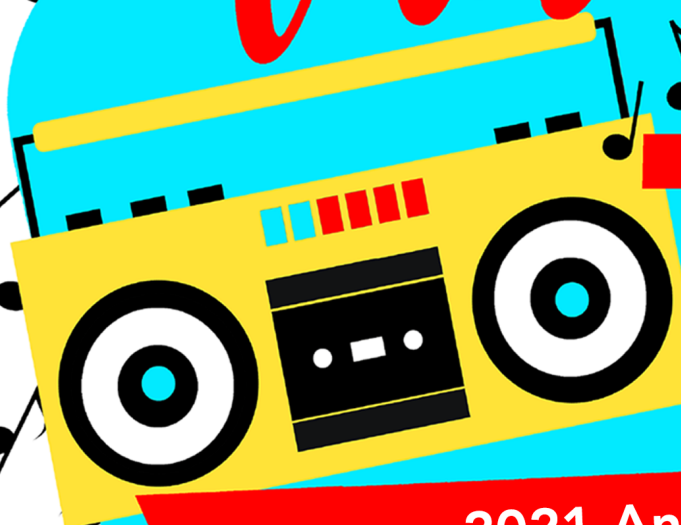


Tune in to

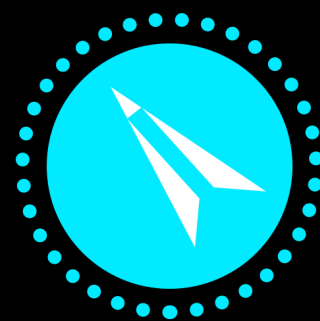


TSPRA

2021 Annual Conference
February 22-25
Denton Embassy Suites by Hilton



Turn Up the Volume on
School Communications



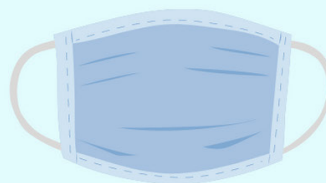
Tune in to LEARN | Tune in to NETWORK | Tune in to CONNECT

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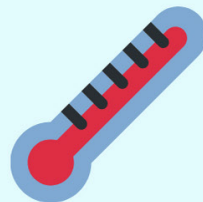
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NOTICE



**MASKS ARE MANDATORY AND
MUST COVER YOUR NOSE AND
MOUTH UNLESS ACTIVELY EATING
AND DRINKING**



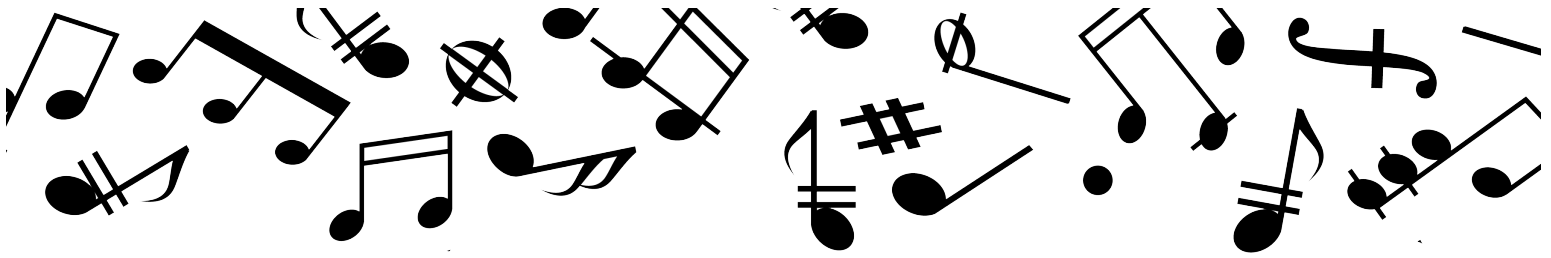
**DAILY TEMPERATURE CHECKS
ARE REQUIRED**



**SOCIAL DISTANCING IS
STRONGLY ENCOURAGED**



**FREQUENT HAND WASHING
IS EXPECTED**



TSPRA MISSION STATEMENT

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

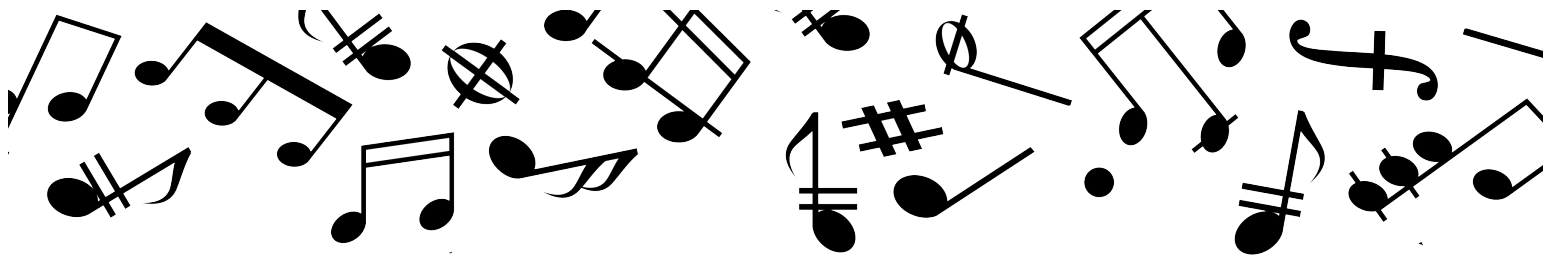
- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools.

TSPRA ANTI-HARASSMENT POLICY

TSPRA is committed to promoting inclusive environments where persons feel valued, respected, and welcome. TSPRA will not tolerate anyone intimidating, humiliating, harassing, bullying or sabotaging others in our workplace and at events. TSPRA will not discriminate based on age, race, color, gender, religion, physical disability, mental handicap, political affiliation, sexual orientation, or any similar status.

This policy pertains to all members, including officers, persons appointed to positions, staff, persons attending TSPRA activities, speakers, volunteers, exhibitors, vendors, contractors, and anyone else who comes into contact with persons in the TSPRA workplace and at meetings and events. TSPRA is firmly committed to an environment free from all forms of harassment. Harassment violates TSPRA policy and, in certain instances, may violate state and federal laws. It is neither permitted nor condoned.

More information available at www.TSPRA.org.



WAIVER SIGNED BY ALL ATTENDEES

As an attendee at the 2021 TSPRA Annual Conference, I agree to the following:

- I understand that my attendance at this conference is voluntary and I affirm that I am attending this event under my own free will.
- I affirm my commitment to follow all social distancing guidelines and required safety protocols while attending the event for my safety and for the safety of others.
- I affirm I have or will attend the required virtual safety protocol orientation on one of these dates: Feb.2, Feb. 5, Feb. 11, Feb. 16, Feb. 19.
- I will ensure, before my arrival to Conference, that within 14 days prior, I have not been diagnosed with Covid-19 and have had no known close contact with a person who is positive for Covid-19 or exhibiting symptoms, including exhibiting symptoms of the disease such as: fever or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting and/or diarrhea.
- I will ensure before my arrival to Conference that I do not have a fever, cough or any other symptoms of Covid-19 as listed above.
- I agree to daily required temperature checks while at Conference.
- I understand that I will be asked to leave the premises immediately if I have signs or if I am exhibiting symptoms of Covid-19 or if I am unable to affirm that I have no known exposures to Covid-19 within the last 14 days.
- I understand that there is a zero-tolerance policy for not adhering to required safety protocols. If I willingly choose not to comply with stated safety protocols, I will be asked to leave the conference. No refund or restitution will be issued.
- I hereby knowingly and voluntarily assume all risk of injury or illness to myself which I may suffer as a result of my attendance at the 2021 Annual Conference and waive all claims against TSPRA and further release and forever discharge TSPRA, as well as its directors, agents, and employees, from any and all claims, demands, and causes of action, of whatever kind. Any claims not waived or released are hereby assigned to TSPRA.

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Visit our great vendors to learn about their products and get their stamp on their vendor square! Get a BINGO by having a complete line stamped horizontally, vertically or diagonally. Put your name, affiliation and mobile number on the bottom and turn your card in at the TSPRA Registration area.

