



Council of the Great City Schools
1331 Pennsylvania Avenue, N.W., Suite 1100N
Washington, D.C. 20004

19th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 11-13, 2019

**Omni Shoreham
Washington, DC**

Draft Agenda

Thursday, July 11

6 – 8:30 p.m.

Dinner

Casolare Ristorante- 6-minute taxi ride from Omni Shoreham to the restaurant

Guest Speaker

TBA

Friday, July 12

7:30 – 10 a.m.

Registration

8 – 9 a.m.

Breakfast

9 - 9:15 a.m.

Welcome and Introductions

9:15 - 9:30 a.m.

PR Survey Highlights

9:30 – 10:45 a.m.

Launching Campaigns in Louisville and Charlotte- A Case Study

Jefferson County Public Schools recently launched its Vaping Equals campaign in April with the goal of educating and informing students and parents about the dangers associated with using e-cigarettes and vaping. The district will share its strategy about its poster series, partnerships with various community groups, and the district's long-term plan to ensure its message reaches key audiences.

As part of its strategy to keep guns out of school, North Carolina's Charlotte-Mecklenburg Schools' launched its Guns Can't social media campaign. The district will discuss the steps from start to finish they took to successfully launch the campaign and the pitfalls encountered along the way.

Presenters:

Renee Murphy, Chief Communications and Community Officer
Jefferson County Public Schools

Tracy Russ, Chief Communications Officer
Charlotte-Mecklenburg Schools

10:45 -11:00 a.m.

Coffee Break

11:00 - Noon

Starting an Internal Communications Strategy from Scratch

Texas' Fort Worth Independent School District realized it needed to strengthen its internal communications so it created a strategy focused on three areas of internal communications: the practical stuff (putting bureaucratese into everyday language so ALL employees understand); a weekly and daily pipeline of information (electronic newsletter and daily blog, called –respectively – **Inside FWISD** and **Inside FWISD, The Blog**); and the district's Superintendent's monthly video messages to employees.

Presenter:

Barbara Griffith, Senior Communications Officer
Fort-Worth Independent School District

Noon –1 p.m.

Lunch

1 – 2:30 p.m.

Panel on Communication Strategies, Success and Challenges

Panelists will engage in a discussion of current issues and concerns facing today's urban school districts communicators. These include:

- Learning about examples of successful social media efforts;
- Looking ahead at some of the changing trends in public relations and communications;
- How to deal with a changing media/political landscape; and
- Strengthening relationships with communities and parents.

Moderator:

Robert Johnston, Senior Vice President
The Hatcher Group

Panelists:

Andy Le, Executive Director of Stakeholder Communications
Chicago Public Schools

Ebony Pugh, Coordinator, Public Relations
Pittsburgh Public Schools

Sami Ghani, Senior Digital Strategist
The Hatcher Group

2:30 – 2:45 p.m.

Refreshment Break

2:45 – 4:00 p.m.

Roundtable Discussions Between New/Junior Public Relations Executives and Veteran/Senior PRE's

Conferees will break into groups led by a veteran public relations executive.

4:00 p.m.

Adjourn

5:00 – 6:30 p.m.

Reception

The Grill from Ipanema restaurant, 10-minute walk from the Omni Shoreham

6:30 p.m.

Dinner on Your Own

Saturday, July 13

8 - 9 a.m. Continental Breakfast

9 – 10:30 a.m.

How to Communicate Effectively About Issues Concerning Race and Equity

California's Oakland Unified School District created the Office of African American Male Achievement (AAMA) and needed an effective communications strategy to promote the work AAMA was performing. In this hands-on session, conferees will learn how:

- Equity-based initiatives require an additional lens of assessment and planning;
- Understand why integrated marketing approaches accelerate communications campaign success;
- Understand why internal communications is a great place to start new initiatives;
- Understand what the practice of asset-based narrative change implementation looks like for a district; and
- Face people's biases and learn to eliminate them from Campaigns.

Presenters:

Valerie Goode, Deputy Chief, Communications and Public Affairs
Oakland Unified School District

Precious Stroud, Principal, PJS Consultants

10:30 – 11:30 a.m.

Crisis Communications Session: Managing the Unthinkable: Preparedness, Response & Recovery

Our hearts drop at news of yet another school shooting, but how prepared is your district administration, safety and communication teams for managing the unthinkable? This presentation will offer strategies on how districts can be ready for response and recovery after tragedy strikes.

Presenter:

Dr. Roseann Canfora, Chief Communications Officer
Cleveland Metropolitan School District

11:30 – 12:30 p.m.

What Works! Sharing Best Practices

What Works! Round Robin Discussion in which districts will be asked to share successful communication strategies and initiatives.

Moderator:

Dylan Thomas, Director, Marketing & Events
Orange County Public Schools

12:30 – 12:45 p.m.

Planning for PRE 2020 in St. Louis
Adjourn

1:15 – 2:15 p.m.

Post-Meeting Lunch