



TSPRA:
LIVIN' THE SCHOOL PR

SWEET LIFE

Sugar Land, TX • 2024



Marriott Sugar Land Town Square Hotel • February 26-29





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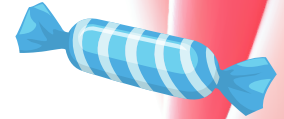


Table of Contents



Message from the President	5
TSPRA Leadership & Committees	7
Conference Schedule-at-a-Glance	9
Pre-Conference Sessions	12
First General Session Keynote Speaker	14
Second General Session Keynote Speaker	16
Third General Session Information	17
2024 TSPRA Media Award Recipient	18
Key Communicator Award Recipient	19
TSPRA Scholarship Winners	20
Tuesday Concurrent Sessions	23
Sweet Life Corporate Showcase Events	29
Wednesday Morning Concurrent Sessions	30
Roundtables	32
Wednesday Afternoon Concurrent Sessions	36
Vendors & Sponsors	40
Event Map	44



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SCAN QR CODE FOR WEB-BASED CONFERENCE APP



TSPRA Statements



Mission Statement

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

- promoting effective public relations practices;
- providing professional development for its members; and,
- improving communication between Texans and their public schools.



Statement of Commitment

“As a member of the Texas School Public Relations Association, I hold myself up to the educational community and to the general public as a professional in the field of educational communications.

“I commit myself to the development, evaluation and renewal of skills and abilities, techniques and strategies, both in and by myself and others, which will enhance the understanding of and support for public schools.

“I recognize and respect the right of each individual to have access to all legally available information about the programs, policies and practices of the public schools.

“I recognize and respect the role of the media as both a partner in the information dissemination process and as an independent seeker of information, and to both roles I dedicate myself to providing true and timely responses.

“To this end, I have a steadfast belief in the public school system as the institution best suited to provide a quality education for each boy and girl.”



“What are some of the unique ways that you advocate for your public schools?”

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John Karstetter,
Multimedia Communications Specialist,
Carrollton-Farmers Branch Independent School District, TX



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Welcome from the President



TSPRA Colleagues, Partners and Friends,

Welcome to the 2024 TSPRA Conference, where we are Livin' the School PR Sweet Life! The annual conference is always a great time to reset, recharge, and reconnect with the people and the purposes that bring us together each year.

This year's theme is a nod to our host location, Sugar Land, which was the 160-year home of Imperial Sugar Company and boasts a variety of gourmet and custom sweet treats at shops throughout the community (some in which I hope you will get to indulge!) On a more philosophical level, it also is a reminder that while our jobs continue to bring more and more challenges, our lives are all a lot sweeter with the strength of TSPRA and its 1,200+ members behind us!

Your Conference Planning Committee has carefully curated an action-packed schedule to provide you with valuable insights and tools to streamline and enhance your daily PR practice. There are a diverse range of sessions to choose from that cover the latest trends, innovative strategies, lessons learned and practical tips.

A new addition to the conference lineup reflects the work of our Executive Committee and a continued focus on developing members to be strategic leaders in whatever position they hold for a school or district. To that purpose, one of our strategic initiatives this year has been to explore new professional learning and advancement tracks. This includes dedicated learning tracks in specific topic areas that, upon completion of all identified sessions, earns you a certificate of expertise from TSPRA in that area. Be on the lookout throughout the printed program and mobile app for notations designating which sessions have certificate opportunities!

Additionally, our Professional Advancement Committee (formerly APR Committee) has revamped the previous Rookie Bootcamp to a Communications A to Z pre-conference session that will provide a deeper dive into the job of the school PR professional today, the education industry at large, early career pro tips and how TSPRA can support you in your career journey. And, of course, we continue a focus on professional advancement opportunities with sessions and support on APR, CPC, and advanced degrees and certifications.

To complement all this professional learning, we also want to make sure your Livin' the School PR Sweet Life experience includes some intentional work/life balance. Your TSPRA state office and our fabulous vendors have built in some dedicated moments to help you prioritize YOU. From the annual fun walk/run, to yoga, to dancing, to a candy cart (some healthy stuff, too) and more, you have a variety of choices throughout the conference schedule to lower your stress and boost your spirits. And let's not forget the invaluable networking. There are plenty of opportunities available to fill your cup, both literally and figuratively! I also want to give a big shout out to our Conference Advance Team of members from our host region who have been working behind the scenes to maximize their local connections and provide members with some sweet touches throughout the week. Thank you, HASPRA!

My hope for each of you is that you leave this year's conference having made new connections, shared your experiences and learned from others, gleaned at least one new idea to take back and implement, and feel inspired and excited to continue making a positive impact in your communities. Ultimately, I hope you know in your heart that you are part of a special community, a TSPRA family, that is here for you.

It has been my sincere honor to serve as TSPRA President this past year. I am thankful to have served with such talented and dedicated leaders on your Executive Committee and it was a true privilege to be a part of selecting the new executive leadership for TSPRA. I'm also thankful to each of you who reached out and volunteered your time and expertise. Looking back, I am so proud of all we accomplished together this past year and, looking ahead, I am excited for the vision of TSPRA already in motion for the years to come.

So, on behalf of the Executive Committee, the Conference Planning Committee and the TSPRA staff, welcome to the School PR Sweet Life!

Megan



HCDE Presents:

Secret Sauce 2.0: **The Strategy Behind Convocation**



James Colbert Jr.
Superintendent



Danielle Clark, APR
Chief Communications Officer

Feb. 27 @ 11 a.m.

Session 110: (Sugar Land IX & X) - Corporate Showcase

Secret Sauce 1.0:



If you missed last year's **Secret Sauce 1.0** session, come for the recap, then take a dip into creating memorable experiences for staff at your annual convocation to boost district morale.

*Throughout the conference, the first 100 TSPRANs to visit HCDE's booth (Nos. 2 -3) using the code phrase **Secret Sauce 2.0** will receive a special prize.*

Leadership & Committees

Leadership & Committees 2023-2024 Executive Committee

President

Megan Overman, APR,
CPC
Eagle-Mountain Saginaw
ISD

President-Elect

Arianna Vazquez-
Hernandez, APR, CPC
Region One ESC

Immediate Past President

Rebecca Villarreal, APR,
PRSA Fellow
New Braunfels ISD

Vice President, Gulf Coast Region

Helen Escobar
Roma ISD

Vice President, Houston/ Beaumont Region

Krystin Cathey, APR
Alief ISD

Vice President, East Texas Region

Jennifer Hines, CPC
Tyler ISD

Vice President, North Texas Region

Rachel Frost
Region 10 ESC

Vice President, West Central Region

Wendy Sledd
Waco ISD

Vice President, Central Region

Claudia McWhorter
Eanes ISD

Vice President, Northwest Region

Erin Gregg, APR
Lubbock ISD

Vice President, Far West Region

Daniel Escobar
Socorro ISD

Vice President, San Antonio Region

Kim Cathey
Judson ISD

At Large Vice President Position 1

Marco Alvarado
Lake Travis ISD

At Large Vice President Position 2

Stephanie De Los Santos
Harris County Department
of Education

At Large Vice President Position 3

Dr. Jordan Ziemer
Abilene ISD

Parliamentarian

Justin Elbert
Klein ISD

2023-2024 Standing Committee Chairs

Review of Financial Records

Sullins Stuart
Lake Travis ISD

Professional Awards

Cynthia Ybarra Leal
Pharr-San Juan-Alamo ISD

Scholarship

Taina Northington

Executive Director Evaluation

Arianna
Vazquez-Hernandez
Region 1 ESC

Nominating

Arianna
Vazquez-Hernandez
Region 1 ESC

Strategic Planning

Arianna
Vazquez-Hernandez
Region 1 ESC

Ad Hoc Committees

Star Awards Review

Janet Crock
TSPRA Office

Moses Leos
Hays CISD

Phil Jean
Alvin ISD

Justin Warnasch
Tomball ISD

Crystal Matern
Gregory Portland ISD

Budget

Megan Overman
Eagle Mountain-Saginaw
ISD

Professional Advancement

Danielle Clark
Harris County Department
of Education

Bylaws

Patti Pawlik-Perales
TSPRA Office

TASA/TASB Fall Conference Resource Center

Jenny Bridges
Waxahachie ISD

Communication Matters Digital Magazine

Matthew LeBlanc
Eagle Mountain-Saginaw
ISD

Online Learning Program & Delivery

Dr. Nikita Russell
Everman ISD

Manager of Online Learning Programs

Jennifer Marshall-Higgins

Onboarding of New TSPRA ED

Megan Overman
Eagle Mountain-Saginaw
ISD

Diversity, Equity and Inclusion Plan Statement

Relocation of TSPRA Offices

Document Vault

Stephanie De Los Santos
Harris County Department
of Education

Refresh EduLege

Marco Alvarado
Lake Travis ISD

Regional Representation and Member Engagement

Erin Gregg
Lubbock ISD

2024-2025 Executive Committee

President

Arianna Vazquez-
Hernandez, APR, CPC
Region One ESC

President-Elect

Krystin Cathey
Alief ISD

Immediate Past President

Megan Overman, APR,
CPC
Eagle-Mountain Saginaw
ISD

Vice President, Gulf Coast Region

Jennifer Garza
Hidalgo ISD

Vice President, Houston/ Beaumont Region

Joel Weckerly
Cypress-Fairbanks ISD

Vice President, East Texas Region

Jennifer Hines, CPC
Tyler ISD

Vice President, North Texas Region

Cecelia Jones
Little Elm ISD

Vice President, West Central Region

Wendy Sledd
Waco ISD

Vice President, Central Region

Claudia McWhorter
Eanes ISD

Vice President, Northwest Region

Erin Gregg
Lubbock ISD

Vice President, Far West Region

Gustavo Reveles
Canutillo ISD

Vice President, San Antonio Region

Lexi Greathouse
Judson ISD

At Large Vice President Position 1

Marco Alvarado
Lake Travis ISD

At Large Vice President Position 2

Kim Cathey
Judson ISD

At Large Vice President Position 3

Dr. Jordan Ziemer
Abilene ISD

Parliamentarian

Mercedes Mayer
Aledo ISD

2024 Conference Planning Committee

Chair

Megan Overman
Eagle Mountain-Saginaw
ISD

Co-Chair

Kristyn Cathey
Alief ISD

Pre-Conference Day Chair

Crystal Matern
Gregory Portland ISD

Day One Chair

Ian Halperin
Wylie ISD

Day Two Chair

Kristi Hernandez
Region 4 ESC

Day Three Chair-Star Awards Banquet

Nicole Lyons
Grapevine-Colleyville ISD

EMP Chair

Jim Zavala
San Antonio ISD

New Professional

Danielle Clark
Harris County Department
of Education

Dr. Jordan Ziemer
Abilene ISD

Star Awards Banquet Decorations

Hanna Chalmers
Angleton ISD

Advance Team
Houston

Vendor Relations

Joshua Koch
Humble ISD

Roundtables

Jennifer Garza
Hidalgo ISD

Rookie Boot Camp/New Professionals

Dr. Jordan Ziemer
Abilene ISD

Education Foundations/ Partnerships

Jerri Monbaron
Humble ISD

Sheila Olson
Alvin ISD

President's Recognition of Officers/Installation of Officers

Megan Overman
Eagle Mountain-Saginaw
ISD

General Membership Meeting

Nicole Lyons
Grapevine Colleyville ISD

Sponsorships

Patti Pawlik-Perales
TSPRA Office

Publications Exchange

Jamie Mount
Humble ISD

Graphic Designer

Kris Hill
Eagle Mountain-Saginaw
ISD

Photography

David Martinez
Region 4 ESC

Lenworth Johnson
Region 4 ESC

PJ Cabrera, Ed.D., MJE
Judson ISD

Conference Run/Walk

Renea Rives
Alvin ISD

Social Media

Lauren Habhegger
TSPRA Office

Registration

Janet Crock
TSPRA Office

Conference Evaluations

TSPRA Office
Nicole Lyons
Grapevine-
Colleyville ISD



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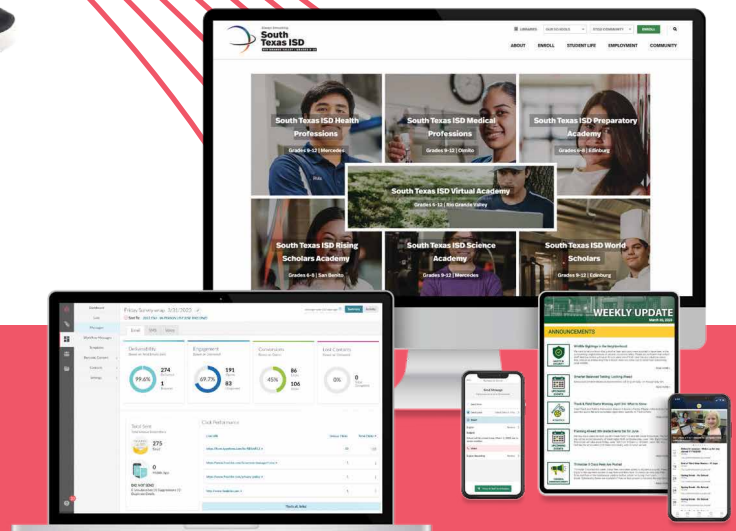
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2024 TSPRA Conference Schedule-at-a-Glance

Monday, February 26

[Pre-conference sessions, Vendor Setup, Executive Committee Meeting]

8:00 a.m.-9:00 a.m.

Executive Committee Breakfast
- Sponsored by Finalsite

8:00 a.m.-1:00 p.m.

Executive Committee Meeting

10:00 a.m.-6:00 p.m.

Vendor Set-Up

11:30 a.m.-5:00 p.m.

Registration Desk Open

11:30 a.m.-12:30 p.m.

Executive Committee Lunch
- Sponsored by Apptegy

1:00 p.m.-4:00 p.m.

Pre-Conference Sessions [\$100]

2:15 p.m.-2:45 p.m.

Snack Break

4:00 p.m.-5:00 p.m.

President's Reception

5:30 p.m.-7:00 p.m.

Come and Go,
Meet & Greet Reception
- Sponsored by Gallagher
Construction and WRA Architects

7:00 p.m.

Evening on Your Own/Client Dinners

Tuesday, February 27

7:30 a.m.-5:30 p.m.

