CONFERENCE AT A GLANCE

MONDAY FEB. 18
9 a.m. to Noon
Executive Committee Meeting
Austin Colony

Noon to 5 p.m.
Registration Desk Open
Registration Area

1 p.m. to 4 p.m.
Preconference Sessions
Various Locations

2:15 p.m. to 2:45 p.m.
Preconference Break
Lost Pines Foyer

5:30 p.m. to 7:30 p.m.
Meet & Greet Reception
Sponsored by WRA Architects
Shellars Barrellhouse

TUESDAY FEB. 19
WEAR FAVORITE TSPRA T-SHIRT FROM PREVIOUS YEARS
8 a.m. to 5:30 p.m.
Registration Desk Open
Registration Area

8:30 a.m.
Grab and Go Breakfast Tacos
Sponsored by Workplace by Facebook
Lost Pines Foyer

9 a.m. to 10:30 a.m.
First General Session
Lost Pines Ballroom

10:30 a.m. to 11 a.m.
Designated Vendor Viewing &
Caffeinated Connections
Lost Pines Foyer

11 a.m. to Noon
Concurrent Sessions
Various Locations

Noon to 1:15 p.m.
Mess Hall Luncheon &
Networking

Sponsored by Smore
Lost Pines Ballroom

1:30 p.m. to 2:30 p.m.
Concurrent Sessions
Various Locations

2:45 p.m. to 3:15 p.m.
Job Alike Sessions
Various Locations

3:15 p.m. to 3:45 p.m.
Break & Designated
Vendor Viewing
Sponsored by VLK Architects
Lost Pines Foyer

4 p.m. to 5 p.m.
Corporate Showcases
Various Locations

5:30 p.m. to 7:30 p.m.
Welcome Reception
Sponsored by Blackboard
Riversong Lawn

WEDNESDAY FEB. 20
WEAR DISTRICT OR COLLEGE COLORS
8 a.m. to 5 p.m.
Registration Desk Open
Registration Area

8:30 a.m. to 10:15 a.m.
Roundtables
Sponsored by K12 Insight
Baron’s Ballroom

10 a.m. to 10:45 a.m.
Designated Vendor Viewing &
Caffeinated Connections
Lost Pines Foyer

10:45 a.m. to 11:45 a.m.
Concurrent Sessions
Various Locations

11:45 a.m. to 1:30 p.m.
President’s Luncheon &
Installation of Officers
Lost Pines Ballroom

1:30 p.m. to 2 p.m.
Timely Topics
Various Locations

2 p.m. to 2:30 p.m.
Break & Designated
Vendor Viewing
Sponsored by Region 4 Print
Center
Lost Pines Foyer

2:30 p.m. to 3:30 p.m.
Concurrent Sessions
Various Locations

3:45 p.m. to 4:30 p.m.
Rookie Meet-Up & Regional
Meetings
Various Locations

6 p.m. to 7 p.m.
Star Awards Reception
Sponsored by West
(SchoolMessenger solutions)
Lost Pines Foyer

7 p.m. to 9:30 p.m.
Star Awards Banquet
Sponsored by West
(SchoolMessenger solutions)
Lost Pines Ballroom

9:30 p.m. to 11:30 p.m.
Star Awards After Celebration
Sponsored by West
(SchoolMessenger solutions)
Baron’s Ballroom

THURSDAY FEB. 21
WEAR CONFERENCE T-SHIRT
8 a.m. to Noon
Registration Desk Open
Registration Area

9 a.m. to 10 a.m.
Breakfast Buffet
Lost Pines Ballroom

10 a.m. to 10:45 a.m.
TSPRA General Business Meeting
Lost Pines Ballroom

11 a.m. to Noon
Social Media Assembly &
Networking
Lost Pines Ballroom
SESSION 1

A Holistic Approach To School Communications Planning
Join us as we will examine what exactly are effective communications. Let’s take a step back and look at the overall school district strategy to find opportunities for growth and areas that might be missed all together. Participants will receive a comprehensive guide that they can immediately take back to inventory and improve their overall communications strategy.

Speakers
- Joel Weckerly, Director of Communications, Cypress-Fairbanks ISD
- Steven Anderson, Director of Solutions Engineering, West

Date: Tuesday, February 19 @ 4:00–5:00 p.m.

SESSION 2

PIO Nightmares: School Parking Lot Shootout, Now What?
In this hands-on session, a school safety expert will take attendees through a tabletop exercise designed to prepare you to respond in the face of a realistic crisis.

Speaker: Gary L. Sigrist, Jr., CEO and President, Safeguard Risk Solutions

Date: Wednesday, February 20 @ 10:45 a.m.
# TSPRA MISSION STATEMENT

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas by:

- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools.

# TSPRA HARASSMENT POLICY

TSPRA is dedicated to providing a harassment-free event experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, or religion (or lack thereof). We do not tolerate harassment of event participants in any form. Sexual language and imagery is not appropriate for any event venue, including talks, workshops, parties, Twitter and other online media. Event participants violating these rules may be sanctioned or expelled from the event without a refund at the discretion of the event organizers. See our policy at www.tspra.org.

---

**TABLE OF CONTENTS**

1. Conference-at-a-Glance  
4. Wifi and TSPRA App Information  
5. A MESSAGE FROM THE PRESIDENT  
   Welcome to Camp Communication at Hyatt Lost Pines!  
6. TSPRA Committees  
10. Sponsors  
14. Exhibitors  
17. MONDAY CONFERENCE SCHEDULE  
18. TUESDAY CONFERENCE SCHEDULE  
20. WEDNESDAY CONFERENCE SCHEDULE  
23. STAR AWARDS INFO  
25. THURSDAY CONFERENCE SCHEDULE  
26. Roundtables  
29. Keynote Speaker  
32. PROFESSIONAL AWARDS  
36. Conference Map
Are you staying up at night worried about the safety of your students?
You’re not alone.

Let our 30 years of experience in school safety help you rest easy.
Not sleeping because of classroom management or community engagement problems? We can help with those too.

Mobile App
Blackboard developed the 2019 Conference App, which is available for download on Apple and Android devices.

Hashtags
Follow the conference hashtags and tag your tweets, posts and photos with #TSPRA19 and #CampCommunication

WiFi
Wireless Internet is sponsored by Blackboard.
Network Name: @hyatt_meeting
Password: blackboard

Blackboard developed the 2019 Conference App, which is available for download on Apple and Android devices.

Alumni Nations
We provide software and services to help you find, engage, and energize your alumni.

Contact: jim.burgraff@alumninations.com, (920) 277-1241

Alumninations.com
We provide software and services to help you find, engage, and energize your alumni.

Come see us at our booth
Welcome to Camp Communication at Hyatt Lost Pines! My hope during the conference is for you to get away from the everyday office demands, leave the suit behind for jeans and tennis shoes and connect with your TSPRA colleagues so you can return to your districts energized, inspired and prepared to meet the opportunities and challenges ahead.

I want to thank everyone who served on our committees, submitted to present and reached out to help during the year. A lot of our members and the state office deserve credit for helping our organization thrive and making this a great conference.

If this is your first year, you’ll soon learn that I love to refer to my TSPRA “peeps.” You are sharing, generous, and truly have become more than just colleagues. We are friends and build relationships that help see us through challenges not only in our profession, but also personally.

If you’re a returning attendee, please help us welcome our new members into the TSPRA family. Don’t be shy!

We are continuing some of the innovations of recent years, such as job-alike sessions and timely topics, and we’ve embraced changes. Every decision was based on member input. We’ve planned something for everyone in our diverse and talented membership.

Serving this incredible organization this past year has been a true honor and privilege. I’m proud to be a part of an organization of creative, caring, think-outside-the-box PR pros, who I get to call colleagues, friends and family.

Kristin Zastoupil
Forney ISD
TSPRA President 2018-2019
2018-2019 EXECUTIVE COMMITTEE

Kristin Zastoupil  
President  
Forney ISD

Monica Faulkenbery, APR  
President-Elect  
Northside ISD

Melissa Tortorici  
Immediate Past President  
Texas City ISD

Craig Verley  
Gulf Coast Area VP  
Mission CISD

Tammy Dowdy  
Houston/Beaumont Area VP  
Dickinson ISD

Megan Overman, CPC  
North Central Area VP  
Eagle Mountain-Saginaw ISD

Traci Marlin  
West Central Area VP  
Midway ISD

Rebecca Villarreal, APR  
Central Area VP  
New Braunels ISD

2018-2019 STANDING COMMITTEE CHAIRS

Review of Financial Records and Procedures  
Scott Thomas  
Manor ISD

Professional Awards  
David Hicks  
Allen ISD

Executive Director Evaluation  
Monica Faulkenbery, APR  
President-Elect  
Northside ISD

