



SPRING CONFERENCE

Goldmine Sessions | Wednesday, April 10

Adventure Time with School Leaders | *Kate Crowder, 2024 NSPRA Front Runner*

Kate has introduced a monthly hands-on activity during the Principal/Leadership team meetings to engage principals and cabinet members more effectively. These activities aim to foster dialogue, break down barriers, and share best practices in school communications. She has developed a series of plug-and-play games and modules that are not only easy to replicate but also instrumental in building trust between school leaders and district office leaders. The topics range from alumni engagement strategies and stakeholder communication regarding policy changes, to managing social media and integrating ChatGPT. This monthly initiative has become a fun challenge, affectionately called "Adventure Time", that keeps principals both amused and deeply involved in the implementation of the Strategic Communications Plan. Moreover, it has played a pivotal role in securing her position within the Cabinet.

Creating Connectedness at Work | *Terri Busch, Pioneer Tech*

Whether it's sharing updates at after board reports or simply greeting each other in the hallway, every interaction contributes to building a cohesive and supportive work environment. Join Terri Busch for an engaging session aimed at fostering connectedness in the workplace through various initiatives and platforms. Come share and brainstorm ideas for your team activities and explore creating a culture of connectedness and teamwork in your organization.

Oklahoma City Public Schools: A Journey to Bridging Gaps in Family Involvement by Providing Comprehensive Interpretation and Translation Services | *Maria Peruch, M.Ed (OKC Public Schools Translation & Interpretation Services Coordinator)*

Language barriers hinder marginalized families' involvement in public education. Oklahoma City Public Schools addresses this with accessible services for its 16,500 bilingual and 13,000 English Language Learners. However, effective family engagement requires more than translated materials; it demands two-way communication and tailored support, aiming to elevate educational success.

Boosting Visibility & Engagement for Superintendents and School Board Members *Dr. Raquel Greer, NSPRA Superintendent to Watch*

Learn how committees, employee listening tours, and school board member "tag outs" have measurably improved the teacher perception of school board vision and leadership and district leader responsiveness in one Kansas school district. You'll hear from a National School Public Relations Association (NSPRA) Superintendent to Watch and learn ideas you can take home to your own school district.

Lean Into Leadership | *Lori Buselt, KanSPRA Past President*

Learn leadership strategies from a Kansas school communications director and Kansas School Public Relations Association (KanSPRA) Past President about how communications professionals can amplify their influence in their district. Get ideas on how you, too, can move beyond the messaging to play a more integral role in steering your district and community toward a more positive culture.



SPRING CONFERENCE

Goldmine Sessions | Thursday, April 11

What's the Buzz? | *Kristin Goodale, The Gooden Group*

What are people saying about your organization? Keeping tabs on news coverage and social chatter can be a game changer for your communications strategy. Edmond, Oklahoma-based public relations firm The Gooden Group will share tips, tricks, tools and resources for monitoring traditional media sources and social media.

How RPIE Can Drive a Corporate Identity Change | *Anna Aguilar, Moore Public Schools*

Changing your logo and visual brand can be a daunting project, but the pieces will fall into place if you engage in the RPIE process from the start. Learn how internal and external stakeholders of Moore Public Schools have embraced its new logo, brand guidelines, and a refreshed corporate identity after 22 years, and how the RPIE process is responsible for the brand's foundational success.

Creating a Network of Building Communication Representatives | *Jessica Haque, Oklahoma City Public Schools Communications Specialist*

Learn how the OKCPS Communications team expanded their reach and built connections between schools and leadership, by training a selected school staff member on best practices and empowering schools to tell their own stories.

Finding Your Why: What's the ROI for all your effort? | *Ryan Williams, Tulsa Tech*

Explore the basics of measuring the effectiveness of your marketing efforts, from understanding metrics like cost per click (CPC) to grasping the general concept of marketing performance that drives tangible business results. Gather practical tips and real-world examples to empower you to evaluate and showcase your success.