



Council of the Great City Schools
1301 Pennsylvania Avenue, N.W., Suite 702
Washington, D.C. 20004

15th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 10-12, 2015

Renaissance Nashville Hotel
Nashville, TN

Draft Agenda

Friday, July 10

6 – 8:30 p.m.

Dinner

The Standard at the Smith House restaurant

Guest Speaker

Daarel Burnette II, Bureau Chief, *Chalkbeat* Tennessee

Saturday, July 11

7:30 – 10 a.m.

Registration

8 – 9 a.m.

Breakfast

9 - 9:30 a.m.

Welcome, Introductions and Release of New Survey on PR Offices

9:30 – 10:30 a.m.

Measures that Matter for PR, Marketing, Social Media & Communications (Nora Carr, Guilford County Schools, Greensboro, N.C.)

10:30 -10:45 a.m.

Coffee Break

11 a.m.- Noon Communicate with H.E.A.R.T. – Implementing a Proven Customer Service Model to Measure and Increase Customer Satisfaction (Dr. Roseann Canfora, Cleveland Metropolitan School District)

Noon –1 p.m. Lunch

1 – 2 p.m. Big Social Media in a Small Amount of Time (guest presenter Hanna Frank of Education Post)

2 – 2:15 p.m. Refreshment Break

2:30 – 4 p.m. School Marketing and Branding

Revolutionizing a School District’s Marketing Efforts (Tammy Kuykendall, Dallas Independent School District)

The Power of Our Story: Public Education Strong (Marsha Oliver and Mark Sherwood, Duval County Public Schools, Jacksonville, Fla.)

Rebranding Our Schools (Dispelling Urban Legends) (Le Boler and Kristen Cutler, Indianapolis Public Schools)

4 p.m. **Dinner on Your Own**

Sunday, July 12

8 - 9 a.m. Continental Breakfast

9 – 10 a.m. Beyond the Talking Head: Learning the Essentials of Digital Storytelling (Sarah Greer Osborne and Helen Spencer, Houston Independent School District)

10-11 a.m. Guilford Parent Academy 101: Parents and Educators Joining Forces (Lindsay Whitley, Guilford County Schools, Greensboro, N.C.)

11 -11:45 a.m. Round Robin Discussion on Other Important Topics of the Day

11:45 a.m. – Noon

Wrap-Up

Noon

Meeting Adjourn

12:30 – 1:30 p.m.

Post-Meeting Lunch by Sponsor
(RSVP required)
Merchants restaurant