

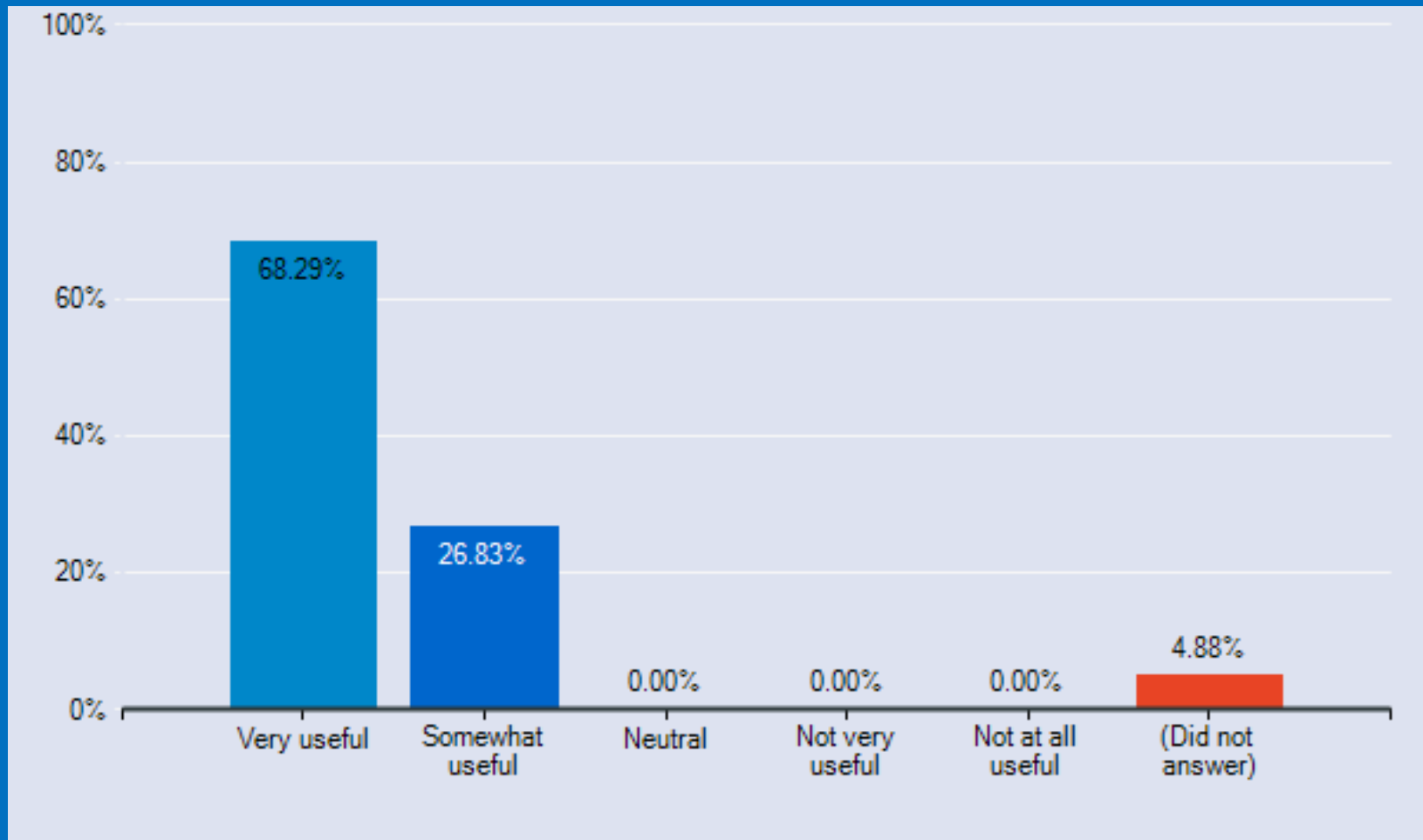
MSPRA 2016 Conference Evaluation

K12 Insight Export

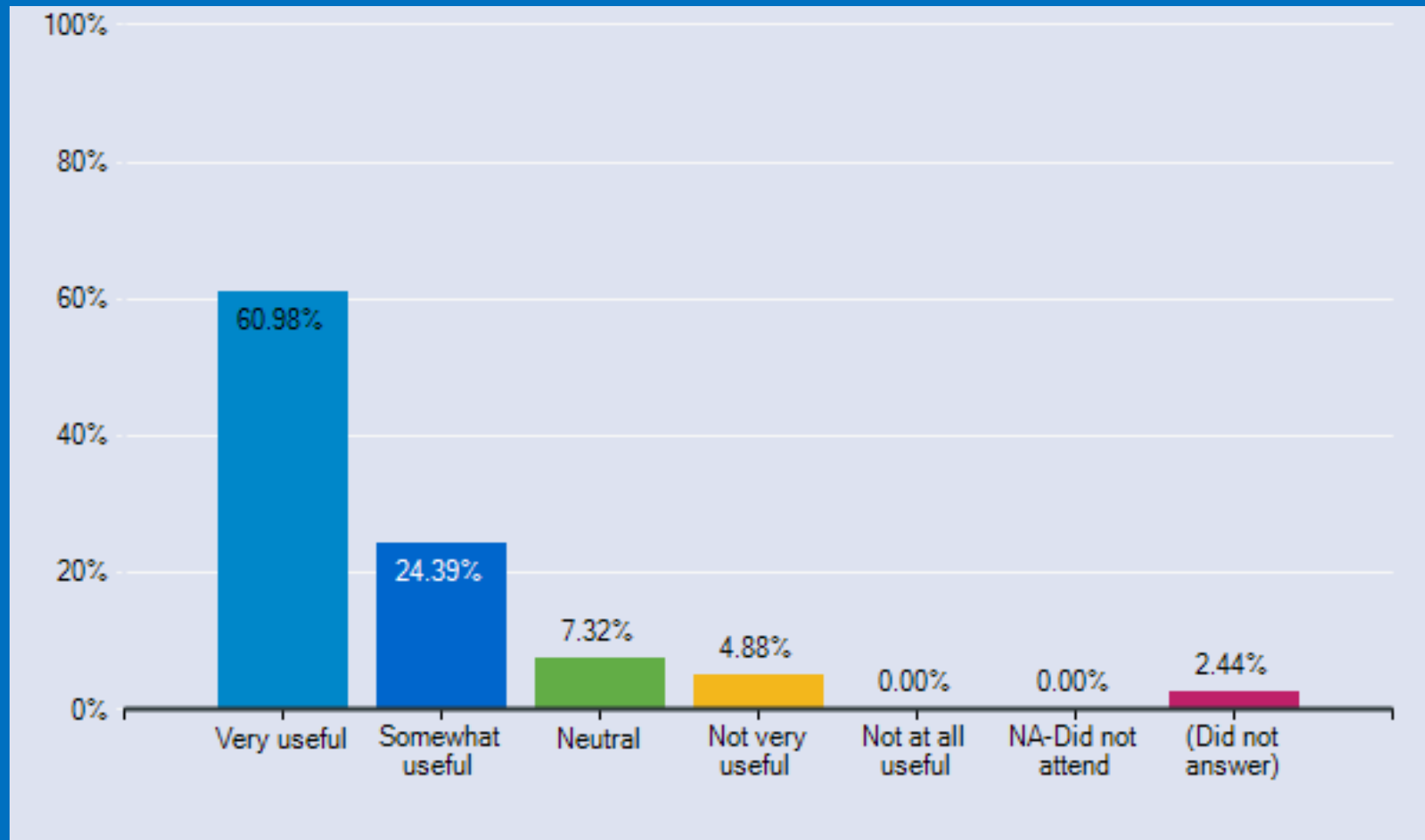
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