



Oklahoma City Public Schools

Communications and Public Relations
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MEMORANDUM

TO: Terry Fraley, Director of Federal Programs

FROM: Kathleen Kennedy, Executive Dir. Of Communications

DATE: May 7, 2010

RE: Proposal for Conference Attendance and information dissemination

The school system communications and engagement with our diverse population would be enhanced by attendance at the Council for Great City Schools Public Relations Executives Conference held on July 9 -11, 2010 which is followed by the National School Public Relations Association's conference held July 11, 2010 through July 14, 2010. Both conferences, held at the Westin in Charlotte, NC are scheduled back to back with the intention of supporting attendance at each organization and the multitude of communications topics relevant to communications, parent engagement and increasing student achievement. The conferences offer useful best practices in community engagement and parental involvement from some of the top school system practitioners from across the country. We would plan to attend the following sessions:

How to Improve Multicultural Communications - CGCS
Boosting Parental and Community Engagement – CGCS
Communicating Transformation in a Climate of Broken Trust – CGCS
Innovative District Initiatives in Internal and External Communications - CGCS
Planning for Engagement - Why, What, and How - NSPRA
Schools Cannot Do It Alone - Engage your publics - NSPRA
Increasing Parent Involvement in an Economic Downturn - NSPRA
Parent Universities are Making a Difference - NSPRA
The Future of Public Engagement: How Local Leaders are Adapting to a Rapidly Changing Democracy - NSPRA

We would plan to share information gained at the conference with system principals at a regular system Principals Meeting. Additionally, we would provide all handouts from sessions to Title I administrators in the system and make ourselves available to present information to any Title I school staff wishing more information on engaging parents and increasing parental involvement among a diverse population to improve student achievement.

CGCS – Registration for conference: \$200 each
NSPRA - Registration for the conference: \$675.00 each
Airfare: \$600 each
Lodging (one room) for both: \$1074