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other prizes!

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TSPRA PRESIDENT VERONICA CASTILLON



On behalf of TSPRA, I look forward to catching up with as many of our fellow TSPRAns as possible. Although I won't be able to offer you a handshake or hug this year, please know that I am delighted to see each and every one of you. I have a huge smile under my face covering.

This will be a very unique, one-of-a-kind conference. First of all, we are fortunate to be gathering at all. Your TSPRA Executive Committee, Conference Planning Committee and state office have gone through great lengths to ensure your comfort, health and safety. The Embassy Suites Hotel staff has been very accommodating yet very serious about complying with all the health protocols recommended by the health authority. I am very grateful for everyone's attention to detail for planning and executing our conference.

Moving forward with our conference was a very big decision for TSPRA. However, now that we are here, I am glad we decided to meet in person. Like most of our students, I learn better when I'm sitting in front of the class focused on the presentation. Although I love my office staff and setting, there are far too many distractions back home. This conference is my time and the only professional development for school PR pros like us. I

need this conference like I need the vitamins I take on a daily basis.

Don't forget to whistle, hum or sing a happy tune while you're at the conference. I want you to have a good time and return to your district re-energized with lots of great ideas and new friends from all parts of Texas. Tune in and take advantage of every opportunity offered to you these four days. After all we've been through this year, you deserve dynamic speakers, diverse conversations and delectable snacks here in Denton.

Most sincerely,

Veronica Castillon, APR

Veronica Castillon, APR
TSPRA President
Laredo ISD

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VP Gulf Coast Area
Mission CISD

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VP Houston/Beaumont Area
Pearland ISD

Jamie Fails
VP East Texas Area
Willis ISD

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

Kyle DeBeer
VP West Central Area
Waco ISD

Corey Ryan
VP Central Area
Leander ISD

Kenneth Dixon
VP Northwest Texas Area
Lubbock ISD

Melissa Martinez, APR, CPC
VP Far West Area
El Paso ISD

Kim Cathey
VP San Antonio Area
Floresville ISD

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

Stephanie De Los Santos
VP At-Large Position 2
HCDE

Sherese Nix-Lightfoot
VP At-Large Position 3
Garland ISD

Beth Trimble, CPC
Parliamentarian
Red Oak ISD

Linsae Snider
Executive Director
TSPRA

2020-2021 STANDING COMMITTEE CHAIRS

**REVIEW OF FINANCIAL
RECORDS & PROCEDURES**
Cheryal Loosmore
Lake Travis ISD

PROFESSIONAL AWARDS
Traci Marlin
Midway ISD

SCHOLARSHIP
Courtney Sanguinetti
Lindale ISD

**EXECUTIVE DIRECTOR
EVALUATION**
Veronica Sopher
Fort Bend ISD

NOMINATING
Veronica Sopher
Fort Bend ISD

STRATEGIC PLANNING
Veronica Sopher
Fort Bend ISD

AD HOC COMMITTEE CHAIRS

STAR AWARDS REVIEW
Clarissa Silva
Texas City ISD

Marco Alvarado
Lake Travis ISD

Carol Vaughn
HCDE

Gustavo Reveles
El Paso ISD

Hayley Herring
Carroll ISD

Jason Gatell
North East ISD

BUDGET
Veronica Castillon, APR
Laredo ISD

APR ACCREDITATION
Rebecca Villarreal, APR
New Braunfels ISD

TELLER
Jeff Meador, APR
Granbury ISD

2021-2022 EXECUTIVE COMMITTEE

Veronica Sopher
President
Fort Bend ISD

Rebecca Villarreal, APR
President-Elect
New Braunfels ISD

Veronica Castillon, APR
Immediate Past President
Laredo ISD

Craig Verley
VP Gulf Coast Area
Mission CISD

Kim Hocott
VP Houston/Beaumont Area
Pearland ISD

Jamie Fails
VP East Texas Area
Willis ISD

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

Elizabeth Cox
VP West Central Area
Belton ISD

Marco Alvarado
VP Central Area
Lake Travis ISD

Kenneth Dixon
VP Northwest Texas Area
Lubbock ISD

Melissa Martinez, APR, CPC
VP Far West Area
El Paso ISD

Kim Cathey
VP San Antonio Area
Floresville ISD

Corey Ryan
At-Large Position 1
Leander ISD

Stephanie De Los Santos
VP At-Large Position 2
HCDE

Sherese Nix-Lightfoot
VP At-Large Position 3
Garland ISD

Donald Williams
Parliamentarian
Mansfield ISD

Linsae Snider
Executive Director
TSPRA

CONFERENCE COMMITTEE

Veronica Castillon, APR
Laredo ISD

Justin Dearing
Carroll ISD

Emily Solis
Frensham ISD

Claudia Rodriguez
Laredo ISD

Erin Gregg
Lubbock ISD

Dawn Parnell, CPC
Carrollton-Farmers Branch ISD

Donald Williams
Mansfield ISD

Timothy Richardson
Lancaster ISD

Sam Alaniz
Medina Valley ISD

Beth Trimble, CPC
Red Oak ISD

Stephanie De Los Santos
HCDE

Megan Overman, APR, CPC
Eagle Mountain-Saginaw ISD

Peyton Trawick
Godley ISD

Sherese Nix-Lightfoot
Garland ISD

Veronica Sopher
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AT A GLANCE

MONDAY, FEBRUARY 22, 2021

Attire: Play That Funky Music: Wear your favorite concert/band/musician shirt

9:00 a.m. – 12:00 p.m.
Executive Committee Meeting
TRIANGLE BALLROOM

1:00 – 4:00 p.m.
Preconference Sessions
Various locations

2:00 – 4:00 p.m.
APR Review Panels

2:15 – 2:45 p.m.
Break: Put Your Records On – Pancake Palooza

5:30 – 7:30 p.m.
Manager's Reception and Meet & Greet Reception
Sponsored by WRA Architects
TRIANGLE BALLROOM

TUESDAY, FEBRUARY 23, 2020

Attire: True Colors: Show off your school colors

6:00 – 9:00 a.m.
Breakfast
Embassy Suites/Marriott Breakfast
Provided

8:00 – 9:00 a.m.
Exhibitor Viewing

9:00 – 10:30 a.m.
First General Session
Sponsored by HEB
Keynote Speaker: Judson Liapply
UNIVERSITIES GRAND BALLROOM

10:30 – 11:00 a.m.
Vendor Viewing/Caffeinated Connections

11:00 a.m. – 12:00 p.m.
Concurrent Sessions

12:00 – 1:30 p.m.
Lunch: South of the Border – Taco

Tuesday
Sponsored by Blackboard

1:45 – 2:30 p.m.
Job Alike Sessions
Various locations

2:45 – 3:45 p.m.
Concurrent Sessions
Various locations

3:45 – 4:15 p.m.
Break: Piano Man – French Fry Extravaganza

4:15 – 5:00 p.m.
Encore Sessions
Various Locations

5:30 – 7:30 p.m.
Welcome Reception
EMBASSY SUITES LOBBY

WEDNESDAY, FEBRUARY 24, 2021

Attire: These Boots are Made for Walking: Wear your favorite boots.

6:00 – 9:00 a.m.
Breakfast
Embassy Suites/Marriott Breakfast
Provided

8:15 – 9:00 a.m.
Exhibitor Viewing

9:00 – 10:00 a.m.
Concurrent Sessions
Various locations

10:00 – 10:30 a.m.
Exhibitor Viewing/
Caffeinated Connections

10:30 a.m. – 12:15 p.m.
Remote Roundtables
Remote from the luxury of your hotel room

12:15 – 2:00 p.m.
Cheeseburger in Paradise Lunch
President's Luncheon
Sponsored by Scholastic Network

2:15-3:00 p.m.
TSPRA Mix
Various locations

3:00 – 3:30 p.m.
Break: The Candy Man, Sponsored by Region 4 Print Center
Assortment of candies and craft sodas

3:30 – 4:30 p.m.
Concurrent Sessions
Various locations

6:00 – 7:00 p.m.
Star Awards Reception
EMBASSY SUITES LOBBY

7:00 – 9:30 p.m.
Star Awards Banquet:
Denim & Diamonds
UNIVERSITIES BALLROOM

9:30 – 11:00 p.m.
Star Awards Celebration
After dinner reception honoring Star Awards winners

THURSDAY, FEBRUARY 25, 2021

Attire: Working 9 to 5: Conference T-Shirt, Sponsored by School Revenue Partners

6:00 – 9:00 a.m.
Breakfast
Embassy Suites/Marriott Breakfast
Provided

9:00 – 10:45 a.m.
General Membership Meeting
UNIVERSITIES BALLROOM

10:45 a.m. – 12:00 p.m.
Evaluations, Collect Star Award
Certificates, Networking, APR Review
Panels

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Wish we could be 'tuned into' #TSPRA21 in person but your Canadian friends are there in spirit. See you in 2022!



