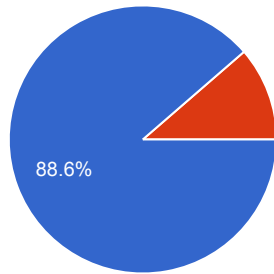


47 responses

[View all responses](#)

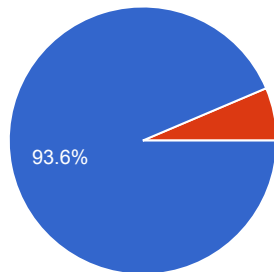
Summary

Embassy Suites (including guest room, meeting rooms, meals, etc.)



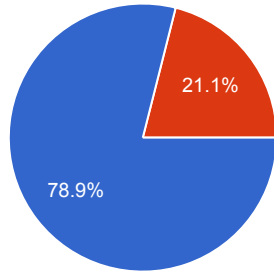
Excellent	39	88.6%
Good	5	11.4%
Fair	0	0%
Poor	0	0%

Overall organization of conference (logistics, communications, etc.)



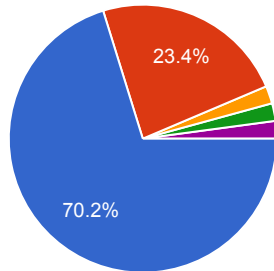
Excellent	44	93.6%
Good	3	6.4%
Fair	0	0%
Poor	0	0%

Quality of the Thursday evening activity.



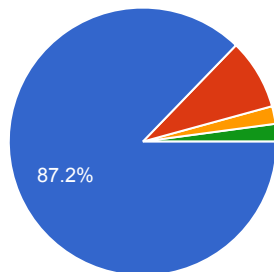
Excellent	30	78.9%
Good	8	21.1%
Fair	0	0%
Poor	0	0%

Crisis Communications: I felt very engaged in the presentation



5	33	70.2%
4	11	23.4%
3	1	2.1%
2	1	2.1%
1	1	2.1%

Crisis Communications: There were multiple opportunities to be active in the discussion.



5	41	87.2%
4	4	8.5%
3	1	2.1%
2	1	2.1%
1	0	0%

The overall quality of Mr. Kaufmann's presentation was



Excellent	39	84.8%
Good	6	13%
Fair	1	2.2%
Poor	0	0%

Please share any thoughts you have about Mr. Kaufmann's presentation.

Rick was engaging in every way. His level of experience as well as his overall style of presenting helped me further develop a sense of how to handle crisis situations.

The presentation was thought-provoking, interactive, and engaging. I brought back many "to do" or "to think about" items.

The day 1 scenarios were great. The Day 2 scenarios were confusing with so many tweets, it was difficult to keep track of who was doing what. I also felt there was too much focus on what an incident commander would do. In the majority of our cases, we are not the incident commander. We are the p.r. person, so we need to know what we should be doing.

The information was important he was sharing, but the delivery at time felt like it wasn't applicable to my district. Maybe it would help if districts were broken down by size, or at least comm dept size, to then navigate through situations specifically. The role playing pieces were great practice to get you thinking about issues. While large crisis situations are incredibly scary to think about and we must do our best to plan and prepare for them, we deal with smaller crisis situations on an almost weekly basis. Having more of those conversations would have been helpful.

I honestly think this was the most useful conference presentation I've ever attended. Our school came back with lots of good suggestions and ideas. We are planning the tabletop exercise for our administrative team at our next retreat. This was excellent - thank you!

Very informative and timely for our district - while interactive and engaging. Appreciate the "real" examples. Sometimes we feel our district is the only one going through situations. Appreciate others understanding that small crisis is still a crisis - and you never know when it will escalate, but always need to be prepared as if it might.

Impressed by the coordination of the 4:30 alarm - couldn't have been planned better!

He was helpful, informative, engaging, and interesting.

Awesome! I left much more aware of what we need to do in our district in terms of amping up our plans and procedures. Loved the concept of enhanced drills. This could have been even two FULL days of workshops with him.

This may have been the best conference presentation I have seen. I can directly apply what he spoke about to my work.

I thought Mr. Kaufmann's presentation was solid but not geared toward crisis communication as much as I would have liked. I felt superintendents or other admin would have been better suited for his message. The Twitter portion was lively and that was the highlight but I would have preferred to talk more communication rather than just crisis. I didn't feel the communication part was touched on much.

I appreciated the opportunity to actually participate in the mock scenarios as it helped practice the skills I will actually need when a crisis happens.

Exercises were great, especially with the interjects and unexpected elements that kept everyone on their toes. My only suggestion is with the Twitter exercise. In reality, it will be very difficult to allot a trusted person(s) to do this for an extended period of time. Strategies for helping manage this would be a great addition to the presentation.

