheon "Master Style"  
Sponsored by Intrado SchoolMessenger  
*Brazos Ballroom*

6 p.m. to 7 p.m.  
Star Awards Reception  
*Brazos Ballroom Foyer*  
Sponsored by  
*Intrado SchoolMessenger*

7 p.m. to 9:30 p.m.  
Star Awards Banquet  
*Brazos Ballroom*  
Sponsored by  
*Intrado SchoolMessenger*

**Thursday, Feb. 27, 2020**

**ATTIRE: Wear your conference t-shirt**

8:00 a.m. to 12:00 p.m.  
Registration Open

9:00 a.m. to 10:00 a.m.  
Breakfast Buffet  
*Brazos Ballroom*

10:00 a.m. to 10:45 a.m.  
General Membership Meeting  
*Brazos Ballroom*

10:45 a.m. to 12:00 p.m.  
Networking, connections and  
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## Conquer what is new to this year's Scholarship Recipients



**Jenny Davenport**  
Director of Human Resources & Public Relations  
Santa Fe ISD



**Matthew Jones**  
Communications Specialist  
Castleberry ISD



**Peyton Trawick**  
Director of Communications  
Godley ISD

Thank you to this year's scholarship committee:

Jana Williamson, Pampa ISD  
Rena Thomas, DeSoto ISD  
Emily Conklin, CPC, Northwest ISD

# Preconference

Put the APR in Your Professional Portfolio

### Rayburn

Invest in yourself, invest in your career and start your path to becoming an APR during this interactive session. Don't let another year pass without adding this credential to your professional portfolio. During this session, you will meet with an APR mentor to get a jump start on your portfolio project and learn what it takes to earn this prestigious credential. The session will provide you with a roadmap to earning your APR. *Rebecca Villarreal, APR and TSPRA APRs.*

Mastering the Visual Code: The Building Blocks of Powerful Visual Storytelling

### Brazos G

Telling a compelling video story is dependent on knowing a hidden visual language that has been with us since early cinema days. The language is "hidden" because it is a visual code embedded in every TV show, every video message and every movie you have ever watched. Although it is ever present, this visual code is easy to overlook simply because it is visual. *Julie Jones*, director of the National Photographers Association's (NPPA) News Video Workshop, will introduce you to this language and show you how to harness it so you can build better stories from the concept all the way through to the last edit.

School and District Marketing Bootcamp: Strength, Speed, and Flexibility all Year Long!

### Brazos E

This three-hour workshop will flex your marketing muscles and get you in shape for any season! You'll go through exercises and guides to maximize your website (regardless of where you're at), plan small and large campaigns, and work with what you've got to market all you have. Join us at the pre-conference starting line! *Lisa Losasso Jackson, Eleven Productions*

Preconference is a great time to dive deep into a concentrated subject with your peers. Sessions run on **Monday, February 24, 1:00-4:00 p.m.**

### Rookie Boot Camp

### Brazos F

Every PR professional needs some tools to help navigate school communications. TSPRA Rookie Boot Camp will provide you with some basic tools, tips and techniques to finding your way through the day-to-day adventures we all face. Get to know your fellow rookies and meet some veterans who will help maximize your TSPRA experience. Presenters: *Kim Hcott, Pearland ISD, Barry Perez, Northside ISD, Ian Halperin, Wylie ISD, Helen Williams, Greenville ISD, Claudia Lemus-Campos, PSJA ISD*

TCU: What Leaders Can Learn from Hurricanes: Crisis Communication and Messages of Resilience

### San Jacinto

Hurricane Harvey not only battered the Texas coast in 2017, but it also dumped several feet of rain across the Houston area. One school district in Fort Bend County, Texas, used a discourse of resilience before, during, and after the storm to position its community for renewal. From this year-long academic case study about the discourse of renewal, built with help from the Fort Bend ISD communication team, find out how public sector leaders can model resilience discourse. This model is one way to "round up" crisis communication into more than warnings and announcements. Also, in this interactive session, attendees will work individually and in groups on developing a storytelling map, for finding the right voices in your district for every type of story. *Jacqueline Lambase, Ph.D., is department chair and professor of strategic communication at TCU in Fort Worth, TX. She directs the Certified Public Communicator Program at TCU.*

### Golf

### Golf Pro Shop

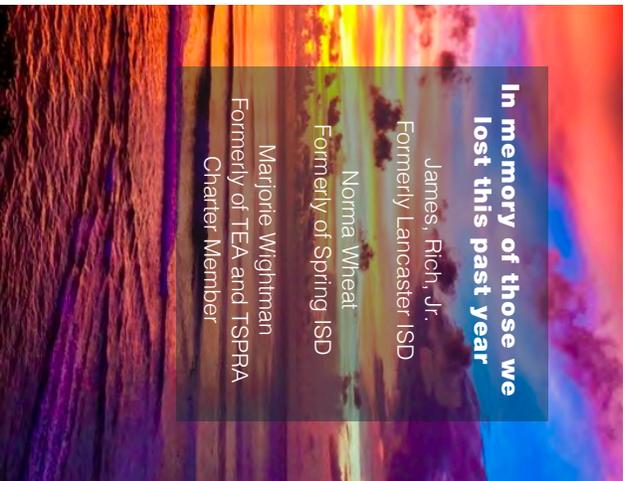
Golf is available on a first-come-first served basis, with a total of no more than 32 players. Meet at 12:15 p.m. to get your tee time at the golf pro shop, which is located between the parking garage and conference center across from the first hole of the Coore Crenshaw Cliffside Course. Prior registration required.



**2020 Partner in Public Education Award: Charles T. Doyle**

Charles T. "Chuck" Doyle, of Texas First Bank, supports public school students in multiple ways. One of his largest contributions is through a program that offers leadership events to high school juniors and seniors twice a school year. Because his program impacts five independent school districts and seven high schools in Galveston County, Doyle is the ideal partner in education. Since the Charles T. Doyle Leadership Education and Development Series (LEADS) was created, Doyle has pledged in excess of \$200,000 to the TCISD Foundation for the Future to operate this program. Above and beyond that pledge, he and his wife annually give out multiple \$1,000 scholarships to students who qualify and attend all four leadership sessions while they are in high school.

Doyle, both personally and professionally, has been making a significant contribution to student needs for many years in his banking communities. The LEADS program is not the only education program that Doyle supports. He is also a founding member of the Independent Bankers Association of Texas Education Foundation, which advocates for financial literacy in public schools, often in conjunction with Junior Achievement. His leadership and vision are indeed positively impacting children and the communities.



**In memory of those we lost this past year**

James, Rich, Jr.  
Formerly Lancaster ISD

Norma Wheat  
Formerly of Spring ISD

Marjorie Wightman  
Formerly of TEA and TSPRA  
Charter Member



**2020 Media Award: David Chancellor**

David Chancellor is a true media professional who has demonstrated incredible integrity and dedication to showcasing all of the wonderful things taking place in Texas public schools.

He is an award-winning broadcast journalist at WOAI News 4 San Antonio and graduate of Lee High School in San Antonio. In the era of school choice, David has chosen to take up the mission of reminding our communities that having faith in our public schools is worth it and that our schools and teachers can be trusted to do what is best for every student.

