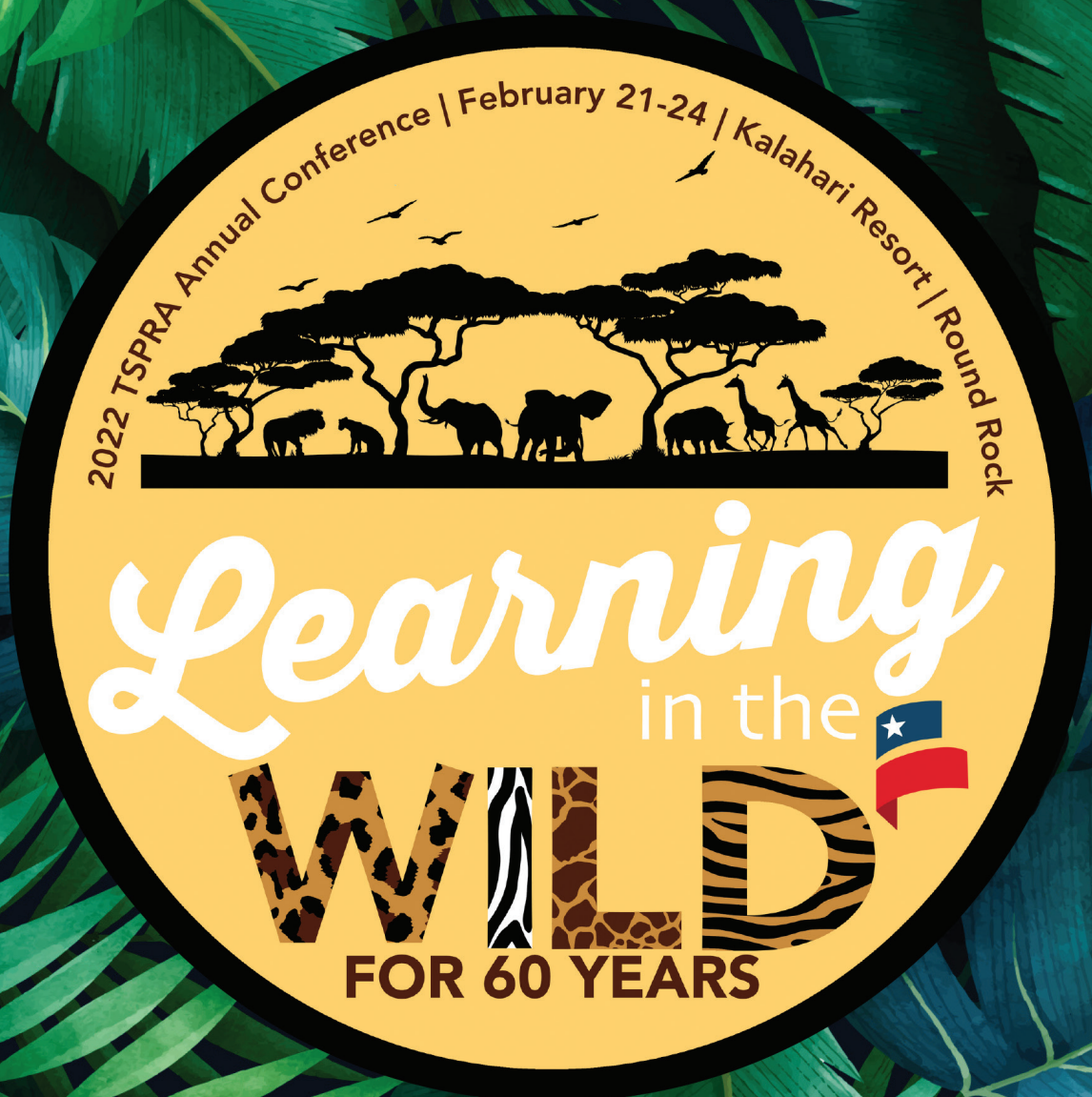


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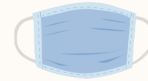
Wedsday, Feb. 23
STAR AWARDS CELEBRATION
Matchmaker Band Live & Drinks
9:30 – 11:00 p.m.
Sponsored by Intrado SchoolMessenger
EVENTS BARN

See Pg. 9



Suggested COVID Protocols

Your health & safety are top priority, so we highly suggest the following for attendees. Gloves, masks & sanitizer are available at the registration desk.



Please, wear a mask if you are unvaccinated or immunocompromised.



Please, wash hands & use hand sanitizer frequently.



Please, refrain from touching eyes or nose.



Please, social distance when possible.



If you develop symptoms, please remain in your room & inform us by emailing info@tspra.org.

***Remo registration is required BEFORE Remote Roundtable session begins.** If you have participated before, you can log into your account. To set up a new account, go to www.remo.co (NOT .com) and click on LOG IN (NOT "Start Trial"). Follow prompts to sign up for an account. The Remo room will open just prior to 3:00 so you can get logged in and virtually seated.



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.

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SCHOLARSHIP WINNERS

		
John Becker Assistant Superintendent Troy ISD	Reece Waddell Communications Director Sanger ISD	Amy Pawlak Public Relations Coordinator Bullard ISD
First-Time Attendee	First-Time Attendee	Financial Need

60 Years

Thank you to TSPRA Scholarship Committee
Chair: Dawn Parnell, CPC, Carrollton-Farmers Branch
Committee: Rebecca King, Rockdale ISD; Tiffany Taylor, Frenship ISD

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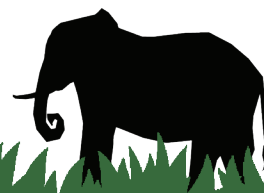


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TSPRA PRESIDENT

VERONICA V. SOPHER

Fort Bend ISD Chief Communications Officer



I wonder what the founding members of TSPRA were envisioning for the organization when they established it 60 years ago?

Were they thinking about the value of a connected community of professional communicators who could tap into each other's resources and experiences? I am sure that's exactly what they had in mind. Were they envisioning a conference of 850+ people engaged and ready to share best practices? Did they know that we would play networking games on telephones that we carried around in our pockets and used like mainframe computers? Did they envision that even a district of fewer than 1000 students would need a communications expert to help manage the day-to-day operations? I bet not.

It's been 60 years and I am certain that TSPRA has far exceeded the expectations our founding members had for us, and I believe they would be in awe of how the profession has evolved! I know I have. Think back to your first TSPRA conference. Are you still connected to those first few TSPRAs you met? If this is your first conference, make note of those you meet and nurture those relationships. Now is the time to learn from some school PR pros who have been through some wild adventures!

The last two years have been wild! Hosting our conference at Kalahari is the perfect backdrop for us to come together, recharge, reengage and refresh. I hope you make time to go down a few waterslides, eat some of the amazing food and treats Kalahari has and, most importantly, I hope you leave our 2022 conference ready to take your learning to the next level, because your district and your team deserve you being at the top of your game.

Enjoy the 2022 conference and be sure to take advantage of all TSPRA has to offer you as a school communications professional.



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1

Download the GooseChase App on the Apple App Store or Google Play.

2

Set up your account & join the game:

Game Code: VWL87P

Password: TSPRA60

3

Complete as many missions as you can by 4 p.m. on Wed., Feb. 23. The top 10 participants will be entered in a drawing to win a \$100 gift card. Drawing will take place at the General Membership Meeting on Thursday. Must be present to win!





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PRESIDENT-ELECT

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New Braunfels ISD

IMMEDIATE PAST PRESIDENT

Veronica Castillon, APR
Laredo ISD

EXECUTIVE DIRECTOR

Linsae Snider
TSPRA

GULF COAST VP

Craig Verley
Mission CISD

HOUSTON/BEAUMONT VP

Kristyn Cathey
Goose Creek CISD

EAST TEXAS VP

Jamie Fails
Willis ISD

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Megan Overman, APR, CPC
Eagle Mt.-Saginaw ISD

WEST CENTRAL VP

Jennifer Marshall Higgins, CPC
ESC-12

CENTRAL VP

Marco Alvarado
Lake Travis ISD

NORTHWEST VP

Kenneth Dixon
Lubbock ISD

FAR WEST VP

Daniel Escobar
Socorro

SAN ANTONIO VP

Kim Cathey
Floresville ISD

AT-LARGE VP 1

Jennifer Bailey, CPC
Belton ISD

AT-LARGE VP 2

Stephanie De Los Santos
HCDE

AT-LARGE VP 3

Sherese Lightfoot
Garland ISD

PARLIAMENTARIAN

Donald Williams
Mansfield ISD

2021-2022 STANDING COMMITTEE CHAIRS

FINANCIAL RECORDS & PROCEDURES

David Wiechmann
Pflugerville ISD

PROFESSIONAL AWARDS

Stephanie Fretwell
Amarillo ISD

SCHOLARSHIP

Dawn Parnell, CPC
Carrollton-Farmers Branch

EXECUTIVE DIRECTOR EVALUATION

Rebecca Villarreal, APR
President-Elect

NOMINATING

Rebecca Villarreal, APR
President-Elect

STRATEGIC PLANNING

Rebecca Villarreal, APR
President-Elect

TELLER

Daniel Escobar
Socorro ISD

AD HOC COMMITTEES

STAR AWARDS REVIEW

Amy Laine
North East ISD

Justin Elbert
Klein ISD

Tammy Dowdy
Dickinson ISD

BUDGET

Veronica Sopher
President

APR ACCREDITATION

Danielle Clark, APR
HCDE

BYLAWS

Megan Overman, APR, CPC,
Eagle Mt.-Saginaw ISD

TASA/TASB RESOURCE CENTER

Cecelia Jones
Little Elm ISD

DIGITAL MAGAZINE

Adam Holland
La Porte ISD

ONLINE LEARNING PROGRAM & DELIVERY

Christina Courson
Lockhart ISD

SUCCESSION PLAN FOR HIRING NEW TSPRA EXECUTIVE DIRECTOR

Chairs: Rebecca Villarreal, APR, New Braunfels
ISD, Corey Ryan, CPC, Leander ISD

DEVELOPMENT OF DIVERSITY, EQUITY, INCLUSION STATEMENT, PURPOSE, POLICY AND PLAN

Chairs: Stephanie De Los Santos, HCDE, Veronica
Castillon, APR, Laredo ISD

RELOCATION OF TSPRA OFFICES

Chairs: Sherese Lightfoot, Garland ISD, Veronica
Sopher, Fort Bend ISD

TEXAS TRIBUNE 60TH DIGITAL MARKETING CAMPAIGN

Chairs: Stephanie De Los Santos, HCDE, Veronica
Castillon, APR, Laredo ISD

2022-2023 EXECUTIVE COMMITTEE

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Rebecca Villarreal, APR
New Braunfels ISD