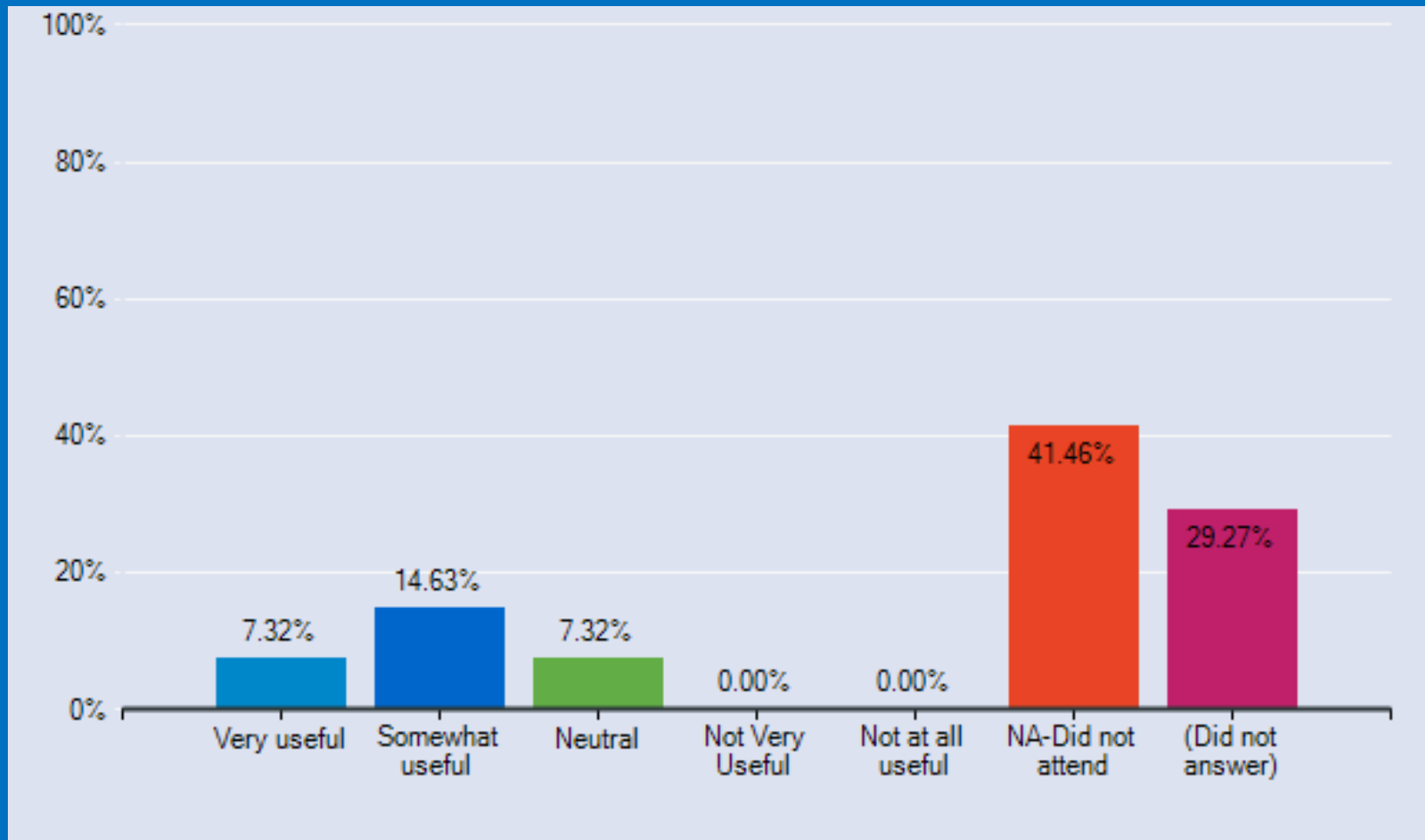
Overall, how useful was the information you gleaned from this conference?



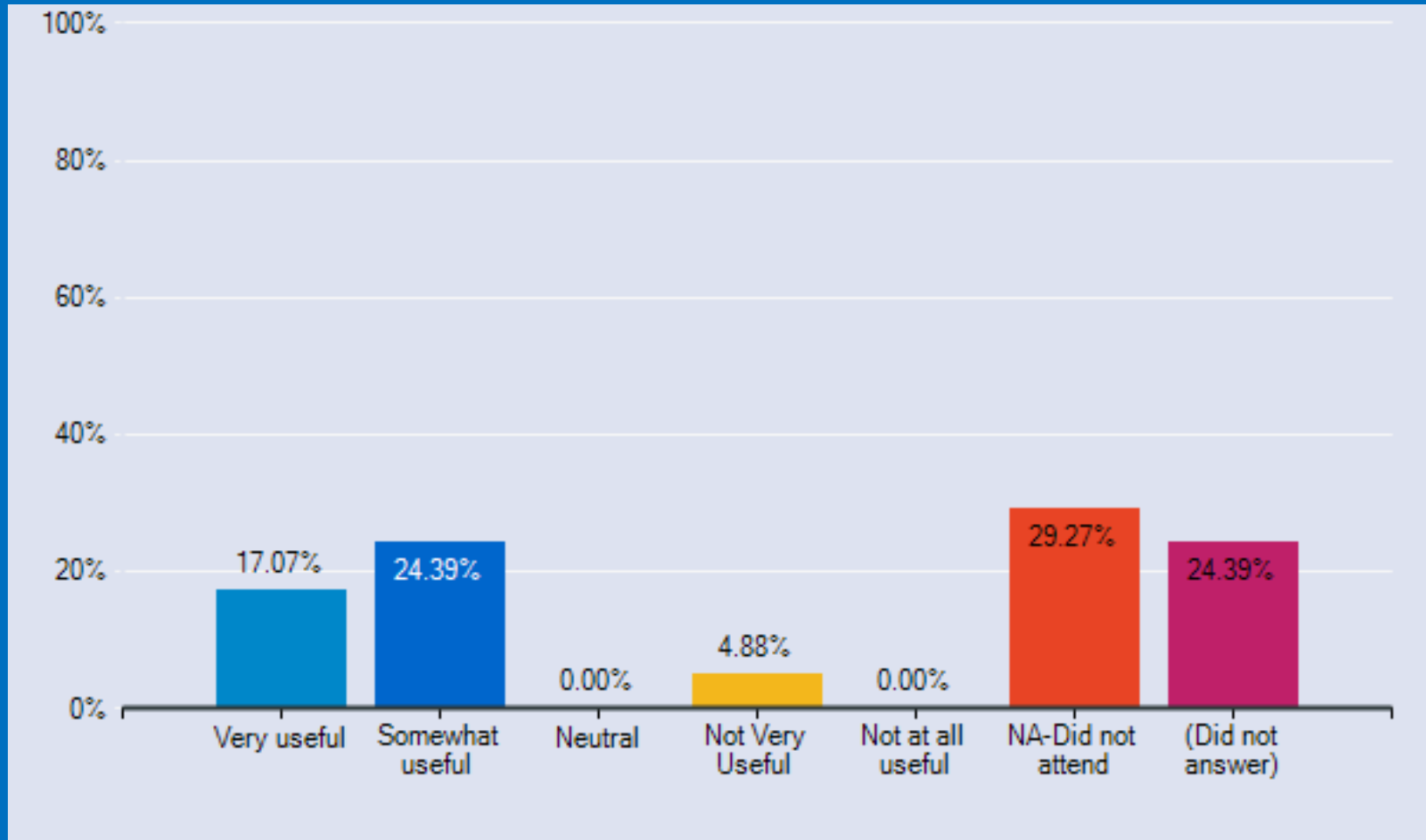
Thursday a.m. Large Group Session: Fine Tune Your