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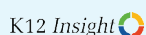
GREENVILLE

SCNSPRA & NCSPRA JOINT CONFERENCE

AC HOTEL GREENVILLE, SC

WELCOME

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2023 SC NSPRA and NCSPRA Joint Fall Conference Agenda

AC Hotel Greenville, SC
November 1-3, 2023

Wednesday, November 1 (Reedy Hall)

11 a.m. – 12:30 p.m. – Sponsor/Vendor Setup and Registration

1 – 1:30 p.m. – *Welcome Messages*

Tim Cooper, SC NSPRA President

Stacia Harris, NCSPRA President

Phillip Davie, Deputy Superintendent for Greenville County Schools

1:30 – 2:30 p.m. – Keynote Address: “*Ubuntu—I Am Because We Are!*”

Dr. Baron Davis, Founder/CEO of the Noegenesis Group, Senior Advisor @ Digital Promise,
Superintendent in Residence, University of South Carolina

2:30 – 3:30 p.m. – *Adventure Time with Principals*

Kate Crowder, Communications Supervisor, Germantown Municipal School District

3:45 – 4:45 p.m. – *From the Frying Pan to the Fire: How To Thrive in Chaos*

Greg Turchetta, Senior Chief Communications Officer for Richland Two School District

5:30 – 6:30 p.m. – *Opening Reception*

Enjoy Downtown Greenville

Thursday, November 2 (Reedy Hall)

7:30 – 8:30 a.m. – *Breakfast*

9 – 10 a.m. – *Unlocking AI in School PR*

Rebecca Bultsma, Communications Director for Westwind School Division, Alberta Canada

10:05 – 11:00 a.m. – *Student Internships: Work Based Learning and the Communications Office*

Kate Crowder, Communications Supervisor, Germantown Municipal School District

Thursday (Continued)

11:15 a.m. – 12:15 p.m. – *Who Speaks For Your Brand?*

Sarah Roberson, Senior Education Advisor, Apptegy

12:30 – 1:30 p.m. – *Lunch*

1:45 – 2:45 p.m. – *Breakout Sessions*

Unlocking Tomorrow's School Communication: 5 Key Digital Trends for Educators, Leaders, and Communicators

Kristin Eckles & Steven Chou, Finalsite

What's Working to Engage Families Today: Communication Tips for Leaders

Ben Craft, ParentSquare

Take a Shot: How to Use Photography to Create a Strong Brand for Your District

Megan Moore & Dylan McCullough, SCNSPRA

3 – 4 p.m. – *Build Your Newsroom on a Budget*

City of Greenville PR & Marketing Team

4:15 – 5:15 p.m. – *Communications Critical Role in District Safety: Prevent, Prepare, Respond, & Recover*

April Dockery, Executive Director of Operations in Asheville City Schools

6 – 9 p.m. – *Conference Dinner and Celebration*

Friday, November 3 (Reedy Hall)

7:30 – 8:30 a.m. – *Breakfast*

8:30. – 9 a.m. – *Chapter Meetings*

9:15 – 10:15 a.m. – *Communicating Across Differences*

Shayla Cannady, Chief Communications Officer, Charlotte-Mecklenburg Schools

10:30 -11:30 a.m. – *Lyrical Lessons in School PR*

Cindy Warner, APR, PR and Community Ed. Supervisor, Shelby County School District

11:45 a.m. – *Closing Remarks*

Breakfast, Lunch and Dinner provided Thursday, Nov. 2

Breakfast Provided Friday, Nov. 3

Session Information

Keynote Address: Ubuntu: I am Because We Are!

Dr. Baron Davis, Founder/CEO of the Noegenesis Group, Senior Advisor @ Digital Promise, Superintendent in Residence, University of South Carolina



Join us for an inspiring presentation celebrating Ubuntu's essence - "I am because we are." In this thought-provoking and uplifting session, we will explore the profound philosophy of Ubuntu and its transformative power within communities, organizations, and the world at large.