The presentation was a great crash course for someone who is new to crisis communications.

Mr. Kaufmann was terrific. He is an outstanding presenter.

Wish we could have gotten a little more info about ICS.

Good presentation. I enjoyed the interactive Twitter pat of the presentation but felt it could have been cut in half time-wise and still gotten the point across. Then we could have spent the second half discussing other aspects of crisis communication.

I thought the scenario work and recounting of experiences was spot on. Loved the live twitter exercise! Key messages could come through a bit more, especially at the beginning of the presentation.

Very much enjoyed the opportunity to work through scenarios. Great to put into practice what we were learning.

I loved the hands on learning and discussion.

His entire presentation Thursday had absolutely nothing to do with what we do as PR professionals.

The information was superb. I am new to school PR and hearing his thoughts on crisis communication and the importance to prepare and be proactive, ignited the need to get started in my district. Well done Mr. Kaufmann. I did think the interactive sessions went a little too long with each table explaining what they would do in specific situations. If those presentations had a time limit that may have been more effective, in my opinion. Acting out the scenario responses was invaluable.

Best ever!

The presentation helped our team realize some of the materials we need to work on when we get back and conversations that need to be had with our administrative staff. Thank you!

Please share your thoughts on the overall conference.

I can't say enough good things about how Annie, Paul and the rest of the Parkway people did to make this a great conference. The level of PD was top notch, the fun activities were great -- just excellent all around.

Great facility, great organization, great social event...one of the best fall conferences I've been to.

I really liked that the sessions were not too long. There was time to get some work done, but we had free time as well. The evening activity was wonderful. Overall, I enjoyed the experience.

Great planning and execution! Thank you, Parkway!

Venue was nice. Big thank you to the organizers from Parkway for all of their hard work! We enjoyed the presentation as well, and networking as always.

It was one of the best fall conference yet!

Food was great! Room suited us well. Appreciated the dual screens and wifi access. Only thing more helpful would be more power plugs for charging... iphone holder was fun idea, pre-charged portable charger might be good idea for next year, especially when phones are needed for the activity.

The table set-up was ideal for group work, but not for conference presentation. It was hard to take notes and have your back to the presenter.

LOVED it.

Love MOSPRA learning opportunities.

Loved the social event - the music and food were amazing and as always the socializing was top notch. I love this amazing group of people. It is a wonderful network and I'm thankful to be part of it.

Great job.

Wonderful conference, very organized and rewarding!

The room, food, hotel, everything was spot on. It was terrific.

Super job. Loved the hotel and accommodations. The food and band Thursday night were awesome.

Very thought provoking, great job putting it together!

Can we share out where the next three years' conferences will be? I ask from a planning

purpose for those particular regions to figure out who'll be in charge/hosting.

Great event! Well-planned and executed.

Excellent conference. Always nice to take the time to go deeper into one subject or topic. Thank you for the Thursday night event. You get so much out of networking and nice to have the dinner covered by sponsors to make the conference so affordable.

I thought Annie did an excellent job- as far as entertainment and camaraderie, it might have been the best MOSPRA conference ever!!!

Excellent conference.

The conference was well organized and the presenter was excellent. I thought this was the very best conference I have attended.

This is the highlight of my year. I love being surrounded by such creative minds and love having a network I can rely on if we need any help at our district.

What other topics would you recommend for future Fall Conferences?

Branding Getting buy-in from the staff in your district

I think crisis communications should be a topic once every 3-4 years. It is that important! Another idea is how to communicate effectively in the growing world of social media without overwhelming parents.

Crisis management is one of the most important aspects for us now... tying that into social media management is also very important. What about anything for MSIP 6?

PR Laws and Ethics

Working with the media (KC media are very pushy). So techniques on staying on message, how to handle pushy reporters, establishing relationships, etc.

We have an amazing group of talented PR folks and I'd like to learn from each other. I would love to see our own people present on their biggest PR incident - what they did right, what they did wrong, what they learned and what we can all learn from them. I know we have folks who have had big PR incidents - bullying, school closures, transgender issues...you name it...this group has experienced it. Let's have districts pitch their issue they want to present on and you guys choose the most relevant and each presenter gets 45 minutes or something like that. I feel like for the newbie's especially this would be the most relevant.

Engaging Community - via social media and other methods.

Communication to diverse audiences; how best to reach families of students of color using print, video, etc.

How to improve parent/community involvement in the district, keys to a successful initiative like promoting higher attendance, rebranding your district.

Internal communications & customer service

Facilitating committees, focus groups, etc.

Communication planning Strategic advisor to departments and district wide not just the superintendent

-Social Media -Law

Marketing Strategic Planning Digital Communications

Number of daily responses

