



**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

### **Working Agenda**

#### **Friday, July 10**

6 – 8:30 p.m.

#### **Dinner**

*The Standard at the Smith House* restaurant  
167 Rosa L. Parks Blvd.  
Nashville, TN  
(Five-minute walk from the Renaissance Hotel)

#### **Welcome**

Henry Duvall, Director of Communications  
Council of the Great City Schools

#### **Greetings**

Dr. Jo Ann Brannon  
Metro Nashville Public Schools Board of Education

#### **Sponsor**

SchoolMessenger

#### **Speaker Introduction**

Tonya Harris, Communications Manager  
Council of the Great City Schools

#### **Guest Speaker**

Daarel Burnette II, Bureau Chief  
*Chalkbeat* Tennessee, a nonprofit news operation

**Saturday, July 11**

7:30 – 10 a.m.                      **Registration** (West Ballroom, Lobby Level, Renaissance Hotel)

8 – 9 a.m.                              **Breakfast** (Fisk Room, Level Two, Renaissance Hotel)

**Sponsor**  
Blackboard

9 - 9:15 a.m.                      **Welcome and Introductions** (West Ballroom)

9:15 – 9:30 a.m.                      **PR Survey Highlights**  
Danyell Taylor, Communications Specialist  
Council of the Great City Schools

9:30 – 10:30 a.m.                      ***Measures that Matter for PR, Marketing, Social Media & Communications***

Nora Carr  
Chief of Staff  
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  
District Communications Officer  
Cleveland Metropolitan School District

Noon –1 p.m.                              **Lunch** (Fisk Room, Level Two, Renaissance Hotel)

**Sponsor**  
Education Post

1 – 2 p.m.                                  ***Big Social Media in a Small Amount of Time***

Hanna Frank  
Social Media Manager  
Education Post

2 – 2:15 p.m.

Refreshment Break

2:30 – 4 p.m.

**School Marketing and Branding**

***Revolutionalizing a School District's Marketing Efforts***

Tammy Kuykendall  
Executive Director of Messaging & Marketing Services  
Dallas Independent School District

***The Power of Our Story: Public Education Strong***

Marsha Oliver  
Assistant Superintendent  
Duval County Public Schools, Jacksonville, Fla.

Mark Sherwood  
Director of Marketing  
Duval County Public Schools, Jacksonville, Fla.

***Rebranding Our Schools (Dispelling Urban Legends)***

Le Boler  
Chief Strategist  
Indianapolis Public Schools

Kristin Cutler  
Media Relations Coordinator  
Indianapolis Public Schools

4 p.m.

**Dinner on Your Own**

**Sunday, July 12**

8 - 9 a.m.

Continental Breakfast (West Ballroom)

**Sponsor**  
Peachjar

9 – 10 a.m.

***Beyond the Talking Head: Learning the Essentials of Digital Storytelling***

Sarah Greer Osborne  
General Manager, Communications  
Houston Independent School District

Helen Spencer  
Chief Communications Officer  
Houston Independent School District

10-11 a.m.

***Guilford Parent Academy 101: Parents and Educators Joining Forces***

Lindsay Whitley  
Director, Guilford Parent Academy  
Guilford County Schools, Greensboro, N.C.

11 -11:45 a.m.

**Round Robin Discussion**

- Dealing with a Changing Media Market
- Telling Your Own Story
- Improving Internal Communications
- Making the Case for Your PR Budget
- Creating a Marketing Marketplace

11:45 a.m. – Noon

Wrap-Up

Noon

Meeting Adjourn

12:30 – 1:30 p.m.

**Post-Meeting Lunch**  
(RSVP required)

Merchants restaurant  
401 Broadway  
Nashville, TN  
(10-minute walk from Renaissance Hotel)

**Sponsor**  
Tunheim