Registration Open

8:00 a.m.-5:00 p.m.

Exhibit Area Open

8:00 a.m.-8:30 a.m.

Vendor Viewing

8:00 a.m.-9:00 a.m.

Grab & Go Breakfast

8:30 a.m.-10:30 a.m.

First General Session; Keynote
Speaker; Professional Awards

9:00 a.m.-5:00 p.m.

School PR Work Lounge
- Sponsored by CatapultK12

10:30 a.m.-11:00 a.m.

Designated Vendor Viewing/
Caffeinated Connections/Candy Cart -
Sponsored by K12Insight

11:00 a.m.-12:00 p.m.

Concurrent Breakout Sessions

12:00 p.m.-1:30 p.m.

Lunch on Your Own/Sweet Meetup
Lunch & Learns
- Sponsored by Finalsite & Apptegy

1:30 p.m.-2:30 p.m.

Concurrent Sessions

2:30 p.m.-2:45 p.m.

Candy Cart
- Sponsored by K12Insight

2:45 p.m.-3:45 p.m.

Concurrent Sessions

3:45 p.m.-4:15 p.m.

Snack Break/Designated Vendor
Viewing

4:15 p.m.-5:30 p.m.

Corporate Showcases

5:30 p.m.-7:30 p.m.

Dinner on Your Own/Client Dinners

8:00 p.m.-11:00 p.m.

Karaoke
- Sponsored by ParentSquare
& Class Intercom

Wednesday, February 28

8:00 a.m.-5 p.m.

Registration Open

8:00 a.m.-4:00 p.m.

Exhibit Area Open
(Tear Down Starts at 4 p.m.)

8:00 a.m.-8:30 a.m.

Vendor Viewing

8 a.m.-9:00 a.m.

Grab & Go Breakfast

8:30 a.m.-10:-30

Second General Session; Officer
Installation; Professional Awards;
Key Communicator

9:00 a.m.-5:00 p.m.

School PR Work Lounge
- Sponsored by CatapultK12

10:30 a.m.-11:00 a.m.

Vendor Viewing/*Caffeinated*
Connections/Candy Cart
- Sponsored by K12Insight

11:00 a.m.-12:00 p.m.

Concurrent Breakout Sessions

12:00 p.m.-1:30 p.m.

Lunch on Your Own

1:30 p.m.-2:30 p.m.

Roundtables/Concurrent
Breakout Sessions

2:45 p.m.-3:45 p.m.

Concurrent Breakout Sessions

3:45 p.m.-4:15 p.m.

Snack Break

4:15 p.m.-5:30 p.m.

Work/Life Balance Sessions,
Fun/Run Walk

4:00 p.m.-5:00 p.m.

Exhibit Area Tear Down

6:00 p.m.-7:00 p.m.

Star Awards Reception
- Sponsored by PowerSchool

7:00 p.m.-9:30 p.m.

Star Awards Banquet [Pre-purchased
Ticket Required \$80]
- Sponsored by PowerSchool

9:30 p.m.-11:00 p.m.

Star Awards Celebration
- Sponsored by PowerSchool

Thursday, February 29

9:00 a.m.-10:00 a.m.

Breakfast Buffet

10:00 a.m.-11:30 a.m.

Third General Session;
Superintendent's Panel, TSPRA
General Membership Meeting,
Group Photo

11:30 a.m.-12:00 p.m.

Check-out



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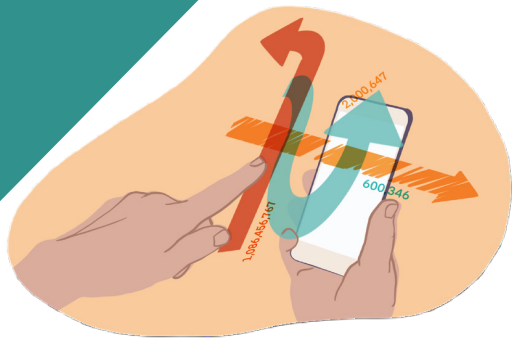


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Pre-Conference Sessions

Monday, February 26 | 1:00 pm to 4:00 pm

Call to Courage and Exploring Your Arena (Dare to Lead™) (Sugar Land VII-VIII)

Presented by Dr. Lizzy Perez, *Certified Dare to Lead Facilitator*

Session Description: You are being called upon to bridge the gaps between PR and improving public education in Texas while trying to maintain your sanity and find ways to motivate, inspire and be brave all at the same time. Even so in all this external noise, it is even more important to identify our call to courage. Each of us can benefit from building the skills required to walk into the metaphorical arena, try new behaviors, experience falls and failures, get back up, learn, and try again. The biggest reason we avoid vulnerability, says Dr. Brené Brown, is because of shame. When you show up and try to do something brave, that's when shame shows up. The beauty of it all, is we can actually change the way we show up in that arena.

In this pre-conference session, you will:

- Learn that daring leadership requires four sets of skills that can be learned: rumbling with vulnerability, living into our values, braving trust, and learning to rise.
- Determine your call to courage - where do you want to show up? What do you need to do to better serve the people around you, the people and stakeholders you want to lead?
- Understand and begin to utilize the metaphor of the arena to examine the challenges associated with feeling vulnerable or with engaging in behaviors that lead to uncertainty, risk, and emotional exposure.
- Define vulnerability as uncertainty, risk, and emotional exposure.
- Understand the role of courage and vulnerability in daring leadership.

Lizzy is a certified professional coach and a member of the International Coaching Federation (ICF). Lizzy was trained by Brené Brown in 2019 to serve as a Certified Dare to Lead Facilitator. Lizzy has trained and facilitated thousands and coached hundreds of teams and emerging & experienced leaders in schools, nonprofits and corporations across the country.

Got Canva? Now What? (Mahogany)

Presented by Vivian Oliver-Hernandez, *Canva Learning Consultant, Canva for Education*

Session Description: You have been using Canva to knock out those quick flyers, postcards and more! Did you know there is an entire educational platform that supports all you ever wanted to know about how to use Canva for your district? This session connects you to the Canva Pros to help you take your designs to a whole new level!

Vivian Oliver-Hernandez is an 8th year educator that has been avidly using Canva as her partner in creativity since 2016. She has been a Canva Learning Consultant, Digital Learning Coach, Business Teacher, and Social Studies Teacher. She has a Masters in Educational Technology Leadership from Lamar University and a Bachelors of Business Administration from the University of Houston.

The Latest on School Law (Sugar Land I)

Presented by Dennis Eichelbaum, *Eichenbaum & Associates*

Session Description: Staying abreast of the latest trends in school law is a must for school communications professionals. Learn from seasoned attorney Dennis Eichelbaum about school law, social media trends, HR issues, public information requests, and so much more. He will share some essentials about FERPA and the Public Information Act in the first hour. Hour two will consist of a fan favorite, True Stories of Social Media, with time for Q & A. To close it out, Dennis will share hot topics in school law! It will be an engaging and entertaining afternoon!

Marketing 101 (Sugar Land IX-X)

Presented by Lisa Losasso Jackson, *We Go Public Executive Director and 11 Productions Owner*

Session Description: Are you new to School Communications and PR, or perhaps seeking to refresh your marketing skills as a communications professional? Join us for Marketing 101, a comprehensive resource tailored to both new and returning communications professionals!

Lisa Losasso Jackson will guide attendees through essential marketing principles, ensuring a solid foundation that aligns with their specific goals. Through a hands-on workshop format, participants will gain practical insights into actionable strategies and discover where to focus their efforts for maximum impact.

Improve Your Photography Using Wylie ISD's "Tripod Method" (Monarch)

Presented by Ian Halperin, *Executive Director of Community Relations and Marketing*
Doug Bellamy, *Web/Multimedia Coordinator*, Tristen Rouse, *Videographer, Wylie ISD*

Session Description: Great school photos do more than just make people smile. They tell a story, improve engagement on social media and reinforce the great things going on in your district. School PR pros often get asked to take lots of different photos: sports, official portraits, events and ceremonies. Learn how Wylie ISD uses the "tripod method" of preparation, execution and postproduction to help meet these expectations and elevate their visual storytelling skills by creating captivating images that enhance the district's communication strategies.

Topics will include:

- Cell phone or DSLR: how to get the best images with the equipment you have
- How to edit your images to enhance color, contrast, exposure and composition
- Current trends and concerns with AI technology
- Posting, archiving and sharing options
- FERPA and privacy issues related to photography

While cameras and software capabilities differ, most techniques shown in the session should be relatable to whatever you and your team works with. Our presentation will focus on the tools within the Adobe Creative Cloud suite of products.

Communications A to Z (Magnolia I)

Presented by Brad Domitrovich, *Candace Alfinger*, and *Tim Savoy*, *Hays CISD*

Session Description: Perfect for those new to the profession and those who want to test their knowledge and skills, Communications A to Z, will provide insight into the daily life and tasks of a School PR/Communications Pro! Our experienced presenters will take the structure of a well-known television show to create a learning platform that will be both educational, engaging and fun! Get ready for the School PR version of J-Parody! Prizes for the winning players!

Education Foundation 101-Navigating to Success (Magnolia II-III)

Presented by Jerri Monbaron, *Executive Director, Humble ISD School Foundation*, and Sheila Olson, *Executive Director, Alvin ISD School Foundation*

Session Description: 501c3, 990 and 1099 . . . does this seem like gibberish to you? Welcome to the wonderful world of education foundations! Join us as we take a journey from the fundamentals of running an education foundation to the best practices of successful ones. Learn from the combined 41 years experience from two Foundation Executive Directors and TSPRA members, Jerri Monbaron with Humble ISD and Sheila Olson with Alvin ISD.

The Strategy Behind the Bond (Bluebonnet)

Presented by Cody Cunningham, *Partner Managing Communications & Bond Strategies, Pfluger Architects*

Session Description: Join us for a dynamic session led by Cody Cunningham, a seasoned professional with expertise in bond campaigns and voter-approved tax ratification elections. With over 18 years of experience as the Chief Communications Officer for McKinney ISD and extensive work with districts passing elections throughout the state through his consulting company, Prescott Communications, and now in his role at Pfluger Architects, Cody brings invaluable insights to this session.

In this session, Cody will share his comprehensive tactics before, during, and after bond campaigns, drawing from his recent success with Midland ISD's unexpected passage of a \$1.4 billion bond. Despite initial doubts, Midland ISD's triumph serves as a compelling case study, highlighting innovative community engagement strategies that defied expectations.

Take advantage of this opportunity to acquire actionable strategies for enhancing your bond campaigns and community engagement efforts.

Professional Advancement (Cane I)

Presented by Danielle Clark, *APR, Harris County Department of Education*

Session Description: Looking for ways to advance your knowledge and gain valuable skills to support your work and enhance your career? Register for the Professional Advancement Pre-Conference session and learn how advanced certifications and degrees can help shape you as a communications professional! Foundational learning from pros with their APR, CPC, Master's and Doctoral degrees, as well as PR Fellows...and more!

5:30 pm to 7:00 pm

Welcome Reception!

It's a TSPRA Meet & Greet with our colleagues and friends from across the state! Gather in the lobby of the Marriott Sugar Land Hotel and join our hosts and sponsors WRA Architects and Gallagher Construction to enjoy appetizers and beverages amongst friends before heading out to the various client dinners or dinner on your own!

It's all online! Scan the QR Code to gain access to our TSPRA web-based app!





First General Session

KEYNOTE SPEAKER: Tuesday, February 27, 2024 | 8:30 a.m.

Dr. Joe Sanfelippo

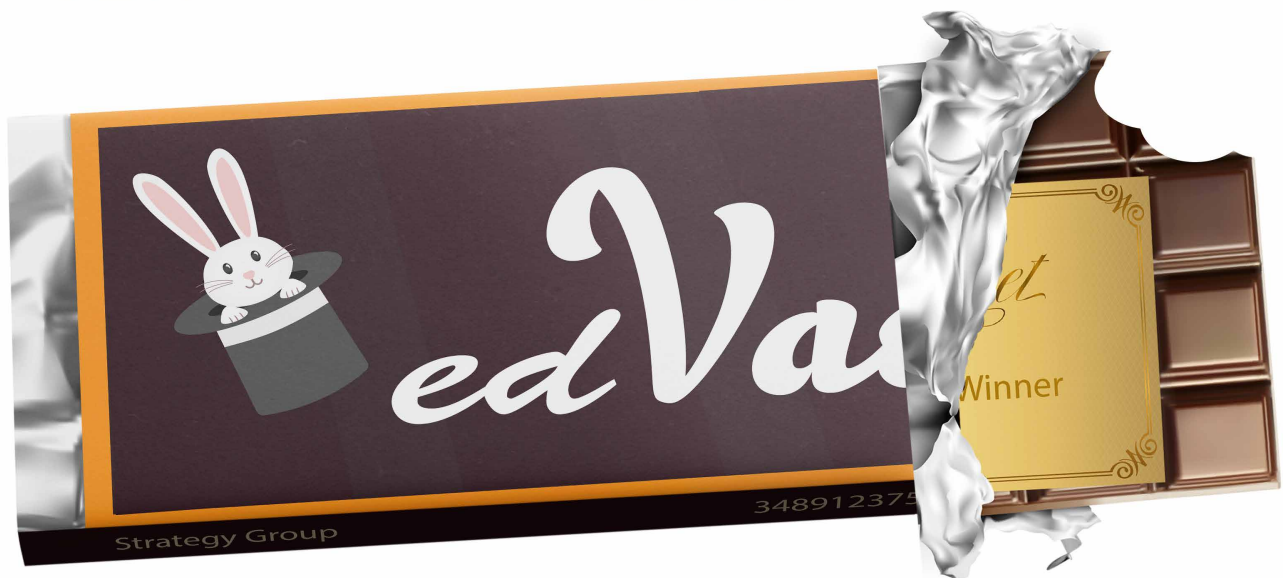
Dr. Joe Sanfelippo spent the last 12 years as the Superintendent of the Fall Creek School District in Fall Creek, WI. The Fall Creek School District was named an Innovative District in 2016 and 2017 by the International Center for Leadership in Education. Joe holds a BA in Elementary and Early Childhood Education from St. Norbert College, a MS in Educational Psychology from the University of Wisconsin-Milwaukee, a MS in Educational Leadership, and a PhD in Leadership, Learning, and Service from Cardinal Stritch University. Joe is also an adjunct professor in the Educational Leadership Department at Viterbo University. Joe has taught Kindergarten, 2nd Grade, and 5th Grade. He was also a school counselor and high school coach prior to taking on an elementary principal position in 2005. He has served as a principal in suburban and rural Wisconsin.

