



2014 ANNUAL FALL CONFERENCE

November 5-7, 2014

Osthoff Resort, Elkhart Lake WI

Join us at WSPRA's 2014 Fall Conference!

Never has it been more important for public school districts to take ownership of your story. Establishing your positive and powerful brand is part of this critical work that must start from within. The WSPRA Board of Directors is pleased to present nearly two days of strategic, practical, and inspiring sessions to help you get there. Many of the presenters are local resources – fellow WSPRA members and peers —willing to share their own experiences and lessons learned. Let's come together to share, collaborate, and network!

REGISTER ONLINE TODAY!

Great news – you can now renew your WSPRA membership and register for the Fall Conference all in one step at WWW.WSPRA.ORG.

(Registration fee includes a continental breakfast on Thursday, Spectrum Awards Luncheon, and breakfast buffet on Friday morning.)

- WSPRA Members – \$199
- Non-Members – \$275
- Thursday Only Rate – \$165
- Spectrum Lunch Only – \$25

*Please let us know when registering if you have any special dietary needs and if you are a first-time WSPRA conference attendee!

ACCOMMODATIONS

The Osthoff Resort
101 Osthoff Avenue Elkhart Lake, WI
855-876-3399 www.osthoff.com
\$70 single/\$90 double

Overnight rooms are available until 10/10/14. After that date, reservations may be based on space and rate availability.

CANCELLATION POLICY

WSPRA will refund the registration fee minus \$25 handling fee if cancellation is received by the WSPRA office 72 hours (3 days) prior to the program. No refunds given if less than 72 hours.



4797 Hayes Road, Suite 103
Madison, WI 53704 • 608-241-0300 • wspira.org

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BRANDING YOUR DISTRICT FROM THE INSIDE OUT

Creating a Comprehensive Plan & Toolkit

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EVENT SCHEDULE

WEDNESDAY, NOVEMBER 5

5:30–7:00 p.m. Registration
7:00–10:00 p.m. Board/New Member/First-Timer Reception

THURSDAY, NOVEMBER 6

7:30–8:15 a.m. Registration and Continental Breakfast
8:15–8:30 a.m. Welcome from the President
8:30–9:45 a.m. Opening Keynote

✓ KEYNOTE 8:30–9:45 a.m.

FIVE CHANGES SCHOOL PR PROS CAN EXPECT IN THE NEXT FIVE YEARS

Susan Hardy-Brooks, President-Elect, National School Public Relations Association

Why Branding? Why Now? Public schools never used to have to worry about competition. Today, there are many competitors—public vs private, online vs traditional, and there is even competition for public funds between K-12, higher education, charter schools and corporate-run schools. Knowing your brand and being true to it is more important than ever.



9:45–10:15 a.m. Break & Resource Fair
10:15–11:30 a.m. Concurrent Sessions #1

BRANDING YOUR DISTRICT WITH A NEW DESIGN LOGO

Jim Strick, Communications Manager, Neenah Joint School District

Prior to its new logo design, Neenah had no true identifying mark. Neenah recently created a new athletics logo through the use of a senior art student. This session will describe the process of designing the logo and how the logo was incorporated and accepted into the community.

SMALL SCHOOL DISTRICT/BIG OPPORTUNITIES: PRIVATE DONATIONS THROUGH COMMUNITY ENGAGEMENT

Margaret “Peggy” Larson, Winneconne Community School District

The community members of the Winneconne Community School District were sick and tired of the District asking for dollars for operations. We fell into a pattern of going to referendum, watching it fail, then going back and asking for a lesser amount. We decided to capitalize on our strengths and promote our good works with the hopes that private industry would notice and help us out. It is working! Winneconne Community School District will discuss the various engagement strategies it has developed and the District’s plan for accepting private donations.

CREATING YOUR PERSONAL BRAND

Kari Drascic, K-12 Marketing Specialist & Becky Backhaus, Communications and Graphics Specialist, J.P. Cullen

Teachers and Administrators are often experts in areas of their chosen fields, whether they recognize that expertise or not. That expertise has great value, can be contagious, and serves as a personal brand that can attract recognition, respect, and create self-confidence for the Individual. Specific tools will be discussed that will

#1 CONT.

provide opportunities for your experts to be published, speak, tap into networks, and be respected both within and outside of your District – all important influencers on a District’s overall branding strategy.

11:45 a.m.–12:45 p.m. Spectrum Awards Luncheon
1:15–2:45 p.m. Concurrent Sessions #2

EXPECT THE EXCEPTIONAL IN SHEBOYGAN FALLS

Dorreen Dembski, Director of Communication, CESA 6

Since 2012, the Sheboygan Falls School District has worked hard on a branding campaign: From developing its vision, mission and commitments to working with staff to articulate the brand experience to ordering business cards! In this session, take away a roadmap of how they navigated this journey successfully, hear about current efforts, and learn about some detours to avoid, too.