Nominating  
Monica Faulkenbery, APR  
President-Elect  
Northside ISD

Scholarship  
Dani Boulware  
Coriscana ISD

Strategic Planning  
Monica Faulkenbery, APR  
President-Elect  
Northside ISD

Celebrate Texas Public Schools Campaign  
Jim Zavala  
Pharr-San Juan-Alamo ISD

AD HOC COMMITTEE CHAIRS

Budget  
Kristin Zastoupil  
President  
Forney ISD

Teller  
Suzi Pagel, CFRE  
Midway EF

NSPRA Liaison  
Ian Halperin  
Wylie ISD

TASA/TASB Resource Center  
Tim Savoy  
Hays CISD

Star Awards Review Committee  
Helen Escobar  
Roma ISD

Melinda Garza  
Pharr-San Juan-Alamo ISD

Forney ISD
2018-2019 EXECUTIVE COMMITTEE

Andy Penney
Northwest Texas Area VP
Frenship ISD

Melissa Martinez, CPC
Far West Area VP
El Paso ISD

Anne Marie Espinoza
San Antonio Area VP
Uvalde CISD

Beth Trimble, CPC
At-Large Place 1 VP
Red Oak ISD

Kristyn Cathey
At-Large Place 2 VP
Port Arthur ISD

Arianna Vazquez-Hernandez, CPC
At-Large Place 3 VP
Pharr-San Juan-Alamo ISD

Veronica Castillon, APR
Parliamentarian
Laredo ISD

Linsae Snider
Executive Director
TSPRA

2019-2020 EXECUTIVE COMMITTEE

Monica Faulkenbery, APR
President
Northside ISD

Veronica Castillon, APR
President-Elect
Laredo ISD

Kristyn Zastoupil
Immediate Past President
Forney ISD

Craig Verley
Gulf Coast Area Vice President
Mission CISD

Tammy Dowdy
Houston/Beaumont Area Vice President
Dickinson ISD

Jamie Fails
East Texas Area Vice President
Willis ISD

Megan Overman, CPC
North Central Area Vice President
Eagle Mountain-Saginaw ISD

Kyle DeBeer
West Central Area Vice President
Waco ISD

Corey Ryan
Central Area Vice President
Leander ISD

Andy Penney
Northwest Area Vice President
Frenship ISD

Melissa Martinez, CPC
Far West Area Vice President
El Paso ISD

Anne Marie Espinoza
San Antonio Area Vice President
Uvalde CISD

Rebecca Villarreal, APR
At-Large Vice President Place 1
New Braunfels ISD

Kristyn Hunt Cathey
At-Large Vice President Place 2
Port Arthur ISD

Arianna Vazquez-Hernandez, CPC
At-Large Vice President Place 3
Pharr-San Juan-Alamo ISD

Kim Hocott
Parliamentarian
Pearland ISD

Linsae Snider
Executive Director
TSPRA
Teripix is an enterprise tool for sharing, searching and using your photo assets. With Teripix you can make your visual communications easier.

Contact us for a free demo at:
teripix.com
info@teripix.com
Peachjar unites schools, parents and communities in their joint mission to elevate student outcomes by distributing life-changing school and community programs to parents as digital flyers.

More than 14,000 schools, 20,000 community organizations and 10 million parents rely on Peachjar to deliver resources critical to student achievement and lifelong success.

Learn more at www.peachjar.com/schools.html
**West (SchoolMessenger solutions)**  
West (SchoolMessenger solutions) is the trusted provider of communications solutions for schools who depend on the company’s products and services to engage with their communities in multiple languages and on any device, from notifications and websites to custom apps and social media.  
www.schoolmessenger.com - 888-527-5225  

Nancy Gallardo, Region Director  
nalborg@west.com  

Steven Anderson, Director of Solutions Engineering  
swanderson@west.com  

Chris Toeller, Director of Sales  
ctoeller@west.com  

**Blackboard**  
Blackboard is the leader in K-12 community engagement solutions; from websites, mass notifications, mobile apps to social media, we enable you to communicate more effectively. Blackboard is your partner in developing trusting relationships with families by providing you powerful tools, training, and support to help you achieve your community goals.  
www.blackboard.com - 202-303-9696  

Brian Harris, Regional VP of Sales, Texas  
brian.harris@blackboard.com  

Lindsey Fishback, Regional Vice President  
lindsey.fishback@blackboard.com  

Jeff Windsor, Sr. Solutions Engineer  
jeff.windsor@blackboard.com  

Bob Cummings, Sr. Solutions Engineer  
bob.cummings@blackboard.com  

**School Revenue Partners**  
School Revenue Partners has generated more than four million dollars for public schools across the country! Let us show you how we can help raise revenue for your school district using the communication channels you already have in place. Stop by our tables to learn about how we can generate revenue using your website and e-newsletter and bring more money into your department.  
www.schoolrevenuepartners.com - 214-620-2091  

Thomas Evans, Vice President of Sales  
tevans@schoolrevenuepartners.com
Sponsors

Smore
Smore makes it simple to create gorgeous newsletters, collaborate with colleagues and analyze results. It’s easy to ensure consistency and accountability in school and district communication, and to transform the way your audience engages with your content. www.smore.com - 412-450-6014

Shlomi Atar, Co-founder and CEO
shlomi@smore.com

Rachel Epstein, Head of Education and Business Development
rachel@smore.com

Emily Willner, Head of the U.S. Office & Operations
emily@smore.com

Ya’ara Cohen, Head of Marketing
yaara@smore.com

Dylan Ostrin, Education Sales Rep
dylan@smore.com

K12 Insight
K12 Insight works with more than 30,000 school administrators to provide exceptional customer experiences for students, parents, teachers and staff. The company’s school customer experience platform combines cloud-based technology, survey research and expert training to help education leaders build trust, solve critical issues and deliver exceptional learning experiences, inside the classroom and out.

www.k12insight.com - 703-542-9629

Trey Medbery, Managing Director
tmedbery@k12insight.com

Marcy Jarry, Strategic Account Manager
mjarry@k12insight.com

Peachjar
Peachjar unites schools, parents and communities in their joint mission to elevate student outcomes and increase parent engagement. Its cloud-based communication platform streamlines school-to-home communication by distributing vital school updates and community resources directly to parents as digital flyers. On average, each school saves 740 hours in labor and 84,000 sheets of paper annually. More than 14,000 schools in 600 school districts, 20,000 community organizations and 10 million parents in 40 states rely on Peachjar to deliver life-changing resources critical to student achievement and social-emotional health.

www.peachjar.com - 858-997-2117 x 117

Jenean Fear, National Sales Manager
jeneanfear@peachjar.com

H-E-B
The H-E-B Excellence in Education Awards celebrate public school professionals whose leadership and dedication inspire a love of learning in students of all backgrounds and abilities. Since its inception in 2002, the H-E-B Excellence in Education Awards program has awarded more than $10 million to Texas educators, schools and districts. It has become the largest monetary program for educators in the state, spotlighting best practices and celebrating the passions and creativity of Texas educators.

www.heb.com - 512-421-1048

Jill Reynolds, Director of Public Affairs
reynolds.jill@heb.com
Region 4 Print Center
Proud to be the “Official Printer of TSPRA,” we now offer online printing services available 24 hours a day! Our team of friendly professionals is ready to assist you with all of your printing needs. Stop by our booth today to see what we can do for you.
www.esc4.net/printcenter - 713-744-8121

Barbara Hannah, Print Center Director
bhannah@esc4.net

WRA Architects
WRA Architects has designed more than 1,100 K-12 projects for 70 Texas school districts. Our projects include new construction, additions, renovations, and technology upgrades. Our specialties are schools of all grade levels from early childhood through high school, as well as auditoriums, stadiums, CATE facilities, and STE(A)M labs. We are experts in the field of facility studies, master planning and bond planning and promotion.
www.wraarchitects.com - 214-497-6411

Michael Holmberg
info@wraarchitects.com

Relatrix
Relatrix makes community engagement easy. Our web applications help districts across Texas screen and track volunteers, recruit and match business partners and sign-in visitors and students. Find out how Relatrix’s EZVolunteer, EZPartner and EZVisitor systems can help your district.
www.relatrix.com - 800-570-6234

Mark Franke, President and CEO
mfranke@relatrix.com

Elementary Schoolmate
State-wide publisher of free, custom, full-color student take-home folders for lower grade schools and free full-color print of approved district calendars in a hard-stock 8.5x12 format, all with an opportunity for revenue for your district.
www.elementaryschoolmate.com - 866-728-0909

Rick Hill, President and Founder
rick@elementaryschoolmate.com

VLK Architects
VLK Architects is the eighth-largest educational architecture firm in the U.S., providing Texas public school districts with an extensive knowledge of school design. Through our processes of VLK | CURATION and VLK | LAUNCH, we are helping school districts redefine the educational architecture design process by facilitating a collaborative process that engages communities, students, parents and staff to deliver buildings that exceed expectations and enhance teaching and learning.
www.vlkarchitects.com - 214-497-6411

Scott Milder, Principal – K12 Market Leader
smilder@vlkarchitects.com
**SPONSORS**

**Harris County Department of Education**
Harris County Department of Education serves special populations in Texas’ largest county, including Head Start, school-based therapy services, specialized schools, afterschool programs and adult education. HCDE is home of Choice Partners, a purchasing cooperative for schools, universities, municipalities, counties and other government and non-profit organizations across the United States.

**Stephanie De Los Santos**, Director of Client Engagement
sdelossantos@hcde-texas.org

---

**Monsido**
Monsido offers an easy to use, feature-rich web auditing tool to identify various issues, including broken links, misspellings, policy violations and WCAG 2.0 ADA compliance issues.

**John Nguyen**
jng@monsido.com

---

**eSchoolview**
eSchoolview provides an easy-to-use content management system (CMS) website to more than 700 school districts nationwide.

**Patti Koslo**, Director of Client Engagement
pkoslo@eschoolview.com

---

**VOLY.org/Volunteer Now**
VOLY.org is the innovative, all-in-one volunteer solution for school districts. Powered by technology nonprofit VolunteerNow, VOLY.org makes it easy to recruit, manage and track volunteers.

**Malia Nix**, Business Development Director
mnix@volnow.org

---

**Alboum Translation Services**
We offer high-quality affordable written translation of all types of documents for your non-English speaking families: flyers, letters, IEPs, notifications, websites.

**Sandra Alboum**, President/CEO
translations@alboum.com

---

**Finalsite**
Districts around the country choose Finalsite for our secure, user-friendly CMS, affordable packages and time-saving integrations with partners. Learn more at www.finalsie.com.