Ubuntu, originating from Southern Africa, encapsulates the idea that our well-being is deeply intertwined with the well-being of others. It's a call to recognize our shared humanity and embrace the interconnectedness that binds us. This concept is not limited to one culture or geography; it transcends borders, languages, and backgrounds.

Our keynote speaker, a renowned expert in community building and social cohesion, will delve into the heart of Ubuntu's message. Through engaging stories, real-world examples, and practical insights, they will illuminate how Ubuntu can be applied to foster collaboration, empathy, and unity in diverse contexts.

"Adventure Time with Principals"

Kate Crowder, Communications Supervisor, Germantown Municipal School District



Creating a monthly hands-on activity at your Principal/Leadership team meetings that gets principals and cabinet members talking, breaking down barriers, and learning best practices in school communications. I've developed some plug and play games and modules that can easily be replicated and build trust between school leaders and district office leaders.

We've covered everything from alumni engagement strategies, stakeholder engagement around changes in policy, managing social media, to ChatGPT & the School Principal. It's a monthly challenge that has principals laughing and engaged in the work of our Strategic Communications Plan. As a bonus, it's absolutely how I secured my spot on the Cabinet!

Student Internships: Work Based Learning and the Communications Office

From one paid intern to six, learn how Germantown Municipal School District in Tennessee has grown its communications internship program utilizing local business partners and work-based learning. In this session, we will delve into skills and insights to recruit, organize and oversee high school student internships within the Communications office. Discover our approach to combining work-based learning with after-school employment and utilizing student interns for diverse office tasks, spanning content creation to community projects. Participants will leave with our comprehensive recruitment and onboarding playbook for engaging interns and a clear understanding of how our district establishes a nurturing environment, complete with amenities and recognition, to ensure student interns feel valued and an integral part of the office team.

From the Frying Pan to the Fire: How To Thrive in Chaos

Greg Turchetta, Senior Chief Communications Officer, Richland Two School District



School board shakeups, superintendent changes, school safety threats, curriculum and textbook challenges- the line of crises never ends. Don't die in the details of endless meetings and district statements! Take a new approach and thrive in this chaos! This session will give you 5 clear action steps that you can use to put out the fires and actually make significant forward progress for your district image with your community.

Unlocking AI in School PR

Rebecca Bultsma, Communications Director, Westwind School Division, Alberta Canada



Ready to take the mystery out of AI? In this session, you'll receive a roadmap to kickstart your journey, with a focus on everyday tasks in school PR, where generative AI like ChatGPT can revolutionize your work. We'll cover the basics and explore using AI to boost efficiency, make data-driven decisions, and even generate images. The best part? You'll leave with actionable insights that you can implement immediately. Throughout the discussion, we'll weave in the ethics and responsible use of AI, ensuring you walk away confident and well-equipped to integrate this amazing technology into your School PR toolkit.

Who Speaks For Your Brand?

Sarah Roberson, Senior Education Advisor, Apptegy



Maintaining your district's brand requires the strength of your team. You can't be your district's only spokesperson; you need brand ambassadors, people who wear your colors, live your values, and get others excited about your schools. We will share new research from SchoolCEO and explore who's acting as your brand ambassadors and why that matters.



“Telling your own story” through the use of your website and social media is the best way to guarantee an accurate, focused message to your target audience. But how do you gather information, professionally produce, and blast those stories to the masses with small staff and limited funds?

Members of the City of Greenville Communications Department will share their broad strategy, +specific techniques, and the reasonably-priced and easy-to-use equipment they use to gain followers, produce high-quality, engaging content and get their message to the masses.



Communications Critical Role in District Safety: Prevent, Prepare, Respond, and Recover
April Dockery, Executive Director of Operations, Asheville City Schools

Given the rising threats to our school communities nationwide, it's crucial to assure our community of our school system's commitment to their safety. Our communication leaders and teams are pivotal in our district's safety plan, and understanding the district's crisis response is paramount. We're here to help you grasp your role and collaborate effectively with the district and school teams.