For the past two years, every Monday during the school year David looks for the best stories in public education. His stories have included a principal adopting a student, a father and daughter teaching at the same school, inclusion, CTE programs, partnerships –you name it.

David listens to those he interviews and always finds deeper meaning in the stories they share. He has a special way of getting to the heart of the story and drawing out the truth and emotion of just what it means to be a student or a teacher in today's public education setting. His stories are set in San Antonio, but they speak to the truth of public education across our state.



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**-Linsae Snider, Executive Director TSPRA**

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**-Kim Hecott, Executive Director of Communications Pearland ISD**

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17

**KEYNOTE SPEAKER: ANNE GRADY**



**Anne Grady** is not your typical motivational speaker. She is a bestselling author, two-time TEDx speaker, trainer, survivor, optimist, inspoir, and a truth-bomb dropper.

Anne has a master's degree in organizational communication and has spent the last 20 years working with some of the largest organizations around the globe.

She has become known as a leading expert on communication, leadership, emotional intelligence and resilience, contributing to Harvard Business Review, Entrepreneur, Fast Company, Inc. Magazine, FOX Business and many more.

Audiences love her raw honesty, edgy humor, authenticity, and insight. Anne shares inspiring personal stories, cutting edge, research-based content, and implementation tools to transfer learning into real life to improve relationships, navigate change, and triumph over adversity. And she'll make you laugh while she does it.

In her first book, *52 Strategies for Life, Love & Work*, Anne provides practical strategies to improve relationships, increase productivity and reduce stress. In her most recent book, *Strong Enough: Choosing Courage, Resilience and Triumph*, Anne draws from her personal life experiences that touch the hearts and minds of audiences helping them use adversity as a catalyst to grow - strong enough.

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Helping Here.

18

**KEY COMMUNICATOR AWARD  
RECIPIENT: CHARLES BUTT**



**Charles Butt**, chairman and CEO of H-E-B, is the recipient of the association's 2019 Key Communicator Award. Butt receives this award in recognition of his work as a champion for public education. Over the years, he has greatly enhanced the academic experience of thousands of students, teachers, administrators, school boards and districts.

Butt has developed several initiatives, including Raise Your Hand Texas, a non-profit advocacy organization that works to strengthen Texas public education. Butt committed \$50 million in scholarships for high school students who commit to a career in teaching.

Created in 2002, the H-E-B Excellence in Education Award Program is designed to honor outstanding public-school professionals and to thank them for their dedication and commitment. Since its inception, the program has awarded more than \$11 million in cash and grants.

Butt has also committed millions of dollars to open a network of Centers for Applied Science and Technology (CAST) schools in Texas.

Finally, in 2017, Charles established The Holdsworth Center, investing \$100 million to create a non-profit leadership institute for Texas public school administrators. The Center is named after his mother, Mary Elizabeth Holdsworth, who taught school in the 1920s in Center Point, Texas.

SPONSORED BY INTRADO SCHOOLMESSENGER



## Concurrent Sessions



**Tuesday, February 25**  
**11:15 a.m.-12:15 p.m.**

### 100 CORPORATE SHOWCASE: K12 Insight

**Creating an Exceptional Customer Experience - How to Listen, Learn & Lead as A Superhero**  
Christine Wells, K12 Insight

#### Brazos 6

What is good customer service? How can it go from good to exceptional? What are the pitfalls that many people experience when trying to deliver customer service? Find out the answers to these and other important customer-service questions during this taste of CX session. This interactive and information-packed session will offer participants a chance to explore what exceptional service looks like, practice skills to deliver exceptional service, and prepare to lead as a customer service SUPERhero.

#### 101

**HS Journalism Network: CFISD's Partnership with Student Media**

#### Rayburn

In a district with 91 schools, 117,000+ students and 16,000+ employees, news and coverage opportunities are plentiful for the CFISD communication department. Learn how the team built the High School Journalism Network (HSJN) from the ground up, partnering with 12 journalism departments to offer writing, photography and press conference coverage opportunities. Gather tips on how to launch your own district's HSJN and enhance hyperlocal coverage of your campuses.

#### 102

**Podcasting: Reaching your Audience on the Move**

Justin Dearing, Carroll ISD; Erin McCann, CPC; Crandall ISD

#### Brazos F

It's the age of the commuter. How many parents in your district live in your community but work in others? Why not find new ways to reach them on their drive? Join two millennial "35 Under 35s" to talk podcasting. Both Justin and Erin host podcasts, personally and professionally. This interactive session will talk equipment, hosting and editing locations, metrics and how your district can use a podcast as a strategic communication tactic to reach more of your audience.

#### 103

**Staffing Your Superintendent and Leadership Teams**  
Veronica Sopher, Fort Bend ISD; Tamra Spence & Troy Gallow, Ed.D., Pflugerville ISD

#### Rio Grande

While we all cannot live in an episode of The West Wing, we can learn a few lessons on how important communication is to leaders. Learn how two different communications leaders support their superintendents, boards, and cabinet members. Presenting with Pflugerville ISD's chief of staff, learn how to make your position and department indispensable during times of crises and how to become your superintendent's right hand through messaging and sound advice.

#### 104

**#addtheyreallyjustpostthat: Advising School Board Members on Social Media and Batting Keyboard Warriors**

#### Rio Grande

Kristin Zastoupil, Fomer ISD; Ian Halpern, Wylie ISD; Megan Overman, APR CPC; Eagle Mountain-Saginaw, Beth Trimble, CPC; Red Oak ISD

#### Colorado

Twitter and Facebook are the Wild West when it comes to information. It's wide open spaces with little policing, and the never-ending threat of attack. Learn from four veteran school communications directors sharing their experiences, strategies and tactics for advising school board members on social media posts, tackling negative social media, fake profiles, social media bullies and C.A.V.E. people (Citizens Against Virtually Everything.) Whether you're a one-person office, a large department, a foundation or partnership program, we have tips for how you can manage your social media. We'll cover what you can and cannot share and how to identify your social media audience (bullies and fans), targeting them for positive online engagement and support in battling misinformation.

#### 105

**The Authentic YOU: How to Find Your Voice as a Public Education Champion**

#### Corey Ryan, Leander ISD

#### Llano

We need strong advocates for students, districts, schools, teachers, staff and communities. Strength comes by sharing your story. The messenger is just as important as the message. Walk away with tips and tricks for tapping your personality to improve your district's community engagement and messaging.

19

Continued on pg. 20

# Concurrent Sessions



106

**West Texas Strong: How El Paso and Odessa Collaborated to Cope with Tragedy**

Gustavo Reveles & Melissa Martinez, CPC, El Paso ISD; Mike Atkins, Ector County ISD

**Brazos E**

After the shooting tragedies in El Paso and Odessa this summer, El Paso and Ector County ISDs relied on each other to share best practices and messaging strategies to help their students, employees and communities. Learn how, by working together, these two districts 280 miles apart worked together to be #WestTexasStrong.