Skills - Brian Woodland, APR



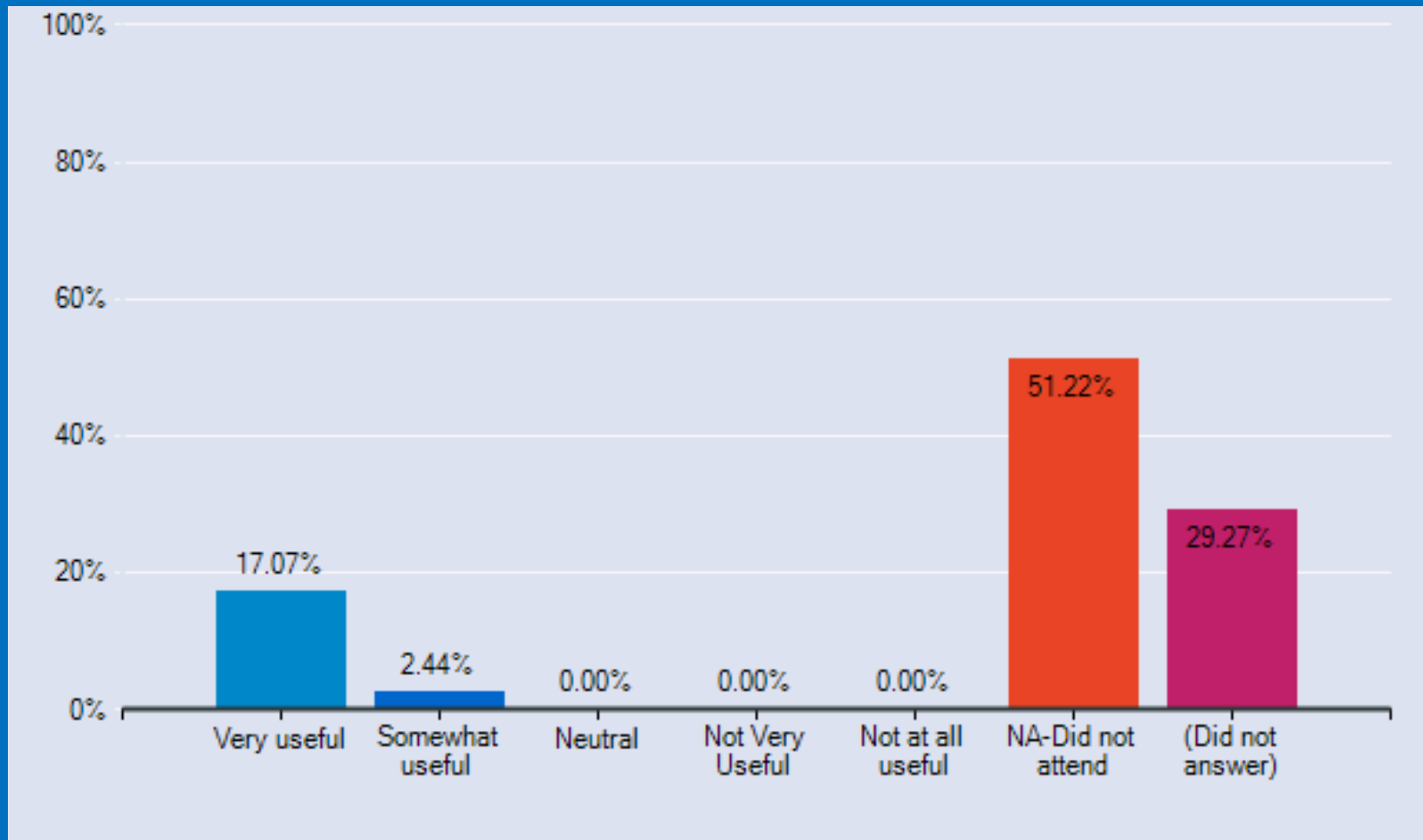
Thursday a.m. Jam Session: Using Video - Rick Witham / Judy Evola, APR



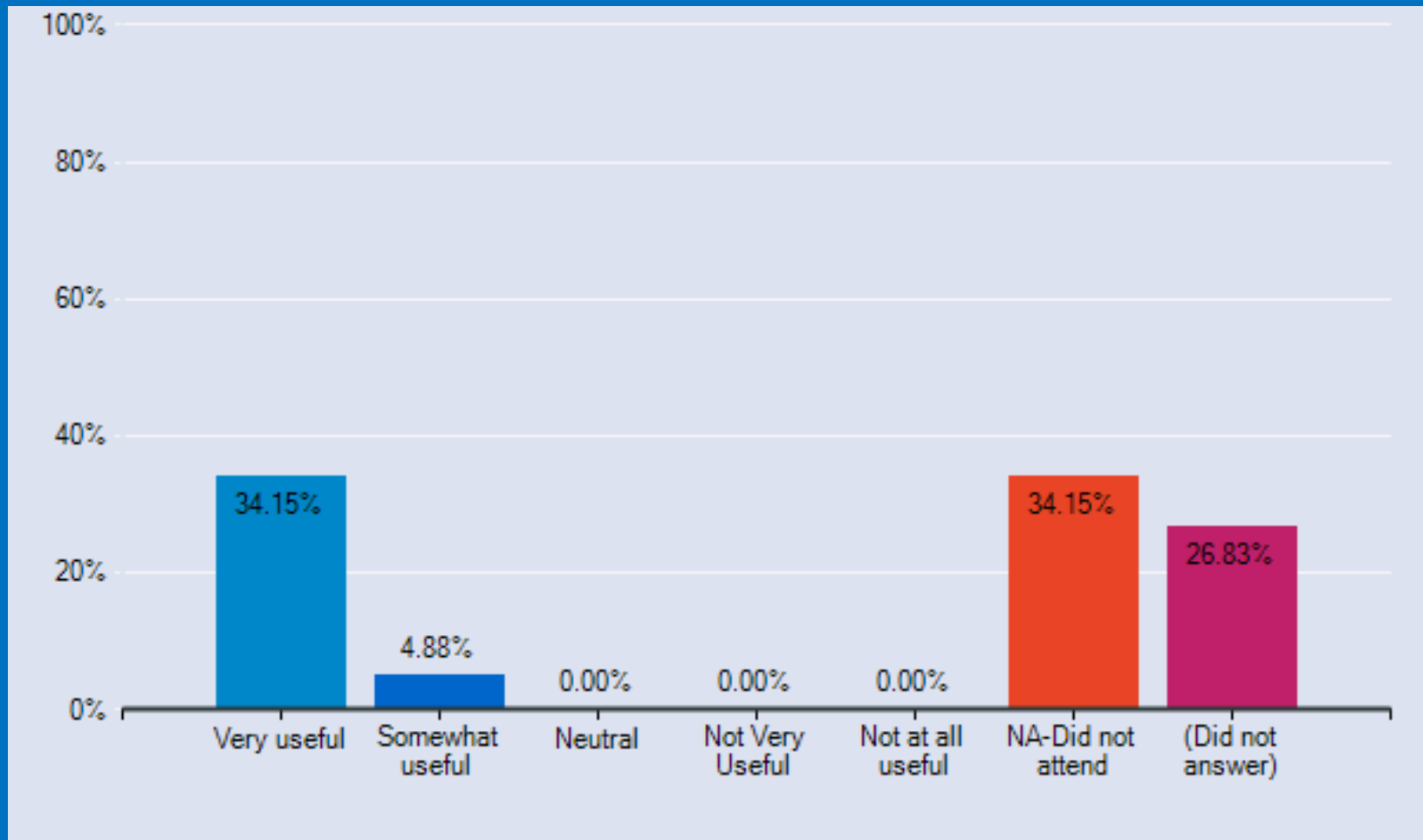
