



**BUILDING
RELATIONSHIPS
That Spark Student Success
March 12 & 13, 2015**

**Eagle Eye Banquet Center
Bath Township, Michigan
#mspra2015**

Thursday, March 12, 2015

8:00 - 8:45 AM

Registration & Continental Breakfast
"In Your Opinion" from Kelly E. Middleton

8:45 AM

Hillside Room

Welcome Participants & Sponsors

9:00 - 10:30 AM

Keynote: *Building Relationships that Spark Student Success*



Kelly E. Middleton is currently the Superintendent of Newport Independent Schools in Kentucky. He has a diverse background as an educator serving in the role of teacher, coach, administrator and university professor. Kelly has been a principal at every level.

He has co-authored two books:

Who Cares? Improving Public Schools Through Relationships and Customer Service and Simply The Best: 29 Things Students Say the Best Teachers Do Around Relationships. Kelly has also authored numerous articles focusing on customer service and on building relationships.

Kelly has presented numerous times at The National School Boards Conference and The National School Public Relations Conference. Kelly conducts staff development throughout the United States focusing on customer service practices and connecting with students.

Thursday, March 12, 2015 (Continued)

Keynote: *Building Relationships that Spark Student Success*

Keynote Session Description

The greatest customer service companies do 12 things very well to build relationships and achieve success. Public schools can do all 12 as well to spark student success! Use these practical, innovative strategies to engage your community, impact student achievement and maximize support.

10:30 - 10:45 AM Break & Networking

10:45 AM - 10:50 AM

Hillside Room

Thank You to KDN Videoworks (Ron Yanik)

10:50 AM - 12:00 PM

Influencing Public Policy



Casandra Ulbrich, Ph.D.

(D-Rochester Hills) was elected in 2006 and re-elected in 2014 to serve a second eight-year term on the Michigan State Board of Education expiring January 1, 2023. She is currently the Vice-President of the board.

Casandra has spent the majority of her career in higher education administration. She currently serves as the Vice President for College Advancement and Community Relations at Macomb Community College. Before joining Macomb Community College in 2011, Casandra was employed at Wayne State University for more than ten years, serving in various administrative positions, including Director of Corporate and Foundation Relations. Previously, she served as a Press Secretary to former U.S. House Democratic Whip David Bonior, acting as the official spokesperson for the Congressman. Cassandra serves as President of the Women Officials Network, Chair of Healthy Neighborhoods Detroit, and is an active volunteer K-9 handler with Search and Rescue of Michigan. She has been recognized as one of Michigan's 40 under 40 by Crain's Detroit Business.

10:50 AM - 12:00 PM
Influencing Public Policy

Session Description

Gain insight into public policy and discover how school communicators can build relationships with those who help shape it.

12:00 - 12:45 PM **Hillside Room**

Lunch: Meet FRED and InspirED Michigan

12:45 - 1:15 PM **Hillside Room**

Table Talk: Gov. Snyder's Education Agenda

1:20 - 2:20 PM **Breakout Sessions**

Who Cares?

Bringing Everyone to the Table

Hillside Room

Superintendent Kelly Middleton, Newport, KY
Superintendents, Board Members, and PR Pros: Learn how to attract and engage community partners resulting in more support for your students and school.

Building Support Through Video

Log Cabin

Ron Yanik, Consultant for KDN Videoworks

Getting it Right: Internal Communications

Eagle's Nest

Karen Heath, Supervisor for Communications
Berrien RESA

2:20 - 2:35 PM Break & Networking

2:35 - 3:35 PM **Breakout Sessions**

Simply The Best: 29 Things Students Say
the Best Teachers Do Around

Relationships

Hillside Room

Superintendent Kelly E. Middleton, Newport, KY

Building Support Through Video

Log Cabin

Ron Yanik, Consultant for KDN Videoworks

Writing & Editing—Show Me the People:
Writing School News with a Heartbeat

Eagle's Nest

Charles Honey, Freelance Writer for School News
Network and Columnist for MLive/GR Press

3:40 - 4:40 PM **Hillside Room**

What's Going on in Lansing? &

Proposal 1: Fund Schools & Fix Roads

Emily Laidlaw, Legislative Liaison for the Michigan
Association of Intermediate School Administrators

Gain insight into the latest developments in Lansing and the impact of Proposal 1 on our schools.

8:00 PM

“Above the Mark”/Stand Up For Public Schools and afterglow reception at the Courtyard by Marriott 2710 Lake Lansing Road, Lansing MI 48912

Friday, March 13, 2015

Eagle Eye Banquet Center, Hillside Room

8:00 - 8:30 AM

Registration, Networking, & Hot Breakfast

8:30 AM

Welcome Participants

Thank You to CrisisGo (Jim Seasly)