107

**PR Life Lessons: What You Don't Know Might Hurt You**

Timothy Carroll, APR, Allen ISD

**Thrinity**

There are some things you just can't learn in school. The presenter will touch on many of them in this quick paced and informative session. He will share PR experiences from 40 years in the business and lessons learned that we can all benefit from. Topics such as the crush of national news coverage, the tragic death of a student(s), the revolving door of superintendents, the explosion and implosion of social media in public education, school lunch nightmares and many more. We will discuss the good, the bad and the ugly of the school PR business.

108

**50 Shades of Grants & Giving: Talk Shop with Education Foundation Staffers Across the State**

Facilitator: Emily Conklin, CPC, Highland Park ISD

Panel: Courtney Sanguinetti, Lindale ISD; Alyssa Edstrom, Northwest ISD; Maya Bethany Golden, 1 in 3 Foundation

**Houston**

From grants to giving, join us for a panel discussion with education foundation staff members across the state. Bring your questions, best practices, and let's dive in for an hour of brainstorming and sharing with colleagues about what works in today's foundation offices.

109

**Visual Strategizing**

Julie Jones, University of Oklahoma Professor

**San Jacinto**

Creating strong visual messages for your organization is dependent upon understanding the reason you are telling that message in the first place. Julie Jones, award winning video journalist, will teach you how to recognize the purpose of your message and story structures that will help make the message clear and compelling to your audience.

**Tuesday, February 25**  
**2:00 – 3:00 p.m.**

**1 10 CORPORATE SHOWCASE: Blackboard**

**Taming Your Wild, Wild Website**

Michelle DoPorto, Birdville ISD; Doug Bellamy, Wylie ISD; Casey Bain, Little Elm ISD

**Rio Grande**

Your website is the first place your community goes for news, updates, and information about your schools, but is it making a good impression? Whether you're just starting out, or you're giving your site a face-lift, making the most of your web community can seem like a daunting task. These seasoned webmasters will share a few simple tips and tricks that will make the process easier and more manageable. You'll leave with amazing insights and be prepared to make your website a powerful tool for engaging your community.

111

**Production 101: Creating a Video Symphony Out of Your One-Man Band Production**

Charles "Bubba" Willis, Foney ISD; Rhett Schwartzkopf, Northwest ISD; and Kris Hill, Eagle Mountain-Saginaw ISD

**Colorado**

Scriptwriting, People Finding, Lighting, Shooting, Editing, Creating — You do it all by yourself, but the viewers don't have to know that! This session is aimed at the new-to-video members.

This whirlwind session will offer simple tips to creating polished videos. Some topics we will cover are scripting, lighting, framing, editing, color tricks and templates.

112

**Maximizing Partnerships in Special Events**

Lauri Anzaldúa, Bastrop ISD; Cassandra Balderas, Hutto ISD

**Rayburn**

Do you want to make your special event engaging and useful for your students and families? During this session we will talk about how to make and keep the connection between your community partners and the school district. We will take a closer look at three events in particular – hosting a Back to School Bash, running a smooth Stuff the Bus campaign and providing resources for families with a Winter Blast.

113

**One-Person Departments: You CAN Manage a TRE or a Bond Election by Leveraging Partnerships**

Emily White, Communications Director and Doug Williams, Superintendent, Sunnyvale ISD & Michael Holmberg, WPA Architects

**Thrinity**

One-person departments have a unique set of challenges on any given day. However, when the district decides to call a bond election or a tax/ratification election, work can become even more challenging. Learn how to balance the duties of your one-person department by collaborating with partners who understand and have an interest in your district.

114

**"Sparkling" Creativity with Adobe**

Deborah Silliman, San Antonio ISD

**Brazos G**

Want to learn how to make your next story really pop? Learn how to weed photos and words together using Adobe Spark! This presentation will teach participants how to create a webpage featuring photos, text, and videos using Adobe's user-friendly, web-based application. NOTE: Adobe Spark is not a free service.

115

**A Story is Like an Onion**

Cecelia Jones, CPC & Casey Bain, Little Elm ISD

**Brazos F**

Each of us has meaningful and memorable stories happening at our campuses. But the trick is how to find and unburden them. Unburdening a story is like peeling an onion. As you peel the layers away, a fresh layer is revealed. We all craft stories about the everyday happenings, but with a little bit of curiosity, you can find a fresh and amazing story to tell. See how you can hit the refresh on the commonly asked "Who, What, When, Where and Why" questions.

116

**Managing Your District's Reputation Through Customer Experience, Environment and Engagement**

Danielle Clark, APR & Stephanie Delos Santos, Harris County ISD

**Brazos E**

Reputation management is the new buzzword in communications, but schools and districts are uniquely primed to manage this often-nebulous concept. By seeing your reputation through the lens of the customer experience, environment and engagement, you will gain insight into how stakeholders view your organization and how you can refine processes and solutions to provide big results for your district's reputation.

117

**Know Your Role: PR Crisis Planning 101**

Kim Hooft, Pearland ISD; Rebecca Villarreal, APR, New Braunfels ISD

**Llano**

From proactive tips for crisis communications to working with emergency management personnel, attendees will learn the basics of a district PIO's role in a crisis. Hear first-hand testimonials related to school shootings and health-related school crises. Leave this session with helpful tips for training opportunities, creating a Go Kit, messaging ideas and building a HOK Box. You'll be ready to follow the Boy Scout Motto: Be Prepared!

118

**Has Your Social Media Campaign Become Anti-Social?**

Jasmin Nguyen & Justin Elbert, Klein ISD

**San Jacinto**

It's time to take a hard look at what we're doing on social media. Are we using it to further our district vision or are we just throwing content at the "wall"? In this session, we'll discuss ways to make our social media more social by engaging our followers with two-way communication and posts that they will care about and that will resonate with them.

119

**Finding the Me in Moments**

Patti Pawlik-Perales & Rosalinda Montero, Alamo Heights ISD

**Houston**

As communications leaders, we are always focused on others! Crafting and creating that heartfelt story—connecting this reporter with that great kid—writing, photographing, videotaping, tweeting and posting the stories that share who we are as a school district. It is fabulously inspiring, creative and...exhausting. We will discuss how to do it all while living a balanced personal and professional life.

## CORPORATE SHOWCASES

These are sessions held by elite level sponsors. Each session will have a door prize drawing for \$50 H-E-B and \$50 Amazon gift cards. Must be present to win.

# Job-Alike Sessions

**DESCRIPTION:** An opportunity to dedicate time to networking with TSPRAs sharing the same jobs. The discussion will be determined by the needs of the group.