Joe started the #1minwalk2work Leadership Challenge. He lives across the street from his school in Fall Creek, Wisconsin. It literally takes him 1 minute to walk from home to work. So, he launched the #1minwalk2work leadership challenge to help try something different without throwing a huge disruption into an already full day.

Take a walk with Joe and take the leadership challenge!

VICTORY *is Sweet!*

92% Bonds Passed. 100% TREs Passed.



UNWRAP YOUR *ed*WANTAGE



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Take customer service from a bullet point on your strategic plan to a core value in your district with our comprehensive suite of customer service solutions for schools.



Let's Talk!®

Let's Talk Communications Platform

Let's Talk is a cloud-based platform that helps school districts deliver superior customer service. It's the only all-in-one, enterprise-wide customer experience and intelligence platform built for education, plus it has an optional AI-powered chatbot for 24/7 communications access.



Engage Surveys

DIY Surveys

Engage is a DIY, cloud-based survey solution built for K-12 school districts to help school leaders build, administer, and analyze community surveys.



Managed Research

Managed Research

Our expert team has the experience and tools to help school districts collect feedback then analyze data that identifies gaps and opportunities impacting the school environment.



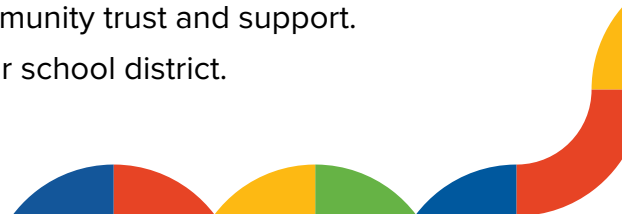
Professional Development

Professional Development

K12 Insight offers expert-led, interactive virtual and in-person workshops to help uplevel your frontline staff's soft skills and ensure your intentional customer service plan is executed well at every level.



We're helping over 400 districts nationwide increase parent satisfaction, maintain enrollment, and build community trust and support. Find out how to do the same in your school district.





Second General Session

KEYNOTE SPEAKER: Wednesday, February 28, 2024 | 8:30 a.m.

Dr. Brian Woods

Dr. Brian Woods serves as the Deputy Executive Director of Advocacy for the Texas Association of School Administrators (TASA). He served the organization as President in 2020-2021. Woods retired from his role as Superintendent with Northside ISD in San Antonio, serving the district for 31 years.

In his role, Woods focuses on community and the engagement of parents, business, and civic leaders, who support public education. His leadership in advocacy will continue to strengthen the foundations built by public school districts across Texas and beyond.

Woods was the 2018 Texas Superintendent of the Year and one of four finalists for 2019 National Superintendent of the Year. He holds a bachelor's degree in political science from The University of Texas at Austin and a master's degree and doctorate in educational leadership from The University of Texas at San Antonio. Woods is TSPRA's 2023 Key Communicator.

TASA Executive Director Dr. Kevin Brown shares, "Dr. Woods has been a public education champion at every level he has served. As one of the top superintendents in the nation, he understands how important it is to make connections locally to enhance support for local schools. He is uniquely positioned to do this important work on behalf of all TASA members and the 5.4 million children they serve."

TSPRA is proud to honor Dr. Woods as our Key Communicator this year, and to lean into his work and message to learn how we as communicators can best serve our districts in that ever-important role.

Partner in Education Award Recipient



Representative Abel Herrero

The TSPRA Partner in Education Award is given to an individual or organization who has made significant contributions to the cause of public education and/or the profession with actions and/or contributions complementing the mission of TSPRA.

The award is sponsored by our friends at **Harris County Department of Education.**

For his steadfast, courageous, consistent leadership and support of public education throughout his tenure in the Texas House, Representative Abel Herrero has served as a champion of the work that advocates, including the Texas School Public Relations Association, do to celebrate and support more than 5 million students, more than 300,000 teachers, and those who support and love them. While he represents District 34, his advocacy has benefited students statewide.

Herrero has steadfastly held this position for at least 10 years and continued to advocate for public schools even as the atmosphere became increasingly polarized.

After nine terms in office, Rep. Herrero, a father of five, is not seeking reelection. He will continue to advocate for public education in new ways, using his voice to amplify all that is good and important for the success of our Texas public schools.

Congratulations to TSPRA's 2024 Partner in Education, Representative Abel Herrero.

TSPRA will recognize Representative Herrero during our 2nd General Session, set for Wednesday, February 28, at 8:30 am.



Third General Session



SUPERINTENDENT'S PANEL: Wednesday, February 28, 2024 | 10 a.m.

Moderator: Dr. Tommie Smith,
Galena Park ISD

Dr. Tiffany Spicer
Superintendent, Buna ISD



Dr. Tiffany Spicer is an educator who has served in public education for over 20 years. She is an educator passionate about equity and access for all students, ensuring they are prepared to reach their fullest potential.

Dr. Spicer has served as a general education and special education teacher, as well as an administrator; Assistant Principal, Associate Principal, Middle School Principal and High School Principal. After campus leadership, she transitioned to central office and has assumed such roles as Executive Director, Assistant Superintendent and Chief of Staff.

Dr. Spicer attended the University of Texas where she obtained her Bachelor of Social Work, Texas State University-San Marcos for her Masters in Educational Leadership, and Texas A&M University for her Doctorate of Philosophy.

She currently serves as the Superintendent of Buna Independent School District. She enjoys serving her community, exercising for self-care and blogging to share her journey. Her personal and professional work can be summarized by this quote... "Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark." -Jay Danzie

Dr. Martha Salazar-Zamora
Superintendent, Tomball ISD



Dr. Martha Salazar-Zamora has served as an educator in Texas for over 36 years and as the Superintendent of Schools in Tomball ISD since 2017. She is a trailblazer and is the first female Superintendent of TISD and the first Hispanic Superintendent of Tomball ISD.

Prior to being named Superintendent, she worked as the district's Chief Academic Officer for three years.

Recognized as the 2023 Texas Superintendent of the Year, representing Region 4 as well as a 2024 AASA National Superintendent of the Year Finalist, Dr. Salazar-Zamora not only leads a fast growth district, but one of the highest academic achieving districts in the State of Texas, all while maintaining strong financial management practices.

As the Team Tomball leader, Dr. Salazar-Zamora has elevated Tomball ISD into a consistent A-rated school district and as the #1 Best School District in Harris County for the fifth straight year, according to

Niche rankings. In addition, Tomball ISD was honored as a 2023 H-E-B Excellence in Education Awards finalist in both Large School District and Outstanding School Board categories, the only school district in Texas recognized for one than one award. Under Dr. Salazar-Zamora's leadership, Tomball ISD continues to set the bar high with innovative programs and initiatives that are student-centered and intentional.

Dr. Salazar-Zamora earned a doctorate of education at Texas A&M University, a master of education in educational administration and a master of education in special education at Texas A&M University-Kingsville, and a bachelor of science at Texas A&I University.

She also enjoys spending quality time with her husband Emilio, their two daughters, Milan and Matisse, and granddaughters Arya Rose and Aurelia Rose.

Mr. James Colbert
Superintendent, Harris County Department of Education



James Colbert, Jr. takes a very personal approach to education, advocating for students while focusing on leadership philosophies and support for public schools.

Mr. Colbert has more than 30 years of diverse educational experience in urban, suburban and rural school districts spanning multiple states. His assignments have ranged from special education teacher to coach, assistant superintendent and county superintendent.

Mr. Colbert joined Harris County Department of Education in 2014 as Superintendent, where he is responsible for a wide variety of programs that support students and educators in the greater Houston region.

Mr. Colbert is known around the state and nation for his dynamic, interactive presentations about a variety of topics including educational leadership, school innovation and board relations.

During Mr. Colbert's tenure, HCDE has become known for outstanding financial practices, innovative programs and strategic communications efforts. Mr. Colbert is a systemic thinker with a penchant for tackling audacious goals. He looks at each issue facing public education with a problem-solving mindset, focused on creative and strategic thinking.

In 2022, he was named the Texas School Public Relations Association Key Communicator, becoming the eighth sitting Superintendent to achieve this honor since the award's inception in 1989.

Mr. Colbert holds a Bachelor of Arts Degree in Education from the University of Texas Austin and a Master of Education in Administration from Texas State University.

Dr. Robert Bostic
Superintendent, Stafford MSD



Throughout his 25 years as a teacher, supervisor, assistant principal, principal and assistant superintendent, Dr. Bostic has always recognized the importance of implementing the latest technology in the classroom.

It fits in perfectly with his vision for Stafford MSD - to have ALL students graduate college or career ready, without remediation. In today's world, technology is an accelerator of learning and an important component in achieving that goal.

Dr. Bostic also generated a pivotal partnership with Smart Financial Credit Union. Together, we have developed a working bank inside Stafford High School. It pays student interns to be tellers and promotes financial literacy districtwide.

Before arriving at SMSD, Dr. Bostic served as the Assistant Superintendent for Academic Programs at Denton ISD in Denton, Texas. At DISD, Dr. Bostic made using "technology as a tool" a top priority to help teachers and administrators streamline their work with teaching and learning in the district and throughout the state.

He founded and instituted the largely successful Technology Integration Academy that is held each summer in Denton, Texas to this day. He founded and spearheaded the i-Bot competitive robotics league for elementary and middle school students, authored the district's application for the National Tech-Savvy School Districts for 2009 and 2010 where under his direction Denton ISD placed in the Top 10 in the nation for two consecutive years. He was a recipient of the Texas Computer Education Association (TCEA) Administrator of the Year in 2008 and was also honored as a top finalist for Technology Administrator of the Year in 2011.

Dr. Bostic earned his Bachelor's degree from Langston University and his Master's of Education degree from the University of Central Oklahoma. He earned his Superintendent's Certificate and Doctorate in Education degree at the University of North Texas. Dr. Bostic enjoys professional sports tournaments, fishing, boating, and family time. He is happily married to his wife, Ellen, and together they have two children. He is also the proud owner of a dapple dachshund, Roxy.



2024 TSPRA Media Award Recipient

Dacia Rivers

Editorial Director of Texas School Business Magazine, a Texas Association of School Administrators (TASA) publication



The TSPRA Media Award is given to a print or broadcast journalist whose work has made a positive impact in informing the public on education issues and in communicating the good news of public education.

The 2024 Media Award winner is **Dacia Rivers**, Editorial Director of Texas School Business Magazine, a Texas Association of School Administrators (TASA) publication.

Dacia was selected for the award because of her huge commitment to telling the stories that define public education in Texas, but also for the way she has supported our TSPRA organization, supporting our work, our members, and the tasks that we embrace to share our own stories, amplifying all that is good about Texas public schools!

TSPRA will honor Dacia with this award during the First General Session, on Tuesday, February 27, at 8:30 am. The award will be presented in partnership with our generous sponsor, Finalsite.

Did you know?

Texas School Business Magazine has amplified the success of Texas Public Schools and public education in Texas for 69 years!

TSPRA has enjoyed numerous opportunities for feature stories and author opportunities!

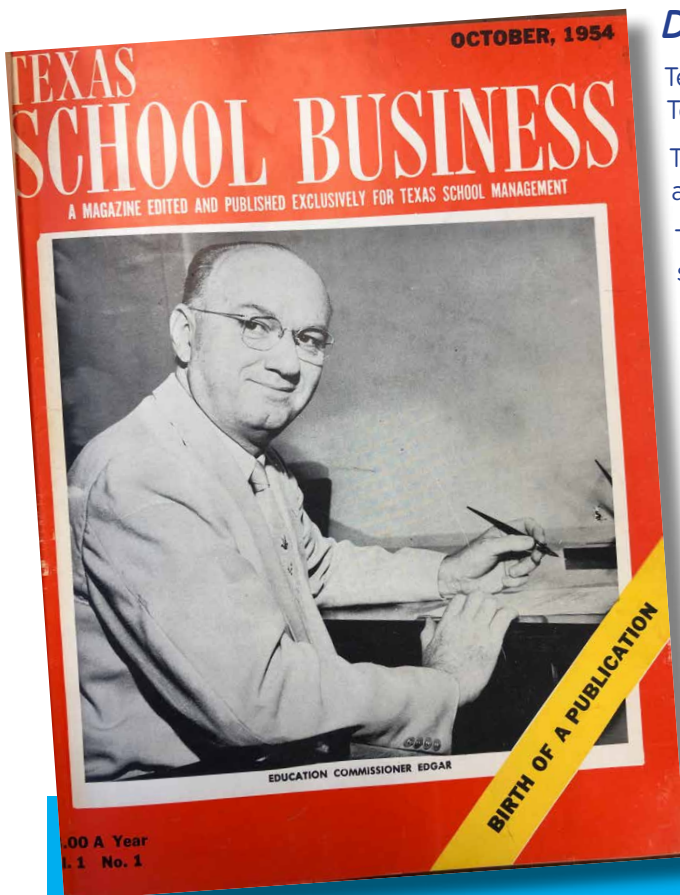
Texas School Business Magazine's Dacia Rivers has been a strong supporter of TSPRA and public education during her seven years as Editorial Director.

Lending her pen, she has invited TSPRA's across the state to share their knowledge, experience, ideas, and initiatives with readers, promoting school communications and sharing ways that Texans can enhance their communication efforts.

Rivers is thoughtful about recognizing and honoring leadership, featuring TSPRA Presidents annually, celebrating the work our leaders provide in their home districts, while volunteering their service to our organization.

Rivers encourages our colleagues across Texas to submit their amazing stories for amplification in the annual Bragging Rights Issue, an issue that features the writing of so many of our TSPRA colleagues!

**THE NEWS MAGAZINE FOR PUBLIC EDUCATION IN TEXAS
69 Years and Counting**



Since 1954, Texas School Business has published stories for and about Texas educators and the districts they serve. Considered an institution in the world of public education for its insightful writing and positive message, Texas School Business is a staple among school leadership teams across the state.

