



NCSpra LEADERSHIP ACADEMY

a development program for professionals in school public relations

“Yesterday. Today. Tomorrow. Your journey in school PR.”

- **Audience:** School public relations/communications professionals in North Carolina, especially people with one to three years of experience in the profession.
- **Sponsors:** North Carolina School Public Relations Association (NCSpra) and North Carolina Center for the Advancement of Teaching (NCCAT)
- **Date:** April 26-27, 2018
- **Location:** NCCAT campus in Cullowhee (adjacent to Western Carolina University)
The address is 276 NCCAT Drive, Cullowhee, NC 28723 and the telephone number is (828) 293-5202.
- **Number of Participants:** Limited to 40 (housing and dining accommodations available on the NCCAT campus)
- **Cost:** None (reservations are required through NCCAT)
- **Purpose:** NCSpra and NCCAT are working together to provide professional development for people in the field of school public relations/communications. In retreat style, the program will offer informational sessions and interactive activities for school PR professionals who are new or relatively new to the job (1-3 years).

In addition to five sessions, the agenda includes time for reflection (yesterday), an opportunity for participants to discuss their successes and challenges for the current school year (today), and seek information about what they can do to make their job easier in the year ahead (tomorrow).

- **Outcomes:** Our primary goals are:
 - 1) To kindle stronger support between NCSpra and our new/relatively new school PR professionals.
 - 2) Introduce school PR professionals to NCCAT and bring attention to the programs and services offered by NCCAT.
 - 3) Foster collaboration and networking among school PR professionals in North Carolina.

AGENDA

* All sessions held in Room 131-132 unless otherwise noted.

• Thursday, April 26

2:30 – 3:30 p.m. **Arrival and Check-In (Lobby)**

3:30 – 3:45 p.m. **Welcome, Introductions, and Overview**
NCSPPRA and NCCAT Representatives

3:45 – 5:15 p.m. **Session I – Leadership (Keynote Speaker)**
Dr. Joe Erardi, retired superintendent, Newtown (Connecticut) Public School District

Dr. Joe Erardi, the recently-retired superintendent of schools in Newtown, Connecticut, will share lessons learned from the December 2014 Newtown tragedy. This interactive session will include best proactive practices, the importance of high-level partnerships pertaining to safety, and the critical need to have safety information updated and understood by all within the district. Attendees will learn about a digital, no-cost management plan of all safety information; gain a sound understanding of proactive initiatives to maximize school safety; and learn about response protocols during a crisis, optimal reunification protocols, and strategies for managing the district post-emergency.

5:15 – 6:30 p.m. **Session II – “Yesterday and Today”**
Facilitated by Todd Hagans and members of the NCSPPRA Board of Directors

This session gives participants time to reflect on and share about where they were and where they are on their journey as a school PR professional. Participants will engage in discussion about their current school year, problems they have encountered and how they handled them, and their challenges, successes, and accomplishments.

** Participants will receive pre-work instructions to prepare for this session prior to arriving in Cullowhee.*

6:30 – 7:15 p.m. **Dinner and Networking (Dining Room)**

7:15 – 8:00 p.m. **Session III – Getting to know your school PR colleagues**
Come on down for this interactive session (in a game show format) that provides plenty of opportunities for fun, teambuilding, and prize-winning.

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• Friday, April 27

8:00 – 8:30 a.m. **Breakfast and Networking (Dining Room)**

8:30 – 8:50 a.m. **Session IV – Communication Tips: If they use them, your job will be easier**

Todd Hagans, chief communications officer, Gaston County Schools

Ever wonder how you can help your principals and other school administrators so that your job will be easier? This session highlights 10 indirect approaches to communication that will have a direct effect in your district. Plus, you'll get a long list of communication tips to share with your principals/administrators.

8:50 – 9:15 a.m. **Session V – Rock 'N Roll Customer Service**

Jeff Nash, executive director for community relations, Chapel Hill-Carrboro City Schools

Great customer service is simple, but not easy. The first step for any organization wanting to implement a customer service revival is to identify a champion who can delicately convince people (who likely believe their own service habits are excellent) that improvement is needed, model excellence, teach helpful strategies, and hold colleagues accountable. It's a tall order indeed. This session will outline a plan for any school PR leader willing to be that champion.

9:15 – 9:30 a.m. **Break (Library)**

9:30 – 11:00 a.m. **Session VI – Hands-On Media Training**

Larry Blunt, former television news anchor for WLOS News 13 in Asheville

Jan Blunt, former communications director for Buncombe County Schools

Learn about media relations from a husband-and-wife duo who have seen both sides and are ready to offer advice about how to work together when your job responsibilities conflict.

11:00 a.m. – 12:00 p.m. **Session VII – “Tomorrow”**

Facilitated by Todd Hagans and members of the NCSPRA Board of Directors

As a follow-up to the “Yesterday and Today” session on Thursday, this session gives participants an opportunity to share strategies and best practices to handle the challenges and frustrations of school PR professionals. Participants will also offer advice about how to make next school year bigger and better.

12:00 p.m. – Closing and Farewell