**John Doornbos**, Director of Sales, Public School Division
john.doornbos@finalsite.com

---

**O’Connell Robertson Architecture, Engineering and Interiors**
O’Connell Robertson is a professional services firm offering integrated architecture/engineering/interior design services. The firm has maintained strong, collaborative relationships with our clients, team members and the communities we serve since 1950. We have applied our mission-driven approach to design on hundreds of school projects throughout Texas, creating environments that empower teachers to be more effective and students to be more engaged. For more nearly 70 years, O’Connell Robertson has remained focused on a single purposeful idea: to enrich people’s lives through design.

**Amy Jones**, President
ajones@oconnellrobertson.com

---

**The Scholastic Network**
Innovative way to enhance campus and district communication with students and community through web-based platform. Also connects students to opportunities with messaging from post-secondary entities.

**Michael Broyles**, CEO
mbroyles@thescholasticnetwork.com
## SPONSORS

### Archive Social
ArchiveSocial works with more than 1,000 school districts and government agencies around the country to ensure their social media is in compliance with open records laws and similar regulations. We enable districts to archive information shared on social media – including deleted, hidden and edited content from schools and their constituents. Most school districts are set up in as little as 20 minutes, with no help needed from IT. Easily respond to records requests, ensure compliance with records laws and centralize oversight of your social media accounts! archivesocial.com – 888-558-6032

Anil Chawla, Founder/CEO
anil@archivesocial.com

### Apptegy
Apptegy works with school administrators across the county to create a powerful identity by building technology that makes it easy to establish your brand across web, mobile, social media and alerts. Our goal is to help your school thrive in a competitive K-12 market. www.apptegy.com - 501-612-4442

Matthias Wehnert
matthias.wehnert@apptegy.com

### The Flipping Point/3D-ED
Flip your school district from ordinary to exemplary in customer service, communications and talent outreach and onboarding. Brought to you by 3D-ED www.3d-ed.com - 816.527.8414

Julie Abbott, President/CEO
jabbott@3d-ed.com

## EXHIBITORS

### Alumni Nations
Alumni Nations assists school districts and education foundations to energize and engage their alumni and other constituents, positioning schools as the center of strong neighborhoods, workforces and communities.

Jim Burgraff
Jim.burgraff@alumninations.com
920-277-1241

### Audience Research & Development
AR&D helps districts create, build and implement successful student engagement retention plans.

Hollis Grizzard Jr.
hgrizzard@ar-d.com
210-240-2482

### Blue Jarvis Media
Blue Jarvis Media builds dynamic content management systems designed to optimize your school district’s marketing, communication and engagement. We are the complete solution.

Ryan Harris
sales@bluejarvismedia.com
713-882-7660

### Broadnet
Broadnet’s virtual forum technology allows you to host moderated, closed-captioned multimedia conversations with your community – giving them the ability to connect through any device.

Patricia Roberts
proberts@broadnet.com
480-202-6556

### Certified Public Communicator Program at TCU
The Certified Public Communicator Program at TCU—for school district and other public-sector communicators—helps you create or update a three-year communication plan for your district. www.certifiedpubliccommunicator.org

### Daktronics
Daktronics is the leading designer and manufacturer of complete scoring systems consisting of scoreboards, video displays, electronic message centers, pool timing systems and sound systems.

Mike Vogelaar
mike.vogelaar@daktronics.com
800-325-8766

### Edlio
For 18+ years, Edlio has been connecting K-12 educators with their communities, offering a comprehensive and easy-to-use communication package for school administrators, teachers and parents.

Brad Mountain
brad@edlio.com
310-204-7300

### Foxbright Smarter School Websites and Apps
Foxbright takes your communications vision to the next level by providing a unique and flexible platform that is intuitive and can change as you change.

John Egyed
jegyed@foxbright.com
616-988-2400 x 211

### Friends of Texas Public Schools
The vision of Friends of Texas Public Schools is that Texas public school educators will be ambassadors for their profession.

Jennifer Storm
jstorm@fotps.org
512-334-655

### Archive Social
ArchiveSocial works with more than 1,000 school districts and government agencies around the country to ensure their social media is in compliance with open records laws and similar regulations. We enable districts to archive information shared on social media – including deleted, hidden and edited content from schools and their constituents. Most school districts are set up in as little as 20 minutes, with no help needed from IT. Easily respond to records requests, ensure compliance with records laws and centralize oversight of your social media accounts! archivesocial.com – 888-558-6032

Anil Chawla, Founder/CEO
anil@archivesocial.com

### Apptegy
Apptegy works with school administrators across the county to create a powerful identity by building technology that makes it easy to establish your brand across web, mobile, social media and alerts. Our goal is to help your school thrive in a competitive K-12 market. www.apptegy.com - 501-612-4442

Matthias Wehnert
matthias.wehnert@apptegy.com

### The Flipping Point/3D-ED
Flip your school district from ordinary to exemplary in customer service, communications and talent outreach and onboarding. Brought to you by 3D-ED www.3d-ed.com - 816.527.8414

Julie Abbott, President/CEO
jabbott@3d-ed.com

### Alumni Nations
Alumni Nations assists school districts and education foundations to energize and engage their alumni and other constituents, positioning schools as the center of strong neighborhoods, workforces and communities.

Jim Burgraff
Jim.burgraff@alumninations.com
920-277-1241

### Audience Research & Development
AR&D helps districts create, build and implement successful student engagement retention plans.

Hollis Grizzard Jr.
hgrizzard@ar-d.com
210-240-2482

### Blue Jarvis Media
Blue Jarvis Media builds dynamic content management systems designed to optimize your school district’s marketing, communication and engagement. We are the complete solution.

Ryan Harris
sales@bluejarvismedia.com
713-882-7660

### Broadnet
Broadnet’s virtual forum technology allows you to host moderated, closed-captioned multimedia conversations with your community – giving them the ability to connect through any device.

Patricia Roberts
proberts@broadnet.com
480-202-6556

### Certified Public Communicator Program at TCU
The Certified Public Communicator Program at TCU—for school district and other public-sector communicators—helps you create or update a three-year communication plan for your district. www.certifiedpubliccommunicator.org

### Daktronics
Daktronics is the leading designer and manufacturer of complete scoring systems consisting of scoreboards, video displays, electronic message centers, pool timing systems and sound systems.

Mike Vogelaar
mike.vogelaar@daktronics.com
800-325-8766

### Edlio
For 18+ years, Edlio has been connecting K-12 educators with their communities, offering a comprehensive and easy-to-use communication package for school administrators, teachers and parents.

Brad Mountain
brad@edlio.com
310-204-7300

### Foxbright Smarter School Websites and Apps
Foxbright takes your communications vision to the next level by providing a unique and flexible platform that is intuitive and can change as you change.

John Egyed
jegyed@foxbright.com
616-988-2400 x 211

### Friends of Texas Public Schools
The vision of Friends of Texas Public Schools is that Texas public school educators will be ambassadors for their profession.

Jennifer Storm
jstorm@fotps.org
512-334-655
Gabbart Communications
We provide Harmony CMS, emergency notifications, mobile apps and WISDOM LMS. Our mission is to connect schools while enhancing parental involvement and improving public relations.

Frankie Hill
Frankie@gabbart.com
877-810-6894

Go Public
Go Public promotes the benefits of a K-12 public education in San Antonio by showcasing the choices and opportunities our independent school districts provide in preparing students for college, career and life.

Lisa Lossaso Jackson
lisa@wegopublic.com
512-350-3360

Green Shoot Agency
Green Shoot Agency creates powerful videos that get results, whether you need to pass a ballot measure, inspire your staff or connect with your community.

Derek Price
dprice@greenshootagency.com
903-269-1260

Knock-Out Specialties
Welcome to Knock-Out Specialties Inc., where promoting your business is our business. Born in 1993 from an expertise in building brands, we offer unique, quality promotional products, excellent service and customer-focused marketing.

Brent Bond
brent@knockoutspecialties.com
214-440-1200

MarketVolt
The school district’s choice for powerful email newsletter solutions including resources like SIS sync and contact targeting.

Pat Hawn
pat@marketvolt.com
314-616-6614

Possip
Possip gives schools the pulse on parent feedback through weekly pulse check surveys and actionable reports.

Sara Peters
sara@possipit.com
713-659-9549

Precision Business Machines
Precision Business Machines will help you show your community what a successful campus looks like. We’ll help you build a thriving print shop that engages your community, boosts school pride and increases fundraising dollars.

Brett Stratton
sales@pbminc.com
972-224-9119

RBFCU
RBFCU is a financial cooperative with a mission to help members save time, save money and earn money. RBFCU is rated among the best in the nation when it comes to safety and security.

Cassandra Garcia
cdgarcia@rbfcu.org

School Maps Online
School Maps Online develops interactive boundary and attendance zoning maps for your district that seamlessly integrate with your existing website and app.

Curtis Buyrn
Curtis@schoolmapsonline.com
720-446-0890

Teripix
“Making Visual Communications Easier!” Teripix is an enterprise app that allows companies to upload pictures/videos, including searchable metadata, to their digital platforms and archives.

Lawrence Jenkins
lawrence.jenkins@celerimages.com
214-538-2018

Texas Association of School Boards
Business and community organizations are a critical link to the overall success of every school district. Let TASB help recognize your important school partners.

Joan Randall
tasb@tasb.org
800-580-8272

Texas School Safety Center
The Texas School Safety Center (TxSSC) is the central location for school safety and security research, information and training in Texas.

Laura Tanner
txssc@txstate.edu
877-304-2727

Texas Tuition Promise Fund
The Texas Tuition Promise Fund is the state’s prepaid college tuition savings plan.

Christina Wittich
christina.wittich@cpa.texas.gov
512-463-1696

The Walraven Company
School budgets can use a break, and Walraven is here to help. With the generous support of our sponsors we provide schools with durable school supplies branded for each school/district with colors, mascots, logos or slogans.