PRECONFERENCE

**Preconference is a great time to dive deep into a concentrated subject with your peers.
Sessions run on Monday, February 22, 1:00 - 4:00 p.m.**

Put the APR in YOUR Professional Portfolio

*Rebecca Villarreal, APR, New Braunfels ISD, and other
TSPRA APRs*

PIONEER I

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.

The Building Blocks of a Successful Bond Program

*Amy Jones, Jessica Bazan, Misela Vandewalle,
O'Connell Robertson Architects*

PIONEER II

A successful bond election requires a strong foundation. As communication leaders for your district, understanding the required building blocks to support this effort is essential. This workshop will provide information on facility issues that prompt a building program, planning and design terminology, how facilities impact educational instruction, project team members and roles and strategies for stakeholder engagement and communications.

Rookie Boot Camp

Ian Halperin, Wylie ISD and Kim Cathey, Floresville ISD

PIONEER III

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.

Social Media Blueprint for Schools

Andrea Gribble, Founder #SOCIALSCHOOL4EDU

PIONEER IV

What would it feel like to have a plan where YOU managed social media instead of having SOCIAL MEDIA manage you? It's possible! Whether you are just getting started in your role or have been at it for 10 years or more, this session will guide you through the foundational pieces required to reach thousands of people daily without taking up your entire workday. We'll walk through best practices, review

recommended settings/policies, and establish a plan that will leave you feeling balanced and in control!

TCU: Community Listening when the Stakes are High

Dr. Jacqueline Lambiase, Ph.D., TCU

ARABIAN

Black lives matter in our schools and communities, and diversity and inclusion are imperative for children to meet their potential as students and as future leaders. Listening may provide one pathway for action, reconciliation, and success. Using the Atlatiana Jefferson tragedy in Fort Worth, Texas, on Oct. 12, 2019, as a starting point, this session points to listening as an imperative component during a critical community incident. Dr. Jacqueline Lambiase will review frameworks for how organizations listen to stakeholders under ideal circumstances, and how organizations can demonstrate the impact of that listening even on the toughest topics. Her research, in collaboration with Drs. Ashley English and Julie O'Neil at TCU, offers recommendations for changing the ways that organizations listen to students, families, residents and other stakeholders.

Mastering the Visual Code

*Julie Jones, Director of the National Photographers
Association's (NPPA) News Video Workshop*

PALOMINO

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 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.

Golf: \$40

THE GOLF CLUB AT CHAMPIONS CIRCLE

Golf is available on a first-come-first-served basis, with a total of no more than 24 players. Tee times begin at 11 a.m and end at 12:30 p.m. Location: The Golf Club at Champions Circle, 15801 Championship Pkwy, Fort Worth, TX 76177. Prior registration required.

KEYNOTE SPEAKER

JUDSON LAIPPLY



Judson Laipply is an enigma wrapped in an anomaly contained inside a quandary. Combining comedy and content, laughter and learning, energy and engagement Judson gives his audiences both instant joy and lasting impact. He's been seen on the Today Show, Ellen, Oprah, GMA and more. He is the world's first YouTube Celebrity and his finale "The Evolution of Dance" has over a billion impressions. He's been speaking and performing for over 15 years and has been all around the globe. He is also an Ironman Triathlete, terrible singer, and reformed Kool-Aid eater.

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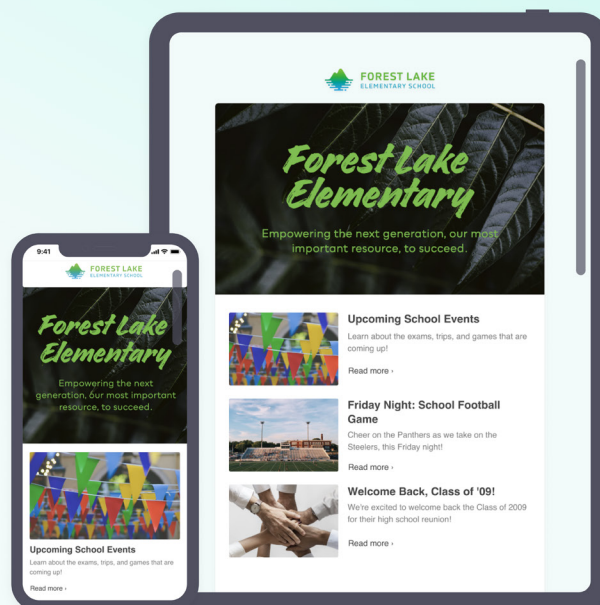
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- Kim Hocott, Executive Director of Communications - Pearland ISD

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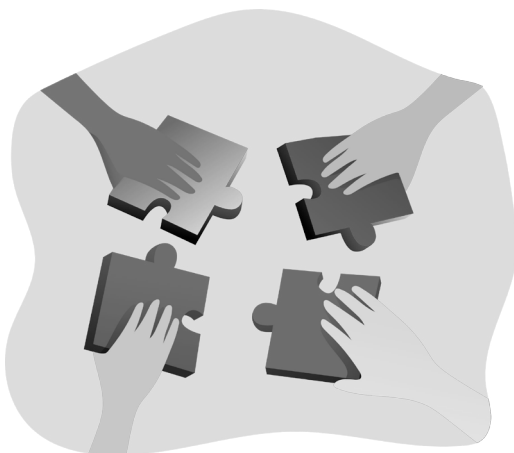
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ALLY SURFACE



Ally Surface has made significant contributions to the cause of public education through her work as Director of Eagle Mountain-Saginaw ISD Education Foundation and Community Partnerships as well as during more than 15 years prior in various leadership positions. She has served with the PTA, including holding leadership positions at the

campus and district levels, including serving as district Council of PTAs president and collaborating with Texas PTA. In addition, she raised money and volunteered her time for communitywide projects such as organizing events to benefit an all-inclusive accessible playground, encouraging others to vote, serving on a local news station's election/voting information panel and ensuring that local students and families in need have been fed and provided with necessities throughout the COVID-19 pandemic.

Surface is a tireless advocate for public education and the scope of her work impacts not only those in the EMS ISD community but also public school children and educators across Texas. She is an effective liaison who insists on engaging parents and community for the benefit of children and constantly works to increase awareness and information among parents about the value of their child's education.

MEDIA AWARD

DEMOND FERNANDEZ



Demond Fernandez is a veteran reporter from WFAA in Dallas, TX that exhibits the very best of broadcast journalism. He seeks out stories that highlight teaching and learning and provide unbiased investigative coverage on school districts' sensitive subjects. His reporting allows the community to remain up to date on critical issues

impacting their community and schools. Most recently, he's had to cover two southern sector school districts in the DFW area. He has broken these news stories and reported the facts while providing unbiased coverage with integrity. He's dedicated to showcasing all sides of stories, so those impacted the most are informed with all information. He does the groundwork to ensure accurate reporting, which showcases why he is an award-winning investigative reporter. Fernandez uses his journalistic skills to inquire about stories and has a dedicated following on social media, allowing him to connect with individuals for story ideas. In a world that is over-saturated with misinformation, Demond is passionate about reporting the facts, telling a great story, and being a source of information for the DFW community. When he's not engulfed in investigative reporting, he's always looking for ways to highlight the best of school districts.