PRESIDENT-ELECT

Megan Overman, APR, CPC
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Fort Bend ISD

GULF COAST VP

Helen Escobar
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HOUSTON/BEAUMONT VP

Kristyn Cathey
Goose Creek ISD

EAST TEXAS VP

Jamie Fails
Willis ISD

NORTH CENTRAL VP

Justin Dearing
Grapevine-Colleyville ISD

WEST CENTRAL VP

Jennifer Marshall Higgins, CPC
ESC-12

CENTRAL VP

Marco Alvarado
Lake Travis ISD

NORTHWEST VP

Kenneth Dixon
Lubbock ISD

FAR WEST VP

Daniel Escobar
Socorro ISD

SAN ANTONIO VP

Kim Cathey
Floresville ISD

AT-LARGE POSITION 1

Jennifer Bailey, CPC
Belton ISD

AT-LARGE POSITION 2

Stephanie De Los Santos
HCDE

AT-LARGE POSITION 3

Sherese Nix-Lightfoot
Garland ISD

PARLIAMENTARIAN

Christina Courson
Lockhart ISD

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President

Jennifer Bailey, CPC
Belton ISD

Rebecca Villarreal, APR
President-Elect

Monica Faulkenberg, APR
Northside ISD

Corey Ryan, CPC
At-Large VP 1

Stephanie De Los Santos
At-Large VP 2

Sherese Lightfoot
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Kennedale ISD

Jenny Bridges, CPC
Waxahachie ISD

Jeff Meador, APR
Granbury ISD

Sean Hoffmann
Seguin ISD

Kenneth Dixon
Lubbock ISD

Justin Dearing
Grapevine-Colleyville ISD

Ofelia Hunter
Alice ISD

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Tyler ISD

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AT A GLANCE



SUNDAY, FEB 20, 2022

6:00 p.m.
EC Dinner & Installation of Officers
NILE

MONDAY, FEB 21, 2022

*Attire: Wish You Were Here
vacation attire /favorite destination
T-shirt*

9:00 a.m. – 10:00 p.m.
Vendor set-up

11:00 a.m. – 5:00 p.m.
Headshots by appointment
BANYAN SALON (1ST FLOOR)

1:00 – 4:00 p.m.
Preconferences
VARIOUS LOCATIONS

2:15 – 2:25 p.m.
Break

5:30 – 7:00 p.m.
Come & Go, Meet & Greet Reception
**Sponsored by WRA Architects &
Gallagher Construction**
BAOBAB SOCIAL

6:00 p.m.
Evening on your own, client dinners

Tuesday, FEB 22, 2022

*Attire: Show Your Stripes – school or
favorite sports team colors/attire*

7:00 – 7:30 a.m.
5K TSPRA Fun Run

8:00 – 8:30 a.m.
Exhibitor Viewing, Grab & Go Breakfast

8:30 – 10:30 a.m.
First General Session
Sponsored by Blackboard
Keynote Speaker Niki Spears
Sponsored by H-E-B
KALAHARI BALLROOM (SALON E)

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

11:00 a.m. – noon
Concurrent Sessions
VARIOUS LOCATIONS

Noon – 1:45 p.m.
Lunch on your own

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
Sponsored by Region 4 Print Center

4:15 – 5:00 p.m.
Safari Adventures Sponsor Sessions
VARIOUS LOCATIONS

5:00 – 7:00 p.m.
Headshots by appointment
BANYAN SALON (1ST FLOOR)

5:30 – 6:30 p.m.
Welcome Reception
Sponsored by Blackboard
KILIMANJARO PREFUNCTION AREA

6:30 p.m.
Evening on your own, client dinners

WEDNESDAY, FEB 23, 2022

*Attire: Jungle Fever – animal print or
safari attire*

8:00 – 8:30 a.m.
Exhibitor Viewing, Grab & Go Breakfast

8:30 – 9:30 a.m.
Concurrent Sessions
VARIOUS LOCATIONS

9:30 – 10:00 a.m.
Vendor Viewing/Caffeinated Connections

10:00 – 11:00 a.m.
Concurrent Sessions
VARIOUS LOCATIONS

11:00 – 12:45 p.m.
Lunch on your own

1:00 – 2:15 p.m.
Second General Session
President's Installation
Sponsored by Scholastic Network
KALAHARI BALLROOM (SALON E)

2:15 – 2:45 p.m.

Break
Sponsored by Smore
Sign into Remo*

3:00 – 4:45 p.m.
Remote Roundtables with Remo* Platform
Sponsored by K12 Insight
REMOTE LOCATION OF CHOICE

4:00 – 5:30 p.m.
Exhibitor teardown

4:00 – 7:45 p.m.
Headshots by appointment
BANYAN SALON (1ST FLOOR)

6:00 – 7:00 p.m.
Star Awards Reception
Sponsored by Intrado SchoolMessenger
PREFUNCTION AREA

7:00 – 9:30 p.m.
Star Awards Banquet
(business/cocktail attire)
Pre-purchased ticket required.
Sponsored by Intrado SchoolMessenger
KALAHARI BALLROOM (SALON E)

9:30 – 11:00 p.m.
Star Awards Celebration
Matchmaker Band Live & Drinks
Sponsored by Intrado SchoolMessenger
EVENTS BARN

THURSDAY, FEB 24, 2022

Attire: TSPRA Conference T-shirt
Sponsored by School Revenue Partners

8:45 a.m. – noon
Headshots by appointment
BANYAN SALON (1ST FLOOR)

9:00 – 11:00 a.m.
Breakfast Buffet &
General Membership Meeting
KALAHARI BALLROOM (SALON E)

11:00 – noon
Evaluations, Collect Star Awards
REGISTRATION DESK

***Remo registration is required BEFORE roundtables begin.** If you've used Remo before, sign in. If you haven't, set up your account by going to www.remo.co (NOT .com) and click on LOG IN (NOT "Start Trial"). Follow prompts to sign up for an account. The Remo room will open just prior to 3:00 so you can get logged in and virtually seated.



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PRECONFERENCE



*Preconference is a great way to ease into your conference week and start making connections.
These sessions take place Monday, Feb. 21, 1:00 – 4:00 p.m.*

It Takes A PRO: Putting APR in YOUR Professional Portfolio

Danielle Clark, APR, Harris County Department of Education and other TSPRA APRs

NILE

School PR is tough. Learn how getting your APR can put your career and job tasks on a path you never imagined! Affectionately referred to as #It takes A PRO, getting your APR is an investment in yourself, career and future. Don't let another year pass without adding this prestigious credential to your professional portfolio. This session will provide you with a roadmap to earning your APR and hook you up with a mentor to support you. Get insight into the process, see how to approach your job and meet with an APR mentor to get a jump start on the process with your portfolio project.

Mastering the Visual Code (EMP)

Dr. Julie Jones, Director of the National Photographer's Association News Video Workshop

SALON B

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.

The Building Blocks of a Successful Bond Program

Amy Jones and Jessica Bazan, O'Connell Robertson

SALON C

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 Bootcamp

Ian Halperin, Wylie ISD, Dr. Kirk Lewis, TSPRA Past President and Retired Superintendent & Other TSPRA members

SALON D

Every school PR professional needs help navigating school communications. This session will provide 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.

Get Your Google On! Measurement (Analytics) Intensive Workshop*

Fran Stephenson, APR and Principal of Step In Communication

SALON F

It's time to take your measurement and analytics skills to the next

level. If you're not already harnessing the power of Google Analytics (GA) to evaluate and enlighten your communications footprint, then this workshop is for you.

In this 3-hour, hands-on workshop you will learn:

- The types of data you can see using Google Analytics and how communicators can use that data
- How to navigate the default reports in GA and what they mean for communicators
- Where your web traffic is coming from – social media, newsletters, search engines or referrals and why it's important to see those sources
- How to set up custom and recurring reports and how to share them with leadership
- How to set up a basic dashboard to report on and share what you're seeing in GA
- What the future outlook of measurement is using GA.

**Requirements: You must have attended the Zoom meeting on Feb. 8. Please bring your personal computer and access to your organizations' Google Analytics environment.*

Finding the Time - How to Manage Social Media in Under One Hour Per Day

Andrea Gribble, #SocialSchool4EDU

ZAMBEZI

Struggling to make time for social media? Andrea will share tools, tactics and boundary-saving tips to help you make a bigger impact, while also saving you a ton of time. We'll even spend time taking action – to help save time once you get back to the office!

- Grab a proven system to get content from your schools
- Identify weekly features that you can prep ahead of time
- Learn phone shortcuts to save you time when you are on the go
- Establish boundaries to avoid the 24/7 stress of social media
- Finish with a plan to manage social media – instead of letting social media manage you!

Listening and Change Management: Better Engagement with Diverse and Minoritized Audiences

Dr. Jacqueline Lambiase, TCU Department Head

SALON A

Using change management principles and better listening strategies, how might your district improve its engagement with all audiences, especially with people who may be underrepresented in decision-making spaces? In this interactive session, we'll inventory your district's listening architecture and create new pathways for communication through old channels and new. How might you build listening ambassadors inside your district and how might you welcome new ideas and change along the way, as you begin to hear more about your stakeholders' needs? How do you use change management systems to spark new programming, activities, and community engagement in new ways?

