

BUILDING ON THE BEST!

School communicators, whether it is your full-time profession or one of the many hats you wear, offer a unique perspective in the world of education. We look through the lens of what parents, the community, staff and students want from their school district. We are often their voice in the room, making sure the district is transparent and making decisions that will make stakeholders proud.

WSPRA offers the best professional development on school communications in the state!

As a result, our members become experts in the field! We are always learning – most often from each other and school communicators across the country.

This year, we are Building on the Best WSPRA has to offer. Sessions will be led by experienced members who are happy to share their knowledge to make all of us better. We will learn from the best in crisis communications with national speaker (and former WSPRA President) Rick Kaufman. Rick is an 18-year veteran of school communications and public relations expert. He is currently the Executive Director for Community Relations in Bloomington, MN and formerly served this same role in Columbine in 1999. Kaufman will share his story and provide valuable best practices for managing a crisis.

The WSPRA Board of Directors is pleased to present nearly two days of strategic practical, and inspiring sessions to help you be successful and build a strong communication foundation. So, whether you're developing a crisis plan or planning for a referendum, our hands-on, engaging sessions will allow participants to build on the best!

We look forward to seeing you in November!

REGISTER ONLINE TODAY!

JOIN US AT 2018 ANNUAL FALL CONFERENCE November 7-9, 2018

Sheraton Madison Hotel
Madison, WI

REGISTRATION

GREAT NEWS — you can now renew your WSPRA membership and register for the Fall Conference all in one step at www.wspira.org.

- **WSPRA Members – \$249**
(Bring others from your organization and save! Discounted rates are available for district or organizational teams. See website for details.)
- **Non-Members – \$348**
(Includes \$99 WSPRA membership)
- **Thursday Only Rate – \$220 (Members)**
- **Spectrum Lunch Only – \$40**
- **Pre-Conference – \$60**

Registration fee includes Welcome Reception Wednesday evening, Continental Breakfast on Thursday, Spectrum Awards Luncheon, Networking Reception and Fun Group Activity Thursday evening and Breakfast Buffet Friday morning.

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

Make Your Hotel Reservation Today While Rooms Are Still Available!

ACCOMMODATIONS

Holiday Inn Express and Suites Madison Central

610 John Nolen Drive
Call (608) 709-5050
Mention WSPRA Block \$159 plus tax per night

Comfort Inn Madison Downtown

722 John Nolen Drive
Call (608) 255-7400
Mention WSPRA Block \$119 plus tax per night

Room blocks will be held until November 1.

CANCELLATION POLICY

WSPRA will refund the registration fee minus a \$25 handling fee if cancellation is received by the WSPRA office by 5:00 pm on Friday, November 2. No refunds given if cancellation is made after Friday, November 2.



4797 Hayes Road, Suite 103 Madison, WI 53704
608.241.0300 | wspira.org

2018 ANNUAL FALL CONFERENCE

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JOIN US WSPRA | wisconsin school public relations association 2018 ANNUAL FALL CONFERENCE

BUILDING ON THE BEST

Creating the best possible
school communications
for student success!



NOVEMBER 7–9, 2018

Sheraton Madison Hotel
706 John Nolen Drive, Madison, WI

PRE-CONFERENCE SESSIONS

Wednesday, November 7th 4:30 - 6:30 p.m.

PER SESSION: \$60

GET YOUR SCHOOL COMMUNICATIONS OFFICE UP AND RUNNING: WHAT NEEDS TO BE DONE FIRST?

SARAH HECK, Executive Director of Communications & Resource Development, CESA 2

If you are relatively new to school communications (less than three years), you may be wondering where you should focus your energies. Social media, new website, internal communications, crisis communication plan? It's a lot of work, especially for those who are a one-person department. In this pre-conference session, we'll talk about strategies you can use to make social media manageable, how to determine if your district needs a new website and where to start, tricks of the trade for creating graphics and quick videos so you can develop your brand, and more. Join us and meet others who are new to the profession. You are not alone! WSPRA is here to help you get your communications office up and running.

LEADING THROUGH COMMUNICATION IN TIMES OF CRISIS

RICK KAUFMAN, APR, Executive Director of Community Relations for Bloomington, MN Public Schools

School safety is a top of mind concern for parents, staff and educational leaders. With few exceptions, our schools and communities are faced with the dilemma of how to protect the integrity of the environment where learning takes place amidst a world of increasing violence. The concerns for school safety are not new. The challenges are real. In this engaging session, participants will explore a range of communication strategies and tools and apply them to real-life scenarios in table-top group interactions. Participants will: 1) Explore a range of communication strategies and tools; 2) Understand the importance of social media in a crisis and how to manage a social media crisis with the right preparation and strategy; and 3) Learn why communication is the foundation of any crisis planning, implementation, management and recovery effort.