8:45 - 10:15 AM

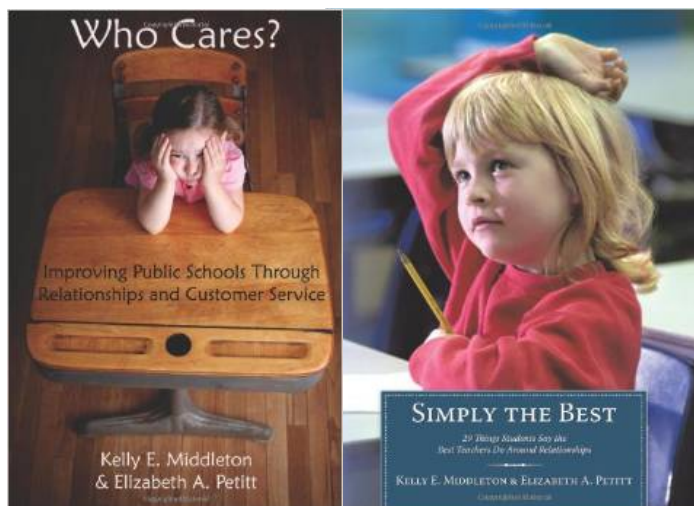
Keynote: Recovering from Mistakes

Superintendent Kelly Middleton, Newport, Kentucky

Mistakes happen in every organization. In public schools these mistakes tend to involve unrelenting social media chatter, packed board meetings, and TV news reporters. Kelly will share how schools can achieve service recovery in ways that ultimately enhance a school's reputation and relationships turning negatives into positives.

10:15 - 10:30 AM

Break



10:30 - 10:35 AM

Thank You to Foxbright (Jen Osborn)

10:35 AM - 12:00 PM

Communication is Not a One Way Street



Julie Ewart directs communications and outreach for the U.S. Department of Education's Region V, which encompasses Illinois, Indiana, Michigan, Minnesota, Ohio and

Wisconsin, and aims to ensure awareness and understanding of federal education policies and programs. Some of Julie's many hats include representing the Department at regional events, such as Congressional grant workshops; building, strengthening and maintaining relations with regional stakeholders through visits, conference calls, list serves, social media and other means; advising senior Department leaders of regional education news, trends and outreach opportunities; and highlighting regional education stories that reflect Department priorities through communications means to include blog stories and media activities. A suburban Chicago native, Julie has been a professional communicator throughout her entire career, beginning as a print and broadcast journalist with several Chicago-area outlets after graduating from the University of Iowa. While her years as a federal public affairs specialist now number twenty, she was employed in various civilian public affairs positions by the Department of Defense for the first 10 years at locations in Illinois and Hawaii.

Session Description

Participants will explore and discuss the opportunities for outreach and communication between the U.S. Department of Education (ED) and Michigan school communicators. The principal purpose is to have a dialogue among education communication professionals regarding issues and challenges impacting message, outreach and collaboration. This will be an interactive session and participant questions are encouraged.

12:00 - 12:45 PM

Lunch: MSPRA Annual Meeting & Communications Contest

12:45 - 12:50 PM

Thank You to SchoolMessenger
(Customer Testimonial: Kristin Tank)

12:50 - 2:15 PM

Building a School Community Through Social Media



Kate Snyder, APR and Principal Strategist of Piper & Gold Public Relations, has built her career on building consensus and relationships with media, community organizations, clients and stakeholders. Kate works with clients ranging from government agencies to entrepreneurial start-

ups helping them tell their stories. She specializes in incorporating digital media into traditional public relations practices. In addition to teaching advertising, digital media, public relations and consumer behavior at Michigan State University, Lansing Community College and Sienna Heights University, Kate has spoken at conferences around the country. Prior to launching Piper & Gold, she served as vice president of communications at CiesaDesign, where she was Ciesa's official storyteller. For nearly eight years, Kate served as chief communications officer at Capital Area Michigan Works! In 2012, she was recognized by the Lansing Regional Chamber of Grand River Connection as one of its "10 Over the Next Ten: The Next Generation of Business Leaders."

Session Description

How can districts use social media to build a digital culture that celebrates student success and facilitates parent engagement? What are the benefits of using social media to connect, and how can districts and teachers avoid the dangers of digital? This session will explore social media as a tool as well as look at examples of schools setting the bar for digital engagement.

2:15 PM

Closing Comments, Feedback & Adjourn

Thank you for attending.

Please be sure to share your feedback with us!

See you June 25 in Petoskey!

~ Your MSPRA Board

Thank You



Sponsors!



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Smarter School Websites.

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www.crisisgo.com

CrisisGo's mobile app is transforming the way people respond to emergencies by placing visual graphics and emergency information directly onto their ipads, mobile phones, and laptops. Up until now, schools and universities have relied on the use of paper-based flip charts or three-ring binders to house their emergency response plans. The limitations of paper greatly hinder the effectiveness of such plans. Each time a piece of information needs modification, it takes enormous effort and expense to replace the old pages with the new ones.

With CrisisGo, adding or changing information in the web-based portal is as easy as entering the new data and then publishing it. Modified data instantly appears on all devices that have the CrisisGo app.



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Since 1999, educators have trusted SchoolMessenger more than any other to deliver important messages to parents and the community. The technologies are proven in some of the nation's most demanding districts.

Counted on by thousands of K-12 districts, the SchoolMessenger notification service quickly delivers large volumes of messages through multiple channels. Parents easily set preferences for how they want to be reached. Detailed reports document the district's outreach efforts.

Districts are claiming their place in the app stores with a custom mobile app developed by SchoolMessenger. News, alerts, events, sports scores, lunch menus and even grades are available in a convenient mobile app that parents can access on the go.



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KDN Videoworks is a one-stop shop for Broadcast TV, Live Shots, Mobile TV Studios, Corporate Videos, Post Production and so much more! Our crews will go all out to make sure you capture greatness. Our creative staff has a wide range of experience and award-winning talents in camerawork, directing, producing, lighting, editing and audio production. Although most of our work is in the field, KDN has two studios to help you get controlled head shots. We also have a first-rate editor and post-production suite to put it all together.