KEYNOTE SPEAKER

NIKI SPEARS

Sponsor



Niki Spears is ready to take your team on a journey to enlightenment as she opens their minds, hearts and spirits! A former educator and school principal, Niki understands the struggles in education today and has supported hundreds of school leaders, districts and administrators in finding the beauty underneath the struggle as they embrace strategies that will create and sustain a positive culture. Niki is the author of three books — one non-fiction titled, “The Beauty Underneath the Struggle” and two children’s books, “The Hand Hug” and “Kindness Is Contagious Too!” Her third children’s book, titled “BE... “ was released in Aug. 2021. Niki is currently touring the country empowering school leaders and educators to take 100 percent responsibility for their thoughts, actions and attitudes. Her talks inspire teams to move beyond a victim mindset to that of a victor allowing them to take the pencil of life and create their masterpiece.

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- Linsae Snider, Executive Director - TSPRA

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- Kim Hocott, Executive Director of Communications – Pearland ISD

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Best Practices

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- Strategic communications plans
- Salary and career surveys



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PARTNER IN PUBLIC EDUCATION AWARD

Gary Hefner

General Manager, H-E-B in Magnolia

MEDIA AWARD

Wayne Carter, NBC 5 DFW

Special Projects Reporter

“Carter in the Classroom”



GARY HEFNER, general manager at H-E-B, is known as the “Mayor of Magnolia” as he and his family have integrated themselves into the community. After being abandoned by his parents because he developed a serious heart condition at five years old and was flown to Texas Children’s Hospital in Houston, Hefner spent many years living in various homes and enduring countless surgeries. When he was 11, he was adopted by the nurse who

helped him when he first arrived at the hospital. Growing up, his school coaches, teachers and administrators became Hefner’s support system. When Hefner married, the one thing he told his wife was, “We will be involved in the schools whether our kids are there or not. I didn’t have that support and I want to be the person that maybe one kid needs and make a difference.” Over the yearss, Hefner has made significant contributions to his community and has dedicated himself to serving and helping others. He has built a reputation in the Magnolia community for supporting students, administrators and teachers by being involved with the district’s teacher appreciation programs, scholarship programs, student fundraisers and more. “If you are at a school event, you will probably see Gary there, too!” his nominator explained in his application. “As the general manager of [H-E-B], he knows his employees very well and goes above and beyond to help anyone. He has helped several students in tough family situations. He is a selfless, servant leader who believes in making a difference in the lives of our students and the community.”

WAYNE CARTER, a special projects reporter for NBC 5 DFW, leads an innovative series called “Carter in the Classroom,” which highlights the ways schools around North Texas help students achieve academic success. Arriving in North Texas in 2018, Carter launched “Brag About Your School;” the campaign is an opportunity for students, teachers and

parents to showcase the unique things that make their school special. Carter believes strongly in being an advocate for students, parents, and schools. “Carter in the Classroom” shares stories about the successes that are happening in public schools. He focuses on the dynamic learning occurring in schools in North Texas, as well as the challenges districts face and what conversations need to happen in the community to help promote student success. Carter shares the details about the instructional process, mistakes and all, to show how deep learning occurs in our state. Rather than creating moments, Carter concentrates on capturing the process, often spending hours and days at schools for his stories. It is his stories that show his commitment to elevating education discussions in North Texas, going in-depth and behind the scenes to show the power of public education.



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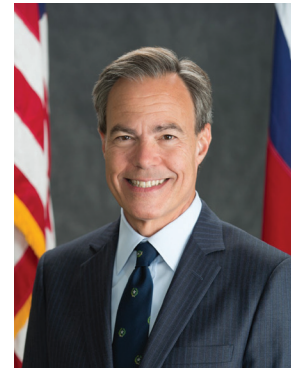
KEY COMMUNICATOR AWARD

Joe Straus
Texas House Speaker 2009-2019
Chairman of Texas Forever Forward



This year's award recipient is fifth-generation Texan **JOE STRAUS**, former Texas House speaker from 2009 to 2019, making him the longest-serving Republican Speaker in state history. During that time, he was a vocal advocate for providing robust funding for public education, and he identified public education as the state's best economic development tool.

"As a public-school graduate himself, Mr. Straus worked tirelessly throughout that time to ensure that supportive public-school legislation was at the heart of each legislative session that he chaired. He made himself readily available to his local constituents that included public school educators, administrators and superintendents as they voiced their needs and concerns, and he dedicated his leadership to responsive legislation as a result. His leadership and support for pro-public-school legislation is resolute," said Dr. Dana Bashara, superintendent Alamo Heights ISD, in her letter of support.



Some of his key accomplishments that benefit public education include:

- Calling on the legislature to make school finance system more efficient;
- Standing firm against privatization of Texas public education and voucher;
- Leading the passage of HB 5 in 2013, which established the new Foundation High School Program;
- Calling on Texas Education Agency to make significant changes in the monitoring system it was using to determine qualifications for special education services;
- Leading the charge in 2017 to defeat SB 6, the "bathroom bill," which would have required transgender bathroom use.

Superintendent Brian T. Woods, Ed.D, Northside ISD, said in his letter of support, "Though Speaker Straus retired from the legislature in 2019, he has consistently stayed active in education policy by working with and supporting lawmakers who are pro-public education."

In his unwavering support of public education, during the 87th legislative session, Straus called on state leaders to release \$18 billion in federal stimulus funds to schools across the state.

Today, Straus is the chairman of the Texas Forever Forward political action committee and continues his public service endeavors through his dedication to various boards, community and state organizations.



PROFESSIONAL AWARDS SPONSORS

PROFESSIONAL ACHIEVEMENT AWARD



MOST VALUABLE AWARD



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Connect with Blackboard at TSPRA 2022

Tuesday, February 22nd | 2:45 PM – 3:45 PM | Salon A

Corporate Showcase with Dr. Julie Evans, Ph.D., Project Tomorrow

Connecting the Dots Between Equity
and Communications with Research Findings

Tuesday, February 22nd | 4:15 PM – 5:00 PM | Salon H

Blackboard Safari Adventure

Mix and mingle with your favorite community
engagement partners

Tuesday, February 22nd | 5:30 PM – 6:30 PM

Welcome Reception hosted by Blackboard

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[Blackboard.com/k12](https://blackboard.com/k12)

Wednesday, February 23rd | 3:00 PM – 4:45 PM | R09

Remote Roundtable discussion facilitated by Jeff Windsor, Solution Engineer, Blackboard

How To Uncover Action Items
from Key K-12 Research Findings

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CPC

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This rigorous post-baccalaureate program offers education and leadership training for communication professionals in cities, counties, schools and public-sector organizations.

- Students graduate from the program with three-year communication plans and policies for their organizations.
- Students spend two weeks in Fort Worth at TCU to focus on theory, experiential learning and communication plan building.
- CPC is a partnership among TCU's Bob Schieffer College of Communication, TCU Extended Education, TSPRA, TAMIO, NACIO, and 3CMA.

Questions? Contact Dr. Jacqueline Lambiase, j.lambiase@tcu.edu



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CONCURRENT SESSIONS

Tues., Feb. 22, 2022
11 a.m. - noon

Attire: Show Your Stripes, wear school/favorite team colors

100

CORPORATE SHOWCASE

Harnessing the Power of Visual Communications

Michael Broyles, The Scholastic Network

SALON A

Fun fact: We recall 60% of what we see but only 10% of what we hear. Imagine leveraging blank hallways and building entrances by turning them into visual communication hubs where you control the message. Where students, staff and community members see the positive things happening across your school or district. Meet CEO Michael Broyles and discuss how you can put your Visual Communication Strategy to work creating a positive narrative and culture of success!

101

Mindful Messaging: Communication with Diversity, Equity & Inclusivity in Mind

Gustavo Reveles, El Paso ISD

SALON B

Whether digital or print, social media or earned media, school districts must acknowledge their audience when crafting messages. EPISD has demonstrated success in messaging by careful consideration of the race, ethnicity, socio-economic and LGBTQ backgrounds of their community. Improve your engagement by embracing diversity, equity and inclusivity.

102

Virtual Telethons: An Innovative Way to Fundraise During COVID

Andrea Nguyen, Pasadena ISD Education Foundation

SALON C

The pandemic forever changed the way we communicate, market and fundraise. The Pasadena ISD Education Foundation was forced to cancel all our events for 2020, causing a major drop in donations. We came up with a highly successful eight-hour live-streamed show that netted over \$327,000 in donations. Find out how we did it by attending this session, which also will touch upon storytelling, AV production, content creation, social media management, marketing, crowdfunding and more!

103

Yes, Your iPhone Camera Can do That!

Roger Campos, Southwest ISD

SALON D

We will discuss how to get the most out of your iPhone camera to create professional-quality photos. We will cover iPhone-specific topics such as settings, effects and filters. Additionally, we will cover best practices in photography that include framing, the rule of thirds and other techniques that all users can benefit from. BYOD

104

Fold in the Cheese! The Recipe for Successful Storytelling

Aubrey Chancellor, North East ISD

NILE

Fold in the Cheese. It's easy if you know how to do it, but extremely difficult if you don't. NEISD will share our best practices for storytelling, how we find and cultivate stories and how we get the audience interested in our stories. From headline creation to posting online, this is how our stories get your attention.

105

Learning to HUG and not HATE the Haters

Justin Elbert & Associate Superintendent Dayna Hernandez, Klein ISD

SALON F

How do you share the positive narrative of your school district amidst ever-increasing division and hostility? In Klein ISD we use the HUG approach to connect with our most negative community members and staff. Humility, Understanding and Grace go a long way in connecting with the haters. The HUG approach allows us to solve issues proactively. You'll walk away with new ways to make a positive impact in your school community.

106

Savvy Self-Promotion - Boost Your Team's Credibility

Dawn Parnell, CPC, Chelse Westbrook, CPC, Pam Pena, Amy Johnson & Jeff Smith, Carrollton-Farmers Branch ISD

ZAMBEZI

Have you ever heard someone say, "What does the communications department do?" As PR professionals, we spend our time sharing others' successes. Sometimes we forget to brag about ourselves and may even feel uncomfortable doing so. Learn how one communications department is gaining credibility in their district through savvy self-promotion. You'll leave ready with core promotion tactics to implement and change the credibility and perception of your communications department within your school district.