**Tuesday, February 25**  
3:30-4:20 p.m.

## Department Heads \*\*\*

Arianna Vazquez-Hernandez, APR, CPC, PSA/ISD  
Llano

## One person offices\*

Kim Cathy, Floresville ISD, Erin McCann, CPC, Grandall ISD  
Brazos E

## EMP Show and Tell\*\*

(Continue to 19th hole)  
Kenneth Dixon, Lubbock ISD  
Brazos F

## Webmasters

Jessica Johnston, Brenham ISD  
Colorado

## Graphic Designers

Claudia Rodriguez, Laredo ISD  
Rio Grande

## Community Partnerships/EFs

Courtney Sanguineit, Lindale ISD, Claudia McWhorter, Eanes ISD  
Rayburn

## Other Duties as Assigned

Kristyn Cathey, Port Arthur ISD, Lara Robertson, Waco ISD  
Trinity

## Marketing/Advertising

Jerry Cantu, CPC, Northwest ISD  
Brazos G

## Charter Schools

Kaan Camuz, Houston Harmony  
Houston

## ESCs

Jennifer Marshall Higgins, CPC, ESC Region 12  
San Jacinto

### One-person office topics\*

- Find the talent that exists in your district
- Making the work matter – when it is OK to say, “NO”
- Networking like crazy
- Don't be afraid to specialize and invest in your future

### EMP's\*\*

- Bring your productions to show, share and tell (session extends until 5:15)

### Department Head \*\*\*

- Bring Department Organizational Charts

# 19th Hole Sponsored Sessions

**Tuesday, February 25**  
4:30-5:15 p.m.

## Blackboard

Rio Grande  
Come Sip and Dance with

### Blackboard

The best part of any conference is meeting with friends and colleagues. Come meet with other Blackboard users and get their insights on how to connect effectively with your entire community. We'll provide the space and the beverages; you bring the conversation. And to help you prepare for all the nights events we'll have a dance instructor there to teach us a new move or two!

Lindsay Fishback, Regional Vice President, Adam Dolan, Strategic Accounts Director, Chris Northington, Account Executive, Michelle Thompson, Account Executive, Charital Alanz, Client Success Manager, Jeff Windrosor, Head Solutions Engineer

## Broadnet

Llano

**How to Effectively Engage Your Community Through Virtual Town Halls**

Learn how districts are using Access Live to include all of their parents and staff in live, moderated conversations – no matter where they are, or what device they are using.

Mike Davis, Executive Vice President & Lauren Tempin, Business and Client Development Manager

## EMP

Brazos F  
EMP Film Festival

The session is an extension of the job-alike session for EMPs. Bring your best productions on a flash drive and be prepared to participate in the popular "video show and tell."

Kenneth Dixon, Coordinator, Lubbock ISD-TV

## Finalsite

Trinity  
Wine and Websites

Have an obstacle setting you back in 2020? Come collaborate, network (and even complain a little) with like-minded professionals to learn fresh ideas. Beverages and light appetizers will be served.

John Dornbos, Director of Sales, Public School Division, Nathan Buhl, Educational Sales Consultant

## Huckabee

Brazos G  
Cheers to Communications

Join your TSPRA friends for complimentary beverages and learn more about Huckabee Communications services. They're your trusted partner for strategic public relations campaigns, branding, marketing, crisis communications and election services.

Suzanne Marchman, Director of Client Communications (Central Texas); Megan Smith, Director of Client Communications (Houston); Grant Van Hoose, Digital Media Specialist; Lesley Weaver, Director of Client Communications (DFW)

## Intrademo

SchoolMessenger

Colorado

### School Safety Revolution

FACT: >90% of 9-1-1 calls go through Intrado. FACT: >90% of schools use SchoolMessenger. Learn how we're combining those facts to bring a revolutionary new school safety product to market.

Steven W. Anderson, Director of Solutions Engineering, AU Morgan, Director of Marketing and Communications

## ParentsSquare

Brazos E  
ParentsSquare Presents- Expanding the Scope: A Conversation about Communication & Equity in America's Public Schools

Schools in America have recently experienced a series of challenges related to diversity and equity issues, and this session is designed with them as context for

our interactive discussion. Attendees will leave with information for further exploration into cultural competency and tested communication practices that keep schools relevant and connected with communities and families. Come join ParentsSquare and Stephen Nichols, former NSIPRA VP of Diversity Engagement, in this interactive discussion.

Stephen Nichols, MBA, APP, Chief Executive Officer, Communication Resources for Schools

## Six Crickets

Houston  
How to Close the Equity and Quality Gap in After-School Programs

Parents work 2000 hours and students are in school for just 1000 hours. So, after-school and summertime are half of the story of K-12 education. While most schools have behavioral care services, enrichment (such as coding, robotics, art, drama, carpentry, cooking, chess) is an area we've seen significant equity and quality gap. In this session, we showcase how successful, pioneering districts like Leander Independent School District have partnered with community partners and use creative funding approaches to bring the best enrichment to every child.

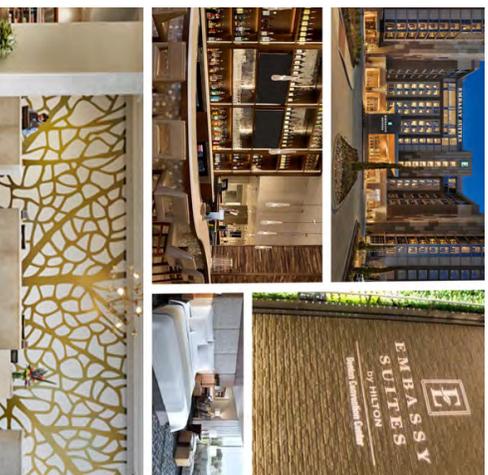
Dr. Helen Wang, 6crickets & Corey Ryan and Shannon Lombardo from Leander ISD

## Thoughtexchange

San Jacinto  
Bring People Together

We know you've had a full day come by and have a beverage and some appetizers. This is simply an opportunity to chat with your peers and meet new people, including the Thoughtexchange team.

Laura Milne, Account Executive  
Colin Doherty, Account Manager  
John Scroggie, Sales Development Representative



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## SAVE THE DATE

# TSPRA ANNUAL CONFERENCE 2021

Denton Embassy Suites  
February 22-25, 2021

[tspira.org](http://tspira.org)

23



# Roundtables

Take a quick look at some vital timely topics during this high-energy, fast-paced learning opportunity with industry experts. Choose four of these 20-minute sessions, which will run on a first-come-first-served basis. **Wednesday, February 26, 8:30-10:15 a.m. Brazos Ballroom**