In this session, we'll stress the importance of open and honest communication with all stakeholders to address concerns. You'll create a checklist for responding to incidents impacting your community, and we'll share insights from our experiences, including staff training and reunification drills. You'll leave with concrete steps to enhance your district's incident response.



Communicating Across Differences
Shayla Cannady, Chief Communications Officer, Charlotte-Mecklenburg Schools

As school communication professionals and administrators and leaders, we have the awesome task of effectively communicating to various communities on behalf of our districts. This responsibility requires us to become more culturally aware, acknowledge our biases, and understand the impact they have on our interactions with students and their families. During this session, attendees will explore the concepts of diversity, equity and inclusion beyond race, and leave with tips and better practices for communicating with diverse audiences.



Lyrical Lessons in School PR
Cindy Warner, APR, PR and Community Ed. Supervisor, Shelby County School District

As a lifelong fan of U2, the band's music and lyrics have spoken to Cindy Warner on a profound level for over 30 years. In this session, attendees will discuss the lyrics from some of U2's most iconic songs and draw comparisons to the many lessons Cindy has learned over a 22-year career in school PR. We will delve deeper into a variety of topics such as leadership, crisis communications, media relations, ethical decision making, and how we can elevate our districts and ourselves as PR practitioners. Whether a fan of the band or not, attendees will walk away with practical tips on how to handle many of the challenges we all experience.



How to Use Photography to Create a Strong Brand for Your District
Megan Moore & Dylan McCullough, SCNSPRA

Are your district's marketing pictures reminiscent of you after a night out in college — out of focus and blurry...and you're not sure what happened? Then, this session is for you!

Learn how to use photography to create a marketing brand that is:



- Stunning - Your photos will be so beautiful, people will be begging to enroll their kids in your district.
- Memorable - Your photos will tell the story of your district in a way that people will never forget.
- Authentic - Your photos will capture the real spirit of your district and its community.

The best part is, you don't need to be a professional photographer to take amazing photos. In this session, you'll learn simple tips and tricks that will help you take stunning photos of your district, your schools, your students, and your staff.

Unlocking Tomorrow's School Communication: 5 Key Digital Trends for Educators, Leaders, and Communicators
Kristin Eckles & Steven Chou, Finalsité



Join us to chat about the future of school communication as we dive into five transformative digital trends. While we won't spill all the tea just yet, expect to explore topics like adapting to the evolving landscape, embracing authenticity, leveraging AI, and connecting with Gen Z. You'll gain practical insights to navigate the ever-changing landscape of school communication. This session will equip you with the knowledge and strategies needed to stay ahead in this dynamic digital era. Get a sneak peek of Finalsite's new AI tool for sending mass notifications at the end!

What's Working to Engage Families Today: Communication Tips for Leaders
Ben Craft, ParentSquare



What does the latest research reveal about school-home communications and how do your efforts stack up? In this session, we'll walk through strategies to modernize communications in order to capture stakeholder's attention and build engagement. Attendees will leave with modern tips and tools for engaging families across the various layers of their school community.

Speaker Bios

Dr. Baron Davis, Founder/CEO of the Noegenesis Group, Senior Advisor @ Digital Promise, Superintendent in Residence, University of South Carolina

Dr. Baron R. Davis is the founder and chief executive officer of the Noegenesis Group, a solution-focused and outcomes-driven educational think tank and consulting firm. Dr. Davis is the former superintendent of Richland School District Two in Columbia, S.C. where he served as the first Black superintendent in the district's 100-year history. He currently serves as Senior Advisor at Digital Promise, where he supports the organization's mission to shape the future of learning and advances equitable education systems by bringing together solutions across research, practice, and technology. In addition to his role at Digital Promise, Dr. Davis serves as the superintendent in residence for the improvement of leadership preparation and development at the University of South Carolina for the college's Department of Educational Leadership and Policies. As superintendent in residence, Dr. Davis teaches in the educational leadership and policies master's, education specialist, and doctoral degree programs. He serves as the co-leader for the department's principal and superintendent advisory programs, leads face-to-face leadership network sessions, and serves as the overall liaison to leadership networks throughout the state of South Carolina and the United States.

