

# Register Now!

# 2015 Annual Conference



## BUILDING RELATIONSHIPS That Spark Student Success

## March 12 & 13, 2015

### Eagle Eye Banquet Center

15500 Chandler Road, Bath Township, MI 48808  
Directions: <http://www.hawkhollow.com/map.php>

### Lodging at Courtyard by Marriott

2710 Lake Lansing Road, Lansing, MI 48912  
\$107 for king or \$114 for two queens per night  
if reserved by February 16, 2015  
Call 517.482.0500 and use promo code MPR.

### CONFERENCE HIGHLIGHTS

- Keynote speaker Superintendent Kelly Middleton
- Other dynamic speakers including Kate Snyder
- Solid public relations strategies and new tools
- Breakout sessions to dig even deeper into topics
- Networking with colleagues from around the state
- Innovative ideas and relevant topics

### WHO SHOULD ATTEND?

Public relations professionals, superintendents, school board members, and other school staff responsible for public relations activities

### CONFERENCE FEES

**Early Bird** \$225 for members (by Feb. 20, 2015)

**Feb. 21—Day Of**

\$250 for members, \$300 for non-members  
(includes registration and  
pro-rated membership through August 30)

**Single Day** \$175 either day

### DOCUMENTARY & AFTERGLOW

**8:00 PM Thursday**

Don't miss the "Above the Mark" documentary and afterglow reception at the Courtyard by Marriott  
2710 Lake Lansing Road, Lansing MI 48912



## Featured Speakers

**Kelly E. Middleton**  
**Superintendent**

Newport, KY Schools  
Coauthor of  
*Who Cares?*  
and *Simply the Best*

**Kate Snyder, APR**  
**Principal Strategist**

Piper & Gold  
Public Relations

## CONFERENCE AGENDA Thursday, March 12, 2015

8:00 - 8:45 AM

Registration & Continental Breakfast

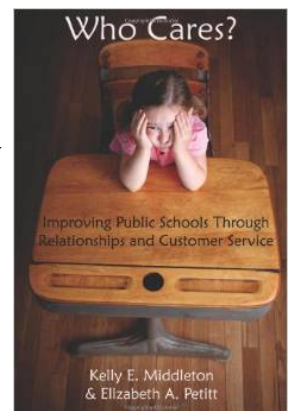
8:45 AM

Welcome Participants & Recognize Sponsors

9:00 - 10:30 AM

**Keynote: *Building Relationships that Spark Student Success***

*Superintendent Kelly Middleton, Newport, KY*  
The greatest customer service companies do 12 things very well to build relationships and achieve success. Public schools can do all twelve as well to spark student success! Kelly will provide specific examples and all participants will receive a signed copy of his book: *Who Cares? Improving Public Schools Through Relationships and Customer Service*. Use these practical, innovative strategies to engage your community, impact student achievement and maximize support.



# CONFERENCE AGENDA

Thursday, March 12, 2015, Continued

10:30 - 10:45 AM Break & Networking

10:45 AM - 12:00 PM

## **Influencing Public Policy**

*Casandra Ulbrich, Ph.D., Vice President,  
Michigan State Board of Education*

Gain insight into public policy and discover how school communicators can build relationships with those who help shape it. Casandra was elected in 2006 and re-elected in 2014 to serve until 2023.

12:00 - 12:45 PM

Lunch & Meet FRED and InspirED Michigan

12:45 - 1:15 PM

Table Talk: Gov. Snyder's Education Agenda

1:20 - 2:20 PM Breakout Sessions

## **Who Cares? Bringing Everyone to the Table**

*Superintendent Kelly Middleton, Newport, KY*  
Superintendents, Board Members, and PR Pros: learn how to attract and engage community partners resulting in more support for your students and school.

## **Building Support Through Video**

*Ron Yanik, Consultant for KDN Videoworks*

## **Getting it Right: Internal Communications**

*Karen Heath, Supervisor for Communications  
Berrien RESA*

2:20 - 2:35 PM Break & Networking

2:35 - 3:35 PM Breakout Sessions

## **Simply The Best: 29 Things Students Say the Best Teachers Do Around Relationships**

*Superintendent Kelly Middleton, Newport, KY*

## **Building Support Through Video**

*Ron Yanik, Consultant for KDN Videoworks*

## **Writing & Editing—Show Me the People: Writing School News with a Heartbeat**

*Charles Honey, Freelance Writer for School News  
Network and Columnist for MLive/GR Press*

3:40 - 4:40 PM

## **What's Going on in Lansing? & Proposal 1: Fund Schools & Fix Roads**

*Emily Laidlaw, Legislative Liaison for the Michigan  
Association of Intermediate School Administrators*

Gain insight into the latest developments in Lansing and the impact of Proposal 1 on our schools.