107

Understanding Emotional Intelligence

Stevie Dawn Blakely, Ph.D., Stevie Dawn Inspires, LLC

SALON G

Whether you are having conversations face-to-face, over the phone or via e-mail, it is not just about what you say but also how you say it. Emotional Intelligence is the learned ability to manage emotions effectively and interpret messages correctly. This workshop will explore the process of utilizing EI daily. Through engaging activities and discussions, participants will learn how to be more empathetic towards others and leave with immediately applicable tips.

108

Managing the Media

Jennifer Hines, Tyler ISD

SALON H

You'll learn everything you need to know about the media, including how to make them work for you. Tips and tricks include how to write dynamic press releases, prepare for interviews, and develop strong relationships with the press. These insights and practical suggestions will help you take charge of any situation, especially in a crisis.

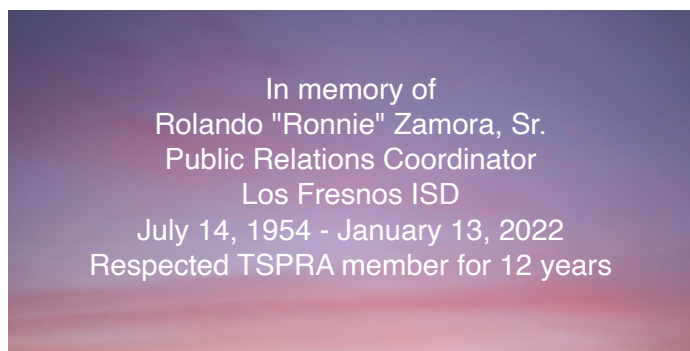
109

The Listening Project

Julie Jones, University of Oklahoma

SALON I

Ironically, hearing is one of the first senses we develop as humans yet listening is a skill rarely learned nor practiced. The Listening Project is an innovative effort at Gaylord College to help train students to hear more precisely and deeply. Julie Jones created the class to emphasize that listening may be a "soft" skill, but it is vital to understanding and building bonds with others. Learn three listening exercises you can use professionally as personally.



JOB ALIKE

1:45 - 2:30 p.m.

Job-alike sessions not prepared presentations. They are for conversations, problem-solving, sharing of best practices and discussing good, bad and ugly experiences.

EMP Show & Tell (on flash drive or accessible link)

(continues to concurrent session 119)

Kenneth Dixon, Lubbock ISD

ZAMBEZI

New to School Communications

Jenny Bridges, CPC, Waxahachie ISD & Jeff Meador, APR, Granbury ISD

SALON A

One Person Offices

Kim Cathey, Floresville ISD

SALON B

Large Communication Departments

(departments with 6+ staff)

Corey Ryan, CPC, Leander ISD

SALON C

Mid-Level Positions

(specialists and coordinators)

Jennifer Bailey, CPC, Belton ISD

SALON D

Social Media

Sherese Lightfoot, Garland ISD

NILE

Web

Daniel Cernero, CPC, Leander ISD

SALON F

Charters, Agencies & Associations

Stephanie De Los Santos, HCDE & John Boyd, Harmony Public Schools

SALON G

Fast Growth & Declining Enrollment Districts

Tim Savoy, Hays CISD & Erin Gregg, Lubbock ISD

SALON H

EF & Community Partnerships

Ian Halperin, Wylie ISD

SALON I



CONCURRENT SESSIONS

2:45 - 3:45 p.m.

110

CORPORATE SHOWCASE

Connecting the Dots Between Equity and Communications with Research Findings

Dr. Julie Evans, Ph.D., Project Tomorrow, for Blackboard

SALON A

Equity has proven to be an important strategic priority for districts across the country. The pandemic has brought many disparities into focus and uncovered new equity gaps that may have been previously overlooked. But what is your role as a communications leader in these initiatives? In this session, we will look at what the research says and lay out the next steps for making a difference with your communications.

111

School Safety Laws and Best Practices

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

SALON B

The TxSSC is charged to oversee security mandates and trains and educates districts. This session will review how your role plays a key part in communicating school safety initiatives and responses. For example, does your district have a reunification plan and are you prepared to work with the media at the site? Come to this session to learn about this key safety plan as well as other safety best practices and legal mandates.

112

The Fires are Burning, and The Waves are High: Best Practices for Maintaining Ethical Leadership in a Politicized Climate

Julie Thannum, APR & Susan Brott, APR, CESO Communications

SALON C

There have always been critics of public education, but the current politicized climate makes navigating the waters difficult. Learn effective messaging and communication strategies to proactively promote a positive narrative around district decisions and strategic work. Gain insight into the well-organized strategies of opposition groups and how you can maintain ethical leadership while under fire. Learn best practices for responding to critics and how to lower the temperature as you navigate through difficult conversations.

113

Show Me the Content! Combining Marketing and PR for Digital Success

Danielle Clark, APR, & Stephanie De Los Santos Harris County Department of Education

SALON D

Content is king in marketing and PR! And just like Cuba Gooding Jr., you jump up and down trying to get good content to showcase across multiple communications channels. But you need more than just quality information to claim communications success. Learn how Digital PR combines marketing and PR tactics through content marketing, SEO email, SEO and social media to promote your district, boost reputation and increase engagement.

114

"I Believe in Believe" – Strategic Storytelling in School PR

Justin Dearing, Grapevine-Colleyville ISD & Erin McCann, CPC, Allen ISD

SALON F

Ted Lasso said, "I believe in hope, I believe in believe." School districts must tell stories that their communities believe in. With education in the spotlight now, there has never been a better time to rethink how we tell the stories of the students and teachers we serve. Join us for an open discussion on the importance of the undeniable stories in school PR and how we strategically go about telling them.

115

REALtor School Connections

Eva deCardenas, Clear Creek ISD & Penny Brockway, CRS, SFR, Brockway Realty

SALON G

You will be SOLD on how CCISD launched a partnership with area realtors. Through its Realtor Certification Course, in partnership with the Women's Council of Realtors, CCISD educates this important segment of the community in all things public education including school boundaries and ratings, unique programs, property taxes and more. At the conclusion, CCISD Certified Realtors are informed education advocates, receive a marketing "toolbox" and are promoted via CCISD's microsite.



116

Different Faces of a Bond Election

Susan Ard, CPC, Cleveland ISD

SALON H

How does the fastest growing district in Texas handle Bond Elections year after year? Let us share with you the techniques, ideas, marketing and strategies that we have used in the past six years with the last five bonds.

117

Ditch the Letters and Adopt a Newsroom Model

Scott Thomas & Cristina Nguyen, Austin ISD

SALON I

Stop writing letters and start writing news stories that are actually informative and easy to read. In this session, we'll discuss how Austin ISD has started to rebuild trust with the community by being honest, transparent, and brief in its communications. We'll also discuss specific tips we learned from the pros at Axios.

118

Media Strategies to Up Your Online Engagement

Andrea Gribble, #SocialSchool4EDU

NILE

Are you pouring in hours of time and effort into creating social media content, but getting no comments and reaching only a fraction of your followers? We will dive into easy strategies to up your online engagement, which will be seen by more people with the understanding of:

- Posting frequency
- What parents are looking for
- Kinds of content your community will find engaging
- Ways to create "thumb-stopping good" content

119

EMP Show & Tell

(continued from Job Alike)

Justin Dearing, Grapevine-Colleyville ISD & Kenneth Dixon, Lubbock ISD

ZAMBEZI

This session is an extension of the Job-Alike session for EMPs. Bring your best productions on a flash drive or have an accessible link and be prepared to participate in the popular "video show and tell."

SAFARI ADVENTURES

Hosted by Sponsors

4:15 - 5:00 p.m.

Reaching the Last 10%

Hosted by ParentSquare

Jay Klanfer, moderator

Panel: Larissa Loveless, Palestine ISD; Billy Rudolph, Galveston ISD; Christopher Weddle, Del Valle ISD

ZAMBEZI

From technology equity to language barriers, effective communication to all school community members is not easy. In this panel discussion, we'll explore several techniques to involve every parent, student and staff member — especially that persistent 10 percent unreachable — and premiere a new best practice guide.

A WILD New Editing Experience

Hosted by Smore

Tal Nagar & Shlomi Atar, with a special guest

SALON G

Come hang with your favorite people from Smore and enjoy a tasty treat. Plus, get an inside view at ideas, best practices and cool new features that will help you create engaging school communications in 2022

Kick Back and Relax with the New Kids in Town!

Hosted by CatapultK12

SALON A

No pitch zone! Grab a local beverage, kick back and meet our CatapultK12 team in Salon A. Enjoy fun games and entertainment or relax with a soothing massage.

Shaking (or Stirring) it up in 2022

Hosted by Finalsité

SALON F

We'd be lion if we said we weren't excited to see what's coming up for schools in 2022. Join Finalsité for a chance to get in the TSPRA spirit(s) with a signature beverage. We'll give you a chance to catch up with each other and learn more about how to make sure your website is the king of the jungle.

Mix & Mingle

Hosted by Blackboard

Chris Northington, Michelle Pena-Thompson, Adam Dolan, Sam Alaniz Jr., Jeff Windsor

SALON H

This concludes TSPRA session programming for the day. Please continue to participate in sessions designed and delivered by the following sponsors.

(more Safari Adventures on Pg. 24)



(continued from Pg. 23)

Mix and mingle with your community engagement partners to kick off 2022. Join Blackboard and wind down from a day of sessions for a mixology class where we'll learn how to whip up some fun, engaging beverages. You'll learn about the origins of bartending, remarkable products, techniques, and modern-day twists on classic drinks.

Tiger King of TSPRA

Hosted by **Intrado SchoolMessenger**

AJ Morgan, Steven Anderson, Aria Woodcuff

NILE

Test your TSPRA and PR knowledge. Play an exciting trivia game to find out who is the real Tiger King or Queen of TSPRA! Have some fun, win some great prizes and earn TSPRA bragging rights you can take into the next 60 years!

Where are the WILD Things?!