During his educational career, Dr. Davis has served as a successful school leader in rural, urban, and suburban school systems. Since 2018, he has been named the 100 Black Men of Greater Columbia Educational Leader of the Year and earned the Francis Marion University Professional Industry Award for Education and Arts as well as the Columbia Chamber of Commerce Cathy Novinger Trailblazer Award. AASA - The Superintendents Association awarded him the Dr. Effie H. Jones Humanitarian Award; Education Week named him a Leader to Learn From for Leadership in Equity; and K-12 Dive placed him on their Superintendent to Watch list for recruitment/retention of male minority teachers. K-12 Dive also named Richland Two the 2021 School District of the Year. He has received the Bob Grossman Leadership in School Communications Award from the National School Public Relations Association for implementing communications strategies to better serve parents, students, community partners, and employees. The South Carolina Athletic Administrators Association named him the 2022 Superintendent of the Year for Region 4A, Class 5A. The College Board selected him for their Superintendent's Advisory Council in 2022. Dr. Davis is a 2023 graduate of the AASA National Superintendent Certification Program.

Dr. Davis earned a Bachelor of Science degree in sociology from Francis Marion University. From the University of South Carolina, he earned master's degrees in school counseling and educational administration, and Educational Specialist and Doctor of Philosophy degrees in educational counseling. He holds superintendent, school counseling, secondary principal, and secondary supervision certifications.

Dr. Davis, a Columbia native, is a proud graduate of the historical C.A. Johnson High School (class of 1990). He and his wife Pamela Davis are the proud parents of three amazingly accomplished and beautiful daughters and are active members of the Brookland Baptist Church, a lifetime member of Omega Psi Phi Fraternity, and The 100 Black Men of Greater Columbia.

Kate Crowder, Communications Supervisor, Germantown Municipal School District

Kate Crowder is the Communications Supervisor with eighteen years of service in the Germantown Municipal School District, Tennessee. In her current role, she manages a small communications team, focusing on providing professional development for staff, building community partnerships, and enhancing the district's story.

Kate has also served as the President of TNSPRA, firmly believing in actively attending and sharing professional development and creating connectivity among members. She is deeply rooted in the Memphis community and a mother of three who also enjoys performing in various artistic roles in both music and theater when she's not working in school communications.

Greg Turchetta, Senior Chief Communications Officer, Richland Two School District

Greg Turchetta is the Senior Chief Communications Officer for the Richland Two School District. Greg and his team are responsible for district-wide communication, marketing, media relations, and strategic partnership management for the 29,000 student school district. Prior to joining Richland Two in January 2023, Greg spent 4 years as Executive Director of Marketing and Media for Florida SouthWestern State College in Fort Myers, Florida where he executed a half million dollar brand campaign. Greg began his K-12 career as Executive Director of Communications and Community Engagement for Collier County Public Schools in Naples, Florida. He used his extensive media management background to counsel all Collier County schools on effective communications strategies, crisis management, and using social media to promote school culture.

He is a winner of the National School Public Relations Association Gold Medallion and the Blackboard Catalyst Community Engagement Award for innovative social media use in K-12 education.

Greg has presented for the Florida School Board Association, Florida Association of School Administrators and the Illinois School Public Relations Association. He is a 4 time presenter at the National School Public Relation Association's annual seminar.

Prior to joining public education, Mr. Turchetta had an award-winning 21-year television news career. Greg spent 12 years managing newsgathering efforts in some of the most prestigious newsrooms across the country including in Fort Myers, Atlanta, Orlando, Seattle, and Austin, Texas.

Sarah Roberson, Senior Education Advisor, Apptegy

Sarah has been working with schools for over 25 years as a nonprofit professional, most recently as the Executive Director of City Year Little Rock. She has a passion for building collaborative partnerships that result in student success. From the classroom to the superintendent's office, Sarah understands the interdependent nature of school districts and the need for clear communication and expectations. Sarah enjoys making communication easier for teachers, staff, and administrators so they can focus on students!