Erin Crofford
erin@walravenco.com
214-628-4905

WebRevelation
WebRevelation specializes in developing custom websites, custom web applications, and mobile applications that help manage data and automate business processes that are vital to your business.

Louise Hooper
louise@webrevelation.com
817-283-3324
PROFESSIONAL AWARD SPONSORS

Professional Achievement Award
Sponsored by:

RELATRIX

Bright Idea Award
Sponsored by:

ELEMENTARY SCHOOLMATE, INC.

Most Valuable Member Award
Sponsored by:

west®

Partner in Public Education Award
Sponsored by:

Harris County Department of Education

Rookie of the Year Award
Sponsored by:

O’CONNELL ROBERTSON

Media Award
Sponsored by:

Blackboard

Competition is here.
Stay in front of it.

Introducing the first customer experience platform for K-12 schools.

VISIT US AT BOOTH XYZ

K12 Insight

LEARN MORE
703-542-9600
www.k12insight.com
Executive Committee Meeting
*Austin Colony*

**NOON - 5 P.M.**
Registration Desk Open
Registration Area

**1 P.M. - 4 P.M.**
Preconference Sessions

**001**
Put the “APR” in Your Professional Portfolio
Rebecca Villarreal, APR, New Braunfels ISD; Angela Duitch, APR, Tyler ISD and Monica Faulkenbery, APR; Northside ISD
*DeWitt Colony*
No time? New job? New boss? There are dozens of barriers to getting your APR, but not one good reason to let another year pass without adding this credential to your professional portfolio. During this session, you will meet with an APR mentor to get a jump start on your portfolio project and learn what it takes to earn this prestigious credential. The session will be interactive and provide you with a roadmap to earning your APR.

**002**
Rookie Boot Camp
Ian Halperin, Wylie ISD; Laura Jobe, Mesquite ISD; David Hicks, Allen ISD and Ronnie Zamora, Los Fresnos CISD
*Milam Colony*
Every PR camper needs some tools to help navigate the wilds of school communications. TSPRA Rookie Boot Camp will provide you with some basic tools, tips and techniques to finding your way through the day-to-day adventures we all face. Get to know your fellow rookies and meet some veterans who will help maximize your TSRPA experience. Rookies will be connected to a camp counselor to help guide you through your conference experience.

**003**
Hands-On Video Production Workshop
Ray Rush, Frenship ISD and Scott JuVette, Fort Worth ISD
*Baron’s Ballroom A*
Join EMP experts from throughout the state to walk through each step of the video production process.

**004**
Executive Presence and Communication
Jacqueline Lambiase, Ph.D. and Laura Bright, Ph.D.; TCU
*Little Colony*
How can you best provide communication leadership for your school district? How do you gain insight on your own communication style, and then cultivate a more authentic and productive executive presence? How do you learn to coach others in communication leadership, building a better internal communication culture along the way? In this interactive session, we will focus on ways for you to improve your relational communication style, to gain self-awareness, and to serve as an influencer within your school district. This training culminates in an assessment of the ways that internal culture and communication styles help to build better branding support from everyone.

**005**
Current Education Legal Issues and Open Records Overview
Shellie Hoffman Crow, Walsh Gallegos
*Navarro y Bangs*
Stay up-to-date on the latest bond, election and other legal questions and challenges facing public school communicators and educators and those who handle open records requests in 2019 from the experienced education attorneys at the law firm of Walsh Gallegos Treviño Russo & Kyle P.C.

**006**
The Power of the Pen: Effective Written Communication for School Public Relations
Nicole Kirby, Park Hill School District (Kansas City)
*Robertson & Leftwich Colony*
People judge your schools by the quality of the messages you put out. Send the right message, literally and figuratively, by honing your writing skills. You’ll walk away from this session with a better understanding of what effective writing looks like for school public relations, you’ll get some practice with refining your words and you’ll learn the most common mistakes people make, so you can avoid them.

**2:15 P.M. - 2:45 P.M.**
Preconference Break
*Lost Pines Foyer*

**5 P.M. - 5:30 P.M.**
Camp Counselor Buddy Check
*Lost Pines Foyer*

**5:30 P.M. - 7:30 P.M.**
Meet and Greet Reception
Sponsored by WRA Architects
*Shellars Barrellhouse*
### Conference Schedule: Tuesday, February 19, 2019

Comeback Communications: Wear a favorite TSPRA annual conference T-shirt from previous years. T-shirts from 2017 will be provided to rookies and first-timers while supplies and sizes last.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 A.M. - 5:30 P.M.</td>
<td>Registration Desk Open Registration Area</td>
</tr>
<tr>
<td>8 A.M. - 9 A.M.</td>
<td>Exhibit Viewing and Coffee Lost Pines Foyer</td>
</tr>
<tr>
<td>8:30 A.M.A.M.</td>
<td>Grab &amp; Go Breakfast Tacos (while supplies last) Sponsored by Workplace by Facebook</td>
</tr>
<tr>
<td>9 A.M. - 10:30 A.M.</td>
<td>First General Session Lost Pines Ballroom</td>
</tr>
<tr>
<td></td>
<td>• Professional Awards</td>
</tr>
<tr>
<td></td>
<td>• Scholarship Winners</td>
</tr>
<tr>
<td></td>
<td>• President’s Message</td>
</tr>
<tr>
<td></td>
<td>• Keynote Speaker: Lynne Wester</td>
</tr>
<tr>
<td></td>
<td>Sponsored by H-E-B</td>
</tr>
<tr>
<td>10:30 A.M. - 11 A.M.</td>
<td>Designated Vendor Viewing and Caffeinated Connections</td>
</tr>
<tr>
<td>11 A.M. - NOON</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>100</td>
<td>Marketing Your Hidden Gems: Finding Positive Stories in Support Departments Sheleah Reed, APR; Aldine ISD and Holly Huffman, Houston ISD Baron’s Ballroom C We’ve all heard that you should counter every bad story with a good story. When good stories seem hard to find, you just have to look in the right place. Your support departments—child nutrition, facilities, police and transportation can be a great source for positive stories. Find out how these two districts shine light on the work that often overlooked departments do while also pushing the district’s message forward.</td>
</tr>
<tr>
<td>101</td>
<td>Crisis and Incident</td>
</tr>
<tr>
<td>102</td>
<td>Stretch One Video into 10 Matthew LeBlanc, Matthew Kennedy and Santosh Vemula, Bryan ISD Milam Colony Operate like a large production crew using limited staff and resources. Incorporate the left-brain attributes of planning and organizing into the right-brained characteristics of brainstorming and storytelling to create a strategic and powerful video schedule for the entire school year. Enhance your video library further by repackaging footage for different platforms and campaigns. This session includes discussions on aligning schedules with strategy, managing expectations, planning video shoots, collecting footage and establishing a consistent visual brand.</td>
</tr>
<tr>
<td>103</td>
<td>24 Tips to Organize Your Department Rebecca Villarreal, APR; New Braunfels ISD Baron’s Ballroom A Starting in a new position or just need some tips on how to be more organized? This session will give you the opportunity to make your department more efficient. You can implement one tip a week from now until August and be more prepared for the start of next school year. This session is being led by a veteran public relations professional who has worked in both large and small school districts.</td>
</tr>
<tr>
<td>104</td>
<td>Telling Your Story Through Podcasting Christie Goodman, APR; Intercultural Development Research Association Austin Colony Podcasting and the audience for it are growing exponentially. It’s a great way to engage the public and reach niche audiences. More personal and intimate than video or print, they are also simple to produce. In this session, you’ll learn the basics of planning a podcast and good tools and resources you can draw from. Hear lessons learned from the engine behind IDRA’s 12-year-old Classnotes Podcast.</td>
</tr>
<tr>
<td>105</td>
<td>Building a Career in Public Relations Tim Carroll, APR; Allen ISD Navarro y Bangs Your technical PR skills may earn you praise, but there is much more to making a career in the school PR business. Think long-term and position yourself to become a valuable part of the management team. This session will explore ways to become a trusted advisor to district and campus leadership. We’ll also discuss ways to build professional credibility and some common barriers to advancement.</td>
</tr>
<tr>
<td>106</td>
<td>The Seven Deadly Sins of Graphic Design</td>
</tr>
<tr>
<td>107</td>
<td>Making your Superintendent...Super! Scott JuVette and Rebecia Slack, Fort Worth ISD Little Colony Whether you’re dealing with a rock star or just a rock, you have a part to play in the impact your superintendent has on camera across all platforms. Through three bond elections and four superintendents, the FWISD team has developed a bag of tricks for consistently presenting superintendents in the best possible light (yes, lighting has a lot to do with it). You will leave with powerful ways to boost the image of your top leader.</td>
</tr>
</tbody>
</table>
| 108              | Energize Community and Staff by Harnessing the Electrifying Power of Your Biggest Fans Adi Bryant, Royse City ISD; Leslie Milder and Jane Braddock, Ed.D.: FOTPS DeWitt Colony Who are your biggest fans? You know them. They call frequently. They attend everything. They are serial volunteers! But have you fully tapped their enthusiastic, contagious energy? Attend this session and learn how to harness their electrifying
power to promote your school district’s greatness, broaden your fan base and achieve all your goals for the students in your care.

109 A Partnership That's Easy as PIE
Emily Conklin, CPC, Jerry Cantu, Phil Beckman, Alyssa Edstrom; Northwest ISD

Mina Room
School districts build relationships with constituents and supporters each day, but sometimes it is our internal relationships that can make or break us. With the realignment of the education foundation under the school district’s umbrella, learn how Northwest ISD integrated the partnership between its Partners in Education program, marketing and advertising program and the education foundation—a relationship that’s easy as PIE! The session will cover MOUs, Adopt-a-School, service trades and more.

