

2017 ANNUAL FALL CONFERENCE



NEW THIS YEAR! PER SESSION: \$40

PRE-CONFERENCE SESSIONS

Wednesday, November 8th 4:30 - 6:30 p.m.

START MAKING YOUR WEBSITE ACCESSIBLE FOR ALL

It is essential that people involved with website development and maintenance understand the importance of accessibility and are aware of the federal standards, particularly Section 508. In this 2-hour hands-on Pre-Conference session, you will learn more about the topic of website accessibility

- Begin analyzing your website to determine accessibility
- Begin developing a plan
- Identify three action steps to get started
- Practice creating accessible PDF's, adding Alt Text to images, and use formatting tools to create accessible text styles and links.

ABOUT THE FACILITATOR:

Debbie Brewster is the School/Community Relations Coordinator for the DeForest Area School District. Debbie has helped her district get started in addressing website accessibility issues to ensure the district is compliant with federal standards.

GETTING THE SHOT: ENGAGING PHOTOS FOR ALL PLATFORMS & SKILL LEVELS

We know the importance of visual storytelling for our districts. This session will go through the basics of composing a great photo regardless of the device, provide tools for photographing children, and knowing when to get help with coverage.

Have a great camera but aren't sure how to get the most out of it? Join us for this hands-on Pre-Conference session and you'll walk away knowing tricks and tools to make your photos truly reflect the wonderful things happening in your district. Attendees will learn simple dos and don'ts to improve their photos, as well as tactics for working behind the camera with kids and managing out photo coverage when you can't be 12 places at once.

ABOUT THE FACILITATORS:

Megan Sheridan is the Director of Communication for the School District of Menomonee Falls. A similar session facilitated by Megan at the Fall Conference 2016 was standing-room only with attendees asking for future workshops on this topic. Jessie Tuttle will join Megan to help facilitate the session. Jessie is the Communications Support Specialist for the Kenosha Unified School District.

KEYNOTE SPEAKERS



THURSDAY

Jason Lauritsen, Author and Keynote Speaker

RELATIONSHIPS MATTER

Jason Lauritsen is the author of *Social Gravity: Harnessing the Natural Laws of Relationships*. On Thursday, Jason will talk about the power of relationships in our work, both with employees and district stakeholders. Jason will also lead a large group session on Hacking for Innovation and Change. During this hands-on session, participants will gain a deeper understanding for how change and innovation occurs.



FRIDAY

Tere Masiarchin, Director, CESA 2 Language and Culture Center

ENGAGING CULTURALLY AND LINGUISTICALLY DIVERSE FAMILIES: A COURAGEOUS CONVERSATION

Tere Masiarchin is a highly sought-after consultant in the field of Language and Culture. She will guide us in understanding how to best reach out to and connect with diverse families. A panel discussion will follow featuring individuals who work with and represent the diverse populations we seek to better understand.

CONCURRENT BREAKOUT SESSIONS

CONCURRENT BREAKOUT SESSIONS #1

THURSDAY, NOV. 9,
10:15 - 11:30 a.m.

1. Social Equity: Communicating We Serve All
2. The Power of Parent Ambassadors & Key Communicators
3. Back From The Brink: Rebuilding Community Trust in the Florence County School District

CONCURRENT BREAKOUT SESSIONS #2

THURSDAY, NOV. 9,
2:45-4:00 p.m.

1. Lean On Me: The Role Districts Play in Community Support
2. Mobilizing Your Community to Break Down Barriers
3. A Deeper Dive Into Hacking for Innovation

CONCURRENT BREAKOUT SESSIONS #3

FRIDAY, NOV. 10,
10:45 a.m.-12:00 p.m.

1. We're Engaged! One District's Commitment to ACP
2. Engaging Your Community to Live the District Strategic Plan
3. Building Trust Prior to (and beyond) Referendum through Community Engagement

THURSDAY NIGHT NETWORKING RECEPTION AND WINE GLASS PAINTING BEGINS AT 5 p.m.

VISIT WWW.WSPRA.ORG TO LEARN MORE ABOUT EACH SESSION AND REGISTER ONLINE TODAY!

CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 8

- 4:30-6:30 p.m. Pre-Conference Sessions
- 5:30-7:00 p.m. Registration
- 7:00-10:00 p.m. Welcome Reception

THURSDAY, NOVEMBER 9

- 7:30-8:15 a.m. Registration and Continental Breakfast
- 8:15-8:30 a.m. **WELCOME from Sarah Heck, WSPRA President**
- 8:30-10:00 a.m. **OPENING KEYNOTE, Jason Lauritsen**
- 10:00-10:15 a.m. Resource Fair and Break
- 10:15-11:30 a.m. **CONCURRENT BREAKOUT SESSIONS #1**
- 11:30-12:00 p.m. Resource Fair and Break
- 12:00-1:00 p.m. **SPECTRUM AWARDS LUNCHEON**
- 1:00-1:15 p.m. Resource Fair
- 1:15-2:30 p.m. **LARGE GROUP SESSION, Hacking For Innovation & Change with Jason Lauritsen**
- 2:30-2:45 p.m. Resource Fair and Snack Break
- 2:45-4:00 p.m. **CONCURRENT BREAKOUT SESSIONS #2**
- 4:00-5:00 p.m. Personal Time: Catch up on Communications from Home
- 5:00-6:15 p.m. **NETWORKING RECEPTION**
- 6:15-7:30 p.m. **WINE GLASS PAINTING**
- 7:30- ? p.m. Dinner with WSPRA Friends on the Town

FRIDAY, NOVEMBER 10

- 8:00-9:10 a.m. Breakfast & Annual Meeting Plus, Large Group Collaboration Session on the Results of the WSPRA/WASDA Survey
- 9:10-9:15 a.m. Break
- 9:15-10:30 a.m. **FRIDAY KEYNOTE, Tere Masiarchin**
- 10:30-10:45 a.m. Break
- 10:45-12:00 p.m. **CONCURRENT BREAKOUT SESSIONS #3**