Friday, March 13, 2015

8:00 - 8:30 AM

Registration, Networking, & Hot Breakfast

8:30 AM

Welcome Participants & Recognize Sponsors

8:45 - 10:15 AM

## **Keynote: Recovering from Mistakes**

*Superintendent Kelly Middleton, Newport, KY*  
Mistakes happen in every organization. In public schools these mistakes tend to involve unrelenting social media chatter, packed board meetings, and TV news reporters. Kelly will share how schools can achieve service recovery in ways that ultimately enhance a school's reputation and relationships turning negatives into positives.

10:15 - 10:30 AM

Break

10:30 AM - 12:00 PM

## **Communication is Not a One Way Street**

*Julie Ewart, U.S. Department of Education*  
Participants will explore and discuss the opportunities for outreach and communication between the U.S. Department of Education (ED) and Michigan school communicators. The principal purpose is to have a dialogue among education communication professionals regarding issues and challenges impacting message, outreach and collaboration. This will be an interactive session and participant questions are encouraged.

12:00 - 12:45 PM

Lunch, MSPRA Annual Meeting &  
Communications Contest

12:45 PM - 2:15 PM

## **Building a School Community Through Social Media**

*Kate Snyder, APR, Principal Strategist,  
Piper & Gold Public Relations*

How can districts use social media to build a digital culture that celebrates student success and facilitates parent engagement? What are the benefits of using social media to connect, and how can districts and teachers avoid the dangers of digital? This session will explore social media as a tool as well as look at examples of schools setting the bar for digital engagement.

2:15 PM

Closing Comments, Feedback & Adjourn



# Registration Form



## Annual Conference: Building Relationships Thursday and Friday, March 12 & 13, 2015 Eagle Eye Banquet Center

15500 Chandler Road, Bath Township, MI 48808 (near East Lansing)  
Directions: <http://www.hawkhollow.com/map.php> (TIP: Avoid Using MapQuest/Google Maps)  
Overnight Accommodations - Courtyard by Marriott, 2710 Lake Lansing Road, Lansing, MI 48912

Return form by **Friday, February 20, 2015**, for Early Bird Pricing or no later than Friday, March 6, 2015, to:  
MSPRA - Sue White, 1001 Centennial Way, Suite 300, Lansing, MI 48917-9279  
Phone: 517.327.5910 Fax: 517.327.0779

**Scan form and email to Sue White at [swhite@gomasa.org](mailto:swhite@gomasa.org)  
OR register online at <http://www.masaeseries.org/source/Events/Event.cfm?Event=MSPRA15>**

**NOTE:** MSPRA members who prepaid for the conference with their membership will receive confirmation.  
**ALL ADVANCE REGISTRANTS RECEIVE A SIGNED COPY OF KELLY MIDDLETON'S BOOK!**

Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip Code \_\_\_\_\_  
Business Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Registration options\*:

*Register by February 20 for Early Bird Pricing!  
Final registration by Friday, March 6, 2015*

### Full Conference

Thursday and Friday, March 12-13, 2015

Includes all sessions, two meals

Please check:

- Member - \$225 early bird (by February 20)
- Member AFTER February 20 - \$250
- Non-member - \$300 (includes pro-rated membership through August 30, 2015)

**One day only** \$175  Thursday  Friday

### Hotel arrangements:

Courtyard by Marriott, 2710 Lake Lansing Road, Lansing, MI 48912, 517.482.0500.

Room rate for the MSPRA conference is \$107/king or \$114/two queens, per night if reserved by Feb. 16.

To reserve a room please call 517.482.0500 and use promo code MPR to get the special room rate.

*\*In the event of participant cancellation, no refunds will be given if cancellation is within 7 days of the conference.*

### For credit card payment:

Type of card

- VISA
- MasterCard
- American Express

Name on card

Card #

Expiration date

Signature