Hosted by **Class Intercom**

Dr. Jill Johnson & Ben Pankonin

SALON B

As PR professionals, you live in the scary world of social media every day, but don't let them eat you up; instead, capitalize on your sense of adventure! Understand. Explore. We are on the edge of the wild ... but Class Intercom can help you tame the beast. This session will be fun, informative, engaging and interactive!

'Rita Meet Up

Hosted by **The Scholastic Network**

SALON C & D

Cheers to 2022! The 'Rita Meet Up is a chance to relax, unwind, and mingle with awesome people. Join us to claim your commemorative glass and enjoy hand-shaken drinks.

Empowering the Communications Team — With Self-Care & Professional Development

Hosted by **K12 Insight**

SALON I

With so much at stake, managing school communications and the chaos is stressful. Join K12 Insight to discover new self-care strategies while enjoying cocktails and fun giveaways! You'll have the opportunity to get a sneak peek at our newest courses and the new, improved experience we offer for PD. You'll also learn how our expert-led workshops can uplevel your team's customer service skills and help your frontline staff drive better experiences and engagement.

STAR AWARDS SPONSOR



Crystal & Platinum Awards
Star Awards Banquet
After Banquet Celebration

REMINDER FOR UPCOMING REMOTE ROUNDTABLES

Remo registration is required **BEFORE** the Remote Roundtable session begins on Wednesday at 3:00 p.m. If you have participated before, ensure you can log into your account. To set up a new account, go to **www.remo.co** (NOT .com) and click on LOG IN (NOT "Start Trial"). Follow prompts to sign up for an account.



COMMUNICATION MATTERS

The official quarterly digital publication of the
Texas School Public Relations Association



PUBLISHES

January
April
July
October

tspra.org/communication-matters



CONCURRENT SESSIONS

Wed., Feb. 23, 2022
8:30 - 9:30 a.m.

Attire: Jungle Fever, wear animal prints or safari clothes

200

CORPORATE SHOWCASE

Let's Rebuild Your Department Budget

Thomas Evans, School Revenue Partners

SALON A

School Revenue Partners has generated over \$6,000,000 for school districts around the country. Let us show you how we can increase your department budget with an efficient and effective advertising program.

201

CORPORATE SHOWCASE

How to Build an Effective Strategy for Districtwide Communications

Leander ISD staff for K12 Insight

SALON B

Creating systems for cross-functional service, continuous improvement and customer service is challenging — especially for a district with more than 40,000 students, 5,300 staff and 45 schools. Discover how Leander ISD manages an influx of inbound communications, including trustee communications and comments from community members, media requests and superintendent questions, as well as concerns regarding transportation, bond proposals, technology access and more. Corey Ryan, the district's chief communications officer, shares the innovative strategies Leander ISD uses.

202

How Public Schools Use Social Media: What Does the Data Show?

Matt Bolinger & Kendall David, Goose Creek CISD

SALON C

A strategic marketing plan that includes social media may help schools improve communications and public relations. We will highlight the effectiveness of social media and provide insight that will assist in showcasing school accomplishments, progress and successes. Research will show how social media is being applied in Texas public schools. This presentation also analyzes the messaging trends of schools on social media, as well as the attitudinal responses of parents and other users on social media.

203

Three Bright Ideas that Help Students, Engage the Community and Cost Next to Nothing

Helen Williams & Amy Wade, Greenville ISD

SALON D

Learn about three partnerships that are low-cost and high-impact: 1. Art Around Town — An annual display of student artwork in “galleries” at area businesses. 2. Teacher's Supply Closet - Volunteers run this clearinghouse for accepting and distributing school supplies and other donations. It's like Amazon, but FREE! 3. Forever A Lion: This partnership with Texas A&M Commerce provides a pathway to college for every Greenville High School graduate and scholarships for GISD teachers.

204

Turn your Superintendent into a GOAT

Amanda Simpson, Coppell ISD & Adam Bennett, Lake Dallas ISD

SALON F

With Coppell ISD's Superintendent Dr. Brad Hunt recently receiving the NSPRA 2021 Superintendent's Communication Technology Award and being chosen as one of NSPRA's 2020 Superintendents to Watch, here are the things to do to make your superintendent one of the Greatest of All Time (GOAT) when it comes to innovative communication tactics. Learn about engaging tools such as Amazon's Alexa, interactive videos and Facebook Live, which will help your superintendent develop into a communications leader.

205

Making Friends in High Places: Developing Innovative Partnerships for your District

Mike Adkins, Dr. Scott Muri & Alicia Syverson, Ector County ISD

SALON G

Healthy relationships cultivate innovation and produce results beyond our imagination. We will dig into the art of developing strategic partnerships with local, regional, state, and national entities to improve organizational effectiveness. Examples of these partnerships developed by our district include SpaceX, National Board for Professional Teaching Standards, Bill and Melinda Gates Foundation, Public Impact, Chiefs for Change, Permian Strategic Partnership, Chamber of Commerce, Commit Partnership, Raise Your Hand Texas and the New York Times.

(continued on Pg. 26)



(continued from Pg. 26)

206

Storytelling Simplified

Brooke Young, former Disney Princess & Veronica V. Sopher, Fort Bend, ISD

SALON H

Delivery is the secret behind creative actors, vocalists, communicators and thought leaders. This presentation breaks down delivery from your unique body language, facial expressions, vocal tone, pacing, energetics, dynamics and description as well as teaches you how to transport listeners to your world. Brooke used this strategy when she worked as a Disney Princess and connected with children of all backgrounds. Even the most experienced school communicator can expand their reach with these proven strategies.

207

Bond Basics: Strategies for Passing a Bond in a Pandemic

Ashley Thomas, Wichita Falls ISD

SALON I

Is a bond election in your district's future? Are you stressed about your role in passing a bond during a global pandemic? Discover strategies for winning over your community amid economic uncertainty. Hear how Wichita Falls Independent School District used trust and transparency to pass the largest bond in the history of the district.

208

Connecting with your Spanish-Speaking Families

Francisco Rojas, Longview ISD

ZAMBEZI

The Longview ISD Community Relations team saw the need to connect more with our Spanish-speaking families and keep them informed on school board decisions, community resources, campus events and programs in a unique way. We started a Spanish-speaking radio show, which keeps our families and members of the community informed, but we didn't stop there. We also became the first to broadcast high school soccer games with Spanish commentary, and we've seen amazing results.

CONCURRENT SESSIONS

10:00 - 11:00 a.m.

209

CORPORATE SHOWCASE

Make Media Releases Work for You: Get In-Formed on a Better Way

Steven Anderson, Intrado SchoolMessenger

SALON A

Ever wish there was a better way than chasing down paper-based media releases for students? There definitely is, and your superintendent will thank you for finding it. Each year, school districts in the U.S. spend about \$2 billion on paper costs combined. That's nearly \$40/student! Learn how your district can not only save money but time and headaches as well by using forms and workflows to streamline everything from media releases to field trip permission slips and acceptable use policies.

210

Bridging the Gap Between an Old and New Community in a Fast-growth District

Rachel Moore, Kinsey Droege, Phil Jean & Renae Rives, Alvin ISD

NILE

As one of the fastest-growing school districts in Texas, Alvin ISD faces a unique challenge with incorporating new communities into a traditional framework. From organizing district-wide bus tours to naming schools after great educators of the past, learn fun, innovative ways of bridging the gap of both old and new communities in an ever-expanding district.

211

Social Media, Captions, Transcription ... Oh my!

Cheryal Loosmore, Lake Travis ISD

ZAMBEZI

Learn how to utilize Adobe's Premiere Pro to streamline editing for social media, create transcripts and add captions to your videos. This session will be part demonstration and part practice. Bring your laptop (loaded with Adobe Premiere Pro 2021) and video clips to use for your own practice.

212

Your District Does WHAT?? Behavioral Health Through Art Therapy

Sally Andrews & Stacie Jannise, Vidor ISD

SALON B

School communications folks wear many hats. One of those, in some districts, is program management. If you're looking



for a program that can make lasting change in your school district, consider behavioral health. Vidor ISD utilizes art therapy along with talk and play therapies to create lifelong adaptations in the way students handle their emotions. The drastic improvement in disciplinary referral rates is the proof that's in this pudding. Session features hands-on learning!

213

From DRAB to FAB: Creating Engaging Events from the Mundane

Kacy Swaim & Elizabeth Ross, Longview ISD

SALON C

Does your district suffer from the same ole' events year in and year out? Are you looking for a way to get staff excited about and engaged in the new school year? We will walk you through a few events that we revamped in Longview ISD to engage our staff and cultivate a feeling of family while utilizing our community partners to enhance both community and staff buy-in.

214

Launching Your Campus PR Squad: Be in Two Places at Once Without the Stress

J Nick Spinetto, Jarrell ISD & Lauri Anzaldua, Bastrop ISD

SALON D

Are you a one-person shop or have too many campuses to cover? Does this leave you feeling overwhelmed or like you're missing out on a positive story? Come to our session and learn more about our Campus Communication Liaisons and how this partnership between the Communications Office and an on-campus staff member leverages your resources to make sure you never miss a good story, and campus social media and websites are always up to date.

215

Who is Taking Care of You?

Monica Faulkenberry, APR & Mary Libby, MS, CSC, Northside ISD

SALON G

COVID dashboards, mask haters, TikTok, CRT, employee morale/shortages, and the list continues to "pivot!" Do you feel the weight of your district with no end in sight? We focus on students' SEL, but who reaches out to us to check our social-emotional well-being? This session will talk about ways to disengage for our own physical and mental health; you'll learn some, vent some and even do a little exercising and craft project (no skills required).

216

Digital Marketing 101: An Education Communicators Guide to Marketing

Raymond Ruiz & Evelin De La Rosa, Harmony Public Schools

SALON F

Shifting community landscapes, emerging competitors and today's fragmented information channels create distinct challenges in education. Digital marketing is fundamental to success in today's era of educational engagement. Grasp the marketing basics to convert more leads online and learn how to evaluate the performance of your agency partners.