- 20 Ways to Engage Your District and Community**  
*Stakeholders in 2020*  
**Jessica Johnston, Brenham ISD**  
Learn how to engage a diverse community immediately to break down barriers, change public perception, and build a community of supporters.
- Uncovering a Community's Dark Past - The Discovery of the Sugar Land 95**  
*Veronica Sopher & Amanda Bubela, Fort Bend ISD*  
How Fort Bend ISD navigated the legal, political and moral landscape to reinvent the remains of 95 individuals whose remains were discovered during the construction of their newest school.
- The Ultimate Power Couple: Marketing and Communications**  
*Lisa Losasso Jackson, 11 Productions*  
Learn how to maximize marketing efforts, implement successful plans, and tap some hidden gems. Session includes at-a-glance checklists, a planning guide, and examples for inspiration.
- Get Schooled - How We Used "Takeover" Style Social Media to Engage Stakeholders**  
*Brittany Blanchard & Laurin Moore, Angleton ISD*  
Angleton ISD's new series - Let's Get Schooled - invites the community into our classrooms as we tweet, post and Instagram at one campus from the tony bell to dismissal.
- Certified Public Communicator**  
*Certification, CPC,*  
**Erin McCann & Jerry Cantu, CPC, Northwest ISD**  
Learn how TCUs' Certified Public Communicator program helps you create a communications plan for your district and earn a certification.
- As Important as Textbooks: That will Keep Families from Leaving Your Schools**  
*Tina Shanks, K12 Insight*  
New research says building trust is priority No. 1 for school leaders. Yet, few have the confidence to do this work. Find out why.
- Hiring a Full-Time Parent as a School Administrator**  
*Cecelia Jones, CPC, Little Elm ISD*  
You want to be the best at your job and family life. Find out how this mother for four balances appointments, soccer, dance and work, while keeping her sanity.
- Build Your Ballot!**  
*Laura Yeager, Texas Educators Vote*  
Learn how to use TEV and LWMTX non-partisan tools to build your ballot (and teach staff and colleagues) without getting into political trouble!
- Taking a Marketing Campaign from the Foundation to the Building**  
*Nikita Russell, Ed. D, Derrick Thompson & Chelsea Davis, Ewerman ISD*  
Participants will learn about time management, collaboration, community partnerships, and how to develop a marketing campaign.
- Equity in Communications - Reaching ALL Parents**  
*Hilary Berman, Albourn Translation Services*  
Often times, parents of ESL learners don't speak English at all. Learn how to use translation to empower your district to reach students and parents in diverse communities.
- Avoiding Burnout**  
*Danielle Clark, APR, Harris County Department of Education*  
School PR is tough. But you don't have to sacrifice yourself for the job. Chat with a 20-year veteran about signs, recovery and boundaries.
- Emotional Intelligence & Leadership: Crowdsourcing Insight and Cultivating Ownership with Staff, Students & Community**  
*Laura Milne & Colin Doherty, ThoughtExchange*  
ThoughtExchange is a tool that supports emotional intelligence, inclusion, and well-being by helping leaders align their staff, students, and community and cultivate broad ownership of district culture.
- Everything You've Wanted to Know About the APPR**  
*Rebecca Villarreal, APPR, New Braunfels ISD & Angela Dutch, APPR, Tyler ISD*  
Thinking about earning your Accreditation in Public Relations (APR), but didn't know who to ask? Here's your chance to talk with a few APPRs about the process and the benefits of earning your accreditation.
- Parent Engagement: Work Smarter Not Harder**  
*Ryan Ta, ParentsSquare*  
We all know that parent engagement can be complex and difficult. Learn how to streamline all your communication tools and reach your diverse parent population.
- Why TSPRA Leadership?**  
*Kristin Zastoupil, Forney ISD; Veronica Castillon, APR, Laredo ISD; Monica Faulkenberry, APR, Northside ISD; Melissa Tortolici, Texas City ISD*  
TSPRA is a strong organization because of its membership and leadership. See why you should consider a leadership role in TSPRA and how it can positively impact your career.
- Keep and Grow Engaged Volunteers**  
*Patrick Hicks, VolunteerNow*  
Prevent volunteer burnout, learn effective ways to approach volunteer recruitment, and understand how leadership impacts volunteer recruitment and retention.
- Great Things are Happening in YOUR Texas Public School**  
*Jennifer Storm, Friends of Texas Public Schools*  
Learn about the Marketing Toolkit included with Friends of Texas Public School Membership and get tips on how to market the great things happening in your school!
- Saving Time While Making a Difference**  
*Frank Ciraci, Peachjar*  
It's hard to find a work/life balance when you're overloaded. Learn how to save time while feeling good about the work you're putting in.
- Managing Your Marketing/Communication Team Using Wrike**  
*David DeToro & Kristi Hernandez, Region 4 ESC*  
Looking to manage your marketing and communication team's activities in a more effective way? Learn how Region 4 ESC uses Wrike, an online project management system.
- Bond Elections: 5 Years, 4 Bonds**  
*Susan Ardi, CPC, Cleveland ISD*  
Five years. Four bonds. Check out information, steps, and share ideas that will help in a successful bond election.
- No Google Translate Here! CFISD English & Spanish Website**  
*Jennifer Ongoco & Rosario Meelhan, Cypress-Fairbanks ISD*  
Learn how the digital content coordinator and the Spanish translator work together to offer a mirror-image website in English & Spanish to the CFISD community.
- From Must-Haves to What's Next - 20 Minutes to Improve Your E-newsletter.**  
*Pat Hawn, MarketVolt*  
Your newsletter need a revamp? Parents aren't paying attention? We'll cram as many tips and tricks as possible to help elevate your email newsletter!
- Communications Staff are Parents Too! How to Balance Being a Parent and Communications Professional in Your District**  
*Amanda Simpson, Coppell ISD*  
Discuss how communications professionals, who are also active parents in the district for which they work, can balance their roles to ensure they remain respected professionals.
- 7 Tips for More Effective Videos on Social Media**  
*Jake Sturgis & Benji Perez Gonzalez, CapriVate Media + Consulting*  
How do you create video content that cuts through the clutter on social media? Learn seven tips on how to create thumb-stopping video content.
- 5 Tips to Simplify and Improve Your Email Newsletters**  
*John Doornbos & Claudia McWhorter, Finalster/Eanes Westlake ISD*  
Tried-and-true tips for saving time and improving the district's email newsletters. You'll learn tips for ideal timing, layout, subject lines, why planning for mobile is important, and more.
- Moments Matter and Have Lasting Impact - Learn How to Influence Them**  
*Any Jones, O'Connell Robertson*  
Want to create loyalty and increase tenure among staff, teachers, and administrators? Learn how non-traditional and what you can do to influence experiences.
- You're Always Trying to Win**  
*Megan Smith, Suzanne Marchman & Lesley Weaver, Huckabee*  
When should you start ramping up for an election? If you're asking, then you're too late. You should always be vying for community support. The time to get started is now.
- Digital Marketing in a Competitive Landscape**  
*Christopher Ammon, Graham Digital*  
Discuss the digital marketing opportunities in a competitive landscape where grabbing parents' attention has become vital. This will include highlighting platforms like Google, Facebook & Snapchat.
- Print in a Digital World**  
*Chelsea Ceballos, Megan Parman & Nicole Shepard, Klein ISD*  
It's time to make print a central part of your communication again. Learn how to print ads in local newspapers and tax

# Roundtables



**30. Who's Telling Your Story?**  
Chris Yee, Frankie Hill, Teddy Gabbard, Mike Palmer, Gabbard Communications

How do we tell our stories, influence the narrative and create positive change?

**31. So, You Want to Podcast**  
Steven Offield & Renae Murphy, Rockwall ISD

Learn the ins and outs of creating a high-quality podcast, including how to make one on a shoe-string budget. Learn about equipment, software, recording and editing and more.

**32. Is Free Parent Engagement Costing You Serious Money, Effort and Grief? Learn How to Manage the Input You Get and Get the Input You Need**  
Kevin Lyons, FlashVote

From meetings, to emails, to social media to online engagement and surveys, there are a lot more ways for parents (and others) to give input to school districts. Learn what's best for you.