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KEY COMMUNICATOR AWARD

ANDY WELCH

Andy Welch was born and grew up in San Benito in the Rio Grande Valley, where he received an outstanding public school education. It was as a teenager that he first witnessed the headaches of school administration, when his dad, a Main Street merchant who served as a San Benito School Trustee, would return home from Monday night board meetings, and would almost literally bang his head in frustration on the kitchen table.

Soon after graduating from Southwestern University in Georgetown, Mr. Welch began a decade-long career as a State Capitol reporter, providing daily news coverage to newspapers and radio stations across Texas. In 1983, he joined the staff of newly-elected Texas Agriculture Commissioner Jim Hightower where he headed-up the agency's communication team. In 1990, Mr. Welch switched from promoting Texas foods, wines, and organic produce to explaining state tax policy and revenue estimates, as he became Communication Director for newly-elected State Comptroller John Sharp.



It was in 1998 that Mr. Welch accepted what he calls "the hardest job I ever had," as Communication Director for the Austin School District, where two of his first assignments were to coordinate a districtwide realignment of all campus attendance boundaries, and the recruitment and hiring of Superintendent Pat Forgione—who remained at the helm of the 80,000-student district for an unfathomable 10 years. Soon after Dr. Forgione's retirement—and following the brutal legislative session that resulted in \$5.4 billion being cut from Texas school districts—Mr. Welch also retired in 2011.

However, with the 2013 legislative session approaching, TSPRA Executive Director Linsae Snider recruited Mr. Welch to write a loosely defined newsletter named EduLege for the organization's 1,000 members, to help keep them informed of the issues that they must confront on a daily basis. Many TSPRA members also provide EduLege to their administrative team and campus educators, to help keep them updated on issues of importance. Now in its eighth year, Mr. Welch estimates that he has written over 850 editions of EduLege.

Andy Welch and his wife Lisa Price Welch live in Georgetown with their adorable dog Boudreaux and their snooty cat Ziggy. When he's not writing EduLege, Andy enjoys gardening and playing the piano. Andy has two married sons, and a precocious five-year old grandson who, despite his young age, is "much smarter than me."

MOST VALUABLE MEMBER AWARD



ROOKIE OF THE YEAR AWARD



O'CONNELL ROBERTSON

KEY COMMUNICATOR AWARD



BRIGHT IDEA AWARD

Huckabee
COMMUNICATIONS

Communicate Your District's Story More Efficiently and Effectively

A picture really *is* worth 1,000 words when it comes to clearly communicating your district's story to stakeholders and showcasing what sets your district apart.

Forecast5 tools help you easily generate clear, informative visuals to more effectively communicate about enrollment, salaries, staffing, finance, and student performance, internally or with your community.

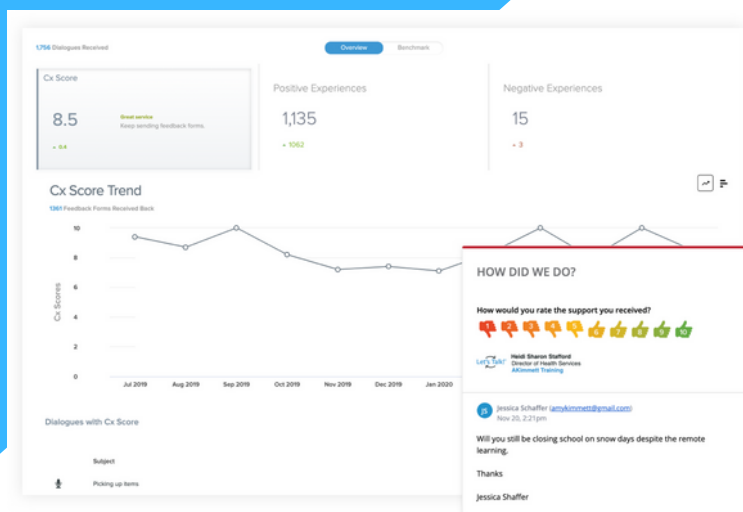
To learn more about how we can help your district, please contact us.

Josh Waddle Senior Account Executive
630.955.7850 | jwaddle@forecast5analytics.com

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F5 TSPRA AD 2021

Create a 5-star experience for students, parents, and staff.

- Improve customer service at your district
- Increase community engagement and unlock the power of listening
- Build public trust and make your district a top choice for families



Why are you doing so much extra work?

Reach all communication channels simultaneously with the push of one button.
Ask us about using COPE. Create Once, Publish Everywhere.



VOICE



TEXT



EMAIL



MOBILE APP



WEBSITE



SOCIAL



Blackboard

THE HEART OF LEARNING STARTS WITH

GREAT EDUCATORS

Created in 2002, the H-E-B Excellence in Education Awards was designed to honor and thank outstanding public school professionals. Through this program, H-E-B awards over \$700,000 annually to deserving educators who go the extra mile to serve their students and communities.

Visit heb.com/education in June 2020
to nominate or apply.



H-E-B
**EXCELLENCE
IN EDUCATION**
AWARDS



BREAKOUT SESSIONS

TUESDAY, FEBRUARY 23

11:00 a.m. – 12:00 p.m.

100

CORPORATE SHOWCASE

Building Culture & Community Through Communication

Michael Broyles, The Scholastic Network; Julia Zwahr, Clif Cotton and Derrick Jackson, Denton ISD

PIONEER I

Let's be honest: communicating with your entire student body, staff & community has never been more important and perhaps never more challenging! Join Michael Broyles (The Scholastic Network) and Julia Zwahr, Clif Cotton & Derrick Jackson (Denton ISD) in a conversation around ways to unify on & off campus communication, connect with key stakeholders in efficient & meaningful ways, engage students in the multimedia process, motivate them to be college-ready & create a safe, healthy environment all in one, simple network.

101

Maximizing a Small Department through Multimedia

Tiffany Taylor, Meredith Caudle and Erin Garcia, Frenship ISD

PIONEER II

Get equipped with a strategy and multimedia tactics to maximize your small department. You will learn how to best define the roles of each team member through natural talents and skillsets, then match those with everyday projects. From producing video content, to enhancing your social media presence, to creating professional graphics, you will learn

best practices in making the most of your time and resources to make your district shine.

102

It's Only a Crisis if You Aren't Ready

Justin Elbert and Chelsea Ceballos, Klein ISD

PIONEER III

Hurricanes, lockdowns, fireworks in the cafeteria, bus wrecks, chemical spills, and clowns. In school PR we truly see it all. From the small crises to the truly terrible, we have to be ready for anything. We will discuss missteps and successes alike. Everyone who comes will walk away with hundreds of example responses, graphics, process flowcharts, tips, and more. Come for the GIFs and stay for the content.

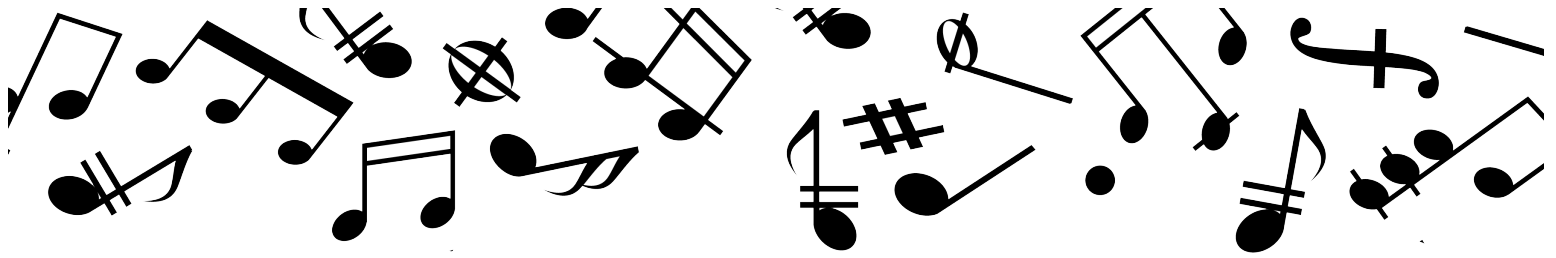
103

Being the Leader People Need

Dr. Stevie Dawn Blakely

PIONEER IV

Being put in a leadership role and being an effective leader, unfortunately, do not always go hand in hand. Leading well must be done with intention and consideration. So, how do you become a leader that people want to follow? Understanding people is at the foundation. What your team needs from you is just as important as what you need from them. Utilizing the Employee Development Cycle, we will discuss how to meet your employees where they are and motivate them accordingly.