Thursday a.m. Jam Session: Community Conversations - Anne Cron, APR / Emma Brooks



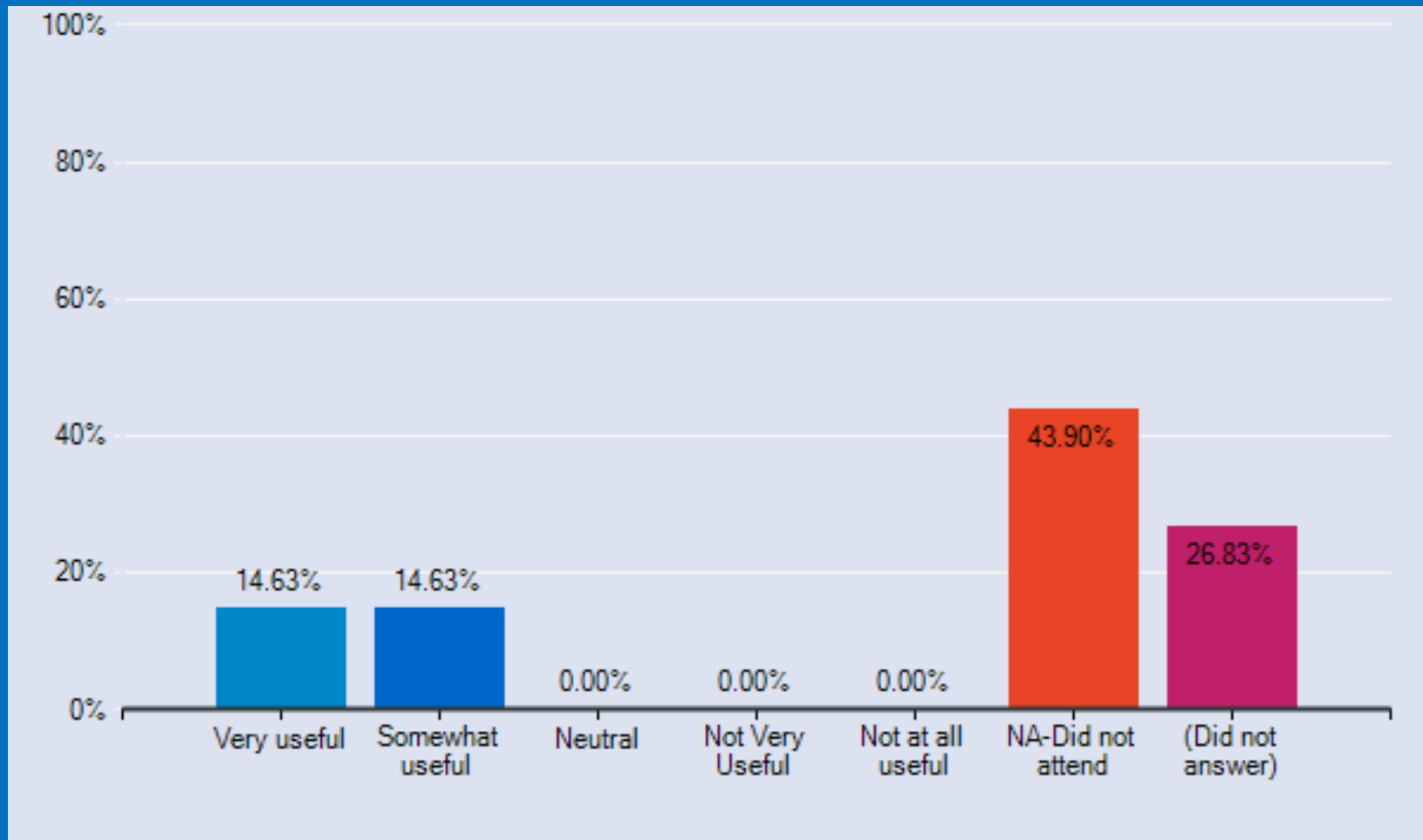
Thursday a.m. Jam Session: Awards - Karen Heath



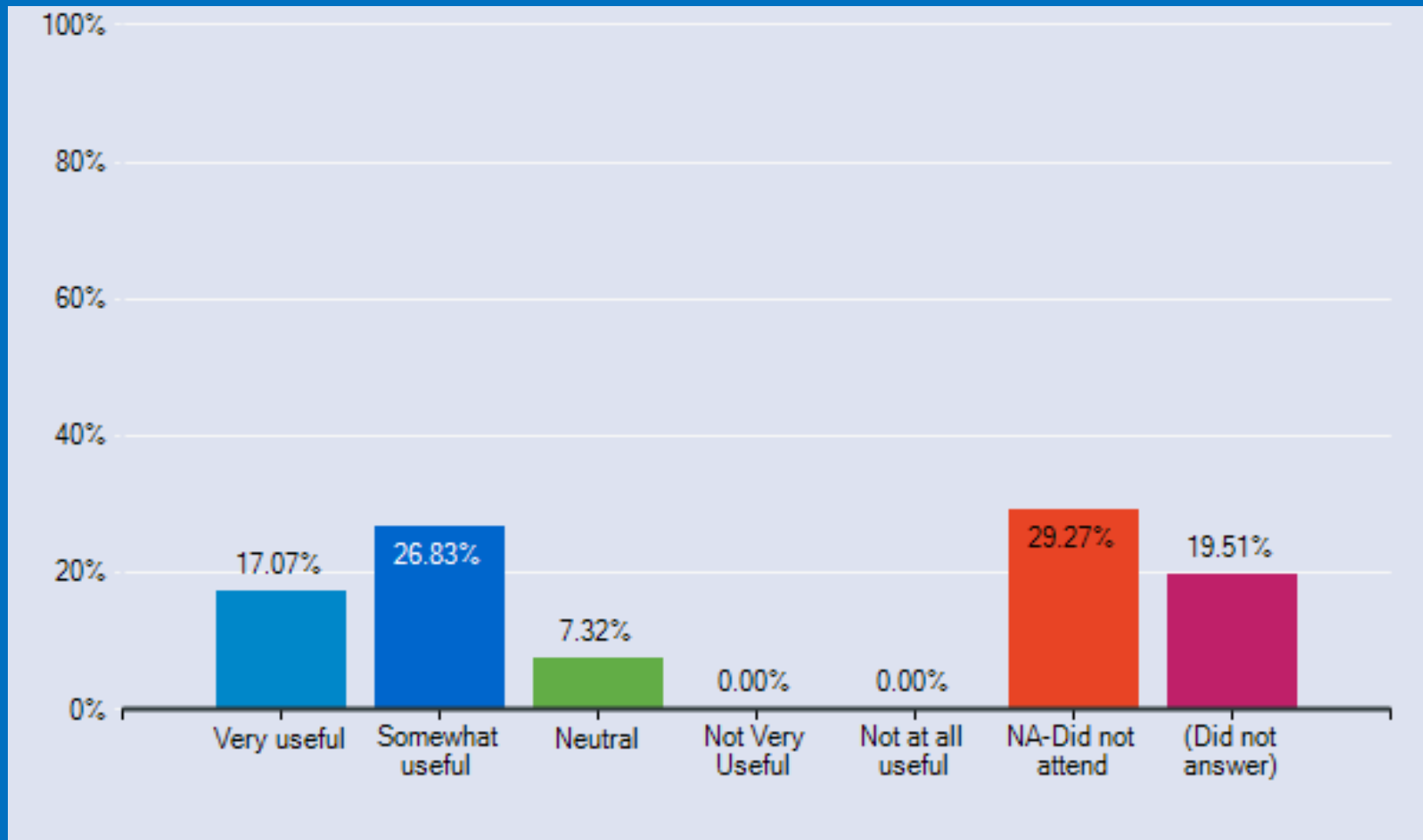