Key Communicator Award Recipient

Dr. Brian Woods

Texas Association of School Administrators Deputy Executive Director of Advocacy



Each year, TSPRA honors someone who has contributed significantly to the field of public-school communications with the association's Key Communicator Award. The recipient may be a legislator, superintendent, or professional in any field who has improved school communications or a member of TSPRA who has contributed outstanding service to the profession of public-school communications.

The Texas School Public Relations Association (TSPRA) recognizes the value of his communication efforts and the commitment he has made to public education in Texas, naming **Dr. Brian Woods** the 2023 TSPRA Key Communicator.

Early on in his career as a teacher, Woods' mentors saw him as an individual who had a steadfast commitment to placing students at the center of every decision. He never set out to be an administrator or ever saw himself in the role of Superintendent. He was happy being a classroom teacher. His mentors saw something special and encouraged him to pursue a different path.

Throughout his career, he has consistently advocated for the individual needs and well-being of every student and staff member, and that commitment only grew as his career advanced.

Dr. Brian Woods has demonstrated his commitment to promoting the values and importance of public education by consistently and intentionally communicating it with parents, staff, and community members.

As the former superintendent of Northside ISD (NISD), one of the largest districts in the State of Texas, Dr. Woods maximized his influence to educate not only the stakeholders in the NISD community but on a larger scale to include unwavering efforts to prioritize public education in the Texas Legislature. He has been actively engaged in advocating for policies and funding that benefit students and educators across the state. His ability to navigate the complexities of the legislative process and his courageous advocacy make him an invaluable asset to the future of public education.

"Dr. Woods' outspokenness on behalf of the students and educators of Texas sets him apart," shared TSPRA San Antonio Area Vice-President Kim Cathey. "He fearlessly addresses critical issues, challenges the status quo, and champions positive change. His passion for ensuring that every child has access to quality education is evident in his tireless work," continued Cathey.

He has served as President of the Texas Association of School Administrators (TASA) and the Texas School Alliance (TSA). He is well known at the Texas Capitol for his advocacy efforts on behalf of Texas public schools, students, and staff. In fact, he is often called upon by state officials to testify before legislators and the State Board of Education in Austin about the impact laws would have on districts across the state.

His work has been recognized across Texas. Woods was named the Texas Superintendent of the Year in 2018, becoming a finalist for the 2019 National Superintendent of the Year. In 2022 he earned the Golden Deeds for Education Award, a coveted award for distinguished service to education in the state. TASA and

the Texas A&M University Department of Educational Administration and Human Resource (EAHR) Development co-present the Golden Deeds Award each year to an individual from any profession who has, through actions and deeds, improved the educational system in Texas to enrich the lives of all Texas public school students.

Woods serves beyond his district and greater community, extending his reach and leadership to the American Association of School Administrators (AASA), the Texas Association of School Administrators (TASA), the National Association of Secondary Principals (NASP), and the Texas Association of Secondary Principals (TASP). He has provided dedicated service on the Steering Committee for the Go Public campaign, as a member of the Board of Directors for the P-16 Council of Bexar County, as a member of the Fast Growth Schools Coalition Steering Committee, and as a member of the Great Chamber of Commerce Education and Legislative Committees, among other distinctions. Woods has shared his knowledge and experience with the Holdsworth Center through his membership on the Superintendent's Advisory Center.

After serving for 31 years at NISD, he decided to retire and immediately began serving full-time with the Texas Association of School Administrators as the Deputy Executive Director of Advocacy. In his words, "There are so many stories to tell. I will continue to tell the positive stories of our teachers, students, and school districts, but now I get to do it statewide!"

His commitment to public education and the ability to communicate, motivate, collaborate, advocate, and inspire will reach an even larger audience in his new role.

Dr. Kevin Brown, Executive Director for TASA, shares, "Dr. Woods has been a champion for public education for more than three decades and is one of the most respected leaders in Texas. I have known Dr. Woods for close to 20 years, working alongside him as neighboring superintendents, as members of the Steering Committee for Go Public, and in various capacities with TASA. Through all those collaborations, I witnessed his leadership and articulate, courageous voice for all schools in San Antonio. I am ecstatic that he now serves as a voice for all Texas public schools in his new role at TASA. Dr. Woods remains the model of professionalism, grace, courage, integrity, and commitment to public education and to our profession as educators. It is my honor to know him, to work with him, and to call him my friend and colleague."

TSPRA President Megan Overman presented Dr. Brian Woods with the Key Communicator award during the txEDCON23 Convention, September 30, 2023, in Dallas. Woods will also be honored by TSPRA during the annual conference in February 2024.

The award is sponsored by CESO, crafting a vision of creative and comprehensive support for school operations, including communications, technology, finance, and HR support.



2024 TSPRA Scholarship Winners

Congratulations to the following TSPRAn's who earned Conference Scholarships!

The scholarship, valued at \$1,767, includes:

- a three-day conference registration, a pre-conference session and a Star Award Banquet ticket (\$730 value)
- three night stay in the conference hotel (\$537 plus fees)
- reimbursement for travel expenses up to \$500, based on receipts submitted by March 18, 2024.



Noah Ceballos
Lake Worth ISD



Lindsey Franklin
Thorndale ISD



Kate Hope
Magnolia ISD



Kimberly Wyatt
Beeville ISD



Engaged Communities. Safe Schools.

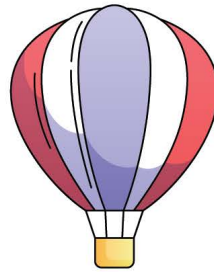
An illustration of a school building with a flag on top, set against a blue sky with clouds. In the foreground, a girl with a backpack is walking towards the left, and a boy with a backpack is walking towards the right.

Students thrive when schools are safe and connected with their community. Relatrix delivers the most complete set of web applications to engage your district stakeholders and support a secure learning environment.

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Your Mobile App



Your Magazine

TSPRA Things to Know & Do

Dress Up Days

Wondering What to Wear to the TSPRA Conference?

Monday, February 26, 2024

Pre-Conference means Pre-Gaming! Wear your heart on your sleeve, sharing your favorite candy on a t-shirt, necklace, ring, headband, belt, jacket, or other creative option! Judges will find and photograph and award prizes to the tastiest attire!

Tuesday, February 27, 2024

Wear your sweetest gear! It's our first day of conference and we invite all to break out your most professional attire and suit up for the big event!

Wednesday, February 28, 2024

During the day, we will wear our sweetest school gear! Love your district, schools, and students, by sporting your school logos, brands, colors and more! Add a little sweetness to the mix with your creative concept. Judges will be hunting for the sweetest additions to your school spirit-wear! Prizes awarded!

In the evening, we bring out our best business cocktail attire for the Star Awards Reception, Banquet, and After-Party sponsored by our friends at PowerSchool. Let them see you shine!

Thursday, February 29, 2024

Wear your cute and comfy conference t-shirt, with the custom logo created by Eagle-Mountain-Saginaw ISD's Kris Hill! Thanks to Thomas Evans and team at Revenue Partners for sponsoring our apparel and for joining us in Livin' the School PR Sweet Life!

What's with all those piñatas?

Good eye! K12 Insight has hidden piñatas all over the exhibit hall floor. Every time you see one, scan its QR code to be entered in the drawing to win an incredible prize. The more piñatas you scan, the better your chances of winning!

Winners will be selected randomly from the list of eligible scans and announced at the end of the conference. Have fun and enjoy the search!

Look for the Lollipops!

Look for the light-up lollipops! Find them, take a photo and post to socials. Tag us and/or us hashtag #TSPRA24 to be entered into a drawing for a fun prize for playing!

Coaching Concierge Presented by Veronica Sopher- Tuesday, February 27, 10:30 a.m. - 5:30 p.m.

Regardless of your experience level, we all can use a thought partner. Hone your skills and talent under the guidance of renowned K-12 Communications Expert Veronica V. Sopher at the TSPRA Conference. Join exclusive group coaching sessions designed for K-12 Communications Professionals and Departments, featuring personalized advice, collaborative learning, and actionable strategies. Limited to four participants per session, these sessions promise a transformative experience to address your unique challenges.

Don't miss out - reserve your spot for a chance to redefine your approach to communications challenges. Check in with Veronica and her team on Tuesday in the Veranda Boardroom.

Sweet Meet Up Lunch & Learns

**Tuesday, February 27,
12:00 p.m. - 1:00 p.m.**

By Invitation Only/Limited Seating

By invitation only, these TSPRA Lunch & Learns provide members the opportunity to connect directly with their vendors to seek clarification on services, ask questions, share best practices with other colleagues using the same service, learn what's new, emerging, or on the horizon! It's a great time for end-users to collaborate, connect and share! Check in with the vendor to learn more:

Apptegy (Sugar Land VII-VIII)

Must register to attend.
Seating is limited.

Finalsite (Sugar Land IX-X)

Must register to attend.
Seating is limited.

Publications Exchange

Pick up some great ideas at the TSPRA Publications Exchange! The 2024 Conference will feature tables with stacks of printed publications with grab and go samples to fuel that next big project. In a world saturated with digital information, printed documents have a special appeal because they are tangible and enduring. Stop by during your stay!



What's Happening Here

Speaking of "H" Town, here are a few things happening in Sugar Land and Houston, during our visit:

The Houston Livestock Show and Rodeo opens on Tuesday, February 27! Blake Shelton will kick-off the rodeo experience! Tickets are \$25 (600 Section Seating) for entrance and the rodeo performance. To simply enjoy the stock show, carnival, and shopping experiences, pay just \$20 a ticket.

Check out what's happening in the City of Sugar Land! www.visitsugarlandtx.com

The businesses and restaurants within the City of Sugar Land are offering discounts and coupons to TSPRA conference attendees through their Show Your Badge program. Simply scan the QR Code to see who is sharing a deal for TSPRA.



TSPRA Session Areas of Focus

Looking for specific areas of focus for your learning? Look for the icon next to the session description to quickly categorize your learning options!

Look for these icons to earn a TSPRA certification!

TSPRA is offering certifications in three instructional tracks: New Professional, Advanced Professional, and Bond/VATRE. Attend three of the marked sessions in a single track to earn your certification. In the bond track, you must attend the Bond Panel Group Session and one other marked bond session to obtain the bond certification. After the conference, please email janet@tspra.org with the track you completed to request your certificate. Sessions are denoted as follows:



Bond Track



New Professional



Advanced Professional

Areas of Focus



Work/Life Balance



Communications/
PR/Marketing



Community
Engagement



Electronic Media
Production



Education
Foundation



Web



Graphic Arts



Event Planning



Media Relations



Crisis



Legal

Tuesday, February 27th | 11:00-12:00

Session 101: (Mahogany)

Title: *Sync or Sink-Unleashing the Power of Collaboration*

Presenter(s): Kendall David, Norma Martinez, Brittany Culpepper, Gemina Trujillo; Goose Creek CISD



Focus Area: Comms/PR/Marketing

Description: Are you stuck in the “one-way communication” trap? This session will provide your district with strategies to leverage your entire community to overcome obstacles and create truly collaborative relationships. Going out for bond? Developing a strategic plan? Addressing social issues? Incorporating student voice? Increasing business partnerships? Join us as we share strategies to “sync” up your collaboration!

Session 102: (Sugar Land I & II) - New Professional Track

Title: *Tips to Building a Sweet Life in School PR*

Presenter(s): Joel Weckerly, Cypress-Fairbanks ISD



Focus Area: New Professional

Description: Like any industry, success in school PR is earned, not given. Learn tips and lessons from a 17-year school PR veteran who began his career as a specialist in Texas’s third-largest school district and now oversees the communication department. Discover how to develop good habits, build critical relationships and commit to personal growth while blossoming as a trusted PR practitioner. A sweet life in school PR awaits you!

Session 103: (Cane I & III) - Advanced Professional Track

Title: *Welcome A Board - We’re Expecting You*

Presenter(s): Veronica Castillon, APR; Claudia Rodriguez, Julio Ovando; Laredo ISD



Focus Area: Advanced Profession

Description: New Trustees are eager to contribute and make a difference. It’s important to make sure they are welcomed and properly onboarded. Learn how to engage new Trustees so they can quickly get up to speed and hit full sail. This presentation includes a variety of methods to help you integrate new board members seamlessly.

Session 104: (Monarch)

Title: *Navigating a Successful School Website Transition*

Presenter(s): Claudia Lemus Campos, APR, MA; Elizandro Gallegos, Marco Vasquez, Cynthia Ybarra Leal, Clara Barrera, Daniel Ramos; Pharr-San Juan-Alamo ISD



Focus Area: Web

Description: In this session, we’ll unravel the roadmap to a successful school website transition. We’ll explore the integration of captivating video and image elements, harnessing the website for marketing events and initiatives, and the critical importance of creating an ADA-compliant, mobile-friendly platform. Join us to learn how to enhance your school’s online presence, ensuring inclusivity, accessibility, and dynamic promotion in the digital era.



Session 105: (Sugar Land VII & VIII)

Title: *Working Smarter, Not Harder in Adobe After Effects and Premiere*

Presenter(s): Jon Sheldon, Aledo ISD



Focus Area: EMP

Description: Tired of creating and then recreating animated elements? Wish there was a way to turn them into templates? Want to learn how to better use expressions? Stop by and learn how to streamline your video projects, create reusable templates for animated intros like lower thirds and bumpers, and use expressions. Bring your laptop, learn, and share your insights to work smarter, not harder.

Session 106: (Magnolia II & III)

Title: *School Safety Updates from a PR Perspective*

Presenter(s): Nate Turner, Texas School Safety Center



Focus Area: Crisis

Description: The Texas School Safety Center is charged with overseeing many school safety mandates and trains and educates districts throughout the state. This training is geared specifically for school PR professionals who are looking for a bird's eye view of the mandates and will cover how your relationship with your school safety and security committee is crucial to your role, especially during crisis communications. Best practices when communicating with your community will also be shared.

Session 107: (Magnolia I)

Title: *Is Your Style Bad News? Get Your AP Style On!*

Presenter(s): Stephanie De Los Santos, Harris County Department of Education; Adam J. Holland, La Porte ISD



Focus Area: Comms/PR/Marketing

Description: 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 current events. (Bonus points for finding the AP Style errors in this description!)