104

Don't Be a League of Your Own: Joining Forces with Staff, Students and Each Other

Nicole Lyons, Keller ISD; Justin Dearing, Carroll ISD

QUARTER

Whether you're a team of one or a large department, you cannot be everywhere all the time. It's important that you partner with the voices outside of your office. We'll discuss programs in our districts that involve student interns and campus PR representatives who help tell the stories about wonderful things happening in schools. As part of neighboring districts, we also value the importance of staying connected with each other outside of scheduled school PR events and will share ideas of how to push each other to continue thinking forward, while keeping our sanity.

105

What's Working Best for Social Media in Schools - 2021

Andrea Gribble, Founder of #SocialSchool4EDU

TRIANGLE BALLROOM

Social media is a powerful tool to keep families engaged and this session is going to break down the latest strategies that are working for schools. Andrea will share the tools, tactics, and boundary-saving sanity tips to help you make a bigger impact on your school's communication efforts.

106

Sex and Schools

Dennis Eichelbaum, Attorney, Eichelbaum, Wardell, et al Law

ARABIAN

There's no abstaining from Title IX. From Trump to Biden and on to the Supreme Court? Our revolving door of Definitions, Gender Identity, Investigations, Website Requirements, etc.

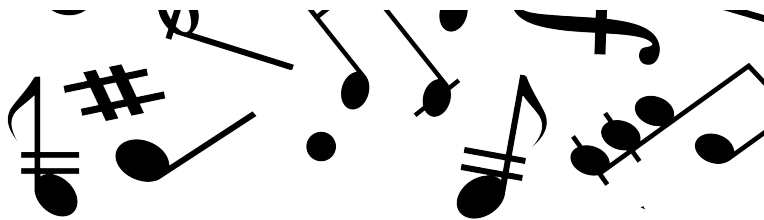


The official publication of
Texas School Public Relations Association

Published quarterly:

January
April
July
October

tspra.org/communication-matters



JOB-ALIKE SESSIONS

Tuesday, February 23
1:45-2:30 p.m.

An opportunity to dedicate time to networking with TSPRAns sharing the same job. The discussion will be determined by the needs of the group.

One-person Offices

Peyton Trawick, Godley ISD

PIONEER I

Marketing

Stephanie De Los Santos, HCDE

PIONEER II

EMP Show & Tell

Justin Dearing, Carroll ISD

PALOMINO

Webmasters

Claudia Rodriguez, Laredo ISD

PIONEER III

Graphic Designers

Clarissa Silva, Texas City ISD

APPALOOSA

Community Partners/EF

Keith Patrick, Frenship ISD;

Pam Pena, Carrollton Farmers Branch ISD

PIONEER IV

Social Media

Sam Alaniz, Medina Valley ISD

QUARTER

Special Events

Dawn Parnell, CPC, Carrollton-Farmers Branch ISD

TRIANGLE BALLROOM

BREAKOUT SESSIONS

Tuesday, February 23
2:45-3:45 p.m.

108

CORPORATE SHOWCASE

What Are You Doing to Increase Your Budget?

Thomas Evans, School Revenue Partners

PIONEER II

School Revenue Partners has generated over \$5,000,000 for school districts around the country. Let us demonstrate how you can grow your budget with minimal efforts.

109

EMP Show & Tell Continued

Justin Dearing, Carroll ISD

PALOMINO

Bring a flash drive of your work to share with others and discuss.

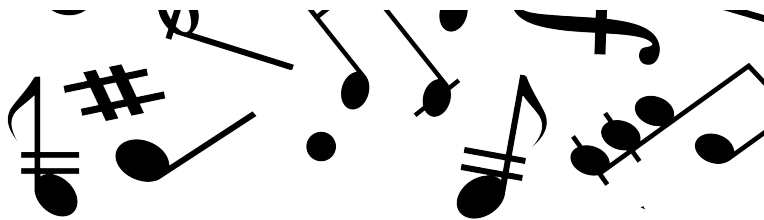
110

Set your Focus on Adobe Lightroom

Jim Zavala, Pharr-San Juan-Alamo ISD

APPALOOSA

Are you looking for a quick and simple way to manage, edit and export your photos? If so, Lightroom may be the answer for you. This session will introduce Adobe Lightroom Classic to the casual-intermediate photographer. We'll walk through the import process, editing and, finally, exporting the final product. You'll also learn about photo organization and best practices for an efficient workflow!



111

Open Records and Student Confidentiality Laws: From Public Information to Mums the Word

*Andrea Mooney, Attorney,
Eichelbaum, Wardell, et al Law*

PIONEER III

How to process requests under the Texas Public Information Act and the Family Educational Rights and Privacy Act, including an overview of the response process, available objections, and timelines.

112

Exciting Emerging Marketing Trends to Engage Your Audience

Jason Wheeler, CPC, Carrollton-Farmers Branch ISD

PIONEER IV

As more of our parents and students are jumping online, school districts have to market their districts using digital solutions. Marketing trends to delight your school district leadership team, board trustees and your audience will be shared. Learn how your district can engage audiences and improve your marketing results.

113

Leverage Instagram Reels and TikTok to Promote Your Brand

Claudia V. Lemus Campos, Pharr-San Juan-Alamo ISD

QUARTER

Creating original content for various social media platforms can be challenging! In this session, attendees will learn how to leverage Instagram Reels and TikTok to connect with your audience and promote your brand in 15 seconds or less! Join us as we share insights, tips and best practices to develop and repurpose engaging content for all your platforms.

ENCORE SESSIONS

Tuesday, February 23

4:15-5:00 p.m.

These are sessions specially delivered by our sponsors.

Debrief Your Day With Colleagues in a Socially Distanced Way

Blackboard

EAGLES I & II

Relax and share your insights from the day with your favorite Blackboard team and colleagues. We will have more than enough space for everyone to have a seat and visit in a safe way. **This is a BY INVITATION ONLY session.**

W[h]ine and Websites

John Doornbos and Jason Barnes, Finalsite

ARABIAN

District websites are more important now than ever before. Come collaborate, network (and even complain a little) with like-minded people over wine and appetizers.

Margarita Meet Up

Scholastic Network

PIONEER I

Cheers to 2021! The Margarita Meet Up is a chance to relax, unwind and mix & mingle with awesome people. Bring your tickets from The Scholastic Network booth to claim your commemorative margarita glass and enjoy our Margarita Bar, featuring four hand-shaken margaritas.



BREAKOUT SESSIONS

Wednesday, February 24
9:00-10:00 a.m.

200

CORPORATE SHOWCASE

**Student, Parent, Teacher and Coach
Communication. How Does All This Work?**

*Lindsey Fishback, Jeff Windsor, Ruth Spina and
Steve Ostler, Blackboard*

PIONEER I

52% of district leaders say they encourage teachers and students not to mix personal and school accounts and applications in their communications.

- As a communications leader, what is your stance on using personal communication channels (like texting) for communication? What implications could that have on safety? What could that mean for you legally? 94% of students in grades 9-12 and 87% of students in grades 6-8 report having a personal smartphone.
- With a vast majority of students having access to this technology, how can you safely leverage this tool for teacher and student communication?

201

**Diversity, Equity, Inclusion, Social Unrest:
Tools for Communicators from the
Superintendent Point of View**

*Charles E. Dupre, Ed.D., Superintendent, Fort
Bend ISD and TASA President-Elect and Dr.
Kimberly Cantu, Superintendent, Mansfield ISD*

TRIANGLE BALLROOM

Diversity, Equity, Inclusion (DEI) impacts every district our state. Navigating the conversations regarding social unrest impacts the entire community. How do we get comfortable with these discussions? A couple of trusted superintendents share the importance of the messages being communicated and the intent of the work in progress.