Thursday a.m. Jam Session: APR - Dick Egli, APR



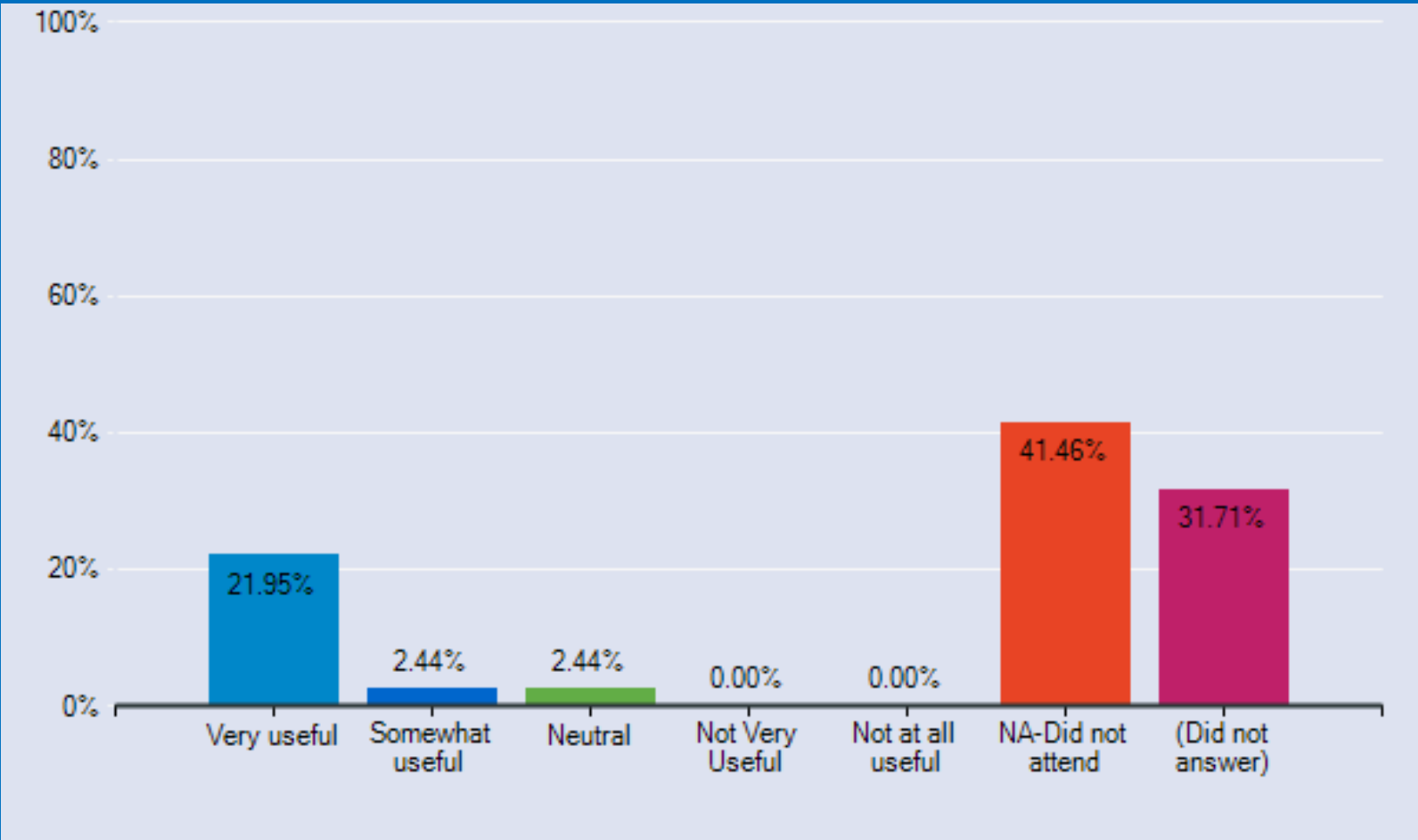
Thursday a.m. Jam Session: Customer Service - Kristin Tank



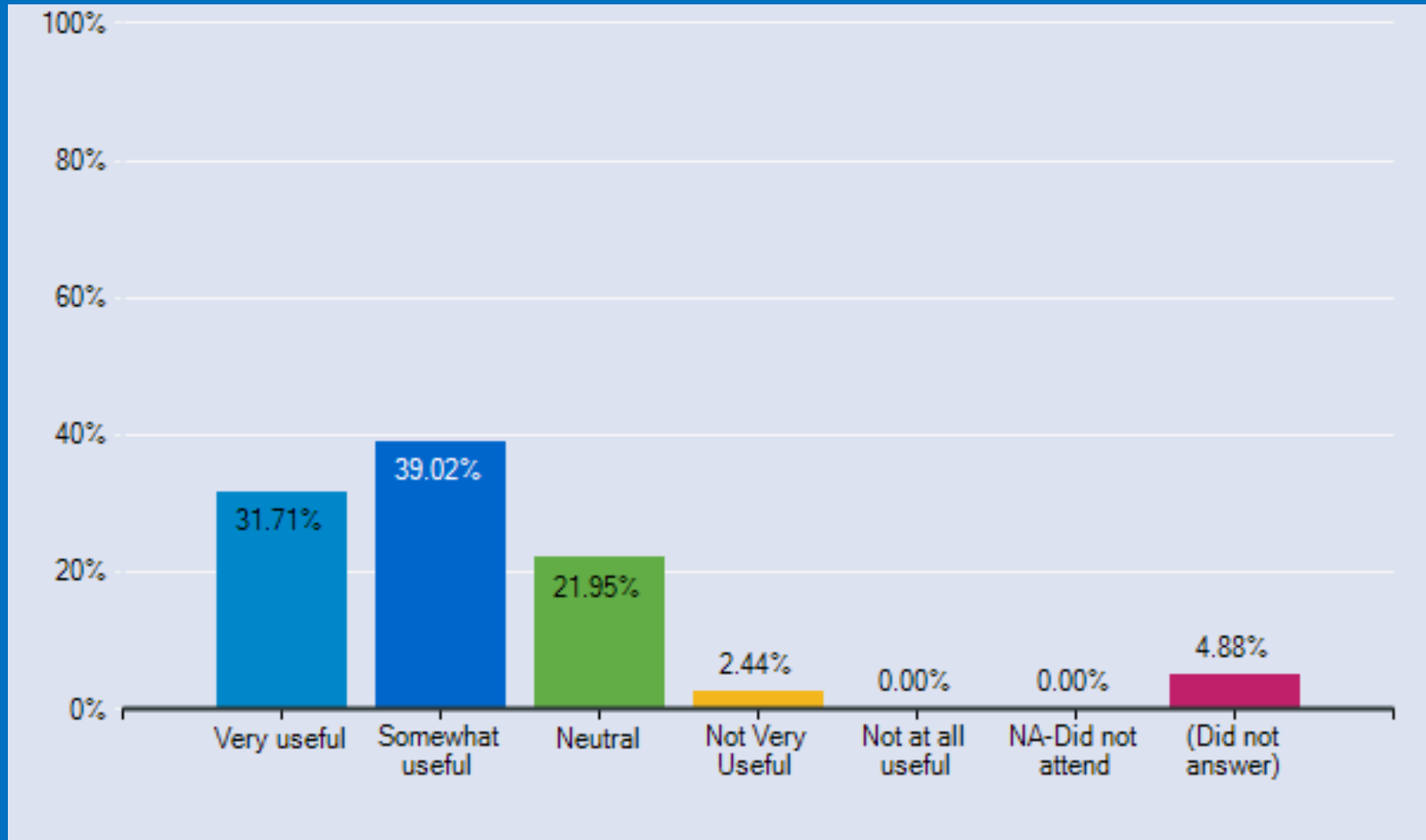