Session 108: (Palm)

Title: *Get to Know My Type - Rethinking Community Facilitation*

Presenter(s): Kathleen Kennedy, APR, Center for Communication & Engagement



Focus Area: Comms/PR/Marketing

Description: Have you ever hosted a community input meeting, and only the same ten participants spoke up? Whether you're a veteran or new professional, rethinking community facilitation can help you gain critical insights from every participant. This training provides the foundation of communication types, how to utilize them, and practical examples. Don't be late! Our first example is a real-life illustration of how this modern facilitation approach can be applied and implemented in your district.

Session 109: (Cane I)

Title: *Making the Connection*

Presenter(s): Rachel Acosta, Liberty Hill ISD



Focus Area: Comms/PR/Marketing

Description: Whether we're new to a role, heading into an election, or trying to maintain/rebuild trust with internal/external stakeholders, making sound connections and solidifying positive relationships is key! Join Liberty Hill ISD as we share best practices and ideas that have helped us create and maintain relationships within our fast-growth community. We would also love to hear your ideas so that we may all become better together. Let's make a connection!

Session 110: (Sugar Land IX & X) - Corporate Showcase

Title: *The Secret Sauce of Success 2.0: The Strategy Behind Convocation*

Presenter(s): Danielle Clark, APR; James Colbert; HCDE



Focus Area: Event Planning

Description: Does the thought of Convocation make you break out in hives? Are you stressed trying to figure out why you have to do it when nobody wants to come? Hear from a veteran Superintendent and Communications professional about how you can use the annual staff meeting as a tool to meet goals, raise staff morale and create an experience people remember fondly. Review the Superintendent Tiers from last year and leave with a recipe (framework) for success no matter your Superintendent's experience or speaking style.





Session 201: GROUP BOND PRESENTATIONS (Magnolia II & III) - *Bond Track*

We'll start with a panel discussion of a high-level overview of bonds and the recent experiences of our member districts. Attendees will then move to a second session during the 2:45-3:45 time frame for in-depth discussion with panelists and their teams. See that time block for a comprehensive list of sessions. You must attend both parts of this session to earn your bond certification.

Session 202: (Sugar Land I & II)

Title: *24/7 Crisis: Managing Daily Crisis Professionally & Personally*

Presenter(s): Kristin Zastoupil, Forney ISD



Focus Area: Work/Life Balance

Description: In our role as communications experts for our district, we deal in crisis sometimes on a daily basis. We hope to go home at the end of the day and not be faced with personal crisis as well. How do handle balancing both at the same time? In the midst of a pandemic with a child battling leukemia for 3 years while moving to a new town and managing a new district team in a fast-growth district with 2 massive bonds and a VATRE passed in just 4 years, Kristin Zastoupil will share her story and what she's learned along the way when it comes to balancing personal and professional struggles.

Session 203: (Mahogany)

Title: *Positive Vibes Only: Engaging with Positive Mentions*

Presenter(s): Max Smith, Rachel Frost; Region 10 Education Service Center



Focus Area: Comms/PR/Marketing

Description: In an age of negativity on social media, how are you amplifying the positivity? In this dynamic session, discover how school districts can harness the power of positive mentions on social media. From leveraging user-generated content to fostering genuine relationships, this session will equip you with tips, strategies, and ideas for turning first-time mentions into dedicated fans.

Session 204: (Cane I)

Title: *Check Your Engine Light - Giving your Education Foundation the Jumpstart It Needs*

Presenter(s): Deanna Jackson, Schertz-Cibolo-Universal City ISD (SCUC ISD); Veronica Goldhorn, SCUC ISD Education Foundation



Focus Area: Ed Foundation

Description: Follow along with two leaders from Schertz-Cibolo-Universal City ISD and the Education Foundation to learn how they faced their current (brutal) reality through an honest self-assessment that would eventually transform their organization through authentic (and fun!) community engagement.

Session 205: (Monarch)

Title: *Best Practices for Recording and Streaming Multi-Cam Productions*

Presenter(s): Mark Vasquez, Daniel Ramos; Pharr-San Juan-Alamo ISD



Focus Area: EMP

Description: In this session, attendees will receive best practices and tips on how to set up a multi-cam production and learn what is required not only for recording but also for live-streaming. We will discuss the equipment needed, from a single-camera setup for recording or streaming a meeting to a multiple-camera production for capturing a sporting event, and everything in between. Our focus will extend beyond the video aspect to include audio components, ensuring the delivery of a high-quality production.

Session 206: (Sugar Land IX & X)

Title: *Crop It Like It's Hot: Graphic Design Tips and Tricks*

Presenter(s): Graysen Reid, Forney ISD



Focus Area: Graphic Arts

Description: In a world of never-ending media, creating designs that pop is a school PR superpower. But, let's be real, who has the time? Unlock design secrets using tools like Canva and Adobe Suite to take your content to the next level.



Session 207: (Palm)

Title: *Community Confections - Sweetening Your Inner Circle*

Presenter(s): Amelia Lindley, Kate Hope, Magnolia ISD; Jessica Grace, Stephanie Wells, Montgomery ISD



Focus Area: Community Engagement

Description: Whether they're sweet or sour, community connections are vital for schools. Hear from two school districts in the 9th fastest-growing county about how they are building relationships with local realtors, business owners, faith-based leaders, parents and PTOs to create advocates in the community and expand their communication team beyond the central office. Attendees will leave with delectable ideas on how to think outside the box and partner with other local organizations to bring people together. You're in for a TREAT!

Session 208: (Cane II & III)

Title: *The Blueprint for Event Success: Mastering Your Run of Show*

Presenter(s): Stephanie De Los Santos, Janet Wachs, Andrey Cuellar, Mark Perez; Harris County Department of Education



Focus Area: Event Planning

Description: Whether you are given a year, six months, a month, or even a couple of weeks to plan, the show must go on. Learn the strategies used by the Harris County Department of Education marketing team and the resources used to successfully execute a run of show for annual events. Take a journey with our team as we walk you through the planning process of an actual event from beginning to end. You will leave this session with the tips and tools you need for your next run of show.

Session 209: (Sugar Land VII & VIII)

Title: *From Media to School Communication*

Presenter(s): Kim Wyatt, Beeville ISD



Focus Area: Media Relations

Description: Elevate your media presence across platforms immediately by learning to unlock the secrets of how to get media coverage in today's modern landscape! Learn top strategies on how to navigate media effectively to get coverage with intention. Seize the spotlight and make your story resonate in the new world of media dynamics offering value they can't see.

Session 210: (Magnolia I)

Title: *Do the Write Thing: Effective Tips for Speechwriting*

Presenter(s): Gustavo Reveles, Canutillo ISD



Focus Area: Comm/PR/Marketing

Description: Writing speeches can be daunting, but with the help of professional speechwriters, the task can be insightful. This session will help PR pros craft effective speeches to reach parents, employees or other community members. The session will provide easy-to-follow tips on writing for specific audiences, messaging, speech structure, timing, editing, researching and marketing.

HEADS-UP: It's Karaoke Night! - Tuesday, February 27, 8:00 p.m. - 11:00 p.m.

Oops, they did it again! Parent Square has prepared another fun, festive and fierce Karaoke competition! This year, it's double the fun, as Parent Square has partnered with Class Intercom to amplify the fun!

Head across the street from the conference hotel to Bar Louie, from 8 pm - 11 pm, for the Battle of the Regions! This ain't no lip sync battle, it's real karaoke, so bring your "A" game! Prizes will be awarded for best performance and best dressed. It's the opening night of the Houston Rodeo, so Parent Square captured the rodeo flare and invites you to break out your best and bring it to the competition!



Session 301: GROUP BOND PRESENTATIONS (Sugar Land IX & X) - *Bond Track*



Bond Session 1:

Title: There's No Such Thing as a "Bond Killer"

Presenter(s): Jenny Bridges, CPC, Waxahachie ISD; Becky Bravo-Escos, Caelen Communication

Description: Activists throughout the state tout themselves as "bond killers." They are well-funded, outspoken, and bold. Do you even have a chance to pass a bond if one of them lives in your community? Join us to find out the strategies Waxahachie ISD used to pass the largest bond package in Ellis County history, despite the best efforts of "bond killers."



Bond Session 2:

Title: *Beyond Passing by 1%: Strategic Communications Plan Transforms Bond Support to 65%*

Presenter(s): Amanda Simpson, CPC; Sara McCullough; Coppell ISD

Description: Discover how the Coppell ISD Communications Department developed and implemented a Strategic Bond Communications plan that aligned with the department's overall Strategic Communications plan to pivot support for the CISD 2023 Bond to pass by 65% percent of the vote. This majority support of the bond is a turnaround compared to the 2016 Bond, which only passed by less than 1% or only by 22 votes. Presenters will share tips, tactics and strategies, as well as sample Bond Road Show presentations, collateral materials, talking points and more. This session will also include an interactive portion where attendees can share their pain points for bond communications and engage in a collective dialogue for advice and support.



Bond Session 3:

Title: *Get in the Zone: The Secrets to Passing a \$1 Billion Bond*

Presenter(s): Anthony Kirchner, Marlys Diggles, Jaime Handy, Megan Middleton; Crowley ISD

Description: Do not launch a bond campaign without this Zone Plan. The Crowley ISD team will share simple strategies that expanded their department from a team of six into an army of more than 60 people who worked together in zones to educate and inform thousands of voters across who approved a \$1.04 billion bond package.



Bond Session 4

Title: *One-(wo)man Bands and Bonds*

Presenter(s): Mercedes Mayer, Aledo ISD

Description: Tips, timelines, tricks and tales from a successful bond election marketed by a one-person communications department. Learn how Aledo ISD's 2023 bond election (with an I&S tax rate increase) passed with 56.4% voting "for" in a fast-growth, mostly bedroom community. The 2023 Bond was the first time in a few decades for Aledo ISD to pass consecutive bonds (2019 and 2023). Be prepared to learn and also share out some of your wins from bond elections.



Bond Session 5:

Title: *Bonding with Your Community: Passing a Bond through Relationships, Targeted Messaging*

Presenter(s): Anthony Tosie, Jennifer Becan, Seth Denton, Northwest ISD; Hailee Fojtasek, ESC Region 11

Description: In the May 2023 election cycle, Northwest ISD proposed and passed the largest school bond package in the state. By analyzing challenges of a previous failed bond election, the district used targeted communication and community relationships to pass a \$1.996 billion bond package. This effort relied on carefully segmented communication based on various aspects of the bond proposal as well as leveraging relationships with staff and highly involved families.

Session 302: (Cane II & III)

Title: *Who Speaks for Your Brand?*

Presenter(s): Erin Gregg, APR, Lubbock ISD; Tyler Vawser, Apptegy



Focus Area: Comms/PR/Marketing

Description: Maintaining your district's brand requires the strength of your team. You can't be your district's only spokesperson; you need brand ambassadors to get others excited about your schools! We will share how Lubbock ISD is leveraging collective authorship by having campus staff act as ambassadors, helping parents to have a better understanding of what makes Lubbock unique. We'll also highlight SchoolCEO research that focuses on broadening your communications team by rethinking who represents your brand.



Session 303: (Mahogany)

Title: *Establishing a Partnership with Your High School Journalism Programs*

Presenter(s): Abbie Geveshausen, Cypress-Fairbanks ISD



Focus Area: Comms/PR/Marketing

Description: Feel like you have too much to cover in your district and need to figure out how to be in multiple places at once? Come learn how Cypress-Fairbanks ISD established the High School Journalism Network to not only help showcase student work but also help share the good news and happenings around the district (and take some of the load off our department!)

Session 304: (Monarch)

Title: *Being EVERYTHING EVERYWHERE ALL AT ONCE! Filmmaking in Education*

Presenter(s): Juan Hernandez, Forney ISD



Focus Area: EMP

Description: Beyond the basics! Join me as we look at all the tools and techniques available to create exciting social media content and visually engaging films. From gear, the production process, and AI, we'll dive deep to make your videos as SWEET as can be! We'll also go through our district's workflow for video production.

Session 305: (Magnolia I)

Title: *You're Tasked to Find a New CMS, Now What?*

Presenter(s): Doug Bellamy, Wylie ISD; Michelle DoPorto, Birdville ISD



Focus Area: Web

Description: Choosing the right Content Management System & CMS for your new website is a crucial decision that can greatly impact your district and campuses' online presence. With the massive change in the website CMS world, many of us have the task of finding a new home for our district and campus websites. But where do we start? Come by to learn how Wylie ISD and Birdville ISD navigated the sea of providers, established scoring rubrics, and ultimately decided on a new home for their websites. You will have access to behind-the-scenes access to their processes, and learn tips and tricks learned along the way.

Session 306: (Sugar Land I & II)

Title: *Let's Give Them Something to Talk About*

Presenter(s): Colette Pledger, Willie Thomas; Robinson ISD



Focus Area: EMP

Description: We have implemented and sustained a production method for staff and students for 3 years while communication is not our primary district responsibility. We will share tips and tricks about how we manage the workflow to make the production easy to record, create and communicate. Learn how it's possible to sustain consistent communication and engagement, connect to district values, learner profile and professional learning. We will share how students and staff provide input and are involved in the process as well.

Session 307: (Magnolia II & III)

Title: *From Macro to Micro: Leveraging Niche Communities to Foster Online Engagement*

Presenter(s): Avery Arizola, Leslie A. Howland; Region One ESC



Focus Area: Community Engagement

Description: In the ever-evolving social media landscape, the secret sauce to successfully growing your engagement lies in proper segmentation. Learn to harness the power of online micro-communities to supercharge your digital presence, build better relationships with the media and connect with the communities that matter most to your organization.

Session 308: (Palm)

Title: *Marketing Strategies for Your District Utilizing Events and Community Partners*

Presenter(s): Kacy Swaim, Elizabeth Ross; Longview ISD



Focus Area: Event Planning

Description: We will discuss what PR professionals need to organize and execute events in collaboration with community partners. You will learn about various digital marketing techniques to engage your district and create buzzworthy events that are enjoyable and encompass your families and the community. In this hands-on workshop, we will work to create an event from start to finish and work collaboratively to generate ideas you can take back to your districts.



