

2023 Annual Conference Agenda

Wednesday, April 26

- 4 p.m. Registration (Upper Lobby, Enzian Inn)
- 6 p.m. - No-Host Dinners in Leavenworth

Thursday, April 27

- 7-8 a.m. Registration and Breakfast (Continental Room)
- 8-8:45 a.m. - Optional Breakout Sessions
 - **Option 1** (Alpine Room - Classroom Seating): **Canva 101 with Ruth Richardson, Public Information Officer for Sedro-Woolley School District.** Ruth will go over Canva tips and tricks. Helping ensure your graphics stand out in a cluttered social media world.
 - **Option 2** (Bavarian Room - Theatre Seating): **Crisis Communication 101 with Brittany Kaple, Marketing Coordinator for ESD 105.** Brittany will review how district communication teams can be ready when a crisis hits.
- 9-9:30 a.m. - Welcome (Continental Room)
- 9:30-10:30 a.m. (Continental Room)
 - **Keynote - Arvin Mosely Jr. - Moving from Exhaustion to Resilience:** There's no question that the last few years have been challenging. In this training, we will explore and learn the essential skills of resilience. You will learn how to build resilience for yourself, and as a team.
- 10:30-11:30 a.m. (Continental Room)
 - **Barbara Hunter - Takeaways from NSPRA's 200+ Communication Audits:** A communication audit can provide deeply insightful data and meaningful advice to move your program forward. If you haven't had a chance to conduct an audit yet, you can still learn how to improve your program by understanding the four common problem areas that consistently emerge in NSPRA's audits and our recommendations for solutions.
- 11:30 a.m. - 1 p.m. - Lunch/Networking (Continental Room)
- 1-2 p.m. - Breakout Sessions
 - **Option 1** (Bavarian Room): **Josh Sauer with FinalSite & Mandi Lecompte, Communications Manager for Highline Public**

Schools - 5 Ways to Use Your School District's Website for Staff and Teacher Recruitment

- **Option 2** (Alpine Room): **Valerie Wilson with ParentSquare & Kaarin Sharman, Communication Specialists for Northshore School District** - Making Authentic Connections - How to Navigate New Laws That Put Emphasis on Translation and Community Engagement
- 2:15-3:15 p.m - Breakout Sessions
 - **Option 1** (Bavarian Room): **Henry Strom, Executive Director of the Office of Native Education for OSPI** - Time Immemorial - There is a Group Working to Put Local Tribes at the Center of History Curriculum.
 - **Option 2** (Alpine Room): **Shelby Lockhart, Executive Director of Student Achievement for the Yakima School District** - Missing Students - Attendance Data and Systems Help Us Find Who is Missing and How to Re-Engage Them
- 3:30-4:30 p.m. - Breakout Sessions
 - **Option 1** (Bavarian Room): **Andrew Harlow, Wahluke School District Superintendent** - Creating Connections - Authentically Representing Indigenous Students in Your District
 - **Option 2** (Alpine Room): **Sarah Foy, APR, Oak Harbor Public Schools Communications Officer & Tove Tupper, APR, Director of Communications for Highline Public Schools**
 - - Getting Familiar with the APR Process - Learn what it takes to earn your APR and connect with colleagues who are going through the process right now.
- 5-6 p.m. - Social Hour (Continental Room)
- 6-8 p.m. - Dinner and Awards (Continental Room)

Friday, April 28

- 7-8 a.m. Breakfast (Continental Room)
- 8:30-8:45 a.m. - Welcome Back (Continental Room)
- 8:45-9:45 a.m. (Continental Room)
 - **Keynote - Cathy Kedjidjian, APR - HR-PR Partnerships - Find the connections that Help You Create a Culture of**

Staff Support: Human Resources is school PR's top ally in brand and culture building, which means PR is HR's BFF in recruiting and retaining high-quality staff. Learn ways to make concrete HR-PR connections and to use those connections to build meaningful relationships with staff. Create newsletters that connect leaders to staff and each other. Plan new teacher events that connect staff from the start. Ensure a continuous focus on staff wellness. Your internal audience is your most important audience: Work with HR to put them first in your communication planning.

- 9:45-10:45 a.m. (Continental Room)
 - **James Layman, Director Association of Washington Student Leaders** - Engaging Students Through Communication
- 10:45-11 a.m. (Continental Room)
 - **Allison Grande, Public Affairs Specialist with the Drug Enforcement Administration** - The Dangers of Fentanyl, Keeping Our Students Safe and Raising Awareness
- 11:15 a.m.-12:30 p.m. (Continental Room)
 - Gold Mining Sessions