Thursday a.m. Jam Session: Branding - Michelle Ready



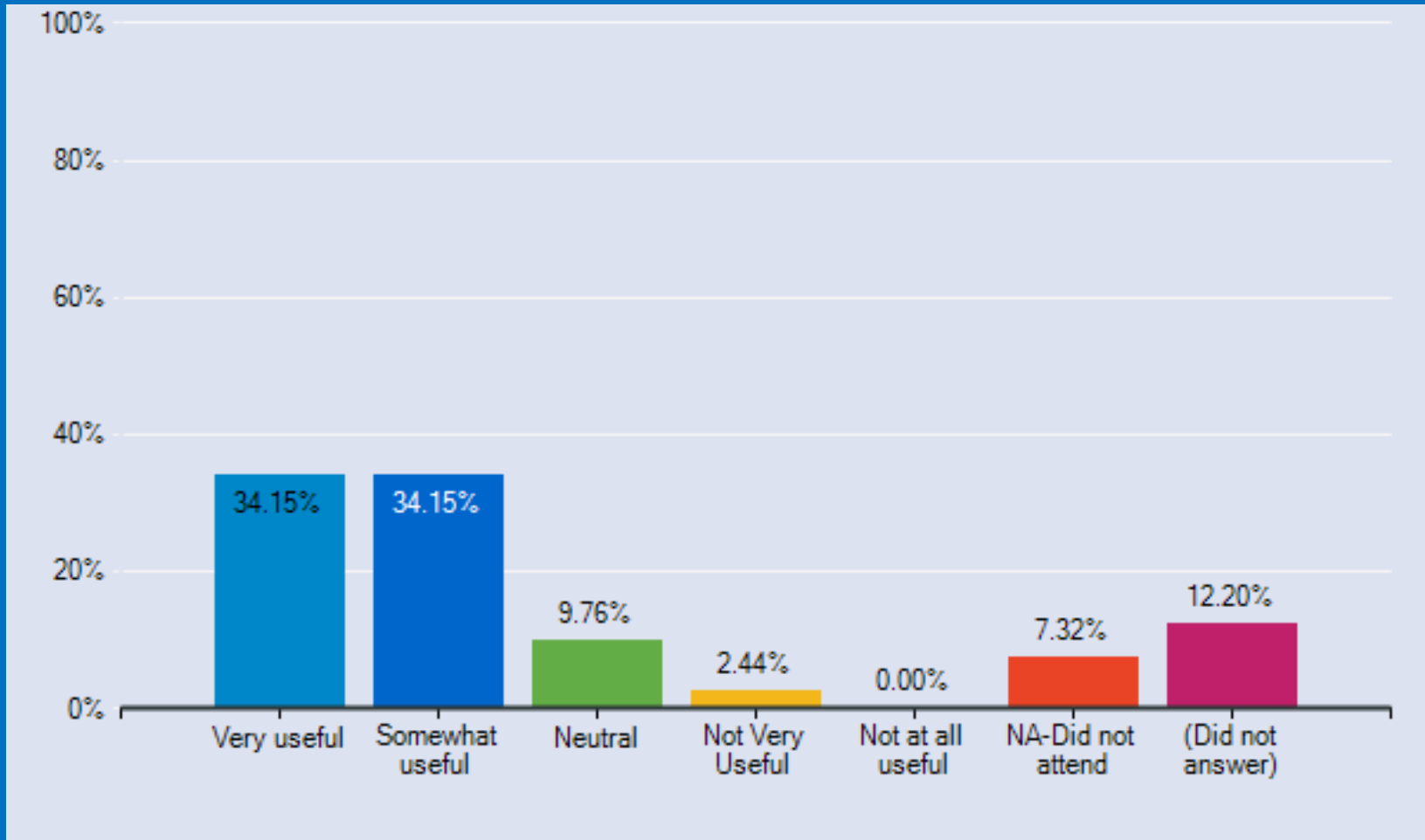
Thursday a.m. Jam Session: Leadership and Ethics - Gerri Allen



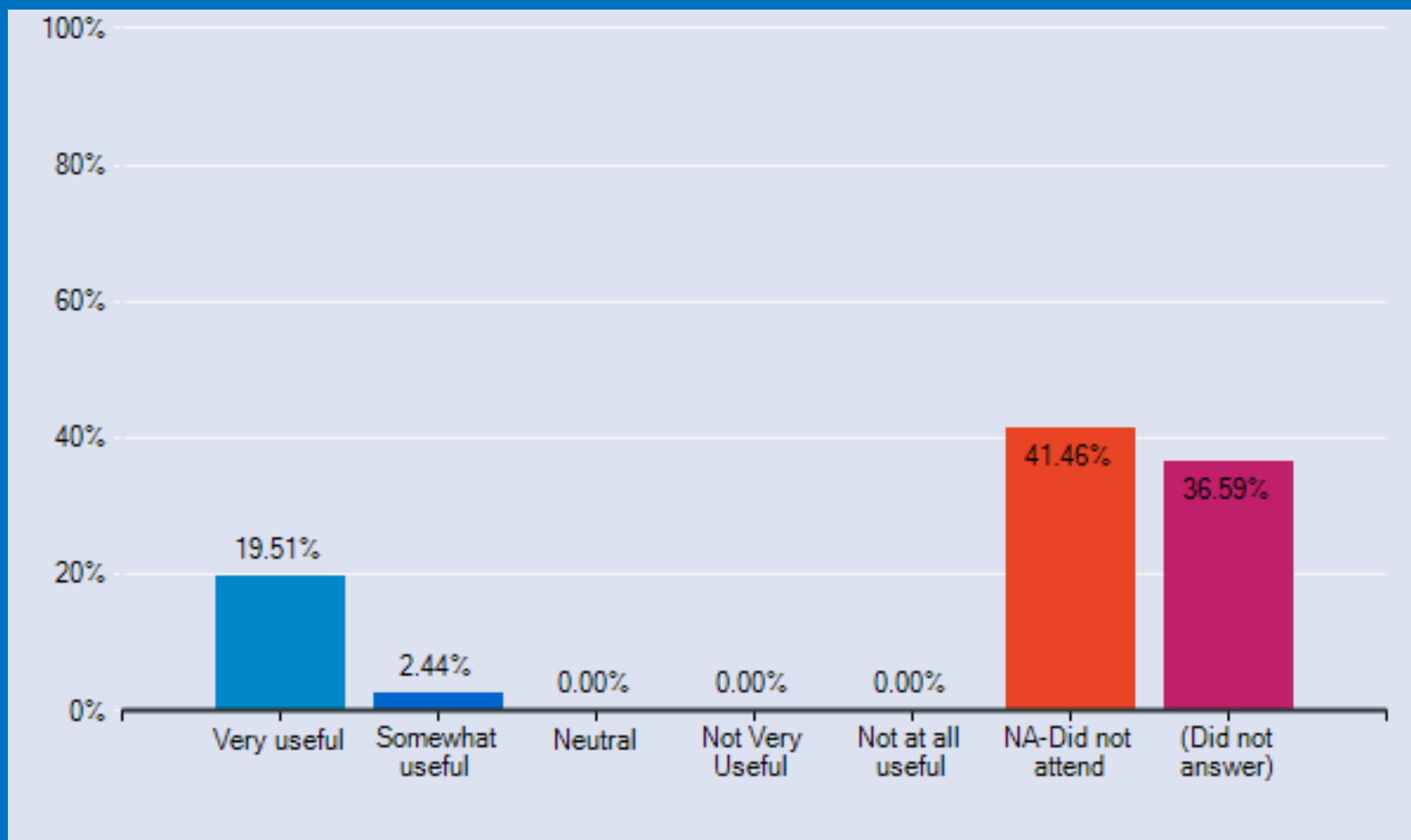