202

Get in The Marketing Mindset

*Fran Stephenson, APR, Step In
Communication*

PIONEER II

Every organization has potential barriers which can keep them from growing. But if those barriers interfere with marketing to your potential customers, how will you rise above? The answer is to develop a marketing mindset. This presentation will look at today's top five marketing trends to help you and your school overcome those barriers and position your organization to the top of today's crowded education marketplace.

203

School PR Veterans Mindset Reboot

*AmyLee Westervelt, Dream Design Coach;
Veronica V. Sopher, Fort Bend ISD*

PIONEER III

There can be a point where bond elections start running together, board and superintendent transitions become less stressful and every day crisis start to become "old hat". How is a veteran school PR pro supposed to stay inspired and eager to learn the latest trends? We will share strategies on how to set up processes to be mentored up and mentored down, how to remove age-related mindset blocks and be open to learning and how to be humble and not be the ONLY person in the room with all the answers.

Ensure that you have created
a log-in on remo.co in order
to participate in the Remote
Roundtables at 10:30 a.m.



204

Glass Half-Full: Leveraging the Pandemic as an Opportunity to Increase Parent Engagement

Arianna Vazquez-Hernandez, APR, CPC

APPALOOSA

The pandemic has provided a lot of challenges for PR practitioners, but it is all in our mindset. In this session, you will learn how to leverage the pandemic to increase parent engagement by meeting them where they are: social media! Learn how traditional in-person meetings are a thing of the past and hosting LIVE Facebook academies and info sessions increases the number of parents connected. This is a practice that is here to stay even after the pandemic!

205

Everyone is a Photographer Until (M) Manual

Timothy Richardson and Corey Phifer, Lancaster ISD

PALOMINO

The Digital Photography Course is just one of the important elements needed to have in a communication role in the 2021 way of work life. As a high school Audio Video teacher and now as a communication coordinator capturing the right image makes the world of difference in telling your story.

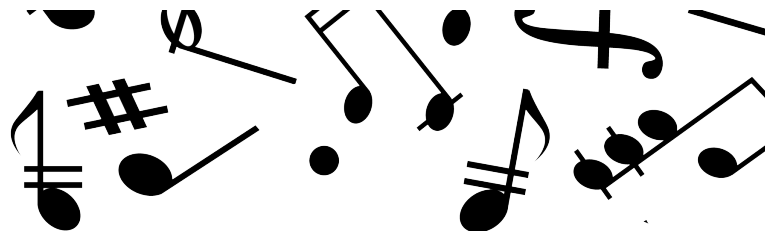
206

Is Your Style Bad News? Get Your AP Style On!


Adam Holland, La Porte ISD and Stephanie A. De Los Santos, HCDE

ARABIAN


AP Style isn't just for newspapers anymore. It is also widely used by PR practitioners across the US, and it changes regularly. Freshen up your Associated Press Style skills with an overview of




some important updates and a review of some of the most common mistakes, particularly as they relate to the pandemic and other current events. (Bonus points for finding the AP Style errors in this description!)




Congrats to This Year's Scholarship Recipients



Kimberly Juarez
Communications Officer
Pecos Barstow Toyah ISD



Rebecca King
Director of Communication &
Digital Learning
Rockdale ISD



Lori Tolar
Director of Technology
Edgewood ISD

Thank You Scholarship Committee!

Chair: Courtney Sanguinetti, Lindale ISD
Committee: Jenny Davenport, Santa Fe ISD; Montreal Williams, DeSoto ISD





REMOTE ROUNDTABLES

Enjoy the Remote Roundtable sessions from the comfort of your hotel room. You will need to use a laptop with a webcam to participate. Make sure you have created a log-in on remo.co and logged into the TSPRA session using the link to be emailed. You will receive the link to join at 9:00 a.m. on Wednesday morning. Join us at 10:15 a.m. for some time to network.

Wednesday, February 24 10:30 a.m.-12:15 p.m.

1. Communication, Contention & Conversation at Scale

Traci Marlin, Midway ISD; John Scroggie, Thoughtexchange

Managing district communications isn't easy during the best of times, and 2020 certainly wasn't the best of times! Having robust and equitable conversations with groups over a small number in size is also a challenge when the going is easy, but even more so when the district is in crisis mode. In this session, we'll delve into the art of hosting conversations at scale on contentious topics during times of crisis.

2. Engage, Manage and Maximize Your Community Partners

Patrick Hicks, VolunteerNow/VOLY

Effective partner management, tracking and acknowledgment is key to fostering important relationships within the community and providing better learning experiences for your students.

3. Livestream from Anywhere: Platforms, Tips & More!

Melinda Garza, Pharr-San Juan-Alamo ISD

Up-to-date information is more valuable than ever for your community members, staff and students. In this session, learn about different platforms you can use to livestream directly to Facebook and YouTube while utilizing multiple presenters, media and features all on one site. Livestream like a pro and do so in the comfort of your home, work or on the go!

4. COVID-19 Has Changed the Way Schools Operate-Is Your Website Ready?

Nathan Buhl and John Doornbos, Finalsite

In this interactive session, we will share strategies that help communicate your vision while creating virtual hubs that serve as a "Digital Campus" for stakeholders!

5. Improving Engagement Through SMS

Steven Anderson, Intrado SchoolMessenger

Understand the current research and methodologies for using SMS to provide targeted interventions and boost engagement.

6. Developing a Strategic Marketing Plan: A Step-by-Step Guide for School Districts

Kendall David and Matthew Bolinger, Goose Creek CISD

Participants in this session will walk away with the ability to develop a district marketing plan. Often, school districts struggle with where to start. Let's face it; marketing plans typically revolve around selling a product. This session will focus on how to strengthen support and community buy-in for your district.

7. Let's talk about Sex...Ed Curriculum Input from Parents and Learn how to Hear from the Many (not Just the Noisy) for Any Issue

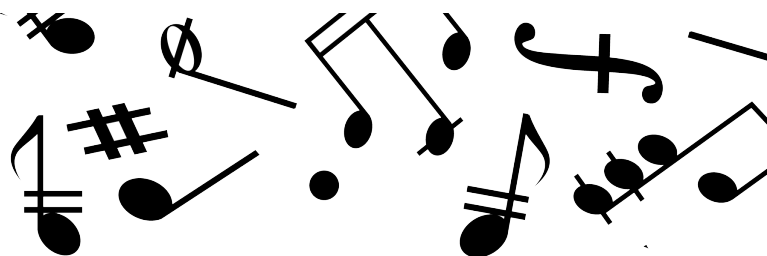
Kevin Lyons, FlashVote

A school district used SurveyMonkey and heard parents hated the SexEd curriculum. But a scientific FlashVote survey said the opposite... Learn how to avoid unrepresentative and unhelpful input.

8. Language Access in Educational Settings

Fabio Torres and Meti Dibra, The Translation & Interpretation Network

Presentation will focus on civil rights and public education, federal and state legislation for provision of language services in schools.



9. Getting the Most out of Facebook Live

Phil Campbell and Samantha Williams, Bonneville Joint School District 93

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

10. Campus Life - Communication Problem Solver

Frankie Hill, Gabbart Communications

Campus Life simplifies and ignites community engagement! There has never been an easier way for schools to create, share and tell their stories!

11. Working Smarter, Not Harder: Using a Content Calendar for Planning

Krystyna Baumgartner, APR, Bay Shore UFSD

The presentation will describe the use of content calendar as part of the PR workflow. It will show an example of how it is being used in Bay Shore to plan content for stories across website and social media platforms. The presentation will also describe how it has helped in the tracking of when stories are being told, the number of stories per building and the number of stories per curriculum area.

12. What Could You Do With Extra Money in Your Department?

Thomas Evans, School Revenue Partners

School Revenue Partners would love to show you how to grow your department budget by thousands with less than 30 minutes of work per month.

13. Back to School and Beyond: Helping Families Adapt in a Time of Uncertainty and Change

John Driscoll and Charlene LaFerriere, TeacherLists

No matter what's in store for back-to-school, we'll show you how to help families get their child prepared for any learning environment.