Session 309: (Sugar Land VII & VIII)

Title: *Open Records and FERPA 2024*

Presenter(s): Ian Halperin, Wylie ISD; Mike Leasor, Leasor Crass



Focus Area: Legal

Description: School attorney Mike Leasor, a former teacher, coach and school board member, and TSPRA past-president Ian Halperin, a 27-year TSPRA veteran, have seen just about every type of request out there. But today's requests are often more targeted and complicated. Leasor and Halperin will lead a discussion on some of the latest trends in open records requests and how TSPRAs can use the law to be better prepared to respond.

Tuesday, February 27th | 4:00-5:00 (Corporate Showcases)

Four \$100 Gift Cards will be awarded by PowerSchool, ParentSquare, Finalsite, and Harris County Department of Education for lucky attendees to their Corporate Showcase presentations!

Session CS-1: (Sugar Land I-II)

Title: *Looking Through Different Lenses: A Glimpse into Unique Engagement Challenges & How to Solve Them*

Presenter(s): ParentSquare featuring Lindsey Fishback, VP of Sales - East, ParentSquare; Deanna Jackson, Director of Communications, Schertz-Cibolo-Universal City Independent School District; Anthony Tosie, Chief Communications Officer, Northwest Independent School District; Helen Escobar, Coordinator of Public Relations, Roma Independent School District; Art Del Barrio, Director of Communications & Printing, Pasadena Independent School District

Description: Join us for an insightful exploration into the variety of challenges that families face when it comes to engaging with schools. Through the lens of six distinct family roles facing unique challenges, this session delves into the complexities of building meaningful connections between school and home. Join us in a panel discussion of your peers, Deanna Jackson at Schertz-Cibolo-Universal City ISD, Anthony Tosie at Northwest ISD, Helen Escobar at Roma ISD, and Art Del Barrio at Pasadena ISD. Listen to their feedback and discover practical approaches and innovative solutions to foster inclusive and effective engagement, ensuring that every family feels seen, heard, and valued in the educational journey. Attendees will leave with tips for overcoming barriers to engagement and building vibrant, engaged school communities.

Session CS-2: (Mahogany)

Title: *AI in Education: Engage Your Community and Expand Your Impact*

Presenter(s): ThoughtExchange featuring Dana Cave and Saxony Brown

Focus Area: Corporate Showcase

Description: Discover how AI is reshaping community engagement and ultimately transforming leadership; but maybe not how we expected it too.

In this session, learn how generative AI is changing how districts engage, its capability to generate faster insights and tailored messaging. With AI, Communication Leaders can have a better grasp on community needs faster, cultivate a deeper sense of empathy, and ultimately be more compassionate and responsive to their stakeholders. Join this

highly interactive session and hear from Texas Leaders on how they have leveraged AI.

Session CS-3: (Cane II-III)

Title: *Thriving Together: Simplify. Unify. Amplify - An Interactive Client Panel Showcase*

Presenter(s): Finalsite with guests Amanda Brim, Lewisville ISD; Brandon Buckner, Little Elm ISD; Claudia McWhorter, Eanes ISD; Chris Weddle, Del Valle ISD; Graysen Reid, Forney ISD; and, Joel Weckerly, Cypress-Fairbanks ISD

Focus Area: Corporate Showcase

Description: Elevate your school experience to new heights and leave a lasting mark on your community. Discover the power of simplicity as you streamline your processes, bring your community together in harmony, and unleash the full potential of your impact. Join us in our session to hear from Texas School Districts on how they simplify their approach, unite their community, and amplify their influence with our comprehensive suite of tools.

Session CS-4: (Magnolia I)

Title: *Here's Your Crystal Ball: Micro-Target Specific Customer Groups to Build Brand Loyalty*

Presenter(s): edVantage featuring Ronna Johnson, edVantage

Focus Area: Corporate Showcase

Description: Wouldn't you like to invite all the Senior Citizens in your district to join your Silver Club? How do you get registration info to every Pre-K family in your district? What if you could virtually tap someone on the shoulder just as they walked into one of your facilities? How cool would it be to send a digital message to everyone who was in one mile of your stadium on any given night? We all want to know how to find our students, families, community members and voters where they are at any given moment. Lifestyle data provides micro-targeted lists that shape strategies for digital advertising and print marketing. Come learn about the granular data that is available, how to access it and how to use it.

Session CS-5: (Magnolia II-III)

Title: *Using AI for School PR*

Presenter(s): AlwaysOn featuring Kent Daiber, AlwaysOn, Founder & CEO

Focus Area: Corporate Showcase

Description: Using AI for School PR is an educational session about the different ways school communicators can use Artificial Intelligence to support their work. The session is intended for anyone from beginner to expert. We start by covering the basics of Artificial Intelligence and how AI technology works. Then, we demo a variety of AI tools that can be used for different use cases in school PR. We give an overview of each tool (how to get started, general capabilities, pricing options, etc.) and then provide a live demo using scenarios relevant to school communicators. We focus on tools that support written content creation, visual content creation, and general customer service. We conclude the session by providing additional resources for self learning and time for questions.

Session CS-6: (Sugar Land IX-X)

Title: *Sweet Surprises to Power Up Your School PR Sweet Life*

Presenter(s): PowerSchool featuring Stephen Anderson, Andrew Maminta, and Michael Goulet

Focus Area: Corporate Showcase

Description: Stop in to place the cherry on top of TSPRA Conference Day 1 and learn how PowerSchool can power your plans, productivity, and progress throughout the year!

Session CS-7: (Palm)

Title: *Improve Your Survey Reach*

Presenter(s): Scholarus Learning featuring Corey Ryan

Focus Area: Corporate Showcase

Description: Is your district using surveys to inform decisions like attendance zones, calendars, bond elections, or school-of-choice offerings? With those big decisions, reaching the most people is paramount to getting a response rate that benefits your decision-makers. In this session, attendees will hear from former Chief Communications Officer and TSPRA Board member Corey Ryan as he shares tools, resources, and strategies to increase your responderates.



HEADS-UP: The Solutions Lab-Presented by Finalsite-Wednesday, February 28, 10:30 a.m. - 5:00 p.m.

Finalsite Solutions Lab invites you to bring your burning questions to the mini-lab at the conference. The team is ready to cater to your district's needs. Want to dive deeper? Meet 1:1 with one of their Solutions Engineers! You pick the topic or area of focus, and they will be prepared to support you. Find them at the Veranda Boardroom on the second floor, available all day on Wednesday, February 28th.

Wednesday, February 28th | 11:00-12:00

Session 401: (Cane I)

Title: *Game NOT OVER! Creating a Gaming Mini Conference for Families*

Presenter(s): Elizabeth Ross, Kacy Swaim; Longview ISD



Focus Area: Community Engagement

Description: Calling all gamers, young and not so young, to Lobo Gamefest 2023! See how Longview ISD created a gaming E3 conference for students, families and the ETX community to connect our stakeholders to all the opportunities the gaming world can offer their students. Longview ISD worked hand in hand with Gearbox, TAMU, TAMU Prairie View, XBOX and MORE to provide an entertaining experience for students and an educational day for parents. This presentation will educate attendees on the best gaming companies to work with, creating educational breakouts, vendor fair, gaming tournament and how to bring it all together for a one day super gaming conference to showcase the education behind the gaming industry.

Session 402: (Mahogany)

Title: *Fund Texas Public Schools: Build Your Budget Awareness Campaign*

Presenter(s): Julie Zwahr, Denton ISD; Bryce Nieman, Keller ISD; Nicole Lyons, Grapevine-Colleyville ISD



Focus Area: Community Engagement

Description: Through the 88th regular session and again in four special sessions, state leaders have failed to agree on legislation that would fully fund Texas public schools. As school districts prepare budgets for the 2024-25 school year with many challenging decisions on the horizon, this interactive, hands-on session will give you the opportunity to collaborate with colleagues across the state to share ideas and develop consistent messaging you will be able to implement right away in your district.

Session 403: (Monarch)

Title: *Student Ambassadors - Empowering Students to Tell Your Story*

Presenter(s): Mariana Royer, Hurst-Euless-Bedford ISD



Focus Area: Comms/PR/Marketing

Description: The HEB ISD Student Ambassadors are a group of students chosen to be the "Face of the District". These student leaders are trained to assist with important public relations and communications services and assist with promoting HEB ISD while developing leadership skills through interacting with students and families, school staff and faculty, and the local community. Student Ambassadors are utilized to positively represent our district while learning the behind-the-scenes operations of a school district.

Session 404: (Magnolia I)

Title: *Learning Isn't Just for Students How to Launch an Online Adult-Learning Community.*

Presenter(s): Lindsey Hunt, Elaina Polsen, Christina Talley; Clear Creek ISD



Focus Area: Community Engagement

Description: Why should the students have all the fun? Engaged and informed parents, volunteers, and community members can improve the learning environment of a classroom. Learn how to take your subject matter experts and turn their content into engaging video instruction leveraging third-party platforms to educate and inform your key stakeholders. Topics like school safety, child behavior, college and career planning, school funding basics, and more can all be consumed on-demand and on their own time.



Session 405: (Palm)

Title: *Spice Up Your Game! Give Commercials and Flat Ads the Boot and Start Making Memorable Engaging Content for Your Fans & Sponsors*

Presenter(s): Eva DeCardenas, Amber Pecsenye; Clear Creek ISD



Focus Area: Community Engagement

Description: Clear Creek ISD is changing the game for football stadium sponsorships. Any level, you can do it all in-house. Learn how we started, how it grew and how we sustain. Blending your sponsor's brand and message with your district and community - while shining the Friday Night Lights on your students and programs - brings an elevated level of engagement to your fans - and value to your sponsors.

Session 406: (Sugar Land I & II)

Title: *Maximizing School Comms: The Ultimate Collaboration Strategy*

Presenter(s): Jasmine Nguyen, Klein ISD



Focus Area: Comms/PR/Marketing

Description: Communication departments handle SO much throughout the year, from event coverage to district priorities to our favorite: graduation. Get the inside scoop on how we combined the forces of our Superintendent Student Leadership Council, PR Squad, administration, and Class Intercom to leverage our internal and external communications and move the needle. It's time to tap into your students & staff to help you take care of the "little c" while you focus on the "BIG C."

Session 407: (Magnolia II & III)

Title: *How to Convince all District Employees that they're on the Communications Team*

Presenter(s): Ron Bland, Ph.D.; Tammy Kuykendall; Midlothian ISD



Focus Area: Comms/PR/Marketing

Description: Do you feel like all your coworkers appreciate the importance of good communication? Do teachers realize how effective communication makes their job easier? Does your staff understand the importance of perception? Learn how we attempt to get every staff member to consider perception while prioritizing communication.

Session 408: (Cane II & III)

Title: *Mobile Video Production That Doesn't Suck*

Presenter(s): Juan Hernandez, Graysen Reid; Forney ISD



Focus Area: EMP

Description: We all know content is king, but creating top-notch content can be a royal pain. Join us for a session on crafting epic mobile videos that will have you reigning over your audience's feed.

Session 409: (Sugar Land IX & X)

Title: *Clarity is Key When a Crisis Creates Chaos*

Presenter(s): Anita Foster, Anthony Andro; Arlington ISD



Focus Area: Crisis

Description: When it comes to communications during a crisis, clarity is key. When a shooter opened fire at Lamar High School last March, the Arlington ISD communicated with parents, students, staff and the community immediately. Before the shooting, the team had built a new Crisis Communications Response Framework, a safety web page for parents and a new Security Tracker. Learn how these systems were tested on that day and the lessons learned since.

Session 410: (Sugar Land VII & VIII) - New Professional Track

Title: *Succeeding Solo: Strategies for Running a Small Staff School Communications Office*

Presenter(s): Brad Domitrovich, PR Zealot, TSPRA Past President



Focus Area: New Professionals

Description: Join Brad for an insightful workshop tailored to those operating school communications offices with minimal staffing. Gain practical insights into juggling multiple responsibilities, prioritizing tasks, and effectively managing your school's reputation from a man who has started PR offices and successfully managed small, medium, and large School PR departments. Tips on time management, crisis communication, and community engagement will be shared - all designed to help you succeed and grow.



RT01

Title: *Up Your Game in Sports Photography*

Presenter(s): Shannon Schwartz, Lubbock ISD



Focus Area: EMP

Description: Put your best foot forward and sharpen your sports photography skills from start to finish.

RT02

Title: *Making the Move from PR Practitioner to PR Manager*

Presenter(s): Kristin Zastoupil, Forney ISD



Focus Area: Advanced Professional

Description: Are you a specialist or coordinator looking to make a jump to director or executive director? From the 1 person office to a 12 person team with over 20 years in school communications, learn what jumps out at hiring directors to make an advancement in your career.

RT03

Title: *Layers of Leadership*

Presenter(s): Sarah Roberson, Tyler Vawser, Kelsey Buek; Apptegy



Focus Area: Comms/PR/Marketing

Description: We'll discuss SchoolCEO's new qualitative research study, exploring why regular communication between district staff and principals is a must for ensuring a district's brand health.

RT04

Title: *Podcasting To Your Community*

Presenter(s): David Ritchey, Frankie Sauseda; Lamesa ISD



Focus Area: EMP

Description: As a leader, you have many audiences that your vision needs to reach. Creating a district podcast allows you to reach everyone affectively. If you have commuters, it is a way for them to get informed while driving, without having to stop to read an email or watch a video. Your staff and community can hear what is going on in your district while they workout, while they walk their pet, or while they prepare dinner. Podcasts are accessible by everyone and easy to maintain and setup. Come learn how to start your own district podcast.

RT05

Title: *Establishing your PR Network to Expand your Reach*

Presenter(s): Cynthia Ybarra Leal, Pharr-San Juan-Alamo ISD



Focus Area: Comms/PR/Marketing

Description: This session will provide attendees with a blueprint of how to establish their campus public relations network that can lead to an untapped source of content.

RT06

Title: *Community Connections and Bond Elections*

Presenter(s): Jana Williamson, Pampa ISD; Travis Cram, edVantage Strategy Group



Focus Area: Bonds

Description: Do you have a bond election in your future? Join us for practical tips you can use to plan and PASS your bond. Learn how our district developed community connections to pass a historic bond after a failed bond election.

RT07

Title: *Empowering School PR: Conquering Social Anxiety and Embracing Introversion*

Presenter(s): Jessica Williams, MA, Klein ISD



Focus Area: Comms/PR/Marketing

Description: Struggle with quotes and group photos? Join Jessica Williams for School PR success. Overcome anxiety and introversion with practical tips and excel in your comfort zone.