2018 ANNUAL FALL CONFERENCE

BUILDING ON THE BEST

WSPRA | wisconsin school public relations association

THURSDAY NOV. 8

KEYNOTE SPEAKER 8:30–10:00 a.m.

Rick Kaufman, APR

A LEADERSHIP CHALLENGE:

WHAT COLUMBINE, SANDY HOOK & PARKLAND TRAGEDIES TAUGHT US

A 18-year veteran of school communications and public relations, Rick Kaufman is the Executive Director of Community Relations for Bloomington (Minn.) Public Schools. He formerly served this same role for Colorado's largest public-school system, where he led the Crisis Response Team to the Columbine High School tragedy in April 1999.

The threats facing schools today are broader than ever before – from natural disasters to infectious diseases to misguided students and adults who commit random acts of violence. Knowing what to do when faced with a tragic event can be the difference between chaos and calm, or even life and death. This powerful keynote will provide an overview of current best practices to improve school safety and security, elements of a crisis communication plan and how to return to a new “normal” environment.

Rick is a nationally respected consultant on Crisis Management and Communications, Media Relations, Community Engagement, Communication Planning, and Tax Levy/Referendum Campaigns. He has provided media relations and crisis management counsel and training to the U.S. Bureau of Prisons for the Timothy McVeigh execution; the New York Education Commission and New York City Schools following the terrorist attacks in September 2001; the U.S. Department of Education, FEMA, the Los Angeles Office of the FBI, the Wisconsin Health and Hospital Association, and numerous universities and state emergency management agencies.



CONCURRENT BREAKOUT SESSIONS

SESSIONS #1 10:15 – 11:30 a.m.

1. Developing & Implementing Your Crisis Communications Plan
2. Referendum Campaign Success in a One-Person Shop
3. Self-Care: Thriving in Chaos

SESSIONS #2 2:45–4:00 p.m.

1. Striking the Balance: How to Address Concerns About School Safety Without Actually Compromising Security
2. Me, Myself, and I...and a Student Intern
3. Community Conversations: A Way to Engage the Community in Creating a Shared Vision for Your District

FRIDAY NOV. 9

KEYNOTE SPEAKER 9:15–10:30 a.m.

Katia Petersen, Ph.D., Author and Keynote Speaker

CREATING CONNECTIONS

Developing authentic connections with all stakeholders is critical in our work to build support for our school communities. Dr. Petersen will share her experience with systems change, collaborative processing, story-telling, and relationship building to create change for our schools and communities. Key points will include:

1. The importance of creating connections with all stakeholders; being intentional in our work. When people feel authentically connected to our schools, or individuals within our schools, they are more likely to be school advocates, be involved, and willing to engage on critical issues.
2. Relationships are critical in creating safe and caring schools. How do we create community and compassionate support?
3. Everyone has a voice - everyone matters.
4. How have we chosen to show up in our work and what is the legacy we want to leave?

Katia Petersen, PhD is currently the President of Petersen Argo Inc. a Transformational Education company and brings decades of experience as a clinical psychotherapist, educator and author. She is known for her remarkable ability to touch and open the hearts of individuals in dynamic and healing ways, and is in demand as a motivational speaker, master trainer and coach.



CONCURRENT BREAKOUT SESSIONS

SESSIONS #3 10:45 a.m.–12:00 p.m.

1. A TV News Perspective
2. When the Drill Isn't Planned: Lessons Learned from an Active Shooter False Alarm
3. Engaging Parents and Community in Boundary Change Process

THURSDAY NIGHT NETWORKING

Thursday evening begins with our annual networking reception from 5-6:15 p.m. Then, join us to experience Mark Toland, the top booked Mind Reader in the US and Canada. Mark will perform from 6:15-7 p.m., followed by dinner on your own with friends.

CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 7

- 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 8

- 7:30–8:15 a.m. Registration and Continental Breakfast
- 8:15–8:30 a.m. WELCOME from Christina Brey, WSPRA President
- 8:30–10:00 a.m. OPENING KEYNOTE, Rick Kaufman, APR
- 10:00–10:15 a.m. Resource Fair and Break
- 10:15–11:30 a.m. CONCURRENT BREAKOUT SESSIONS #1
- 11:30–11:45 p.m. Resource Fair and Break
- 11:45–1:00 p.m. SPECTRUM AWARDS LUNCHEON
- 1:00–2:30 p.m. REGIONAL ROUNDTABLES
- 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
- 6:15–7:00 p.m. FUN GROUP ACTIVITY
- 7:00– ? p.m. Dinner with WSPRA Friends on the Town

FRIDAY, NOVEMBER 9

- 8:00–9:10 a.m. Breakfast, Annual Meeting & Roundtable Discussion
- 9:10–9:15 a.m. Break
- 9:15–10:30 a.m. FRIDAY KEYNOTE, Katia Petersen, Ph.D.
- 10:30–10:45 a.m. Break
- 10:45–12:00 p.m. CONCURRENT BREAKOUT SESSIONS #3

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