Rebecca Bultsma, Communications Director, Westwind School Division, Alberta Canada

Rebecca the Communications Director for Westwind School Division in Alberta Canada. She is a 15-year veteran in the professional communications arena, specializing in applying artificial intelligence (AI) to modern communication strategies. She is passionate about developing and sharing cutting-edge generative AI solutions that enhance communication strategy and streamline messaging. Her passion is demystifying AI and making it understandable, accessible and practical for all communications professionals in PR, education, and beyond. Driven by a personal commitment to equip her colleagues with the insights and skills required to leverage AI - she envisions a future where we don't just use AI — we collaborate with it daily to maximize our impact and value within our organizations.

Rebecca has spent the last year contributing to the discourse on AI in #SchoolPR and other communications sectors, using her expertise to help shape best practices at the intersection of these two evolving fields. She has presented at various events—from regional workshops to national conferences across Canada and the United States - sharing practical insights with her industry peers and seeking to empower communicators to see AI not just as a tool but as a game-changing ally.

Cindy Warner, APR, PR and Community Ed. Supervisor, Shelby County School District

Cindy Warner, APR, has served as the Public Relations and Community Education Supervisor for the Shelby County School District in Birmingham, AL since 2002. She has over 30 total years of combined experience working in the media and in non-profit and school public relations.

In her job role, Warner serves on the district's leadership cabinet and coordinates all public relations and marketing efforts including internal/external communications, media relations, crisis communications, and social media. She also coordinates and supervises all Community Education activities, including 15 after-school care programs and adult and youth enrichment.

Warner earned her Accreditation in Public Relations (APR) in 2015. She is actively involved in the Alabama School Public Relations Association (ALSPRA), where she has served three terms as president and in other leadership roles. Warner currently serves as the National School Public Relations Association (NSPRA) Southeast Region Vice President on the Executive Board and as the board liaison on the NSPRA APR Committee. She also serves as a facilitator for the online2learn APR Study Course. Warner is also an active member of the Alabama Community Education Association (ACEA), where she has served as past president of the board of directors. She is a past recipient of NSPRA's Gold Medallion and Golden Achievement awards, as well as numerous awards from ALSPRA and ACEA, including the Nez Calhoun Distinguished Service Award and Communicator of the Year awards from ALSPRA, and the Outstanding Coordinator award from ACEA.

April Dockery, Executive Director of Operations, Asheville City Schools

April Dockery is the Executive Director of Operations at Asheville City Schools (ACS) with over 20 years of experience in public education, including classroom teaching and school-level leadership. She currently serves on the district's executive team.

In her role, April oversees ACS's Operations Department, which includes Safety, Crisis Management, Communications, Public Relations, Transportation, Student Health, Title IX, and Child Nutrition. She directly supports team leaders managing school operations and plays a key role in supporting Incident Commanders during major disruptions, ensuring swift deployment of Crisis Recovery Response Teams. April leads internal and external communications during significant incidents.

April's team has implemented a comprehensive plan to prevent, prepare for, respond to, and recover from incidents, emphasizing reuniting staff and students with their families. Her skill sessions focus on open communication during training, developing response checklists, and sharing lessons from active threat training and reunification drills.

Participants in her sessions leave with actionable steps to enhance incident response in their communities and school districts. April Dockery's commitment to safety in education is unwavering.

Shayla Cannady, Chief Communications Officer, Charlotte-Mecklenburg Schools

Shayla Cannady is the chief communications officer for Charlotte-Mecklenburg Schools, the nation's 17th largest public school district.

In this role, she is responsible for developing the overall communications strategy to build understanding and goodwill for the district's students, staff and community. She serves as the public relations counsel to the superintendent, executive and senior staff, and is also a liaison between the press and the district, and to community organizations, elected officials and leadership groups.

Prior to joining CMS, she served as the assistant director of public relations for Orange County Public Schools, the fourth-largest school district in Florida and ninth largest in the nation.