RT08

Title: *Let's Kickstart Your District Partnership*

Presenter(s): Laura Truebenbach, Argyle ISD



Focus Area: Community Engagement

Description: Argyle ISD committed to rebranding its partnership program last year with great success. Learn how to grow your program to optimize its potential with a proven strategic blueprint. This includes rebuilding community connections, communications, special events, and sponsorship levels. All while making your partners feel valued!



RT09

Title: *Mastering 24/7 Customer Support: Georgetown ISD's Success Blueprint*

Presenter(s): Melinda Brasher, Jo Ann Hernandez, Georgetown ISD; Hillary Robbins, Let's Talk

 **Focus Area:** Comms/PR/Marketing

Description: With a record-breaking number of new hires in Texas K-12 leadership roles, communications professionals have doubled down on a top priority: Ensuring questions are answered quickly, accurately, and 24/7. At the same time, PR professionals are being asked to improve customer service and increase communications access points while shortening response times. Sound impossible? Georgetown ISD has made it a reality and saved hundreds of hours of staff time in the process. Join them as they share their secrets!

RT10

Title: *How Strategic Back-to-School Communications Can Help Ensure Students are First-Day Ready*

Presenter(s): Charlene LaFerriere, Kimberly Gavrilles, TeacherLists; Kristin Barnes, Matthew LeBlanc, Eagle Mountain-Saginaw ISD

 **Focus Area:** Comms/PR/Marketing

Description: TeacherLists will discuss best practices for communicating important back-to-school information to families, and show real-life examples of tools and processes that have eased back-to-school stress for districts.

RT11

Title: *20 Tips in 20 Minutes - Tips, Trends & Topics for School PR*

Presenter(s): Julie Thannum, APR; Justin Dearing, Bob Noyed, APR; CESO Communications

 **Focus Area:** Comms/PR/Marketing

Description: The strategy team at CESO Communications will share tips, trends and topics relevant for today's school PR professional. Tip sheet provided!

RT12

Title: *Auditing Your District's Survey Approach*

Presenter(s): Corey Ryan, K12 Scholarus Learning

 **Focus Area:** Community Engagement

Description: Does your district value stakeholder feedback but need more clarity and consistency for its surveys? I'd like you to please meet with former TSPRA board member and school CCO Corey Ryan for strategies to inventory your current collection of surveys and streamline them for quality, consistency, and effectiveness.

RT13

Title: *Save Time and Money with HCDE Contracts*

Presenter(s): Janet Wachs, Choice Partners Co-op, a division of Harris County Department of Education

 **Focus Area:** Comms/PR/Marketing

Description: Short on staff for product research, looking for a guest speaker or trying to find great swag for your convocation? Learn how to access vetted vendors that help you and your districts with events, marketing and promotional needs through membership in a cooperative.

RT14

Title: *Digital Advertising: Reaching Your Audience Where They Are*

Presenter(s): Sydnee Cust, edVantage

 **Focus Area:** Community Engagement

Description: Feel like you aren't reaching most of your community audience? Same ol' marketing channels, same ol' results? Explore the essential components of effectively optimized digital advertising channels like OTT, streaming CTV, and programmatic display (in-app) ads to reach real people on real devices in real time.

RT15

Title: *Meta-Mania: Maximize Your Message & Optimize Your Reach*

Presenter(s): Jessika McKernan, edVantage

 **Focus Area:** Comms/PR/Marketing

Description: Everyone knows how to post, but Meta can be a mystery when it comes to managing your ISD account as business. Is your district set up properly to reach your audience? What is a boosted post - and how effective is it really? Learn about Meta Business Manager and Ad Manager and the impact of organic versus paid ads using first- and third-party data lists.

RT16

Title: *Video Storytelling that Works!*

Presenter(s): Kristoffer Smith, edVantage

 **Focus Area:** Electronic Media Production

Description: In 2024, video is king! Is your video performing like the prince or more like the pauper? Learn the key elements of authentic, successful video storytelling and leave with actionable insights to increase your reach and impressions.



RT17

Title: *TREs: Easy as 1-2-3*

Presenter(s): Ronna Johnson, edVantage



Focus Area: Bond.

Description: This November, Tax Ratification Elections could be rising on the school district elections scene as districts face shrinking or deficit budgets, declining enrollment, and/or rising operational costs. How do you explain all the complexities of the school finance system, legalistic ballot language, and get to the basics of how these funds will actually be used to the 65% of Texans who will be voting in the Presidential Election Cycle? Come learn the basics of how to message and win your TRE election.

RT18

Title: *Say Hello to PowerSchool*

Presenter(s): Steven Anderson, PowerSchool



Focus Area: Comms/PR/Marketing

Description: Meet & Greet: Meet the NEW PowerSchool: Who We Are, What We Do, How We Can Help You!

RT19

Title: *Canva Consult*

Presenter(s): Vivian Oliver-Hernandez, Canva for Education



Focus Area: Graphic Arts

Description: Intermediate Canva for Education users with advanced skills will love this opportunity to gain some quick tips and tricks to make your design process more successful. Login to Canva and be ready to get real time support on designs that you are currently creating!

RT20

Title: *Getting Social Made Easy*

Presenter(s): Jill Johnson, Class Intercom



Focus Area: Comms/PR/Marketing

Description: Class Intercom is THE social media management platform for educational use: create, schedule, moderate, publish & archive content with Unlimited users including staff and students!

RT21

Title: *Managing Mission Through Values*

Presenter(s): Allison Bush, Steve Risser, Lacy Fenn, Olivia O'Neal, Gallagher



Focus Area: Comms/PR/Marketing

Description: Gallagher Construction is guided by four core values: Integrity, Transparency, Trust, and Simplicity. These values shape their approach to business and inform their interactions with clients, employees, and partners.



RT22

Title: *Got Volunteers? We Can Help Manage Them!*

Presenter(s): Mark Franke, Relatrix



Focus Area: Comms/PR/Marketing

Description: Relatrix helps school districts recruit, screen and track volunteer and business partners - ensuring engaged communities and safe schools.

RT23

Title: *Translation and Interpretation for Schools and Districts*

Presenter(s): Hillary Berman, Alboum



Focus Area: Comms/PR/Marketing

Description: Alboum provides translation and interpretation for schools and districts in Texas and across the country. Dozens of languages available, purchased via 4 purchasing coops. Stop by to learn more!

RT24

Title: *Need A Customer Service Refresh?*

Presenter(s): Sharon Galluzzo, American Association of School Customer Service



Focus Area: Comms/PR/Marketing

Description: The American Association of School Customer Service assists schools to improve service habits; positively impacting students, employee recruitment/retention, parental engagement, community investment and school/district productivity.

RT25

Title: *Manage Your School Supply Lists with Ease*

Presenter(s): Charlene La Ferrier, Kimberly Gavrilles, Teacher Lists



Focus Area: Comms/PR/Marketing

Description: TeacherLists is an easy-to-use online school supply list solution that helps schools and districts manage and share supply lists with families in seconds.

RT26

Title: *Straight to the Point*

Presenter(s): Chris Sorrell, TalkingPoints



Focus Area: Comms/PR/Marketing

Description: TalkingPoints is the simplest, most accessible communications platform for all schools & families, offering the highest quality translation so that no families are left out.

RT27

Title: *Need a Little Workflow Collab?*

Presenter(s): Harley Tamplin, Mark Wiggins, latakoo

 **Focus Area:** Comms/PR/Marketing

Description: Discover latakoo, the cloud-based video workflow and collaboration platform. latakoo delivers unparalleled speed, ease and security in delivering content from any location to any destination.

RT28

Title: *A Digital Signage Software Solution*

Presenter(s): Blake Freeman, Mark Merone, Rise Vision

 **Focus Area:** Comms/PR/Marketing

Description: Rise Vision is the #1 digital signage software solution for schools. Rise Vision helps schools improve communication, increase student involvement, celebrate student achievements, and create a positive school culture with our digital signage and HaaS offerings, and emergency alerts.

RT29

Title: *Got an Education-focused AI Chatbot? Get yours!*

Presenter(s): Teddy Daiber, Always On

 **Focus Area:** Comms/PR/Marketing

Description: AlwaysOn is an education-focused AI chatbot company dedicated to improving school communication, customer service, and the website experience. Learn more!

RT30

Title: *How We Go Public*

Presenter(s): Trina Pruitt, We Go Public

 **Focus Area:** Comms/PR/Marketing

Description: We Go Public promotes the benefits of a PreK-12 public education and the wonderful things happening in its member ISDs. Want to become a member district? Learn how!

RT31

Title: *Data, Dashboards, and More*

Presenter(s): Cody Dastrup, Austin Taylor, Ryan Mortensen, Katie Blandford, Rob Brown, Qualtrics

 **Focus Area:** Comms/PR/Marketing

Description: Multi-Stakeholder Feedback & Tracking. Data Insights, Reporting & Dashboards. District Brand & Community Sentiment.

RT32

Title: *A College Tuition Plan*

Presenter(s): Maricela Arce, Texas Tuition Promise Fund

 **Focus Area:** Comms/PR/Marketing

Description: Texas Tuition Promise Fund® is the state's prepaid college tuition plan that allows families to lock in today's tuition rates at eligible Texas public colleges and universities.

RT33

Title: *Video Made Easy*

Presenter(s): Erika Dunn, Celebrate Media

 **Focus Area:** Electronic Media Production

Description: Celebrate Media Group creates videos that get attention and drive results. When you need staff training or a high-impact video, call in the Texas pros.

Big Hugs & Much Love

Big love for Kristine Hill of Eagle-Mountain Saginaw ISD for her creative creation of our 2024 *Living the School PR Sweet Life* Conference Logo!

Sincere thanks and appreciation for Michael Foley and Inok Lim of eLearnza for their creativity and dedication in creating our web-based app, housed on our TSPRA website!

We are grateful to CESO for sponsoring our daily conference communications! Thank you to the team behind the daily CESO Conference Communications, Julie Thannum, APR, and Justin Dearing, for sharing the scoop with us, providing a daily dose of sweet reminders, things to know and do, and conference highlights!

Thank you, Brad Domitrovich and Ed Suarez, for lending your voices to our 1st & 2nd General Sessions and Star Awards Banquet!

Thank you to Mary Roduta, Savannah Garcia and Richard Haydel, II with the City of Sugar Land for their help and support!

Big gratitude to our "H" Town TSPRA Conference Advance Team under the direction of Kristyn Cathey! They have created moments that will make for great memories for each of our members, sponsors and exhibitors. Heartfelt thanks to: Maritza Loera, Rob Smith, Renae Rives, Kristen Cobb, Jasmine Nguyen, Valonia Walker, APR, Sonya Cole-Hamilton, Tammy Dowdy, Geny White, Dayna Owen, Kristi Hernandez, Dr. Tommie Smith, Jamie Mount, CPC, Clarissa Silva, Christi McCracken, Chelsea Ceballos, John Boyd, Janet Wachs, Rosario Meehan, Jennifer Ongoco, Rachel Ross, Adam Thibodeaux, Hanna Chalmers, Mandy Clayton, and Sonya Cole-Hamilton.



Session 501: (Sugar Land I & II) - New Professional Track

Title: *Discover the Sweet Sensation of Canva Collaboration*

Presenter(s): Michelle DoPorto, Stephanie Whitlock; Birdville ISD



Focus Area: New Professional

Description: Discover how Birdville ISD leveraged the versatile Canva tool to foster efficient staff collaboration across the district for creating feature-rich, eye-catching marketing content, provided at NO cost to educators. Also, explore how Canva is being utilized to easily share district-approved logos, branded colors, and fonts with staff, further elevating the visual appeal of our district-branded (and ADA compliant) marketing materials. Come and see how sweet it is to work smarter and not harder.

Session 502: (Cane II & III) - Advanced Professional Track

Title: *Win Them Over! Showing YOUR School Board the Value of YOUR Dept*

Presenter(s): Adi Bryant, Chris Kingsley; Royse City ISD



Focus Area: Advanced Professional

Description: Learn how Royse City ISD's Comms Team shows our value to the school board. Identify ways to make fellow departments and campuses shine! Position your team as THE SOURCE for factual and attractive marketing materials that catch the eye of your board members and your community. Build advocacy for your team and hopefully score support for future projects and growth opportunities.

Session 503: (Mahogany)

Title: *Elevate Your Game: Media Day Success Secrets*

Presenter(s): Skyler Hefley, Jacob Walker; Tyler ISD



Focus Area: EMP

Description: CAUTION: Not attending this session may cause FOMO. Have you seen all the HYPE about Media Day? Attend this session, and we'll teach you exactly how to do a Media Day from start to finish, including coordinating it, creating a studio, selecting equipment, and using the assets effectively. We even set up our pop-up studio for you to use at the end! PLUS, this isn't only about athletics... we will show you how to include Fine Arts, too!

Session 504: (Monarch)

Title: *Bringing Out the Best... In Spanish!*

Presenter(s): Rosario Meehan, Sylvia Puente; Cypress-Fairbanks ISD



Focus Area: Community Engagement

Description: As the 3rd largest district in Texas, CFISD has a high percentage (46%) of Spanish-speaking families. We strive to provide the same quality translation services in all of our 95 campuses providing resources and training to our bilingual staff. Learn how the Spanish population in one of the largest suburban school districts benefits from our translation and interpretation services.

Session 505: BR05 (Magnolia II & III) - Bond Track

Title: *Pass Your Bond by Record Numbers*

Presenter(s): Adam Holland, MS; Walter Jackson, Ed.D.; La Porte ISD



Focus Area: Bond

Description: La Porte ISD, like every other Texas school district, was facing a 19 percent inflation rate, a struggling economy and a state legislature bent on taking power (and money) from public school districts. Regardless, voters set approval records to build a new stadium and other projects. We'll tell you how we accomplished this feat.



Session 601: (Magnolia II & III) - *New Professional Track*

Title: *PR is a Veritable Smorgasbord: Be the Templeton of your Department*

Presenter(s): Justin Elbert, Klein ISD



Focus Area: New Professional

Description: Unleash the power of diverse PR strategies. Enhance stakeholder engagement through a blend of traditional and new media, digital strategy, and compelling narratives. Equip yourself with skills from video production to strategic communications, ensuring messages are not just consumed but cherished. Experience the richness of PR in Klein ISD, becoming the resourceful Templeton of your department.