**33. Going Live: How a Small School District has Leveraged the Power of Facebook Live**  
Phil Campbell & Samantha Williams, Bonnevillie Joint School District 93

From fall carnivals to multicamera live streams, this two-person team has found a way to connect with their community without breaking the budget.

**34. Back to School Communication: Simple, Streamlined, and Seasonal!**  
Charlene LaFerriere, Charles Field & Kathryn Lagden, TeacherLis

How to effectively use communication channels to reach, engage, and wow parents at back to school time. Tips and tricks to keep it fun and informative!

**35. One Communications Plan for Every Generation of Your Alumni**  
Jim Burggraf & Alex Burggraf, Alumni Nations

Creating a manageable communications plan that resonates with every alum – from the Class of 1960 to the Class of 2020.

**36. Creating Equitable Schools**  
Steven Ostler, Blackboard, Inc.

Discuss how schools today face challenges in providing equitable learning experiences. Share and learn from your peers on how to overcome these challenges.

**37. One Stop Video Solution**  
Lisa Harrison, MyVRSpot; Doug Balmay, Wylie ISD

Benefits of one platform for all video needs: from storage to creating, editing, streaming, sharing and captioning (live/video). No ads or suggested videos – ever!

**38. Social Media and School Bond Elections: An Examination of how Facebook Engagement Influenced Election Results.**  
Lauren Loyless, John Paul II High School

Learn how with the rise of social media, in particular, Facebook, districts are using various social media platforms to engage with citizens on bond elections.

**39. They are Taking Over the Ship! It's not Murphy, it's a Revolution**  
Cheryl Loomore, Lake Travis ISD; Matt Mitchell, Leander ISD

When staff and students takeover your social media channels, it can revolutionize social media messaging engagement. Learn dos, don'ts and best practices.

**40. Too Many Apps: Simplifying School-to-Home Communications**  
Steven W. Anderson, Intrado SchoolMessenger

There are so many ways and apps that are at our disposal to communicate with parents and communities. Learn how to manage it all.

**41. Behind the Scenes: The Making of a Documentary Series**  
Tiara Richard & Lari Brager, Duncanville ISD

Do you have a topic powerful enough to capture your audience and keep them coming back week after week? Learn the ins and outs of a documentary series.

**42. Leadership, Innovation, Work-Life Balance**  
Dane Dellenbach & Jonathan Rivera, Smore

Find more meaning in your work and reduce the stress by stepping back from the minutia, owning your work and putting focus on the things that matter most.

**43. Micro-Casting (Short-form Storytelling)**  
Scott Juvette, Fort Worth ISD

Our attention span is .08 seconds. Discuss how to hook your audience with high quality, beautiful, timely, and most importantly, relevant, platform-specific content.

**44. How to Navigate New Election Codes Made by Senate Bill 90**  
Tammy Kuykendall, edVANTAGE

The complexity of new election laws will significantly impact a district's ability to successfully pass bonds for at least the next four election cycles. We'll cover the changes and share thoughts around specific strategies districts will need to consider when planning for a bond.

**NSPRA 2020**  
St. Louis | July 12-15

**Magnify the Power of Communication**

**be the school district of choice for students, parents & staff.**

CAPTIVATE  
INTERACTIVE

**CRAFT COMMUNICATIONS THAT CUT THROUGH THE NOISE.**

We understand the challenges school leaders face when communicating complex topics to multiple audiences. Our team has experience in school district communications and we can help you be the school district of choice.

**WE COMBINE THE ART AND SCIENCE OF VIDEO, ANIMATION AND GRAPHIC DESIGN TO CREATE CONTENT THAT IS MEMORABLE AND EFFECTIVE.**

**FILMMAKING**

We don't just do video, we are passionate about what video does. It's about sharing an experience, gaining an audience and clarifying messages through remarkable stories.

**MOTION GRAPHICS**

Animated text, graphics and images help your message stand out. Our in-house motion graphic design team can help you communicate complex messages in simple ways.

**GRAPHIC DESIGN**

Your brand deserves rock-solid visual consistency. Our design team is specialized in creating logos, letters, brochures and digital ads that support your marketing and communication strategies.

SEE EXAMPLES OF OUR AWARD-WINNING WORK | [www.captivatemedia.us](http://www.captivatemedia.us)



# Concurrent Sessions

**Wednesday, February 26**  
**10:45-11:45 a.m.**

## **200 CORPORATE SHOWCASE: Intrado SchoolMessenger**

**Steven Anderson, Intrado SchoolMessenger**  
**Rio Grande**

Communications in a crisis are critical not only for those directly involved, but also for parents and the community. Join us as we look at the six parts of crisis communication and how connections matter when it comes to saving lives. We will examine what works, what doesn't, and how you can equip the district communications team with the right information and the right tools at the right time.

## **201**

**Green Screens and Ham with a Side of Color Correction**  
**Mitzi Loera, Cypress-Fairbanks ISD**  
**Llano**

In the world of video production, it can be difficult to make it out to a location shoot, so shooting it on a green screen can save time. In this session, learn how to get the best key on a green screen, whether be it a big production or a quick get-it-done production on a portable screen. You will also receive tips on how to get the best color correction with Magic Bullet software and the options the Adobe Suite offers.

## **202**

**You Have Community Support, but Can You Keep It?**  
**Donald Williams & Elizabeth Camody, Mansfield ISD**  
**Shoal Creek B**

All districts strive to have their entire community in their corner. Whether it is parents, staff, businesses, or faith-based partners those community members will volunteer, donate and serve as advocates of the great work happening in the district. If you have engaged community members, how are you making sure they stay engaged for years to come? Find out how Mansfield ISD's yearlong leadership programs foster the longevity of community engagement, both internal and external, by bringing together constituents to learn about the schools, leadership and accomplishments in the district.

## **203**

**Spoiler Alert: Clark Kent and Superman are the Same Person! You, Too, Can be the Hero Your District and Community Need**

**Megan Ovieman, APR, CPC, Dr. Jim F. Chadwell, Superintendent, and Chase Westbrook, Eagle Mountain-Saginaw ISD**  
**Rayburn**

School districts can be powerful influencers for "truth, justice, and the American way." Like Clark Kent, the communications professional must be ready to don a cape and save the world. Learn how one district is reaching beyond the standard toolkit to advocate for change and improve their community. Leave with tips for maximizing relationships and resources, strategies for navigating potential kryptonite, and ideas to help you be the hero your district and community need today.

## **204**

**10 Quick Tips to Improve Accessibility on Your Website without Compromising Design**  
**Valerie Hull, Barbers Hill ISD, Nathan Buhl, Finaliste**  
**Houston**

Many errors are caused by a lack of understanding of what is expected for ADA compliance. We will cut through the confusion and give you the tools you need to become and stay compliant. Topics covered will include use of fonts, content, headings, tables, images, PDFs, video, accessibility checkers and more.

## **205**

**Measure This, NOT That!**  
**Frances Stephenson, APR, PRSA**  
**Shoal Creek A**

Measuring and analyzing social media and public relations programs doesn't have to be hard. But the field of measurement has changed radically in the past decade. It's no longer recommended or smart to count clips, fans or likes as the full measure of a program's success. So, what should we measure? This presentation will showcase the latest measurement thinking for PR and social media and offer practical ideas on how to measure program success which will get the attention of your leadership.