217

To the Next Level: Developing a Strategic Plan to Grow and Expand Your Comms Team

Matthew Prosser & Dustin Taylor, Longview ISD

SALON H

Does your district need to put more resources into your department, but you're having a hard time convincing them that this is a need and not just a want? Longview ISD expanded from a two-person "triage" to a six-person team over a span of just a couple of years, thanks to an ambitious strategic plan presented to the LISD administration and board of trustees. Find out what we learned from this experience!

218

What's in Your Bag? (EMP)

Justin Dearing, Grapevine-Colleyville ISD & Kenneth Dixon, Lubbock ISD

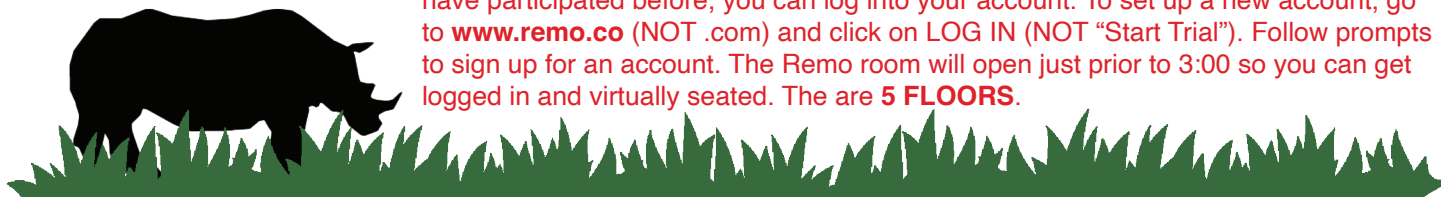
SALON I

Calling all video and audio creators! Join us for a discussion and showcase of different audio/video setups used by districts around the state. There will be video and podcast setups that cover all budgets. This session is an opportunity to have conversations with multiple districts about the tools they are using in the field as they tell their stories!

REMOTE ROUNDTABLES

3:00 - 4:45 P.M.

Are you ready for it? Please, ensure you register for **Remo.co** by 2:45 p.m. & make note of several tables you'd like to visit, especially the table number. See Pg. 28 for instructions.



Remo registration is required **BEFORE** Remote Roundtable session begins. If you have participated before, you can log into your account. To set up a new account, go to www.remo.co (NOT .com) and click on LOG IN (NOT "Start Trial"). Follow prompts to sign up for an account. The Remo room will open just prior to 3:00 so you can get logged in and virtually seated. The are **5 FLOORS**.

REMOTE ROUNDTABLES

3:00 - 4:45 p.m.

Remote Roundtables consist of four, 20-minute rounds. Due to the Remo platform (see note above), there is a limited number of seats per table. Make a list of several options for a quality experience. Note the session numbers. Help desks are on floors 1 and 3. There are Regional Lounges set up on floors 2, 4 & 5 to meet with other professionals, ask questions about your region and network.

FLOOR 1

- TSPRA Help Desk
- Sponsor Lounge

R01

The School Customer Service Revolution

Sarah Berman, K12 Insight & Megan Overman, APR, CPC, Eagle Mountain-Saginaw ISD

Learn how Eagle Mountain-Saginaw ISD is turning everyday interactions into exceptional experiences for its students, families, teachers, staff and community by strengthening relationships districtwide.

R02

Digital Marketing Strategies to Engage Spanish Speaking Communities

Raymond Ruiz & Lizette Garcia, Harmony Public Schools

Go beyond Google Translate. Connect on a deeper level with more people by maintaining cultural specificity with the use of various digital marketing strategies.

R03

Small Town PR Teams with Big Ideas: Quick Strategies for Success

Helen J. Escobar, Roma ISD

Small towns can pose a challenge for PR pros with "big city" ideas. Learn quick ideas create buzz without breaking the bank or your back.

R04

Best Practices for Engaging Non-English-Speaking Parents and Communities

Hillary Berman, Alboum Translation Services

Learn how to get started with translation and empower schools

with on-demand interpretation to improve engagement with all families, regardless of the language they speak.

R05

Different Faces of a Bond Election

Susan Ard, CPC

5 BONDS! 6 YEARS! Sharing techniques, ideas, marketing and strategies!

R06

Taming the Roar

Rachel Acosta & Crestina Hardie, Leander ISD

Is your community a jungle sometimes? Let's talk about de-escalating conversations, listening and responding with empathy, responding or taking time to process before providing feedback.

R07

Equitably Engaging the Hardest to Reach Families

Stephen Quella, Jr., ParentSquare

How can you ensure that you engage with every family? We'll discuss identifying who isn't being reached, barriers to connection, leveraging technology and key stakeholders.

R08

Connect with Your Best Untapped Resource

Jasmine Nguyen, Klein ISD

Students are at the center of our work. Learn how to build their trust, stay in touch, & tell THEIR stories.

R09

How To Uncover Action Items from Key K-12 Research Findings

Jeff Windsor, Blackboard

You've felt the impacts of the past two school years. Discuss key findings from Project Tomorrow's Speak Up Research Project and help you translate them.

R10

Meet TSPRA Leadership

TSPRA President Rebecca Villarreal, APR; Veronica Castillon, APR, TSPRA Past President; Veronica Sopher, TSPRA Immediate Past President

Meet some of TSPRA's leadership team and learn why they decided to get involved and what you can do to work towards TSPRA leadership opportunities.

R11

Empower, Unify and Secure with Class Intercom

Jill Johnson, Ed.D, Class Intercom

EMPOWER unlimited users to enrich content and lessen workload all while maintaining brand UNITY through a moderation system that also provides SECURITY, including complete archival.

R12

"Lights, Camera, Success!"

Mike Dudas & Dyann Polzin, Galveston ISD

Hear how the one-of-a-kind Media Arts program at Galveston ISD's mega-magnet Ball High School collaborates with its community leaders and develops long term sustainable partnerships.

FLOOR 2

Regional Lounges

Want to connect with regional leaders? Join us to network, learn about regional meetings, ask questions or just take a break to chat.

- Gulf Coast Networking: ESC Regions 1, 2 & 3
- Houston/Beaumont Networking: Regions 4 & 5
- East Texas Networking: ESC Regions 6, 7 & 8

R13

A Foolproof Crisis Communication Plan

Jason Jeffery & Alicia Ryan, CatapultK12

Including parents in your crisis communication plan is the one step you don't want to forget to keep parents in the loop during emergencies.

R14

Media Relations Tips

Gustavo Reveles, El Paso ISD

Get fair and accurate coverage. Attend for effective and useful tips on developing a good working relationship with the media covering your school district.

R15

Combat Budget Cuts with Community Sponsors

Thomas Evans, School Revenue Partners

Let School Revenue Partners show you how to grow your department budget and combat budget cuts with an efficient and easy advertising program.

R16

How to Get Involved with TSPRA

Denise Blanchard, Amarillo ISD and Craig Elchhorn, APR, Alief ISD, TSPRA Past Presidents

Get involved! Join TSPRA past presidents and learn about the committee structure and how to capture appointments. TSPRA depends on about 100 volunteer leaders annually.

R17

Nail Your Presentation: 6 Tips for Success

Morgan Delack, Finalsite

Presenting at the board table is your opportunity to showcase your accomplishments and elevate your role. Learn actionable tips to make your next presentation shine.

R18

The Power of Alumni in your PR Campaigns

Jim Burgraff, Alex Burgraff & Deb Ingrassia, Alumni Nations

Learn how the influence Alumni communications can have on your 2022 communications goals and how to get it done without spending a lot of time.

R19

Drone Zone - Answering the FAQs About Drones

Nathan Edgar, Lubbock ISD

Do I need to be licensed? Which drone should I buy? Join to get all the answers to everything drone. Welcome to the Drone Zone.

R20

Why is Brand Equity Taking a Key Position on Stage This School Year?

Frankie Hill & Chris Yee, Gabbart Communications

You're essential to your school community. As your district's Brand Ambassador, let's talk about practical ways to improve brand equity for a healthier community.

R21

Basic Design Principles for Non-Designers

Tavo Caballero, Corpus Christi ISD

No need to be a professional graphic designer. Learn key graphic design principles to create efficient compositions and graphic structure for your communication pieces.

R22

Make Media Releases Work for You: Get In-Formed on a Better Way

Steven Anderson, Intrado SchoolMessenger

Learn how your district can save money, time and headaches by using forms and workflows to streamline media releases, field trip permission slips and more.

R23

Don't Forget Your Gimmick - Using Gimmick Days to Build Your District Community

Elizabeth Ross & Chris Fraizer, Longview ISD

Are you losing social media followers? Learn how Longview ISD turned their social media presence around and increased engagement. For both small and large teams.

(more Remote Roundtables on Pg. 30)

R24

How Do You Add Election Planning and Communications to Your Already Full Plate?

Lesley Weaver & Suzanne Marchman, Huckabee

Don't tackle bond planning and elections alone! We have a full-service team to help. It's a win-win situation for YOU and your community!

FLOOR 3

TSPRA Help Desk

R25

CRT, Masks and Sex Ed, Oh My: Why 70% Of Your Public Input Is the Opposite of What the Public Thinks - And What to Do About It

Kevin Lyons, FlashVote

Research shows public input differs from public sentiment about 70% of the time. Learn how to cut through the noise on any hot topic.

R26

Want to be Published? TSPRA Can Make That Happen

Adam J. Holland, LaPorte ISD, Communication Matters Editor

"Communication Matters" is TSPRA's quarterly digital magazine. Members are invited to pen pieces ranging from 300 words to in-depth features. Learn more about getting published.

R27

Developing and Nurturing Community Partners in a Hybrid Learning World

Patrick Hicks, VOLY, powered by VolunteerNow

Learn some tips how a focused and creative district in Houston is effectively serving its students by fostering old and building new community relationships, post-pandemic.

R28

Giving Day Fundraisers for Education Foundations

Charlotte LaGrone, Weatherford ISD

Giving Days are an inexpensive and effective fundraiser for Education Foundations. Make the most of your Giving Day with these proven tips and strategies.

