

# WASDA & WSPRA Communications & Community Engagement Workshop



**Save the Date: Friday, May 9 from 8:30am – 3:30pm**

**Place: Radisson Paper Valley Hotel & Conference Center in Appleton, WI**

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In a recent statewide survey on school communications needs, district administrators identified engaging stakeholders as their top communications priority. As a result, the Wisconsin Association of School District Administrators (WASDA) and the Wisconsin School Public Relations Association (WSPRA) are collaborating to host a special one-day workshop dedicated to the communications and community engagement topics critical to your school district's success! This workshop will be held in conjunction with WASDA's Annual Spring Convention and will be included in the cost of registration for district administrators.

Please join us for this hands-on, interactive training. Focus will be on learning effective community engagement techniques for large and small groups, building trust with internal stakeholders, social media strategies, key message development, crisis communications and more! Specific details will be coming soon.

## **\*New - Call for Presentations Opportunity**

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We'd love to hear from you too! WASDA & WSPRA invite you to share your own experience and expertise with community engagement by submitting your story. All presentations must be dynamic, interactive, and informative in nature (not a marketing pitch). Non-school district resources are encouraged to team up with school district professionals to co-present if possible. All final programming decisions will be made by the joint WASDA/WSPRA workshop planning committee.

Please submit a detailed description (not to exceed one page) of your proposed 45-minute session to WASDA c/o Nancy Lund at [nlund@wasda.org](mailto:nlund@wasda.org) by 3pm on Monday, February 10, 2014 including:

- Title & description of engaging work session
- Names & titles of presenters
- Format & outcomes for participants
- Contact information

For more information on submitting a presentation idea, please contact:

- **Nancy Lund of WASDA at 608-242-1090 or [nlund@wasda.org](mailto:nlund@wasda.org)**
- **Kit Dailey of WSPRA at 414-232-0246 or [kitd@eua.com](mailto:kitd@eua.com)**

Mark your calendar to join us on **Friday, May 9** in Appleton to learn hands-on community engagement strategies and learn from others!