## **206**

**Wellness in School PR: Why, How & Now**  
**Kristin Magette, APR, Willian Group & Shawn McKillop, APR, Hamilton-Wentworth District School Board**  
**Trinity**

Does your school PR work feel heavier than it used to? Our mission-driven, trauma-sensitive, consensus-building, high-performance, always-connected role puts our personal

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wellness at risk. Join the national K12nWell conversation to learn factors that can increase—and decrease—your risk of occupational burnout. And leave with evidence-based wellness strategies to ensure you deliver the greatest value to your district—while staying well for yourself and your loved ones.

## **207**

**#PSSquad Goals: Activating School Staff to Spread Great News**

**Chelsea Caballos, Lindsey Yancey, Jasmine Nguyen, Megan Parnan, Marlon Torres, Klein ISD**  
**San Jacinto**

With more than 50 campuses, 7,000 staff, and 54,000 students, keeping up with what's going on in the district has become untenable. In the summer of 2019, we embarked on a mission to activate at least one person on every campus to be part of our PR Squad! Eight months later, we have more than 60 PR Squad members who feed us great news daily. In this session, we will share our plan, successes, failures, and tips to make your own PR Squad.

## **208**

**Social Media Management Essentials: Finding Your Brand Voice, Writing Useful Policies and Fighting Fatigue**

**Jacque Lambaese, Ph.D. & Ashley English, Ph.D., TCU Department of Strategic Communication**  
**Colorado**

Social media managers and content creators face many challenges as part of their daily (and nightly) workload. Tackle those challenges through policies, editorial calendaring, and the energy provided through creative strategy. This three-pronged approach ensures that your district's workload not only is sustainable, but also is fun (at least some of the time).

## **209**

**So, What is Disruptive Communication?**  
**Dayna Owen & Kelsey Purcell, Friendswood ISD**  
**Shoal Creek C**

Uber disrupted taxis, Netflix disrupted Blockbuster. Tablets disrupted desktops. These disruptors challenged the status quo and redefined "normal." So, what is disrupting communication? In our session, we will share innovative "disruptors" we have implemented in our district to displace the typical communication in order to build trust, reinforce our positive culture and engage our target audiences.

**Wednesday, February 26**  
**2:00-3:00 p.m.**

## **210 CORPORATE SHOWCASE: School Revenue Partners**

**Build your Department Budget with No Effort!**  
**Thomas Evans, School Revenue Partners, Nicole McCollum, Keller ISD**  
**Rayburn**

Find out how School Revenue Partners has generated more than \$5 million for school districts across the country. This is the easiest way to bring money back into your department and you don't do any work!

## **211**

**Got Mentors? Attract, Retain and Celebrate Your Volunteers Like a Boss**  
**Meaghan Reid, Lake Travis ISD**  
**Shoal Creek A**

At Lake Travis ISD, the number of mentors has increased by nearly 50% in less than a year. Learn how they beaded up their volunteer base and get tips and tricks on how to implement in your district.

## **212**

**Focus on Engagement: How to Foster a Contagious Passion for Community Engagement in Your District**  
**Angela Brown, CPC & Amanda Simpson, Coppell ISD**  
**Trinity**

Explore strategies, tips and examples about how to use communications tools and strategic storytelling to foster a contagious passion for community engagement in your district. From interactive Facebook Live videos, to training district advocates to the strategic use of events and printed materials such as a magazine, communicators teams can work together with schools, community partners and others to achieve a goal of community engagement in your district.

## **213**

**The Inside Story**  
**Rebecca Slack & Scott Juveite, Fort Worth ISD**  
**Colorado**

Are you going to the same lengths to inform and engage your internal stakeholders as your external stakeholders? Just one uninformed or disengaged employee can undo your best branding efforts. Learn strategies for keeping your internal audiences on the same page and on the side of your brand—with help from Aunt Bernice.

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*Continued on pg. 30*

# Concurrent Sessions



## 214

### Branding: Beyond the Logo

Kimberly Simpson, Sherman ISD; DLee Marshall, VLK Architects

### Rio Grande

Having an incredible brand involves more than designing a great logo and graphics package. This session will convey the elements needed to brand your district beyond your logo. Discover how involving analysis and research of the past, present, and future by all stakeholders help to identify, capture, and magnify your district's brand successfully for the benefit of students, staff, and the entire community it serves.

## 215

### #CFISDBond 2019: \$1.76 Billion, with a B

Joel Weckerly, Cypress-Fairbanks ISD

### Shoal Creek B

Cypress-Fairbanks ISD passed the largest bond of the May 2019 election cycle, a \$1.76 billion package, with 70-percent voter approval. See how the district's detailed bond communication plan capitalized on principal communication and a social-savvy community, resulting in more than \$3 billion in bond funds passed in the last five years.

## 216

### We're a School District, So We Can't Say That. Or Can We?

Jeff Crowmover, Lewisville ISD

### Llano

When communicating with the media, parents, or the public, school districts tend to worry about what they CAN'T say. But districts often have more leeway than they think. This session, led by Lewisville ISD's in-house attorney, will clarify the legal boundaries related to publicly sharing personnel, student, and other sensitive matters so that districts can confidently communicate an effective message without fear of a legal misstep.

## 217

### How to Develop a Strategic Social Media Marketing Strategy That Moves the Needle

Claudia Lemus Campos, Pharr-San Juan-Alamo ISD

### Shoal Creek C

Social media is just a buzzword until you come up with a plan. Learn best practices for developing a strategic social media marketing strategy that will help you increase brand awareness and engagement, build valuable relationships with stakeholders, improve customer loyalty, and more.

## 218

### School Safety Updates and Changes

Celina Bley, Ph.D., Texas School Safety Center Houston

The 86th Legislative Session brought about many changes to school safety. The Texas School Safety Center housed at Texas State University is charged to oversee many of the new mandates and will continue to train and educate districts throughout the State. This training is geared specifically for district administrators who are looking for a bird's eye view of the mandates and will cover where parents and key community partners are part of the initiatives to keep schools as safe and supportive learning environments. Best practices when communicating with your community will also be shared.

## 219

### Tech Slam TSPRA Jam

Julie Thannum, APR, Justin Deating, Jill Webb & Hayley Herring, Carroll ISD

### San Jacinto

Bring your top tech tips and prepare to share! Do you have an organizational tool that changed your life? A creativity app that makes your story shine? A shortcut that works like magic? You'll have three minutes to demonstrate using the presentation Macbook, which also can mirror an iPhone. Everyone will be a judge, voting for the best tech tool. Come for the swag — but the real prize will be the tech takeaways and new school PR connectors with great ideas.

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# Counselors on Call



## Wednesday, February 26

3:30-4:15 p.m.