NOON - 1:15 P.M.
Mess Hall Luncheon and Networking
Sponsored by Smore
Lost Pines Ballroom
- President’s Recognitions and Sponsors
- 2019-2019 EC Introductions
- Professional Awards

Concurrent Sessions

110 The Art of Simplicity: Engaging and Motivating Your Audiences
Julie Zwahr and Clif Cotton, Denton ISD

Mina Room
Think a nine-month gestation process is stressful and life-changing? Try pulling off campaigns for a TRE and bond election within nine months and winning both by 75 percent margins. These communications strategies are so straightforward they can and should be applied to every aspect of your overall plan. Learn from a team that managed to overcome organized opposition how to uncomplicate the key messages necessary to engage voters and bring them to the polls.

111 How to Win at the Web
Ruth Spina, North East ISD

Baron’s Ballroom A
How to improve your website analytics and get people to click on your information and engage more with your website. We will show you a few simple tips to grow your audience and get the most out of your video and news articles. We’ll help make your website easier to navigate and be more consumer-friendly.

112 Crash Course: State of the Shrinking Media and How to Use it to Get Better Coverage
John Boyd, Harmony Public Schools

Robertson & Leftwich Colony
As newsrooms are shrinking, consolidating and changing internal priorities, journalists are relying more on shared efforts and technology to report the news -- especially in the digital space. Learn about some of the specific changes at Texas’ biggest news organizations and how to take advantage of them to create better coverage for your school from a 16-year news industry veteran who has worked as a reporter, editor and digital producer at newspapers across Texas, including the Houston Chronicle.

113 Do the Write Thing: Effective Tips for Speechwriting
Gustavo Reveles and Melissa Martinez, El Paso ISD

Milam Colony
Writing speeches can be daunting, but with the help of professional speechwriters the task can be effective and insightful for the audience and your school district. Learn simple tips to help your superintendent and other communicators in your district shine at the podium.

114 School Safety Communication in a School Violence Climate
Joel Weckerly and Leslie Francis, Cypress-Fairbanks ISD

Little Colony
“What are you doing to protect our kids?” School districts across the nation, especially in the Houston area, faced this repeated question from parents and the media following a major school shooting last May. Learn how Cypress-Fairbanks ISD—the largest district in Texas to implement a clear backpack policy—responded proactively with major safety changes and effectively communicated them to stakeholders for a safe and smooth transition back to school in 2018-2019.

115 Hacks for Internal Stakeholder Engagement
Jacqueline Lambiase, Ph.D. and Laura Bright, Ph.D.; TCU

Navarro y Bangs
How can you build the best internal culture for engagement? How do you help to transform employees into brand ambassadors for your school district? This session focuses on the strategies and tools of participation marketing to help you build engagement, excitement, and energy around your district’s strategic initiatives and core messages.

116 Grants, Grants and More Grants—Engaging Your Community to Support Your Grants
Paige Ridout, Friendswood ISD

DeWitt Colony
Learn from the FISD Education Foundation’s Adopt-a-Grant program and how it works for Friendswood ISD. This session will include sharable slides with information on the program and application process. Learn how to engage and receive community support.

117 How to Help Your Schools Tell Their Story
Christina Eckert, Jason Gonzalez and Keith Van Prooyen; Northside ISD

Baron’s Ballroom B
As a school district’s media production team, your goal is to shine the spotlight on the district and on every school. But it can be challenging and sometimes impossible to be in all the places you need to be to tell those stories. These are some ways you can help schools tell their own stories with tools they are already using when you can’t be there. Learn techniques a district with more than 100 campuses uses to help schools tell their stories.

118 Live from TSPRA, It’s Saturday Night
Johnny Tejeda and Ruben Moreno, Southwest ISD

Austin Colony
Have you ever wanted to take your Facebook live shots to the next level? Learn how SWISD-TV goes live using The Sling Studio, a portable system that gives you an in-studio feel yet fits in a backpack. This system allows you to use multi-camera shots, graphics and lower thirds on the fly, all with no cameras needed. Use this for any event throughout your district, big or small.

119 10 out of 10 Designs on a Dime: Tools and Tips for Quick Design and Content Production
Magen Davis, Midway ISD

Baron’s Ballroom C
This workshop is designed to help small teams (including one-person shops) create designed content without reinventing the wheel. Gone are the days of spending hours in Photoshop just to make a quick invitation or graphic for social media. See demonstrations of 10 free tools (and two not-quite-as-free-ones) that have turned a small department into a well-oiled machine.
2:45 P.M. - 3:15 P.M.

Job Alike Sessions

- Department Heads
  Facilitated by Beth Trimble, Red Oak ISD – Robertson & Leftwich Colony
- One-person Offices
  Facilitated by Kim Cathey, Floresville ISD – Baron’s Ballroom B
- EMP/Video
  Facilitated by Ray Rush, Frenship ISD – Little Colony
- Webmasters
  Facilitated by Roger Campos, Southwest ISD – DeWitt Colony
- Graphic Designers
  Facilitated by Magen Davis, Midway ISD – Baron’s Ballroom A
- Education Foundation
  Facilitated by Crystal Matern, Gregory-Portland ISD – Baron’s Ballroom C
- Community Partnerships
  Facilitated by Kristi Lee, Bastrop ISD – Mina Room
- Communication Staffers
  Facilitated by Kim Hocott, Pearland ISD – Austin Colony
- Social Media
  Facilitated by Justin Elbert, Klein ISD – Milam Colony
- Marketing and Advertising
  Facilitated by Stephanie De Los Santos, HCDE – Navarro y Bangs

3:15 P.M. - 3:45 P.M.

Break
Sponsored by VLK Architects
Lost Pines Foyer

4 P.M. - 5 P.M.

Corporate Showcases

A Holistic Approach to School Communications Planning
West (SchoolMessenger solutions)
Joel Weckerly, Cypress-Fairbanks ISD and Steven Anderson, West
Little Colony
Join us as we will examine what exactly are effective communications. Let’s take a step back and look at the overall school district strategy to find opportunities for growth and areas that might be missed altogether. Participants will receive a comprehensive guide that they can immediately take back to inventory and improve their overall communications strategy.

Who You Know, What You Know About Them, and How to Reach Everyone
Marco Alvarado, Lake Travis ISD; Kristi Lee, Bastrop ISD; Ruth Spina, North East ISD and Pat Ayala and Chris Lechuga, Ysleta ISD

Blackboard
Baron’s Ballroom C
Sometimes we get comfortable messaging the people that we know are getting our messages out, but what is the real value of messaging the people who are already engaged? In some cases the people who are already listening aren’t the people you most need to reach. What about the parents who never show up to back-to-school night, the taxpayer in your community that doesn’t have kids in your schools or the retiree who has a strong opinion and votes on every bond initiative? In this panel we will hear from some leading experts who have led their districts to successfully reaching their active, quiet and even their hard-to-reach communities effectively.

Customer Experience — It’s What’s Missing
K12 Insight
Shelby McIntosh, Ph.D. and Trey Medbury, K12 Insight
Baron’s Ballroom A
Our schools are great are getting messages out. But that’s only half the battle. How fast you respond, and the words you use, matter too. In this session, discover how an analytical approach to school customer experience drives support for key initiatives, helps surface and limit hidden PR risks, and drives support for strategic improvements.

Are You Losing Money in Your Communications Department?
School Revenue Partners
Thomas Evans, School Revenue Partners; Anthony Kirchner, Crowley ISD and Karla Christman, Brazosport ISD
Austin Colony
This is the year to learn how School Revenue Partners has generated more than $4 million for districts across the country. Bring financial support into your district with minimal effort for you or your department staff! Crowley and Brazosport ISDs will talk about how they generate revenue using their websites and digital magazine.

5:30 P.M. - 7:30 P.M.

Welcome Reception
Sponsored by Blackboard
Riversong Lawn (weather permitting) or Lost Pines Ballroom

CONFERENCE SCHEDULE: WEDNESDAY, FEBRUARY 20, 2019

Color Me Camp Cool - Wear district colors, collegiate colors, or just your favorite color, as well as sunglasses at the President’s Luncheon.

8 A.M. - 5 P.M.

Registration Desk Open
Registration Area

8:30 A.M. - 10:15 A.M.

Roundtables
Sponsored by K12 Insight
Baron’s Ballroom
Roundtables are small-group presentations taking place at a single table. Tables are numbered and matched to the number in the program to help participants navigate. There will be four rounds of presentations of twenty minutes each. The facilitator will signal when each round is finished so you can move tables to your next topic. See pages 26-27 for more details.

10:15 A.M. - 10:45 A.M.

Designated Vendor Viewing and Caffeinated Connections
Lost Pines Foyer

10:45 A.M. - 11:45 A.M.

Concurrent Sessions

200
C4 Yourself! Cultivate Community, Communication and Culture
Jessica Johnston, Brenham ISD
Mina Room
Come hear how one rural district is igniting systematic change and engaging a diverse community. Get simple strategies that break down barriers, change public perception and build a community of public school supporters. No budget? No worries! Most of these strategies can be achieved with even the smallest
Get out of Auto Mode! Photography and Lightroom 101
Roger Campos, Southwest ISD
Milam Colony
Learn the basics of photography including the exposure triangle, white balance and camera settings. This session will also cover the differences between shooting in JPEG and RAW. Finally, the session will cover how to take your photos further with an introduction into Adobe Lightroom. BYOD with Lightroom installed is encouraged but not required.

Storyboard Your District’s Data
Amanda Brownson, Ph.D., Texas Association of School Business Officials and Scott K. Smith, Forecast5 Analytics, Inc.
Navarro y Bangs
In an era of increased accountability, it is critical to tell your story with understandable detail and context. Take control of the narrative by using your district’s data storyboards. Participants will explore an array of data on district operations and performance to help a district communicate with its community. Using a case-study district, we will highlight the use of ‘analytic storyboards’ to make effective and engaging presentations.