R29

Qualtrics & Executive Director of Communications of Southwest ISD Jesse Garcia

Robbie Brown, Qualtrics & Jesse Garcia, Southwest ISD

Join us to see how Southwest ISD and many TX districts use Qualtrics to improve communications and experiences with a system of action.

R30

What Everyone Gets Wrong About Creating Advocates

Matthias Wehnert & Sarah Roberson, Apptegy

Research shows that the best way to build broad community support is to focus on creating advocates. Explore the counterintuitive blueprint of creating community advocates.

R31

Everything You've Wanted to Know About the APR

Christie Goodman, APR, IDRA, Leanne Libby, APR, Corpus Christi ISD & Jeff Meador, APR, Granbury ISD

Thinking about earning your Accreditation in Public Relations (APR)? Talk with a few APRs about the process and the benefits of earning your accreditation.

R32

CPC-Certified Public Communicator Certification

Beth Trimble, CPC, Red Oak ISD & Amy Pawlak, CPC, Bullard ISD

Learn how TCU's Certified Public Communicator program has benefitted 45+ TSPRA members by helping districts to create communication plans and individuals to earn a certification.

R33

Taming your Live Streaming and Video-on-Demand

Michael Kessler & Lisa Harmison, MyVRSpot

Live Broadcast district events - automatically record those broadcasts, add closed captioning, and have them available on your own Video-on-Demand platform. Maintain control and ownership.

R34

Celebrate your Staff: How to Highlight your District's Busiest Bees

Jessica Williams, Klein ISD

Celebrate MVPS with a profile feature. Join me as I share the success of her "Klein Profiles" series and steps to help start one.

R35

Color Correction: Hints, Tips and Hues

Mitzi Loera, Cypress-Fairbanks ISD

You can fix color in post production most of the time but not always — save what you thought was lost and make what you didn't pop!

R36

Proactive Versus Reactive Customer CARE Training

Barbara "Jessika" Leal, JLeal Communications

Explore the difference between customer service (reactive) and Customer CARE™ (proactive). Build First Impression Specialists throughout your organization through approach, buffer phrases and service touchpoints.

FLOOR 4

Regional Lounges

Want to connect with regional leaders? Join us to network, learn about regional meetings, ask questions or just take a break to chat.

- North Central Networking: ESC Regions 9, 10 & 11
- West Central Networking: ESC Regions 12, 14 & 15
- Central Networking: ESC Region 13

R37

From Twitter to the District Newsroom: How to Empower Campus Key Communicators to Share Good News

Valonia Walker, APR, Aldine ISD

Eighty-three campuses, a competitive media market and a social media-savvy superintendent could lead to disaster or opportunity. Learn how to ensure it's an opportunity.

R38

Reinventing the Press Release: How to Hack Your Media Messaging to Increase Coverage and Enhance Your School Brand

John Boyd, Harmony Public Schools

Practical tips and handy hacks to increase positive coverage, build better relationships with journalists, improve brand knowledge of your district, and rule the SEO game.

R39

YouTube Tutorials for Production Tasks

John Tarrant, Weatherford ISD and Cheryal Loosmore, Lake Travis ISD

Gain quick access to honing Adobe Premiere, Lightroom and other electronic media platform solutions. Obtain a list of YouTube tutorials that will provide just-in-time training.

R40

Utilizing Campus Reps to Help Share Your District's Message

Elizabeth Ross, Kacy Swaim & Chris Fraizer Longview ISD

How do you keep communication open between campuses and stakeholders? Learn what Longview ISD is doing to collaborate with campuses to share their stories.

R41

Illustrator Who? Welcome to the New World of Canva!

Chelsea Ceballos, Klein ISD

Learn from a graphic designer how to utilize Canva.com to benefit you. It is also a cost and a time saver!

R42

From B to Z: Navigating Multi-generational Stakeholders and Staff

Danielle Clark, APR & Stephanie De Los Santos, Harris County Department of Education

Learn to interact and communicate with Traditionalists, Boomers, Gen Xers, Millennials and Gen Z, and understand why they do the things they do.

R43

Telling Your Own Story: Creating a District Newspaper Via Corporate Partnerships and Student Buy-in

Matthew Prosser & Dustin Taylor, Longview ISD

Do you have difficulty getting your local newspaper to provide quality coverage? Learn how we created a district newspaper to tell our own story.

R44

It's a Hiring Jungle Out There!

Angela Duitch, APR, Tyler ISD

How can the communications department help HR with recruitment? Learn quick social media tips and creative ideas for recruitment, not just for advertising a position.

R45

Get Schooled – How We Used “Social Media Takeover” to Engage Stakeholders

Brittany Blanchard and Laurin Moore, Angleton ISD

Angleton ISD' Let's Get Schooled invites the community into classrooms as students tweet, post and Instagram at one campus from the tardy bell to dismissal.

R46

Connect with NSPRA

Barbara Hunter, APR, Executive Director, Nicole Kirby, APR, NSPRA President, Melissa McConnell, NSPRA South Central Vice President

Want to learn more about NSPRA and the benefits of joining? Give a Texas welcome to our NSPRA leaders!

R47

Resumes and Interviewing in the Year 2022

Julie Thannum, APR, Senior Strategic Consultant, CESCO Communications

Meet with a professional search consultant and gain some tips for improving your resume and enhancing your interview skills in the year of virtual job hunting

R48

AP Style – Quick Review

Helen Williams, Greenville ISD

Engage in a quick review of AP Style, learn about resources for keeping current and a discuss the pros and cons for composing in AP Style.

FLOOR 5

Regional Lounges

Want to connect with regional leaders? Join us to network, learn about regional meetings, ask questions or just take a break to chat.

- Northwest Texas Networking: ESC Regions 16 & 17
- Far West Networking: ESC Regions 18 & 19
- San Antonio Networking: Region 20

(more Remote Roundtables on Pg. 32)

R49

Don't Be Afraid to Go LIVE

Sydney Hunt & Kirk Swann, Clear Creek ISD

Learn about the minimal equipment needed to set up livestreams and tips for connecting with your community in new ways to tell your story.

R50

Good Leaders Build Leaders

Lindsey Yancey, Klein ISD

With the Superintendent's Student Leadership Council, connect your superintendent with engaged student leaders to teach leadership skills, gain feedback and improve student experience.

R51

Working with Faith Leaders to Support Your District

Phill Beckman, Birdville ISD

Learn how to include area faith leaders as components of your community partnerships and the benefits of regular meetings and communications with these important community members.

R52

A Formula for Developing a Memorable Ground-Breaking Ceremony

Monica Faulkenberry, APR, Northside ISD

New schools around Texas are on the rise. During this session, receive ideas for efficiently managing groundbreaking and dedication events or even anniversary ceremonies.

R53

Getting the Most out of Facebook Live

Phil Campbell, Bonneville Joint School District 93, Idaho and NSPRA Northwest Vice President

From fall carnivals to multi-camera live streams, learn how one district connects with the community without breaking the budget.

R54

An Event to Remember... Making Building Dedications Special

Ian Halperin, Wylie ISD

Naming a school is one of the highest honors a district can bestow on someone. Learn how to make the dedication ceremony a memorable event.

R55

Marketing Wins

Lisa Losasso Jackson, Go Public

Big and focused strategies for your district marketing efforts. This formula saves time and money. You'll get tools, hacks and marketing wins!

EXHIBITORS



Albourn & Associates

Albourn provides translation and interpretation services to districts in Texas and nationwide and is an approved vendor on Buyboard, Choice Partners, TIPS, and Allied States.

albourn.com
Hillary Berman
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Alumni Nations

We expertly help organizations find and connect K12 alumni, alumni-parents and the greater community through our software and services, so clients can achieve a margin of excellence attained with community support.

alumninations.com
Deb Ingrassia
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920-397-7129



Apptegy

Apptegy makes it easy for administrators and educators to reach parents, students, staff and communities. With our tools you can communicate better and change how your public thinks and feels about your schools.

apptegy.com
Abby Honnas
abby.honnas@apptegy.com
832-520-6555



ArchiveSocial | Optimere



ArchiveSocial empowers public entities to engage with their community online by automatically capturing & securely archiving in-context content across their entire presence, keeping them compliant with public records law, out of risk and in control. Effective Jan. 1, 2022, we are now Optimere.

archivesocial.com
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Blackboard

Blackboard is your partner in developing trusting relationships with families by providing powerful tools, training and support to help you achieve your communication goals. Now a part of Anthology, Inc.

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CatapultK12

CatapultK12 provides a fully integrated suite of products including websites/content management, mass communication, branded district app and emergency management.

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888-840-9901



Certified Public Communicator Program at TCU
The Certified Public Communicator Program at TCU serves communicators from school districts and public-sector agencies, providing post-baccalaureate professional development on writing communication plans using best practices.

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Class Intercom

Class Intercom is the only social media management platform created specifically for educational use allowing an unlimited number of users to collaboratively create, moderate, schedule and archive content.

classintercom.com
Dr. Jill Johnson
jill@classintercom.com
402-613-8216



Classtag, Inc

ClassTag Connect is an all-in-one family engagement platform built for district leaders that solves the problem of fragmented and siloed communications once and for all.

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Cole Dargan
cole@classstag.com
629-888-3914



Claycomb Associates, Architects

"Designing Schools with Kids in Mind," Claycomb Associates, Architects exclusively serves Texas K-12 districts, offering long-range planning, bond election assistance, creative services, and construction administration.

claycomb.net
Tiffany Veno
Tiffany.Veno@claycomb.net
972-233-6100



Daktronics

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daktronics.com
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605-692-0200



Edlio

Edlio connects K-12 communities with technology. Own your online presence with Edlio's CMS. Add Broadcast to send auto-translated messages and OSP to collect payments online.

edlio.com
Sevana Moses
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310-204-7300



Finalsite

Easy-to-use website and communications tools. Districts choose Finalsite for our award-winning, ADA-compliant designs, robust communications software, integrated mobile app, easy-to-use website content management tools and secure hosting.