Session 602: (Mahogany) - *Advanced Professional Track*

Title: *Supercharged Start! How To Create an Exceptional Experience for Your New Superintendent*

Presenter(s): Rick Herrin, Laura Truebenbach, Christopher Sayler; Argyle ISD



Focus Area: Advanced Professional

Description: Onboarding a new Superintendent can be overwhelming with many unknown factors. Learn about the creative strategies used by Argyle ISD's Communications team to successfully navigate the introduction and first 100 days of their new Superintendent. Walk away with helpful tips and practical ideas on integrating your Superintendent into the district's community, making it an unforgettable experience for your new leader.

Session 603: (Sugar Land I & II)

Title: *Improve Your Survey Reach*

Presenter(s): Corey Ryan, K12 Scholarus Learning



Focus Area: Community Engagement

Description: Is your district using surveys to inform decisions like attendance zones, calendars, bond elections, or school-of-choice offerings? With those big decisions, reaching the most people is paramount to getting a response rate that benefits your decision-makers. In this session, attendees will hear from former Chief Communications Officer and TSPRA Board member Corey Ryan as he shares tools, resources, and strategies to increase your response rates.

Session 604: (Sugar Land VII & VIII)

Title: *Small Town Event Planning on a Dollar Tree Budget*

Presenter(s): Helen Escobar, Cynthia Talamante; Roma ISD



Focus Area: Event Planning

Description: If you live in a small town, resources and budget may be scarce, but expectations can remain very high for you to put on a fabulous event. Attend this session to learn simple ideas to create a great event on a Dollar Tree dime. Participate in hands-on learning activities to spur your creativity, like centerpiece making and creating balloon columns.

Session 605: (Monarch)

Title: *AI Has the Answer: Use a Chatbot to Save Time and Improve Customer Service*

Presenter(s): Communications and Marketing Department, Crowley ISD; Teddy Daiber, AlwaysOn



Focus Area: Web

Description: The phone calls, emails and social media messages are endless. Your stakeholders have questions and even though the answers are on your website, getting them to the right page with the correct answers isn't always easy. Come see how you can save time and sanity by installing an AI chatbot on your website that provides instant and personalized responses 24/7 to help you unplug after hours.



Session 606: (Cane II & III) - *Bond Track*

Title: *2 bonds + 1 VATRE in 4 years*

Presenter(s): Kristin Zastoupil, Kelly Juntunen, CPC; Forney ISD



Focus Area: Bond

Description: Whether you're in election season for a bond or VATRE, come learn what Forney ISD did differently to pass over \$2 billion in bonds in 2019 and 2022, and a 12 cent VATRE in 2023. From taking messaging straight to the doors of voters to recruiting volunteer voter deputy registrars to increase staff voters, tackling a bond or VATRE after the pandemic is different. We'll share what helped us build trust and pass successful elections with 66% and 72% voter margins in a short 4 year period.

Session 607: (Palm) - *Bond Track*

Title: *By the Community, For the Community - Bond Proposal*

Presenter(s): Courtney Junkin, Dr. Don Beck; Marion ISD; Travis Cram, edVantage Strategy Group



Focus Area: Bond

Description: After facing disappointment with two failed bond proposals, Marion ISD refused to be deterred, and embarked on a third attempt, this time with a larger bond proposal. With a renewed sense of purpose and well-crafted proposal, the third time was the charm. This presentation will provide you with the lessons they learned from their previous attempts, identifying the areas for improvement, community engagement, financial planning, and the successful strategies used by Marion ISD.

Session 608: (Sugar Land IX & X)

Title: *Jump on the Trello Train*

Presenter(s): Dr. Jordan Ziemer, Kaitlin Paonessa; Abilene ISD; Jim Zavala, San Antonio ISD; Lauren Habhegger, TSPRA



Focus Area: Comms/Marketing/PR

Description: Unlock the potential of Trello as a versatile tool for project management, collaboration, and organization. Discover how Trello can enhance the productivity of both individual contributors and teams, enabling seamless coordination and streamlined workflows. Whether you're a one-person office or part of a dynamic team, this session will empower you to level up your project management skills and harness the full capabilities of Trello for effective task management and collaboration.

Session 609: (Magnolia 1)

Title: *From Breach to Recovery: Lumberton ISD's Cyber Attack Experience*

Presenter(s): Dr. Tony Tipton, Lumberton ISD



Focus Area: Crisis

Description: Join Dr. Tony Tipton, Superintendent at Lumberton ISD, as he recounts the challenging experience of a cyberattack. Explore the district's cybersecurity measures at play, the sudden attack onset, immediate crisis management, communication strategies, data vulnerabilities, district responses, interactions with the cyber culprits, and the lasting impacts on the district. Learn from their firsthand experience to safeguard your district against cyber threats and better understand the inner workings of these attacks and how to respond.

HEADS-UP: TSPRA Work Lounge (Sugar Land III)

Sometimes you just need a quiet place to make/take a phone call, check emails, or get some work done! Have a few items to take care of for the folks back home, step into the TSPRA Work Lounge, sponsored by our friends at **CatapultK12**, to find a space to do just that! Stocked with snacks and infused water, it's the perfect spot to manage your work or take a moment to relax and refresh!

HEADS-UP: Candy Cart

The Candy Cart will be rolling through Conference to provide you with a sweet treat or a little "pick me up" for those that need some extra support! Our Candy Cart Sweethearts, Chelsea Ceballos and Jasmine Nguyen, will be joined by our **exclusive Candy Cart Sponsor, K12 Insight**, to share sweet treats and happy thoughts to get you through your day!



38

TSPRA Work/Life Balance Sessions



Wednesday, February 28th | 4:15 pm - 5:30 pm

Work Life Balance

Choreographed dance routines, yoga, dedicated exercise time, ballroom dance classes, shopping, and more! Oh, my! TSPRA and our amazing sponsors are helping you find your Work/Life Balance!

Options are amazing, but seating is limited!

Session WLB-1: (Offsite at YESYoga, 16140 City Walk | Sugar Land)

Title: *Yoga Sponsored by Finalsite*

Presenter(s): YESYoga

 **Focus Area:** Work/Life Balance

Description: Find your focus at **Yes Yoga Studio**, a 2-minute walk from the conference hotel! Seating is limited. Must be registered to attend. *Visit the Finalsite Booth during the conference to register!*

Session WLB-2: (Offsite at Fred Astaire Dance Studio, 16069 City Walk | Sugar Land)

Title: *Ballroom Dance Lessons Sponsored by ParentSquare*

Presenter(s): Fred Astaire Dance Studio

 **Focus Area:** Work/Life Balance

Description: Want to learn some fresh new steps to impress your friends on the dance floor? Find your footing at the Fred Astaire Dance Studio right outside of the hotel! *Visit the ParentSquare Booth during the conference to scan the QR Code to get registered!*

Session WLB-3: (Meet at the TSPRA Registration Table)

Title: *“Livin the School PR Sweet Life” Fun Run/Walk*

Presenter(s): Renae Rives, Alvin ISD

 **Focus Area:** Work/Life Balance

Description: Join Us for a Sweet Adventure! Ready to add some sweetness to your day and add some bling to your collection? Lace up your running shoes and

join us for a delightful journey through Sugar Land Town Square! Whether you're a seasoned runner or just looking for a fun afternoon stroll, this event is perfect for everyone!

What to Expect:

- Scenic Route: Explore the charming shops of Sugar Land as you walk or run with School PR friends.
- Fun Atmosphere: Feel the energy of the crowd as we come together for a memorable experience.
- Sweet Surprises: Enjoy treats and goodies along the way, making your journey even more enjoyable.
- School PR Spirit: Show your support for your local Education Foundation while having a blast with fellow participants.

Session WLB-4: (Azalea)

Title: *Stressed Out? Dance it Out! Sponsored by We Go Public*

Presenter(s): Lisa Losasso Jackson, We Go Public

 **Focus Area:** Work/Life Balance

Description: Lisa Losasso Jackson shares the moves she has made to support a healthy lifestyle, side-stepping the stress of the day, embracing some new moves, while enjoying the fellowship of colleagues and friends!

Session WLB-5: (Offsite)

Title: *Get Your Shop On!*

Presenter(s): You

 **Focus Area:** Work/Life Balance

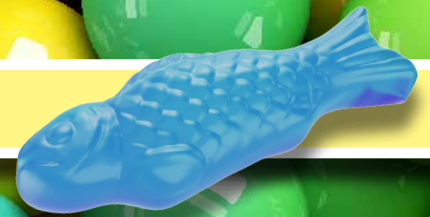
Description: Head for Sugar Land Town Square to discover some unique boutiques, while enjoying a little time away from the hotel. Serious shoppers can head to First Colony Mall for all your favorite, fabulous finds! Find a new favorite treasure around every corner at Painted Tree, home to a unique entrepreneurial spirit. Retail therapy is therapy!

Where will we be in 2025?

We San Antonio bound with a festive stay at the Grand Hyatt Hotel, downtown, right along the River Walk! Olé!



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We believe in providing innovative and intuitive communication software solutions in the US K12 market. We view ourselves as partners with our clients and community and strive to develop a close working relationship with all those we interact with. Our goal is to provide the best user interface experience and be a leader in the industry, all while maintaining great customer service and our sense of humor.

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TCEA is a nonprofit association that's been around since 1980. We've got a vision of "Learning without Limits. And we realize this vision through our mission of advancing teaching and learning using technology. But our focus isn't on the technology itself. It's on supporting the teaching, leading, and learning happening through and with technology- and on how educational technology can make learning more equitable, engaging, and meaningful for all learners.

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TeacherLists

TeacherLists is an easy-to-use online school supply list solution that helps schools and districts manage and share supply lists with families in seconds.

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Texas Tuition Promise Fund*

Texas Tuition Promise Fund* is the state's prepaid college tuition plan that allows families to lock in today's tuition rates at eligible Texas public colleges and universities.

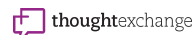
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Trusted Advisor: Skilled in board relations, thought partnering, bond elections and crisis media events

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We Go Public

We Go Public promotes the benefits of a PreK-12 public education and the wonderful things happening in its member ISDs.

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Event Maps



1st Floor

- 1 - School Revenue Partners
- 2 - School Revenue Partners
- 3 - Harris Co. Dept. of Ed.
- 4 - Harris Co. Dept. of Ed.
- 5 - VYPE Media
- 6 - SchoolMint
- 7 - DOCUmentation
- 8 - Catapult K-12
- 9 - Alleviate LLC
- 10 - Kendra Scott
- 11 - TSPRA Publications Exchange
- 12 - TSPRA Publications Exchange
- 13 - FinalSite
- 14 - FinalSite
- 15 - Class Intercom
- 16 - TalkingPoints
- 17 - WRA Architects
- 18 - SchoolStatus
- 19 - lakatoo
- 20 - Alboom Translation Services
- 21 - TeacherLists
- 22 - Aptegy
- 23 - Rise Vision

- 24 - Edlio
- 25 - Relatrix
- 26 - Tripod Education
- 27 - O'Connell Robertson
- 28 - Qualtrics
- 29 - Possip
- 30 - Celebrate Media Group
- 31 - Texas Tuition Promise Fund
- 32 - We Go Public
- 33 - School District Marketing Academy
- 34 - Region 4 Print Center
- 35 - American Association of School Customer Service
- 36 - CESO Communications
- 37 - Gallagher
- 38 - AlwaysOn
- 39 - Granicus
- 40 - Peachjar
- 41 - K12 Insight
- 42 - EdVantage
- 43 - PowerSchool
- 44 - PowerSchool
- 45 - ParentSquare
- 46 - ParentSquae

2nd Floor

- 47 - TCEA
- 48 - Canva for Education
- 49 - VolunteerNow
- 50 - NSPRA



CESO Communications

We partner with our clients, showing up for them with our sleeves rolled up, ready to think, work, and act in their best interest.

Let's Rethink Possible!

Branding & Rebranding

We have an engaging process that brings diverse input into the process to yield a brand architecture that defines language and imagery for your district.

Employee Recruitment

We help your district find and attract the right potential employees by providing recruitment strategies, utilizing our school PR connections across the country, reviewing applications, developing interview questions and participating in interviews.

Enrollment Marketing

We approach student enrollment with both retention and recruitment strategies, organizing your enrollment marketing into a strategic year-round process.

Mentoring & Coaching

We guide district communications staff members who are new to school communications, or leaders of small organizations that need coaching and expertise.

Strategic Communication Planning

Having a strategic communications plan helps you be proactive and effective, rather than just reacting to daily issues or maintaining status quo. We help you effectively plan for communications that matter most.

Communications Assessments

A dedicated team of strategists interview staff and evaluate your processes, then create a customized and prioritized path to more effective communication.

Equity Leadership Development & Coaching

We use tools like the Intercultural Development Inventory (IDI), to help individuals increase their equity leadership and ensure that all students, staff and families feel valued and heard.

Engagement, Facilitation & Planning

We bring diverse voices into your planning to better inform decisions, and we facilitate engagements to increase involvement and trust in your organization.

Referendum & Bond Planning

We create messaging and strategy for your referendum proposal long before the election date to help your residents better understand the benefit to the community.

Website Redesign & Audits

Your district website needs to be so much more than a file drawer for current families and staff. Let's turn it into a marketing tool to effectively serve your district now and into the future.



Contact us
Bob Noyed, APR
bob.noyed@theceso.com
612.325.1217
theceso.com



School PR Sweet Life Facts

1 serving per "the total package"
Serving size: 1 School PR Professional

Amount per serving

Effort

110%

% Daily Value*

Total Awesomeness

1000%

Passion

1000%

100%

Experience

Trusted 20%

Multifaceted 20%

Service-Focused 20%

Creative 20%

Storyteller 20%

Professionalism

999%

Sleep

50%

Caffeine

100%

Voice of Reason

100%

Valued TSPRA Member

1000%

*The % Daily Values are based on a typical day in the life of a School Public Relations Professional. Percentages will likely fluctuate throughout the day, but TSPRA is here to help nourish your professional needs in any way we can as you do the important work of supporting public education.

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