Emerging Trends in Social Media That Will Impact Your School District
Jason Wheeler, CPC; Carolton-Farmers Branch ISD
DeWitt Colony
The world of social media is changing rapidly. This powerful medium is impacting the way we engage our parents, students and the overall community. Emerging trends in social media will influence the way we use Facebook, Twitter, Instagram and countless other platforms. Learn how your district can use these trends to be on top of the ever-changing world of marketing and communication. Social media is evolving, and your district needs to be ahead of the game.

You’ve Got to Have Heart
Riney Jordan, TSPRA Past President
Little Colony
Ever feel like you need a break, even for an hour? If you need a little “recharge,” that’s the sole purpose of this session. Come. Don’t worry about taking notes. It is simply a time to laugh, to be encouraged, and to be reminded of how valuable you are to so many.

Create Free, Awesome Graphics for All Your Social Media Accounts Using Canva
David Ellis, Waco ISD
Baron’s Ballroom C
If your job is to make graphics for just about anything from a Facebook cover, Tweet or a slide show, you need to check out Canva.com. Canva is a FREE online design program that you can use to easily and quickly make awesome graphics. In the session, we’ll walk through Canva’s basics, even from your mobile device.

Think Outside the Frame: Video Strategy That Challenges Tradition
Cheryl Loosmore, Lake Travis ISD
Baron’s Ballroom B
Seasoned media professionals and one-man-bands alike are approached with the blanket “we need a video” request. Participants will be challenged to think beyond traditional strategy for creating videos. Best practices for planning and creating videos will be shared including interviewing and voiceover tips. The group will also discuss tools and resources for utilizing video on social media channels.

Communicating Your Bond Program
Ryan Pierce and Mercedes Mayer, Arlington ISD
Baron’s Ballroom A
Learn how Arlington ISD makes its $663.1 million bond program accessible to the community. With communication efforts centered around a robust bond website, AISD provides its community a wide range of information about the district’s bond plans and progress through the current bond program’s fifth and final year of implementation.

Survivor—Weathering the Storms
Jon Dahlander, Highland Park ISD
Robertson & Leftwich Colony
Being a school PR person can often feel as if you are alone on an island, trying to survive on wild nuts and berries. Learn from a school PR veteran with more than 20 years experience how to survive the storms, the wildlife and the constant changing of the seasons. We’ll talk about the importance of integrity, adapting, writing well, having others tell your story and being indispensable to those with whom you work.

PIO Nightmares: School Parking Lot Shootout, Now What?
Gary L. Sigrist Jr., Safeguard Risk Solutions
Austin Colony
In this hands-on session, a school safety expert will take attendees through a tabletop exercise designed to prepare you to respond in the face of a realistic crisis. In this functional exercise, our example involves a stolen car with suspects chased by police. The chase ends in your school parking lot, where a shootout occurs and the suspects are shot by police. The school parking lot is now a crime scene. What should you say? When, how and how often should you say it? How will you handle the media, panicked parents and safely reuniting students and parents?

President’s Luncheon and Installation of Officers
Lost Pines Ballroom
Sponsored by West (SchoolMessenger solutions)

1:15 p.m. - 2:15 p.m.
Timely Topics

• Professional Awards
• Greetings from NSPRA
• 2019-2020 TSPRA President’s Remarks
• 2019-2020 Executive Committee Introductions

1:30 p.m. - 2 p.m.

• Combatting Human Trafficking
Facilitated by Brooke Crowder, Executive Director, The Refuge for DMST – DeWitt Colony
• Web Accessibility
Facilitated by Adam Holland, La Porte ISD – Baron’s Ballroom A
• Communicating Special Education Changes
Facilitated by Heather Rutland, Eichelbaum Wardell – Navarro y Bangs
Texas public schools need more innovations.

State of the Lege
Facilitated by Michelle Smith, Ph.D., Raise Your Hand Texas – Milam Colony

State of the Lege
Facilitated by Emily Conklin, Northwest ISD – Robertson & Leftwich Colony

School Choice Marketing
Facilitated by Barry Perez, Northside ISD – Little Colony

2 P.M. - 2:30 P.M.
Break
Sponsored by Region 4 Print Center
Lost Pines Foyer

2:30 P.M. - 3:30 P.M.
Concurrent Sessions

210 How to Build a Brand that Sticks
Arianna Vazquez-Hernandez, CPC; Jim Zavala; Claudia Lemos-Campos; Melinda Garza; James Jenson; Mark Vasquez and Daniel Ramos; Pharr-San Juan-Alamo ISD

Austin Colony
Learn how we built our PSJA Family brand through the years. Hear where we started, where we are now and where we want to be as we reach our district centennial! See how we utilize strategic planning to create a brand that has helped us recruit both students and staff to our school district, making them proud members of our PSJA Family! We will showcase how we tell stories through video, how we market our district and schools and how we have become a more responsive school district by building on our strengths and innovations.

211 Mobilizing the Community for Public Education Advocacy
Rev. Charles Foster Johnson, 2018 TSPRA Key Communicator
Baron’s Ballroom A
Texas public schools need more voices than ever speaking up for them. Learn how to add your voice, and those of people in your district, to that chorus as a messenger for public education without getting involved in the legal ramifications of official lobbying.

212 How a Connected KISD Community Passed a TRE with 81 Percent Approval
Nicole Lyons, Shellie Johnson, Bryce Nieman and Nicole McCollum; Keller ISD

DeWitt Colony
Through various strategic efforts, Keller ISD saw a record turnout for its Tax Ratification Election, resulting in overwhelming support from its community after asking voters to raise the Maintenance & Operations tax rate with a promise to lower the Interest & Sinking tax rate. We’ll walk through the entire process to share campaign details and the lessons learned on the way to an 81 percent passage rate.

213 Tee Ball and PR
Justin Dearing, Carroll ISD; John Tarrant, Weatherford ISD

Little Colony
Working in school PR and being a young parent definitely has its challenges. After five years of being a parent and five years of working in school PR, we have discovered lots of similarities in both of these full-time jobs! This session will give best practices for those new to school PR and how to balance tee ball and board meetings.

214 The TXEdStrong Project: How Shared Goals, Unusual Messengers Can Change Policy
Jennifer Storm, Friends of Texas Public Schools; Jennifer Esterline, Texas Education Grantmakers Advocacy Consortium and Chandra Villanueva, Center for Public Policy Priorities

Baron’s Ballroom C
Learn more about TxEdStrong, a non-partisan, non-political resource that provides fact-based data on Texas public schools by drawing content from the state’s leading business, chamber, advocacy, education and policy organizations. Learn how you can use the data and resources to support your district.

215 Developing A Unique Media Plan to Engage New Community Partners!
Michael Dudas and Dyann Polzin, Galveston ISD

Baron’s Ballroom B
Hear how Galveson ISD and its flagship high school’s media program have joined forces to engage new community partners for its 21st century mega-magnet campus. Learn how that program has collaborated with the local chamber of commerce, civic organizations and a community college to ignite new friendships and spark fresh interest.

216 Conversations Around the Campfire
Navarro y Bangs
Veteran PR pros will be available to respond to questions, offer advice, share experiences, and engage in networking opportunities in this fast-paced session designed to get you face-to-face with someone who has been there and done that.

217 Up Close and Social - Making Social Media More Personal
Sheila Adams, Lufkin ISD

Mina Room
Social media is the best way to get information out fast in our district. Instead of just posting repetitive information, learn how to use it to recognize staff and students in a meaningful way. Some of the campaigns that will be discussed are “Day in the Life Of”, Teacher Appreciation, “Where are they now?” and others. Learn how to use storytelling to make your social media campaign a personal experience.

218 Be Prepared! Pre-written and Pre-approved Messages Are Key to Crisis Communications
Amanda Simpson, Coppell ISD and Grant Rampy, Region 10

Milam Colony
We will discuss the importance of pre-written and pre-approved messages, including parent
communications, website messages, social media posts, media statements and holding statements, in being prepared for common potential crises and emergencies. We will also moderate a discussion amongst attendees about past experiences and encourage attendees to bring and share their own message samples.

219
Weathering the Political Storm – Bipartisan Advice for the Legislative Session
Kyle DeBeer, Waco ISD and Elizabeth Cox, Belton ISD
Robertson & Leftwich Colony
If meteorologists were to forecast the 2019 legislative session, there would be dire warnings for public education. Whatever happens, it’s possible to weather the storm and remain focused on your message. Led by two recovering politicos who represented opposing sides, this session will prepare you to engage effectively with policymakers.