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Nathan Buhl
nathan.buhl@finalsite.com
860-289-3507



FlashVote

Want input from representative parents and community members instead of the noisiest few? FlashVote gives schools statistically valid input on any issue in 48 hours.

flashvote.com/schools
Kevin Lyons
kevin@flashvote.com
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Jennifer Storm
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512-334-6555



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Frontline Education is a leading provider of school administration software, connecting solutions for student and special programs, business operations and human capital management with powerful data and analytics to empower educators.

frontlineeducation.com
Travis Zander
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512-767-1507



Gabbart Communications

Gabbart empowers Schools to improve their brand and engage their communities through award winning websites, mobile apps, notification systems, on-line stores, and a digital classroom.

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HCDE is a unique education hybrid serving school districts, governmental entities and nonprofits in the third largest county in the country.

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832-293-0876



Huckabee Communications

Huckabee Communications team develops branding and communications strategies that holistically tell a client's story, increase engagement and elevate their image.

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(continued on Pg. 34)

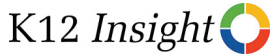


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National School Public Relations Association

Stop by the NSPRA booth to see how you can connect and grow with your professional school PR community, expand and elevate your work, and share and learn best practices.

nspra.org
Barbara M. Hunter, APR
bhunter@nspra.org
301-519-0496



ParentSquare

ParentSquare provides unified school-home communications from district office to the classroom. Reporting, integrations, language translation, and app / email / text / voice / web access support equitable communication.

parentsquare.com
Jay Klanfer
schools@parentsquare.com
888-996-4156



Peachjar

Peachjar unites schools, parents and communities in the mission to increase parent engagement by distributing important school and community programs to parents as interactive digital flyers.

peachjar.com
Tabassum Bhaghani
TabassumB@peachjar.com
858-997-2117 x112



Qualtrics

Qualtrics is used by 3/4 of the fortune 100 companies, nearly every University, and K-12 to improve experiences and relationships with parents, students, and the community.

qualtrics.com
Robbie Brown
robbieb@qualtrics.com
801-309-1644



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relatrix.com/tspra22
Mark Franke
mfranke@relatrix.com
800.570.6234



School Revenue Partners

Stop by our table to learn about how we can generate revenue using your website and e-newsletter and bring more money to your department.

schoolrevenuepartners.com
Thomas Evans
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214-620-2091



SchoolStatus

Simple solutions for districts who need accessible student data and district-wide communication tools to increase parent and student engagement. The platform aggregates information and pairs with call, text and email capability for data-informed communications.

schoolstatus.com
Peter Perez
peter@schoolstatus.com
601-620-0613



Smore

Smore makes it easy to design beautiful and effective online newsletters. Users of our amazing product create a culture of consistent communication, with interactive newsletters people actually open and read.

Smore.com
Jonathan Rivera
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#SocialSchool4EDU provides social media management, offers a Social Media Bootcamp, and runs a vibrant online community that provides professional development for school social media champions.

socialschool4edu.com
Andrea Gribble
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TalkingPoints

TalkingPoints is a multilingual, two-way family engagement platform that establishes effective and meaningful communication with all families in more than 100 languages.

talkingpts.org
Ivan Solomon
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TeacherLists

TeacherLists is the easy-to-use online school supply list solution that helps schools and districts manage supply lists and share them

with families in seconds — without the hassle of printing and distributing lists.

teacherlists.com
Charlene LaFerriere
claferriere@teacherlists.com
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Peace, Love & School PR, Linsae!

1962



When Linsae Snider was hired, she was expected to extend and grow TSPRA's legacy of excellence.

In her time as our executive director, she has created a legacy of her own, lifting the organization to a new level of excellence with her extraordinary work ethic and love for public schools and those who promote and support them.

You know her simply as Linsae, but there is nothing simple about our amazing executive director.

Linsae has served TSPRA for 12 years. During her tenure, she has seen the membership grow from 825 to nearly 1,200 due to her networking skills, constant communication, and transparency with the general membership.

Not only has her tenacity in budget development and saving money put our association on a strong financial footing, but also her talent for building relationships and encouraging support of public education through sponsorships has contributed.

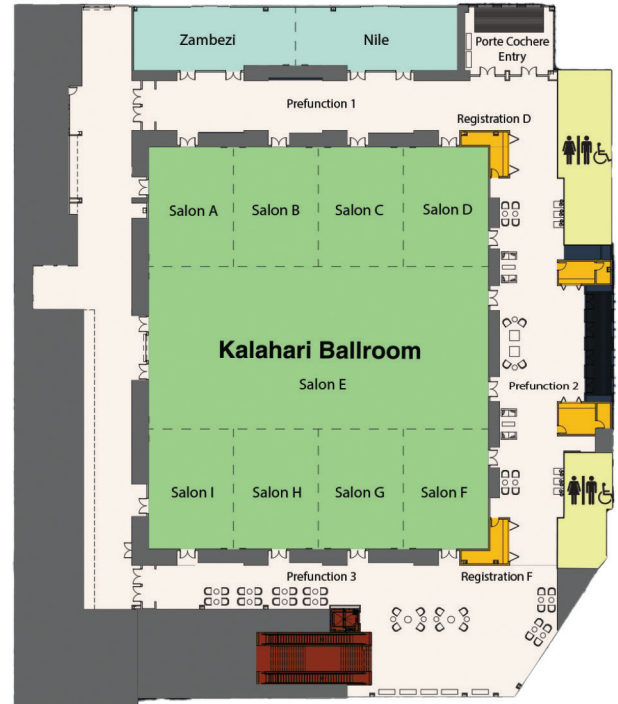
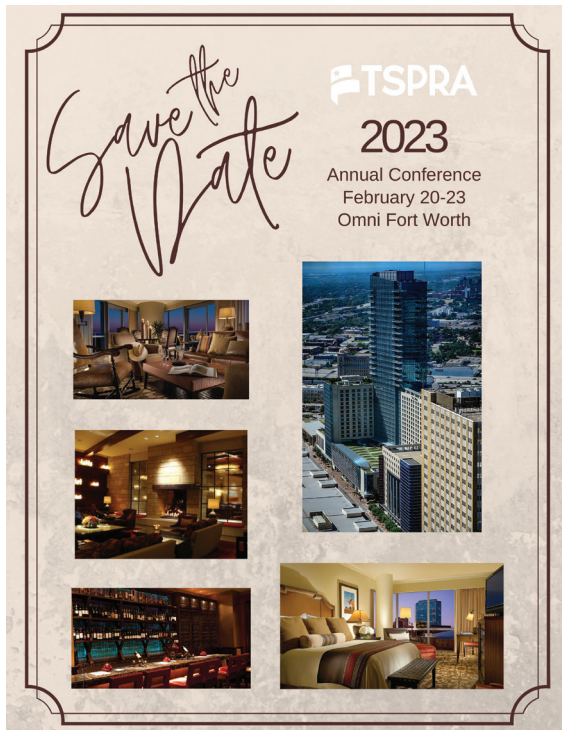
Over time, Linsae has been likened to the Energizer Bunny, keeping TSPRA running like clockwork. Those heels will be hard to fill! For all that she has done for our school public relations organization of choice, THE Texas School Public Relations Association, we are truly grateful.

We wish her every success and much happiness as she moves on to the next chapter, retiring from her role in June 2022.

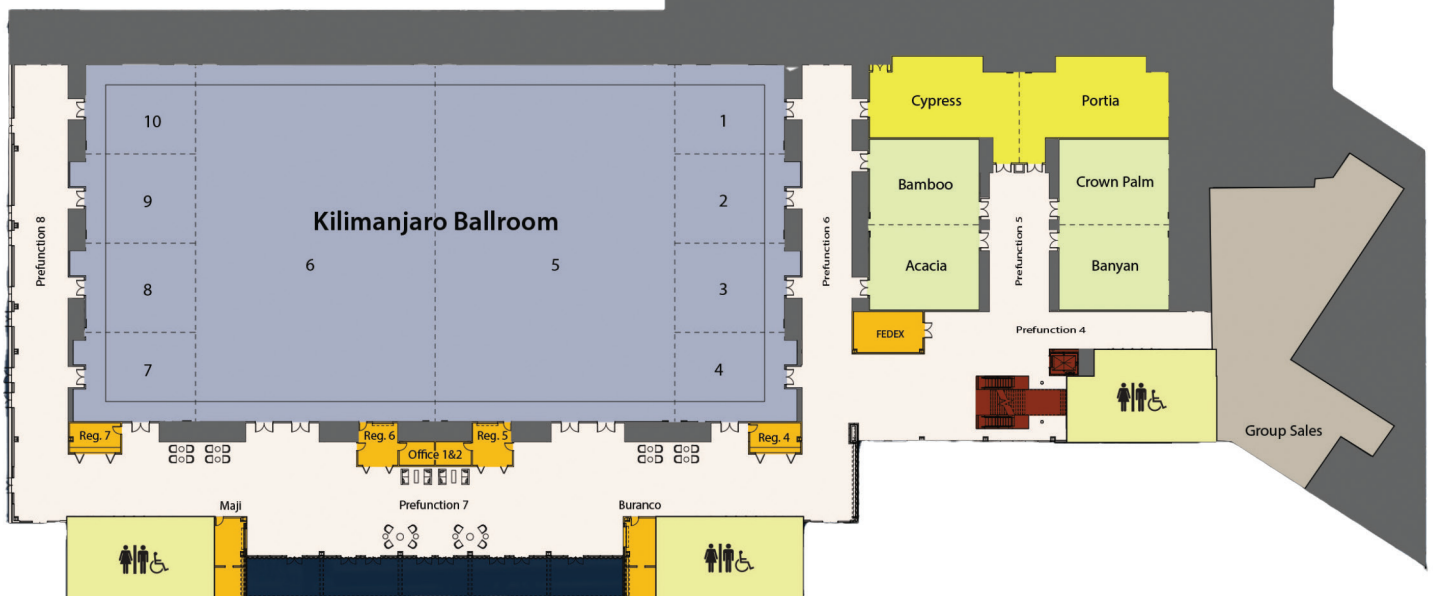
CONFERENCE MAP



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