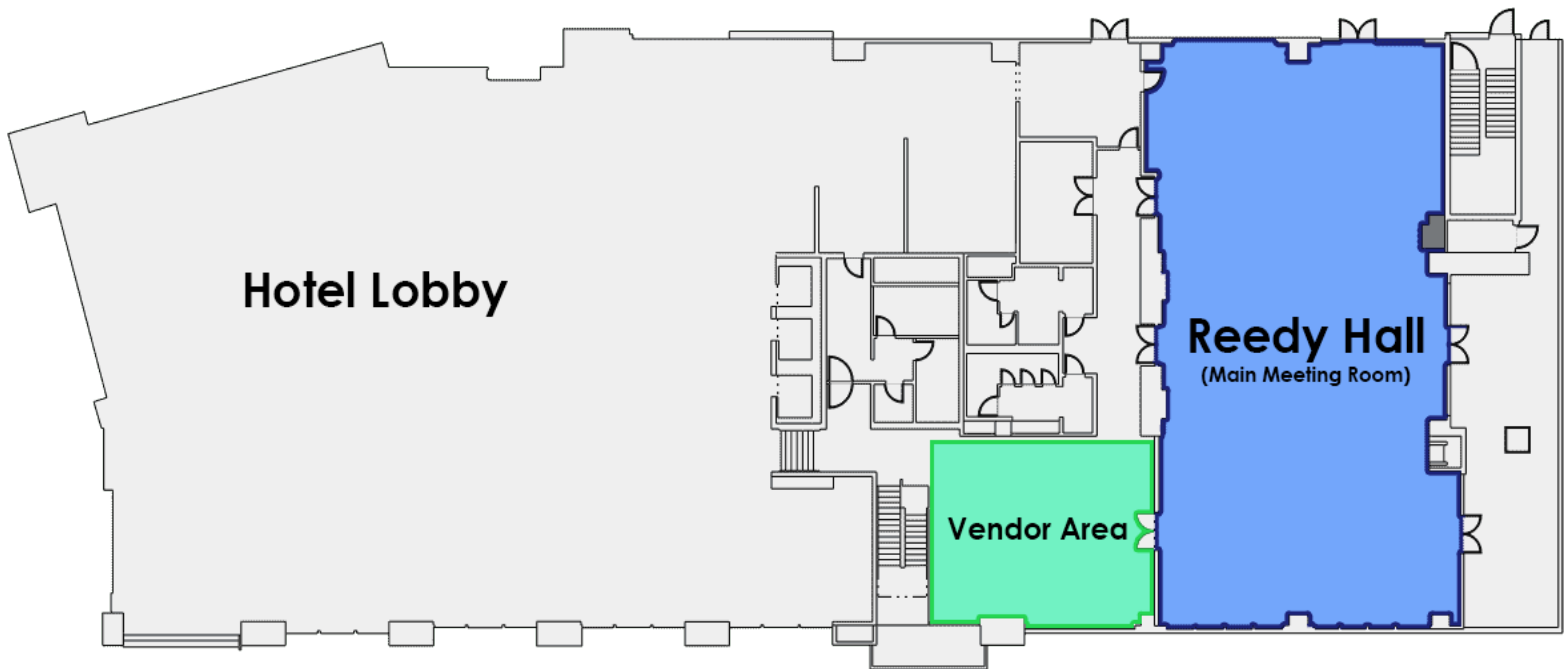
In September, she was named one of Charlotte Business Journal's Power 100 honorees, just 15 months after moving to the city. She is the immediate-past president of the Sunshine State Public Relations Association, a member of the Board of Directors for the North Carolina School Public Relations Association, a member of the National School Public Relations Association Equity Taskforce, Public Relation Relations society of America, and among the 2018-19 NSPRA 35 Under 35 recipients.

She earned her Bachelor of Science degree in Broadcast Journalism from Florida Agricultural and Mechanical University, a Master of Arts degree in Mass Communication from the University of Central Florida, and is a doctoral candidate of Strategic Communications at UCF.



Conference Area Map

All Sessions, including breakouts, will take place in Reedy Hall.



Please take time to visit and talk with our vendors. Without their support, this conference would not be possible.



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