14. "Dear Media Friends:" Fostering a Positive Working Relationship with the Press

Gustavo Reveles and Melissa Martinez APR CPC, El Paso ISD

After years of "negative" coverage and adversary relationships with the media, and following a shift in administration and staff, the EPISD Office of Community Engagement decided to work on rebuilding its relationship with reporters. Learn how EPISD re-established itself as a leader in media

relations in the city using strategies of transparency and availability that benefit both the district and the reporter.

15. Saying No the Right Way

Dane Dellenbach and Jonathan Rivera, Smore

Do you ever find yourself needing to say no to a project but don't know how? This roundtable will help you say no the professional way to relieve stress and increase productivity.

16. Make History! Learn Effective Practices to Plan an Anniversary Celebration

Arianna Vazquez-Hernandez, APR, CPC, Claudia V. Lemus Campos, Marco Vasquez, Daniel Ramos, Santiago Zavala, Crystal Villarreal de la Paz, James Jenson, Pharr-San Juan-Alamo ISD

Attend this session to learn how PSJA ISD hosted an unforgettable year-long multifaceted centennial celebration that united and engaged stakeholders through monthly events and districtwide activities. Attendees will learn tips and best practices on how to plan an unforgettable celebration while promoting their school district's brand.

17. PIVOTing Your Election Strategy During a Pandemic

Megan Smith and Suzanne Marchman, Huckabee

Join us for a discussion on helpful tips and lessons learned when educating your community during a pandemic on top of changes in ballot language.

18. Everything You've Wanted to Know About the APR

Rebecca Villarreal, APR and Danielle Clark, APR New Braunfels 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 APRs about the process and the benefits of earning your accreditation.

19. Ensuring Equity in COVID Communications

Hillary Berman, Alboum Translation Services

COVID spotlighted the need for equity in communications. This session covers how to distribute information to families in real-time, regardless of the language they speak.



REMOTE ROUNDTABLES

20. Why TSPRA Leadership?

Veronica Castillon, APR, Laredo ISD; Veronica Sopher, Fort Bend ISD; Monica Faulkenberg, APR, Northside ISD

TSPRA is a strong organization because of its membership and leadership. See why you should consider a leadership role in TSPRA no matter the size of your district or what title you have, and how it can positively impact your career. Come find out what kind of roles/committees are available and meet the current leadership to see why they decided to get involved.

21. Improving Customer Service Across the District -- How Corpus Christi ISD Got Buy-in and Rolled out a New Communications Tool

Leanne Libby, APR, Corpus Christi ISD

Find out how Corpus Christi ISD improved customer service, successfully rolling out a new communications tool, campuswide, by starting with the executive team, training the schools and staying involved.

22. PR and a Pandemic

Jenny Bridges, Waxahachie ISD

Share lessons learned during the COVID-19 pandemic and how those lessons can apply to all areas of school PR.

23. Advocating for Public Schools Online

Amanda Quraishi, Texas Association of School Boards

This roundtable discussion is about best practices, tools and strategies for building a public-facing digital advocacy campaign. We will discuss organic and paid social media promotions, email marketing, audience segmentation and ways to measure the efficacy of a campaign.

24. A Photo Goes Viral - How do You Manage?

Emily Birdwell, Seminole ISD; Taylor Siebert and Ben Pankonin, Class Intercom

Right when you thought 2020 could not get any more challenging, a photo taken at a Varsity Football Game goes viral. In this session, we will talk about how our actions in the midst of social media create opportunities for our school, our

students and our community

25. The "Art" of Visual Storytelling

Ray Rush and Keith Patrick, Frenship ISD

Visual storytelling cuts to the heart of producing features, combining all elements of the craft to engage our stakeholders. Learn how to combine all the elements (visuals, camera placement and movement, sound gathering [natural and soundbites]), lighting and editing tips and tricks. Learn how to use every tool in your Visual Storytelling toolbox.

26. State of the District

Travis Zander and Josh Waddell, Forecast5 Analytics

Come learn how to quickly create visuals to help tell your State of the District. After attending this roundtable, you will get a customized report for your district that will include 11 data points.

27. Connect. Engage. Motivate.

Tom Deliganis and Jill McKay, The Scholastic Network

Learn more about how to connect with students, staff and your community, engage students in the multimedia process, motivate them to be college-ready and create a safe, healthy environment. All in one, simple broadcast network.

*Visit K12 Insight at the
K12 Insight virtual lounge.*

REMOTE ROUNDTABLES SPONSOR

K12 Insight 



WEDNESDAY, FEBRUARY 24, 2021

2:15-3:00 p.m.

Here's TSPRA's version of the ultimate mix tape experience. Join one of our TSPRA pros to learn about a new topic, receive guidance on a current issue or simply to discuss the topic.



Declining Enrollment

Erin Gregg, Lubbock ISD

PIONEER I

Law Enforcement Communications

Tiara Richard, Duncanville ISD

PIONEER III

Bonds/TREs

Tiffany Taylor, Meredith Caudle and Erin Garcia, Frenship ISD

PIONEER IV

Writing/Journalism

Gustavo Reveles, El Paso

APPALOOSA

Podcasting

Justin Dearing, Carroll ISD

QUARTER

Social/Emotional/Work Life/Stress


Patti Pawlik-Perales, Alamo Heights ISD

PALOMINO

Diversity, Equality & Inclusion

Sherese Lightfoot, Garland ISD

ARABIAN



One Year of Membership Gets You

<p>1000+ members to access for support & networking</p>	<p>45+ weekly newsletters filled with informative and timely topics</p>	<p>40+ FREE online learning opportunities</p>
<p>100+ EduLege Tracker eblasts covering news & legislative topics pertaining to public schools</p>	<p>60+ opportunities to enter Star Awards & have your work professionally critiqued</p>	<p>1 amazing Annual Conference with 100s of attendees & vendors to connect & network with-- member discount & earn up to 20 hours of PD credit</p>
<p>HUNDREDS of examples of professional public school communication pieces in the TSPRA Document Vault</p>	<p>4 quarterly <i>Communication Matters</i> magazines full of educational materials and professional guidance</p>	<p>16 Executive Committee members who have your best interest in mind</p>

Texas School Public Relations Association | www.TSPRA.org | info@tspra.org | 512-474-9107



BREAKOUT SESSIONS

Wednesday, February 24
3:30-4:30 p.m.

207

Critical Communication Support in Times of Crisis

Patti Pawlik-Perales, Alamo Heights ISD; Ian Halperin, Wylie ISD; Monica Faulkenberry, Northside ISD; Tim Savoy, Hays CISD; Melissa Tortorici, Texas City ISD

TRIANGLE BALLROOM

Every day, our schools and our staff accomplish the extraordinary. And in crisis, we reach out to our neighbors to help them with what they need. We hope this session will help you feel less “alone” in a crisis situation. We hope you make connections with some new communications “first responders.” We hope that you will find a few more tools and tips to carry in your tool belt to support you during a crisis situation.

208

Kickstart Your Video Department for Less than \$500

Clarissa Silva, Texas City ISD

PIONEER I

When you’re a small department and just starting out with video, things can seem overwhelming and impossible, especially when you don’t have the fancy and expensive equipment the big, experienced departments seem to have. This session will show how with just an iPhone, a few basic accessories and a simple editing software, Texas City ISD turned their video department from non-existent to award-winning and you can, too.

209

Public Schools Remain BEST CHOICE Amid Pandemic

Scott Milder and Jennifer Storm, Friends of Texas Public Schools

PIONEER II

Public schools have never been more successful than they are today. Teeming with highly skilled, professionally trained educators, public schools remain more prepared to educate children than any modern options. While politicians, media, and slick marketing campaigns entice parents to consider alternatives, little regard has been given to the benefits of choosing neighborhood public schools. Attend this session and be reminded why public schools remain the best choice. We even have a handy dandy flyer!

210

Building a District Brand and Theme: How to Become a Household Name

Kendall David, Matthew Bolinger and Susan Passmore, Goose Creek CISD

PIONEER IV

Does your district brand evoke trust and loyalty? Does your district theme generate excitement? Participants in this session will learn how to develop a consistent, trustworthy district brand and exciting, energized theme. This session aims to provide the groundwork to create a district brand-book and resources for stakeholders. Also, we want participants to walk away with great ideas to develop and implement a district theme that becomes a household name in your community.