6:45 P.M. - 7 P.M.
Regional Meetings & Rookie Meet-Up
Gulf Coast Area – Baron’s Ballroom C
East Texas Area – Baron’s Ballroom A
West Central Area – Milam Colony
Rookie and Camp Counselor Meetup – Little Colony

3:45 P.M. - 4:30 P.M.
Star Awards Celebration
Wednesday Evening
- Business or Cocktail Attire -

6 P.M. - 7 P.M.
Star Awards Reception
Sponsored by West (SchoolMessenger solutions)
Lost Pines Foyer

7 P.M. - 9:30 P.M.
Star Awards Banquet
Sponsored by West (SchoolMessenger solutions)
Lost Pines Ballroom

9:30 P.M. - 11:30 P.M.
Star Awards After-Celebration
Sponsored by West (SchoolMessenger solutions)
Baron’s Ballroom
Support starts here

Providing services to special student populations, teachers, educators, and school districts

- Adult Education
- Therapy Services
- Head Start
- Special Schools
- Case for Kids

www.hcde-texas.org | 6300 Irvington Blvd. Houston, TX 77022 | 713-694-6300
**CONFERENCE SCHEDULE:**
**THURSDAY, FEBRUARY 21, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 A.M. - NOON</td>
<td>Registration Desk Open</td>
<td>Registration Area</td>
</tr>
<tr>
<td>9 A.M. - 10 A.M.</td>
<td>Breakfast Buffet</td>
<td>Lost Pines Ballroom</td>
</tr>
<tr>
<td>10 A.M. - 10:45 A.M.</td>
<td>TSPRA General Business Meeting</td>
<td>Lost Pines Ballroom</td>
</tr>
<tr>
<td>11 A.M. - NOON</td>
<td>Social Media Assembly and Networking</td>
<td>Lost Pines Ballroom</td>
</tr>
</tbody>
</table>

---

**SUCCESS STORIES**

“Trusted. Creative. Efficient. Professional. Just a few words to describe our partnership with SRP. Our relationship with SRP is among one of the partnerships we are most proud.”
- Linsae Snider, Executive Director - TSPRA

“They are extremely easy to work with and the process requires very little work for district staff.”
- Kim Hocott, Director of Communications – Pearland ISD

---

**Experience The Power Of Promotional Products**

Brent Bond
940-735-2527
brent@knockoutspecialties.com
www.knockoutspecialties.com

**PICK UP YOUR FREE OFFICIAL 2019 TSPRA T-SHIRT AT THE SRP BOOTH!**

**GENERATE DISTRICT REVENUE WITH VIRTUALLY NO ADDITIONAL WORK AND NEVER ANY COST!**

- 855-790-0001
- SchoolRevenuePartners.com
- Info@SchoolRevenuePartners.com
1. Are Your Teachers and Staff BrandED?
Jessica Johnston, Brenham ISD
A strong brand can increase effectiveness, improve engagement and positively impact a school’s climate. How can you guide staff to build a better brand and deliver results?

2. Can My Drone Do That?
James Airget, Bastrop Chief of Police and James Allen, Director of UAS for Bastrop County
Learn the legal ramifications of flying your district’s drones from an experienced drone pilot who ought to know.

3. Brand Deck for Education
Anne Marie Espinoza, Uvalde CISD
Learn how you can adapt the Brand Deck identity—pinpointing activity to your campuses and district.

4. Jump-Starting Alumni Engagement
Jim Burgraff, Alumnus Nations
If you haven’t connected with your alumni you are missing valuable resources to support you in meeting your goals. Here’s how you start.

5. Why TSPRA Leadership
President-Elect Monica Faulkenbery, APR, Northside ISD; President Kristin Zastoupil, Forney ISD and Immediate Past President Melissa Tortorici, Texas City ISD
TSPRA is a strong organization because of its membership and leadership. See why you should consider a leadership role in TSPRA no matter the size of your district or what title you have, and how it can positively impact your career.

6. Innovative and Accessible Alternatives to PDFs
Kara Franco, Finalsite
In this session, you will learn the anatomy of an accessible PDF, and how you can use your website to create accessible alternatives to the dated PDF that improve school-to-home communications.

7. Certified Public Communicator Certification
Emily Conkin, CPC, Northwest ISD
Learn how TCU’s Certified Public Communicator program helps you create a communications plan for your district and earn a certification.

8. Helping Districts Deliver Excellent Customer Service
Trey Medbery and Shelby McIntosh, K12 Insight
Through the Let’s Talk! communication platform and managed research projects, K12 Insight helps districts listen to their community and make data-driven decisions.

9. Preaching to the Choir
Reverend Charles Foster Johnson, 2018 Key Communicator
Harness the power of storytelling to share a message of public education’s moral foundation and social justice for all students.

10. Three Easy Ways To Improve School:Home Communications Right Now
Steven Anderson, West (SchoolMessenger solutions)
Join this discussion to examine three high-impact areas of school:home communications you can improve today. We will examine the critical areas of traditional communications, websites and social media.

11. Everything You’ve Wanted To Know About the APR
Rebecca Villarreal, APR, New Braunfels ISD and Angela Dutch, APR, Tyler ISD-TV
Thinking about earning your Accreditation in Public Relations (APR), but don’t know who to ask? Here’s your chance to talk with two of our ‘new’ APRs (2017) about the process and benefits of earning your accreditation.

12. Emergency Procedures on the Go
Chris Yee, Frankie Hill, Ashton Gabbert and Mike Palmer, Gabbert Communications
Do you know what you’d do if you’re away from your office when an emergency hits? Join us to learn how to be prepared anywhere.

13. Community and Partner Engagement: Harness the Power of Volunteers
Malia Nix and Patrick Hicks, Voly.org
Learn how to evaluate your current volunteer program and develop a plan to recruit and retain the most effective volunteers for your district.

14. Solutions for Your Top Three Marketing Challenges
Lisa Lasasso Jackson, Co-Public
Marketing is integral in recruiting and retaining families to your district. Learn tactics that are easy to implement and adopt for your top three marketing challenges.

15. Ten Commandments of Social Media Writing
Claudia V. Lemus-Campos, Pharr-San Juan-Alamo ISD
From beginner to pro, this session will teach you key concepts and invaluable techniques that will help take your social media copy to the next level.

16. District 10
Paige Ridout, Friendswood ISD
Education Foundation
Learn more about District 10, a new online shopping experience to support local education foundations and public school districts.

17. How Better Tracking of Partner Engagement Affects Your Bottom Line
Mark Franke, Relatrix and Melinda Brasher, Georgetown ISD
One of the biggest challenges of community engagement is keeping up with all the ways your partners contribute. Learn how to expand those relationships by tracking not just cash but in-kind donations, volunteer-time, programming and development together.

18. Develop a Community Ambassador Program from Concept to Conclusion
Jamie Fairs, Willis ISD
Learn how your district can develop education ambassadors to support its mission and communication goals. Attendees will learn how to select participants, structure meetings and develop presentations.

19. Workplace by Facebook – A New and Free Way to Communicate
Adam Seldow, Workplace by Facebook
Workplace is your own, private, safe, secure and free version of Facebook where you log in with your school ID and you own the data.

20. We Have Free Money for You and Your Department!
Thomas Evans, School Revenue Partners
This is the year to learn how School Revenue Partners has generated more than $4 million for districts across the country. Bring financial support into your district with minimal effort for you or your department staff!

21. Staying out of the Workplace
Anil Chawla, ArchiveSocial
Join our roundtable to explore legal considerations and real-world case studies and arm yourself with best practices to protect your district as you engage on social media.

22. Student Interns in the Principal’s Office with Social Media
Haley Turner and Andrea Gomez, Brownsboro ISD
Ever feel like you could get more accomplished if you
had more manpower? In this session a communications director and high school intern share how the internship is set up, what was gained by giving students a voice and how it saved the district more than $35,000.

23. How Things Stand on Day 44 of the 86th Legislative Session
Andy Welch, EduLege Cognoscente
Stay current with what’s going on at the Capitol in this session that’s so up-to-date we’re not even going to try to guess what will need to be covered at press time.

24. How to Leverage Teamwork Remotely in a Crisis
Elizabeth Fernandez, Laura Jobe and Beth Hisey, Mesquite ISD
What happens when your communications leader and another key player are at an out-of-state training? A crisis, of course. Here’s how to leverage team work remotely.

25. Easy E-Newsletters Using MailChimp
Janice Carpio Hernandez, Southwest ISD
Learn step-by-step guidance on how to create a newsletter in an easy template format. You can embed videos, pictures, and more! Bring your laptop, content, pictures and video and get started on your e-newsletter!

26. The Death of the School Newsletter Has Been Greatly Exaggerated
Pet Hawn, MarketVolt
Explore key strategies and tactics you can put into practice to make your district’s email newsletter one of the most effective tools for reaching, and keeping, your community informed and engaged.

27. How to Get Your School District Recognized in Texas School Business Magazine
Dacia Rivers, Texas School Business Magazine
Meet the editorial director of Texas School Business and discover how to get your school’s new hires, awards and achievements recognized in the magazine.

28. Networking and Mentors - Make TSPRA Work for You
Erik McCann, Crandall ISD and Olivia Rice, Terrell ISD
TSPRA is incredible, but for rookies and new members, a professional organization with 900 members can feel intimidating! Join two TSPRA members who have navigated this path and find out how to jump into TSPRA with your best foot forward.

29. Master the Disaster: How Critical Moments Define You and Your Institution
Bill Coletti, Kith
While not all crises can be avoided, your institution’s reputation can be managed with an empowering, strategic framework designed to proactively maintain your image before disaster occurs.

30. Is Our Message Contagious: What Do Your Schools Say About You?
Julie Zware, Denton ISD and D’Lee Marshall, VLK Architects
Lately the public school system has been pressed with marketing and advertising itself as the superior option. This session will demonstrate successful branding efforts in two different districts.

31. Who’s Driving the Bus? Communicating Transportation initiatives in Rough Times
Christi Landry, Houston ISD
Learn how the Strategic Engagement and Outreach team developed a plan to communicate extensive changes to the way transportation was offered in HISD.

32. Food for Thought: Increasing Content Engagement
Cheryl Loasmore, Lake Travis ISD
Learn how Lake Travis ISD took a bland topic and grew it into a social media success. We will discuss how participants can plant their own seeds for success in content strategy.

33. Reaching Today’s Parents: Communication Tips for Effective Messaging
Sandra Butler, Blackboard
Blackboard and Project Tomorrow bring you new Speak Up survey data to help you learn the ways that today’s parents want you to reach them, and what they are most interested in.

34. Bond Elections – Top 10 Frequently Asked Questions
Amy Jones and Corinne Hillard, O’Connell Robertson
This session outlines the Top 10 bond election questions that every school communications professional should be prepared to answer and learn how to anticipate and respond to community questions before they become issues.