### Emerging from communications director to operating as chief of staff

Mike Hockwood, Lamar CISD, Kyle DeBeer, Waco ISD, Jon Dahlender, Highland Park ISD

### Shoal Creek A

### Dealing with boundary changes

Corey Ryan, Leander ISD, Julie Zwahtl, Denton ISD, Tim Saovy, Hays CISD, James Driskill, Frisco ISD

### Shoal Creek B

### Onboarding a new superintendent

Patli Pawlik-Peralas, Alamo Heights, Renae Murphy, CPC, Hockwall, Tammy Dovsky, Dickinson ISD, Melissa Torontic, Texas City ISD

### Shoal Creek C

### Website compliance

Adam Holland, LaPorte ISD, Jasmine Preston, Garland ISD, Doug Balaray, Wylie ISD

### Trinity

**DESCRIPTION:** Have a question you need answered? Launching a new initiative and could use some advice? Need to bounce an idea off a neutral source? TSPRA members who have been there and done that will be available to work in small groups and/or one-to-one to assist in problem-solving issues and providing feedback regarding the listed issues. Take advantage of the free counseling! Meet with one counselor or use your time to meet with several.

### Public information and new legislation

Ian Halperin, Wylie ISD, Jeff Crowmover, Lewisville ISD

### Houston

### Census 2020

Veronica Castillon, APR, Laredo ISD, Roni Yunes, U.S. Census Field Rep, Matthew LeBlanc, Bryan ISD

### Rayburn

### \*Moving on up: Resume review and tips. (bring your resume!)

Veronica Sophie, Fort Bend ISD, Sabrina Marsh, CPC, Community ISD, Julie Thannum, APR, Carroll ISD

### Colorado

### Non-profits working with and relationships with ISDs

Kristin Zastoupil, Forney ISD, Anita Foster, Arlington ISD, Denise Meyers, Magnolia ISD, Denise Blanchard, Amarillo ISD

### Llano

### Sports communications and working with the athletic department

Claudia McWhorter, Eanes ISD, Dale Whitaker, Dripping Springs ISD, Marco Alvarado, Lake Travis ISD, Craig Echhorn, APR, Alier ISD

### San Jacinto

### Q&A with video experts who just want to help

Marco Vazquez, PSJA ISD, Justin Deating, Carroll ISD, Bubba Willis, Forney ISD, John Tarrant, Weatherford ISD

### Rio Grande

Counselors-On-Call is intended to be fashioned similar to the "Live, Learn, Share" session TSPRA has provided in the past for those new to school communications. Rather, the idea is for members seeking help or problem-solving related to an issue to be able to speak one-on-one with someone in a small group or one-to-one who has been there, done that. Attendees may stay for the entire 45 minutes and/or they may get the assistance they need and leave. Attendees may visit several "topics" during this timeframe.

\*Bring your current resume for review and critique from experts who make hiring decisions

**Wednesday, February 26**  
**4:15-5:00 p.m.**

Gulf Coast – Shoal Creek A

East Texas – Shoal Creek B

West Central – Shoal Creek C

# Regional Meetings

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<b>Steven Anderson</b> Director of Solutions Engineering swanderson@intrado.com	<b>Jennifer White</b> Event Marketing Manager jennifer.white@intrado.com 888-527-5525	

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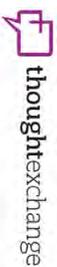
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**Forecast5 Analytics, Inc.**

Forecast5 Analytics, Inc. provides decision support tools to district administrative teams with a focus on performance benchmarking, resource allocation, financial forecasting and enhanced communication with all stakeholders.

Travis Zander  
tzander@forecast5analytics.com  
480-993-7247

**Friends of Texas Public Schools**

Our mission is to facilitate respectful conversations about Texas public schools through honest communication, productive dialogue, and relentless encouragement.

Jennifer Storm  
JStorm@fotps.org  
512-334-6555

**Gabbart Communications**

We help schools tell their story and transform their digital communications with online tools that connect schools, parents and communities.

Teddy Gabbart  
teddy@gabbart.com  
877-810-6994

**Exhibitors**

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Sarah Summers  
austinboutique@gmail.com  
512-656-4436

**Go Public**

Go Public promotes independent school districts and the great things happening in public education throughout San Antonio and Gulf Coast regions.

Lisa Jackson  
lisa@wegopublic.com  
512-217-7408

**Graham Digital**

Understanding digital marketing in a competitive landscape.

Christopher Ammon  
cammon@ksat.com  
210-351-1238

**Knock-Out Specialties**

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Brent Bond  
brend@knockoutspecialties.com  
940-735-2527

**CONFERENCE EVALUATIONS**



**Helping Here.**

\$100 H-E-B drawing will be held at noon on February 27. Must be present to win.



# TEACHER ADVOCATE LEADER MENTOR

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Technology



Supplies



Services



Food/Cafeteria Supplies



Family Services



## Exhibitors

### Texas Educators Vote

A non-partisan partnership working to create a culture of voting in Texas public schools.

Laura Yeager  
laura@texaseducatorsvote.com  
512-423-7584

### Texas School Safety Center

The Texas School Safety Center (TXSSC) is the central location for school safety and security research, information and training in Texas.

Laura Tanner  
txssc@txstate.edu  
877-304-2727

### Texas Tuition Promise

Texas Tuition Promise Fund® is the state's prepaid college tuition plan. For more information, visit [tuitionpromise.org](http://tuitionpromise.org) or call 800-445-4723 (GRAD), option 5.

Maricela Arce  
maricela.arce@cpa.texas.gov  
512-463-7570

### MarketVolt

MarketVolt is REIMAGINING the K-12 email newsletter, making your job easier and increasing engagement among staff, parents and your community.

Pat Hawn  
pat@marketvolt.com  
314-529-1434

### Monsido, Inc.

Monsido is a web governance platform (cloud-based auditing) that specializes in web accessibility (ADA), Quality Assurance and Analytics. We work primarily in the private sector (government, K-12, higher education, etc.), where ADA Compliance is mandatory.

John Nguyen  
jng@monsido.com  
858-281-2185

### MYVRSpot

MYVRSpot's services include Video Hosting and Sharing, Live Broadcasting, Digital Signage, Close Captioning, Online Digital Story Creation and Video Editing and Long-term Video Archiving.

Lisa Hamrison  
lisa@myvrspot.com  
888-237-6740, ext 1006

### Relatrix Corporation

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Mark Franke  
info@relatrix.com  
800-570-6234

### Rhodes Branding

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Austin Rhodes  
hello@rhodesbranding.com  
800-806-5656

### School Maps Online

School Maps Online develops interactive boundary and attendance zoning maps for your district. Our software seamlessly integrates with your existing website and app.

Curtis Buym  
info@schoolmapsonline.com  
720-446-0890

### Swagit Productions, LLC

Swagit provides hands-free live and on-demand video streaming® and broadcast solutions for meetings: Avior™ HD hands-free broadcasting, EASE™ web-casting® /hands-free indexing, captioning, and enhanced distribution.

Nancy Bauman  
nbaumann@swagit.com  
214-432-5905

### Texas Association of School Boards

Public support is more important than ever. Learn about TASB resources to help you advocate for public education and your district.

Joan Randall  
communications@tasb.org  
512-467-0222



# Every Connection Matters



## The Trusted Platform for School Community Engagement

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- School notification
- School websites
- School mobile apps
- K-12 social media monitoring
- Attendance notification & management
- Student email safety