

2015-2016 Eastern Region Meetings

September 16, 2015

Topic: 2015 NSPRA Seminar Gold Mine

Attendees: 34

Description:

We're kicking off the 2015-2016 school year with a gold mine session where Eastern Region members will share the knowledge they gained this summer at the 2015 NSPRA Seminar held in Nashville. This conference is an outstanding opportunity to learn from some of the best school communicators in the country and gain new ideas and strategies to apply to your own district. We realize that not everyone has the funds to attend, and even for those members who were able to participate, it's impossible to attend even a fraction of what the seminar has to offer. So join us for our first Eastern Region meeting of the year to learn more about the following NSPRA sessions:

- "A Video is Worth 1.8 Million Words" led by Karen McBride of Clayton
- "Effective Communication to Make Times of Change a Little Less Strange" hosted by Jenna Engstrom and Michelle Mueller of Ritenour
- "#Ferguson Panel: Managing the Crisis; Continuing the Conversation" led by Clayton's Chris Tennill, APR, who moderated this panel at NSPRA
- "Sharing with Strategy, Not Haphazardly" hosted by Jay Scherder of Rockwood
- "Social Media Jump Start" led by Parkway's Annie Dickerson

October 21, 2015

Topic: Engaging Your Audience Through Video

Attendees: 37

Description:

We all know that video is a highly effective tool for communicating our messages to a large group of people. But does the idea of planning, filming and editing a video sound a little daunting with all of the other tasks already on your to-do list? Not to fear, three of our Eastern Region video pros will show you how simple the process can be. Parkway's Derek Duncan, Rockwood's Curtis Brennecke and University City's Curtis Conyears will break down the topic of video production into three critical parts:

- Why video is so important
- Tools and techniques for easily creating professional videos
- Strategies for sharing your final product

You'll come away with a new appreciation for the simplicity of video production and some valuable tips and strategies for wowing your community with video.

December 2, 2015

Topic: Answering the Tough Questions: Media Relations and the Law

Attendees: 31

Description:

When the media comes knocking at your door, are you well versed in what you can and cannot say, particularly when discussing student or personnel issues? At our December meeting, you will have the opportunity to learn from the experts and walk away with important information to keep in your back pocket during your next media interview. Michelle Hammond Basi, attorney with Tueth Keeney, will offer a legal perspective on the information that can and cannot be shared with the media, while Matt Deichmann, director of communications for EducationPlus, will use his experience as a former journalist to provide you with tips and strategies for knocking your next media interview out of the park.

January 20, 2016

Cancelled due to snow. Topic rescheduled for April meeting.

February 17, 2016

Topic: It's More Than Just a Logo: Articulating Your District's Brand

Attendees: 33

Description:

Think rebranding is all about updating your district's logo? Think again. A successful rebranding project will address your strategic plan, mission, vision and core values, and, ultimately, your district's story. At our February meeting, guest presenter Matt Falk, who serves as the executive vice president and creative director at Falk Harrison, and the School District of Clayton communications team will share their award-winning strategy for revitalizing and articulating Clayton's brand to create a cohesive, consistent visual and verbal identity system. This strategy earned an IABC St. Louis Quill Award of Excellence in Brand Introduction/Management and an NSPRA Award of Excellence in Branding/Image Package.

April 20, 2016

Topic: Engaging Baby Boomers in Our Community and Our Workplace

Attendees: 26

Description:

School districts in St. Louis and across the country are seeing a rise in the population of baby boomers within our school communities who no longer have a direct connection to our districts. Additionally, we're experiencing a broad range of generations in the workplace, from baby boomers to millennials. The baby boomer segment of our internal and external audience is different from the traditional empty nester or senior citizen population of the past. Instead, this group is hip to trends in technology and takes an active role on social media. So how do we make sure these baby boomers are receiving our key messages? Local television host and retired college professor Ray Killebrew will

tell us how we can best engage and build relationships with this large percentage of our workplace and our voting population.

May 18, 2016

Topic: Panel Discussion with Education Foundation Directors

Attendees: TBD

Description: (rough idea of what the meeting will be – topics are still being discussed)

Four education foundation directors from the Eastern Region will participate in a panel discussion about topics related developing, organizing and operating a successful education foundation. All of the panelists will have a unique experience to share based on how long their foundation has been incorporated, how their board is organized, how they fundraise and how their funding is used to support their respective school districts.