BREAKOUT SESSIONS

211

Take the Wheel! Steer the Public's Conversation About Your Schools

Dr. Demetrus Liggins , Helen Williams and Amy Wade, Greenville ISD; Leslie Milder Friends of Texas Public Schools

QUARTER

Greenville ISD is driving the public conversation about their schools, and you should too! Learn how they are steering their armies of staff and community ambassadors to promote their good work through daily interaction and at the polls. Why? Unwarranted criticism and misinformation plague public education. It's time we all step up to defend the honor of public education by sharing the many great things educators achieve daily, and by nurturing a culture of voting.

212

Integrated Marketing Communications? I Can't Even!

Stephanie A. De Los Santos and Danielle Clark, APR, Harris County Department of Education

PALOMINO

As communications professionals, it has been customary to lead our organizations in all public relations and crisis communications matters. However, more and more of our communications departments are being charged to integrate marketing tactics in addition to telling our stories and disseminating key messages to our target audiences. This session will provide an overview of best practices in integrating communications and marketing for successful outcomes.

213

Growing Your Social Media Audience Strategically

Gustavo Reveles and Melissa Martinez APR CPC, El Paso ISD

ARABIAN

Social media engagement is now the top way to reach parents, students and the community. Over the last year, EPISD has strategically shifted its approach to social media to grow its audience and develop targeted messaging that works. Learn the tricks and secrets it takes to increase your social media following in a manner that is effective and mostly free.



6:00 – 7:00 p.m.

Star Awards Reception
EMBASSY SUITES LOBBY

7:00 – 9:30 p.m.

Star Awards Banquet:
Denim & Diamonds
UNIVERSITIES BALLROOM

9:30 – 11:00 p.m.

Star Awards Celebration
After dinner reception honoring
Star Awards winners

SPONSORS

PLATINUM

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EXHIBITORS



Albourn Translation Services*

Albourn Translation Services provides written translation, as well as on-demand phone and video interpretation. We specialize in education and work with dozens of Texas school districts.

albourn.com

Sandra Albourn, Founder & CEO
info@albourn.com
 571-765-3060



ArchiveSocial*

ArchiveSocial is the leading social media

archiving solution for government agencies and school districts to remain compliant and actively manage risk online.

archivesocial.com

Nancy Vodicka, Head of Marketing
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Lindsey Stroud, Senior Customer Success Manager
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 314-529-1434

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blackboard.com/industries/k-12

Lindsey Fishback
 Regional Vice President Sales & Client Success
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 512-426-6772



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classintercom.com

Taylor Siebert, Co-Founder
taylor@classintercom.com
 402-617-2000



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Jacqueline Lambiase
 Director, CPC Program at TCU
 817-360-2547



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 972-632-9686



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 817-966-9126



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John Doornbos, Director of Sales
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Kevin Lyons, Co-Founder & CEO
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510-593-4901



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Forecast5® Analytics provides decision support systems

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512-767-1507



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www.fotps.org

Jennifer Storm, Executive Director
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512-334-6555



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Frankie Hill, Territory Manager
frankie@gabbart.com
877-810-6894



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hcde-texas.org

Stephanie De Los Santos, Director, Client Engagement
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832-293-0876



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www.heb.com

Jill Reynolds, Director of Public Affairs
reynolds.jill@heb.com
512-421-1048



Huckabee Communications

Huckabee Communications team develops branding and communications strategies that

holistically tell a client's story, increase engagement and elevate their image.

huckabeecommunications.com

Megan Smith, Director of Client Communications
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512-971-1102

EXHIBITORS



Intrado SchoolMessenger

Intrado SchoolMessenger is the trusted provider of communications solutions for schools who depend on the company's products and services to engage with their communities in multiple languages and on any device, from notifications and websites to custom apps and social media.

schoolmessenger.com

Michael Goulet, VP of Sales
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800-920-3897



K12 Insight LLC*

K12 Insight's powerful customer experience platform combines

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k12insight.com

Sarah Berman, Regional Account Director
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Lane Lowe, Vice President
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Mark Franke, President
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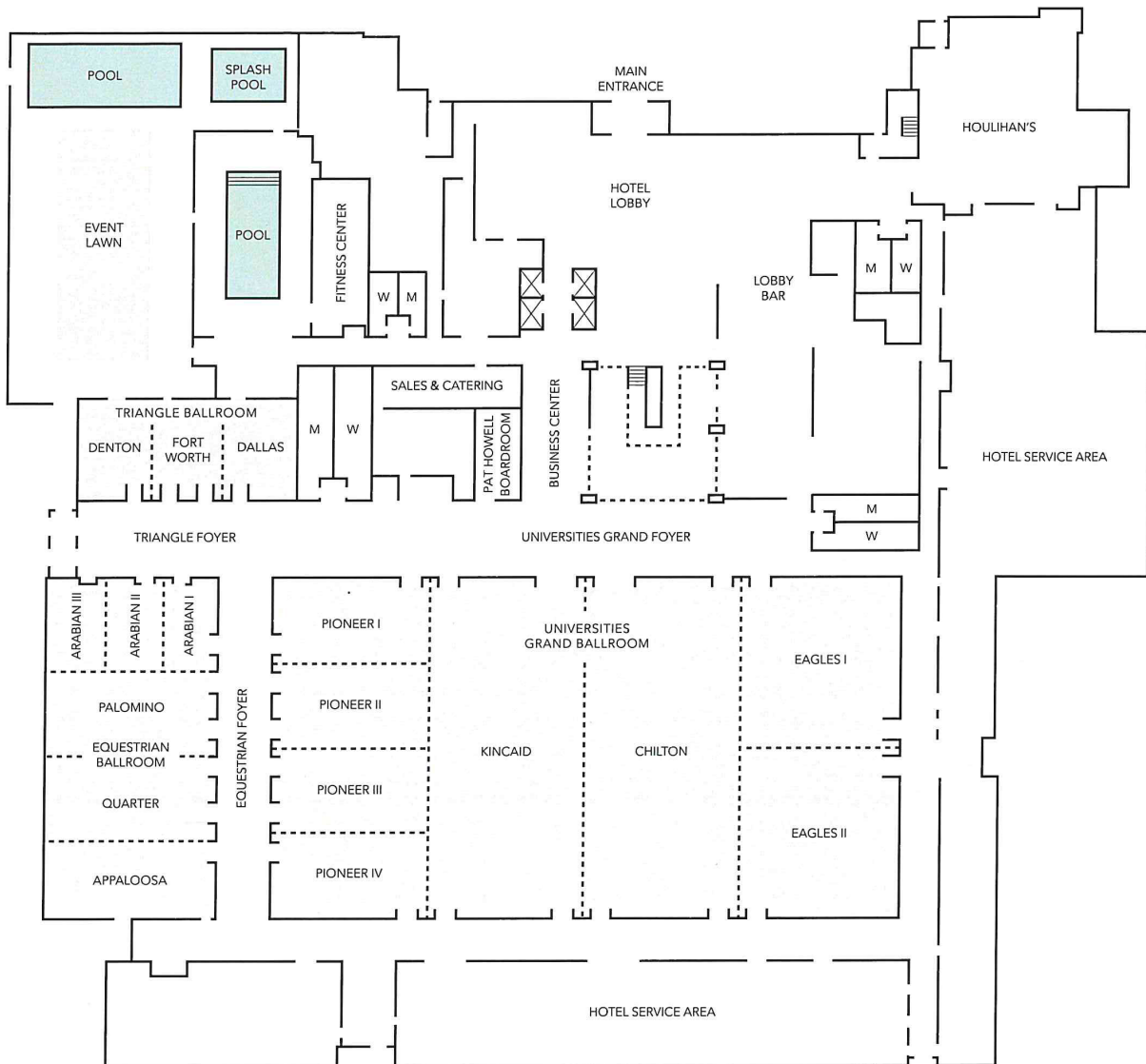
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