BRANDING YOUR DISTRICT: A PROCESS THAT REALLY WORKS

Dennis Pauli, Superintendent, Edgerton School District

This fast-paced session is for participants interested in developing or improving their District’s communication plan. Good communication among schools, employees, and the community is not a one-person show. It is everyone’s responsibility because all employees affect the perceptions people hold about your school and district. Leave this session with new ideas and the confidence to develop a communication plan or improve an existing one. Guaranteed!

COMMUNICATING FOR STUDENT SUCCESS

David Voss, President, Voss & Associates, CESA2 Consultant

Whether you are building community support or encouraging family involvement, communication has a direct impact on your bottom line: student achievement. In this era of open enrollment and competition in Wisconsin, schools and districts are compelled to brand, market, and highlight their success. Parents need to know how to help their children and schools. Communities need to understand your goals and buy into the strategic vision. Businesses need to provide opportunities for students and staff. Volunteers need to understand how they can help. None of this can be accomplished without effective communication.

2:45–3:15 p.m. Break & Resource Fair

3:15–4:30 p.m. Concurrent Sessions #3

KEY COMMUNICATOR NETWORKS

Debbie Brewster, DeForest Area School District

A key communicator network can be a powerful tool for school district leaders to keep the public informed and enhance credibility with internal and/or external stakeholders. Establishing a network of trusted informal and formal opinion leaders can help school officials understand the needs and wants of their stakeholders, get accurate information out to staff and community, correct misinformation, and intercept potentially harmful rumors. And it costs very little to set up and maintain. Learn (1) the value of key communicator networks as a brand strategy; and (2) how to develop a successful key communicator network in your school district.

TAKING YOUR DISTRICT BRAND FROM GOOD TO GREAT

Kate Winkler, Director of Communications, Marketing & Advancement & Jenni Holland, Oconomowoc Area School District

This session will share our strategy for re-branding the Oconomowoc Area School District: why we needed to refresh our brand, and how we went through the process from strategic planning, identifying values, and updating our “look.”

CONCURRENT SESSIONS #3

INVESTING IN WISCONSIN PUBLIC SCHOOLS

Woody Wiedenhoeft, WASBO Executive Director

Learn more about this fun, interactive tool that fosters dialogue and facilitates understanding around the complex topic of Wisconsin school finance. This comprehensive process includes large-scale visual maps, key data points, and engaging discussion questions, which are designed to be used in small groups guided by facilitators – a true community engagement tool.

5:30–7:00 p.m. Networking Reception

7:00 p.m. Dinner with WSPRA Friends in Elkhart Lake

FRIDAY, NOVEMBER 7

8:00–8:45 a.m. Breakfast & Annual Meeting

8:45–9:00 a.m. Break

9:00–10:15 a.m. Concurrent Sessions #4

10 WAYS TO SHOW YOUR EMPLOYEES YOU CARE

Karen Schlieve & Lisa Cruz, Red Shoes PR

One of the most important ways to build a positive culture within your organization is by showing your stakeholders you care. During our session, participants will learn about 10 ways to engage with stakeholders, to build trust, improve engagement, and begin listening to gain insights into what makes them feel valued. This session will help school districts implement processes to create proud brand champions that want to help share the good news within the community.

THE POWER OF DESIGN: WORKING WITH A GRAPHIC DESIGNER TO POLISH YOUR BRAND!

Nathan Chow, Creative Director, Foundry

Visual communication is a critical component to establishing or strengthening an organization’s brand. Working with a graphic designer provides opportunity to develop visual identity, consistency and creative illustration that reinforces a comprehensive school communications strategy. Learn about graphic design elements and visual functionality through the case study of a new charter school launch and take away key opportunities to tell your story more effectively!

HOW TO CREATE VIDEOS FOR YOUR SCHOOL DISTRICT

Melissa McCrady, Director of Communications, Mequon-Thiensville School District & Todd Pretre, PrePro Media

In our digital society many school communications professionals are feeling the pressure of creating videos for their school district, but many don’t know where to begin such a time consuming project. Todd & Melissa were former colleagues at TODAY’S TMJ4 where they produced videos on a daily basis. In the last year, they’ve created a dozen videos for the Mequon-Thiensville School District. While many districts may not have the budget to fund such projects, Todd & Melissa can offer tips for creating cost-effective videos and offer expertise on the equipment you can use to execute various videos.

✓ KEYNOTE 10:30 a.m.–Noon

DRIVE CONVERSATIONS AND GET RESULTS

Suzanne Fanning, President, Word of Mouth Marketing Association (WOMMA)

The tools and techniques have changed, but according to a recent Nielsen study, conversations holds more power than ever before. In this session, we’ll explore the new research, new technology, and new strategies to drive incredible positive conversations about your school, activities, and initiatives.



OPENING KEYNOTE

CONCURRENT SESSIONS #1

CLOSING KEYNOTE