35. Be Your School’s Best Friend!
Jennifer Storm, Friends of Texas Public Schools
Texas public schools, as a whole, are doing great things every day. Learn how to tell your district’s story you help spread the message of greatness throughout our state.

36. Navigating Intercultural Difference: Effective Cross-Cultural Communication
Kamyla Howard, We’re Divine
In this session, participants will explore the impact of cultural differences, increase their understanding of culturally responsive practices and gain tools for identifying core approaches to communicating effectively across cultural differences.

37. Online Advocacy for the 86th Legislative Session
Joan Randall, Stephanie Butler, TASB
Learn more about TASB’s advocacy platform designed to engage public school supporters. Come away with action items for encouraging support of Texas public schools, and learn the do’s and don’ts of advocacy for staff.

38. You Speak What? Communicating with Non-English Speaking Families
Sandra Alboum, Alboum Translation Services
We’ll discuss tips and strategies (and maybe a few war stories) for engaging with non-English speaking families while staying on message and within budget.

39. The Scholastic Network Modernizes Communication with Your Students and Community
Michael Broyles, John Thomas, Rolando Flores: The Scholastic Network
Learn an innovative way to enhance communication with your students and community with existing infrastructure on your campus. You easily control your campus and district messaging with a web-based platform.

40. Improving, Promoting and Advocating for Texas Schools
Petri Darty and Laura Mellett, Raise Your Hand Texas
Meet Raise Your Hand Texas team members and learn about opportunities for storytelling collaboration and amplification of your content through their digital channels.

41. The Anatomy of a Highly Successful Facebook Page
Tommy Kuykendall, Edvantage Strategy Group and April McDaniel, Canyon ISD
What goes into building a strong social media page and how do you craft the perfect post? Learn five elements of a well-designed page and the six best practices for writing the perfect posts.

42. Leveraging Community Partnerships to Close the Achievement Gap
Janice Fear, Pearcy
For many students, classroom time alone is not enough to help them reach their full potential. Learn how to harness the power of your community.
This rigorous post-baccalaureate program at TCU offers education and leadership training for communication professionals in cities, counties, school districts and public-sector organizations.

• Students graduate from the program with three-year communication plans and policies for their organizations.

• Students spend two weeks in Fort Worth at TCU to focus on theory, experiential learning and communication plan building.

• CPC is a partnership among TCU’s Bob Schieffer College of Communication, TCU Extended Education, the Texas Association of Municipal Information Officers, the Texas School Public Relations Association and the National Association of County Information Officers.

The CPC Program at TCU is directed by Laura Bright, Ph.D., and Jacqueline Lambiase, Ph.D. For more information, please contact j.lambiase@tcu.edu.

www.CertifiedPublicCommunicator.org

Get an A+ for Better Emails that Cut Through Communication Clutter

Attractive Emails + Personalized Content = ✓ Engaged Parents & Stronger Schools

Flexible Database + Targeting = ✓ Buy-In from Alumni & Community

Simplicity + Automation + Support = ✓ Time & Cost Savings

Email Newsletter Platform for Schools & Districts

k12.MarketVolt.com
314-529-1434

POSSIP

Give your schools & district the information they need.

Be the first to know what parents think.

WWW.POSSIPIT.COM

Parents get a short text prompt in up to 53 languages.

Schools get a report with feedback.
Lynne Wester strongly believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience, or DX, as they are to the ask itself. Sometimes referred to as the Olivia Pope of fundraising, Lynne helps organizations when they need it most -- when crisis or opportunity arrive.

Lynne and her teammates at the Donor Relations Guru Group partner with nonprofits large and small on a variety of initiatives from developing sound strategy and vision to utilizing technology and creating meaningful donor engagement - all designed to positively affect the fundraising bottom line. Her guidance has led her clients to be recognized on the national stage for fundraising innovation, creative communication, and groundbreaking donor relations work. The DRF website is a unique industry tool filled with resources, samples and thought leadership on donor relations and fundraising. Lynne is regularly featured in publications such as the Washington Post, Chronicle of Philanthropy, and Case Currents and has authored three books of her own on a myriad of industry topics.

Lynne received her B.A. from the University of South Carolina, holds a Masters in Strategic Fundraising and Philanthropy from BayPath University, and proudly sports a DUCKtorate from the Disney Institute.
Since 2002, H-E-B has supported public education in Texas by honoring teachers, principals, schools and school districts whose leadership and dedication inspire a love of learning in students of all backgrounds and abilities. Almost $10 million has been awarded to these outstanding educators, making the H-E-B Excellence in Education Awards the largest monetary program for educators in the state.

Visit heb.com/education for current and past winners and to learn more about the H-E-B Excellence in Education Awards program.
EXPAND YOUR ABILITY TO ENGAGE
WITH PARENTS, STAFF, AND COMMUNITY MEMBERS.

Access Live™ delivers authentic conversations with your community on any device. Create lasting relationships, loyalty to your schools, and let your district know you’re listening.

CONTACT US TODAY!
Patricia Roberts | proberts@broadnet.com
broadnet.com/education

Video Marketing That Works

When your school district needs effective, polished and affordable video production, give us a call. Our creative team is ready to get the results you need today — whether it’s passing a ballot measure, improving staff morale or strengthening your reputation in the community.

GREEN SHOOT AGENCY
PHONE: 903-269-1260 ONLINE: GreenShootAgency.com

Come see us for Free!
SCHOOL SUPPLIES!

stop by
BOOTH #6
IN THE EXHIBIT HALL
to learn more about it!

5207 McKinney Ave, Suite 14 Dallas, TX 75205
(214) 628-4905
www.walravenco.com
erin@walravenco.com
The Texas School Public Relations Association (TSPRA) named Reverend Charles Foster Johnson, founder of Pastors for Texas Children, as the recipient of the association’s 2018 Key Communicator Award. Johnson receives the award in recognition of his work as a champion for public schools and adequate school funding.

“Rev. Johnson has worked tirelessly recruiting and leading advocates who know that a strong public education system is a moral imperative,” said TSPRA President Kristin Zastoupil.

Johnson founded Pastors for Texas Children in 2013 with the mission of providing “wrap-around care and ministry to local schools, principals, teachers, staff and schoolchildren; advocating for children by supporting our free public education system to promote social justice for children and advancing legislation that enriches Texas children, families and communities.”

Most prominently, Johnson and his organization have been outspoken opponents of legislative attempts to divert funds from public schools via voucher schemes, believing them to be antithetical to the goal of providing a free publication for all Texas children.

“For years, our schools have been somewhat alone in their advocacy for fair funding and programming,” said Mike Moses, former Texas Commissioner of Education. “Thanks to Reverend Johnson, they have engaged in the debate regarding appropriate support for public schools. Reverend Johnson and the organization have made strong arguments that have been warm and welcomed by Texas educators.”

“Reverend Charles Foster Johnson is one-of-a-kind,” said Barry Haenisch, executive director of the Texas Association of Community Schools. “He is definitely the most-effective communicator for public education in our state today.”

David Hicks of Allen ISD chairs TSPRA’s 2018 Professional Awards Committee, which includes Denise Blanchard, Amarillo ISD; Julie Zwahr, Denton ISD; Tiffany Veno, Garland ISD and Kyndall Jirasek, Pflugerville ISD.

The 2019 Key Communicator Award is sponsored by West (SchoolMessenger Solutions).
The Texas School Public Relations Association is pleased to announce the recipient of its Media Award: Emmy Award-winning journalist Deborah Knapp.

Knapp works for KENS 5, a CBS-affiliated station in San Antonio, where she anchors both KENS 5 Eyewitness News First at Four and Eyewitness News at 5 and 10 p.m.

In 1999, Knapp launched the KENS 5 Excel Award, which recognizes an outstanding public school teacher from each of San Antonio’s 19 local school districts. Recipients of the Excel Award receive a $1,000 check thanks to a partnership with Credit Human and are featured in a broadcast on KENS 5.

“She is more than a news anchor who shares the public education news,” said Patti Pawlik-Perales, Communications Coordinator at Alamo Heights ISD. “She is a friend, a supporter and someone who seeks to shine the light and focus on all that is good about public educators and education.”

In 1994, Knapp established a scholarship to her alma mater, the University of Texas at Austin, awarded to a San Antonio student who has demonstrated a commitment to community. She serves on the boards of the Boy Scouts of America and the Old Spanish Missions, the organization that restores and maintains San Antonio’s historic Mission churches. She has received the Director’s Community Leadership Award from the FBI for her years of community involvement and has been inducted into the San Antonio Women’s Hall of Fame.

The Media Award honors a print or broadcast journalist whose work has made a positive impact in informing the public on education issues and in communicating the good news of public education.

The 2019 Media Award is sponsored by Blackboard.

2019 CONFERENCE SCHOLARSHIP WINNERS

C. RENÁ THOMAS
Desoto ISD

JORDAN ZIEMER, PH.D.
La Vernia ISD

OFELIA HUNTER
Alice ISD
An innovative, web-based volunteer recruiting, management, and reporting platform designed to directly support school and classroom needs, developed by a technology nonprofit with decades of volunteer engagement expertise. www.VOLY.org • schools@voly.org

all-in-one volunteer solution
Gorgeous newsletter tools to streamline school communication.

Smore makes it easy for educators to create beautiful, professional newsletters in minutes, and empowers teams to collaborate and communicate consistently.

Tools for Teamwork
Smore was built with collaboration in mind, and puts management tools at your fingertips.

Manage Your Message
Oversee schoolwide communications and ensure consistency.

Easy to Start
How-to videos and tutorials make it easy for everyone to start creating.

Come say hello to us at our booth!