Thursday p.m. Large Group Session: Election Law - What Can Schools Do? - Mark McInerney



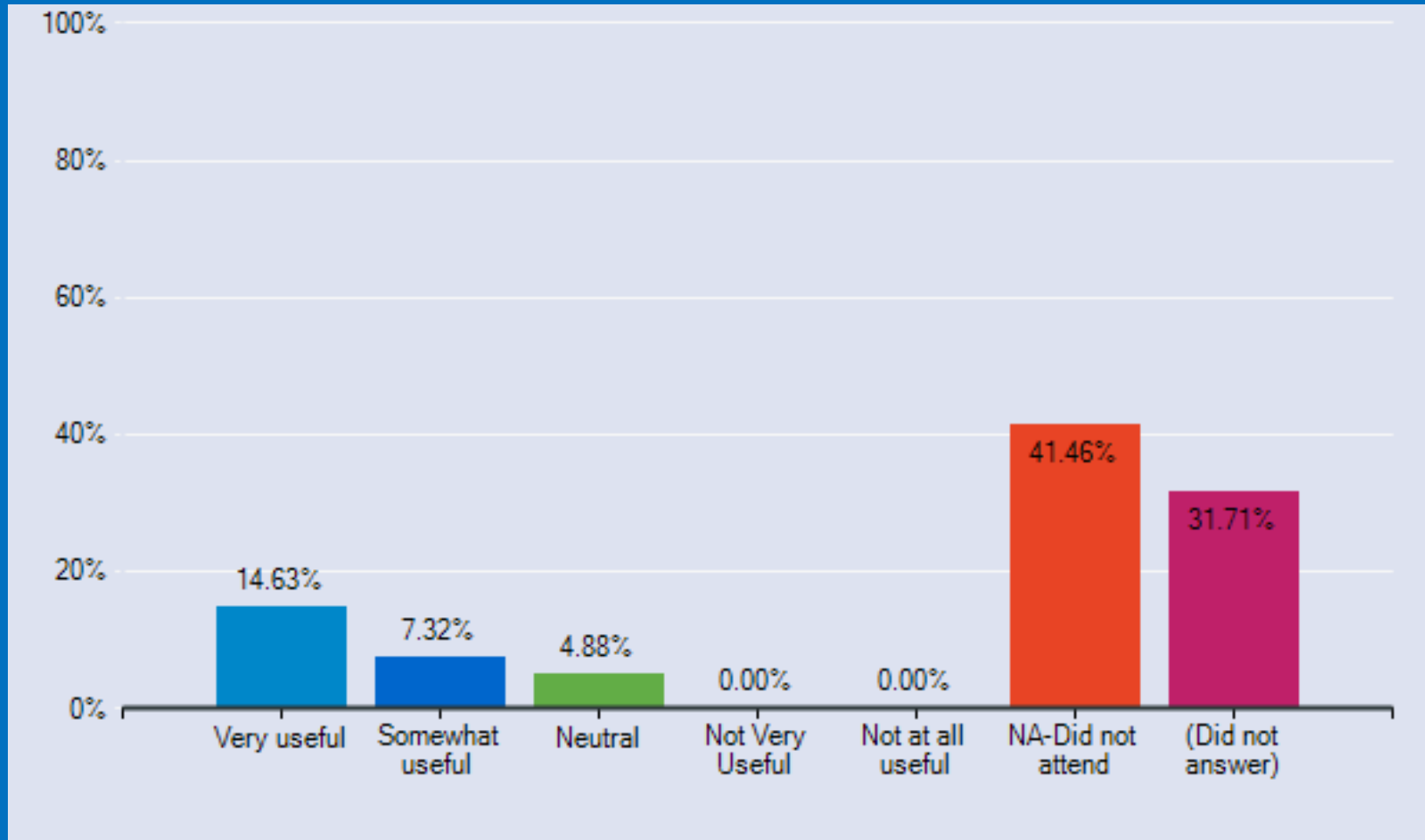
Thursday p.m. Large Group Session: Panel Discussion - Election Tips - Tom Gould / Diane Bauman, APR / Judy Evola, APR



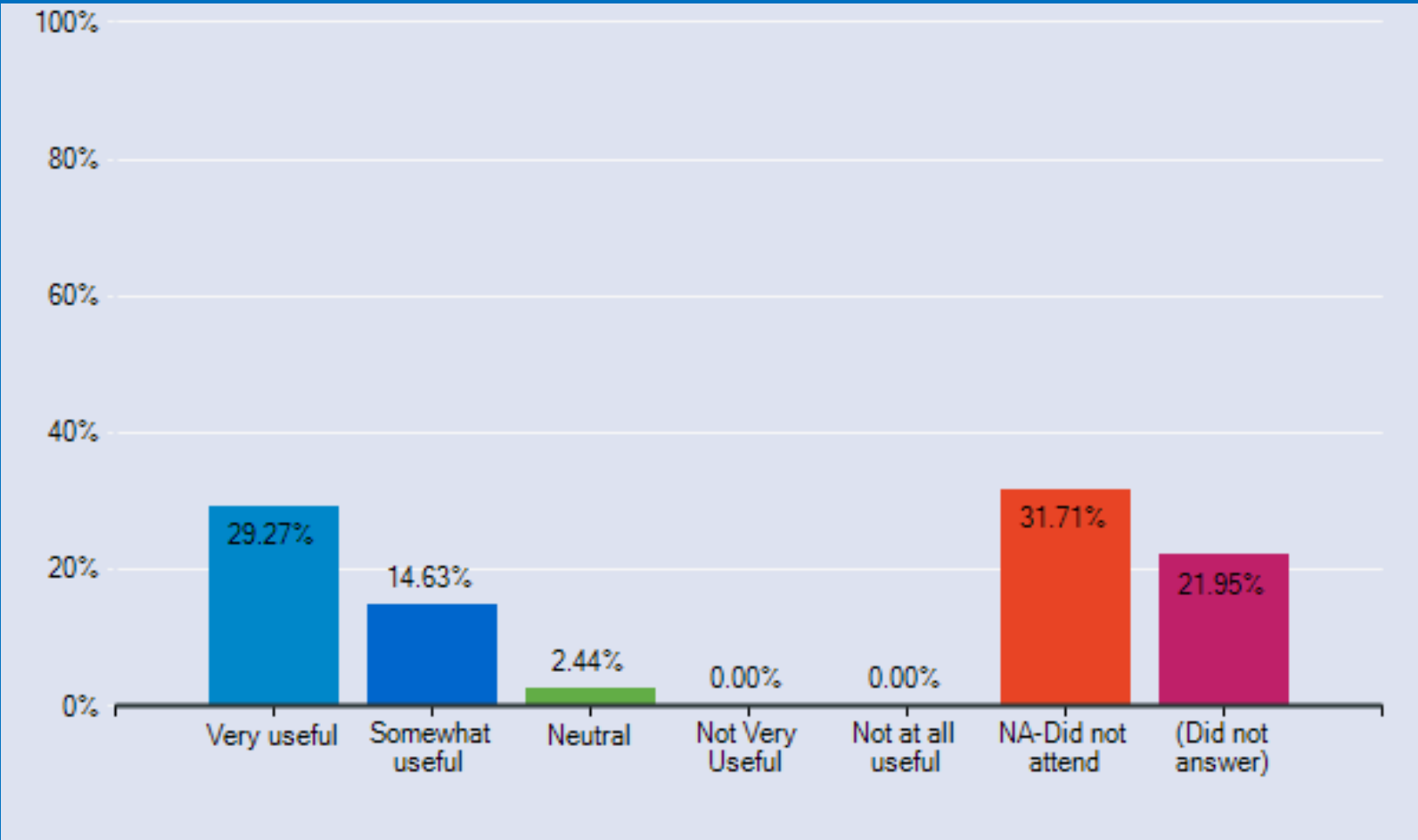
Thursday Breakouts Session 1: Tips to Make Your Program Sing! - Karen Heath / Anne Cron, APR / Tom Gould



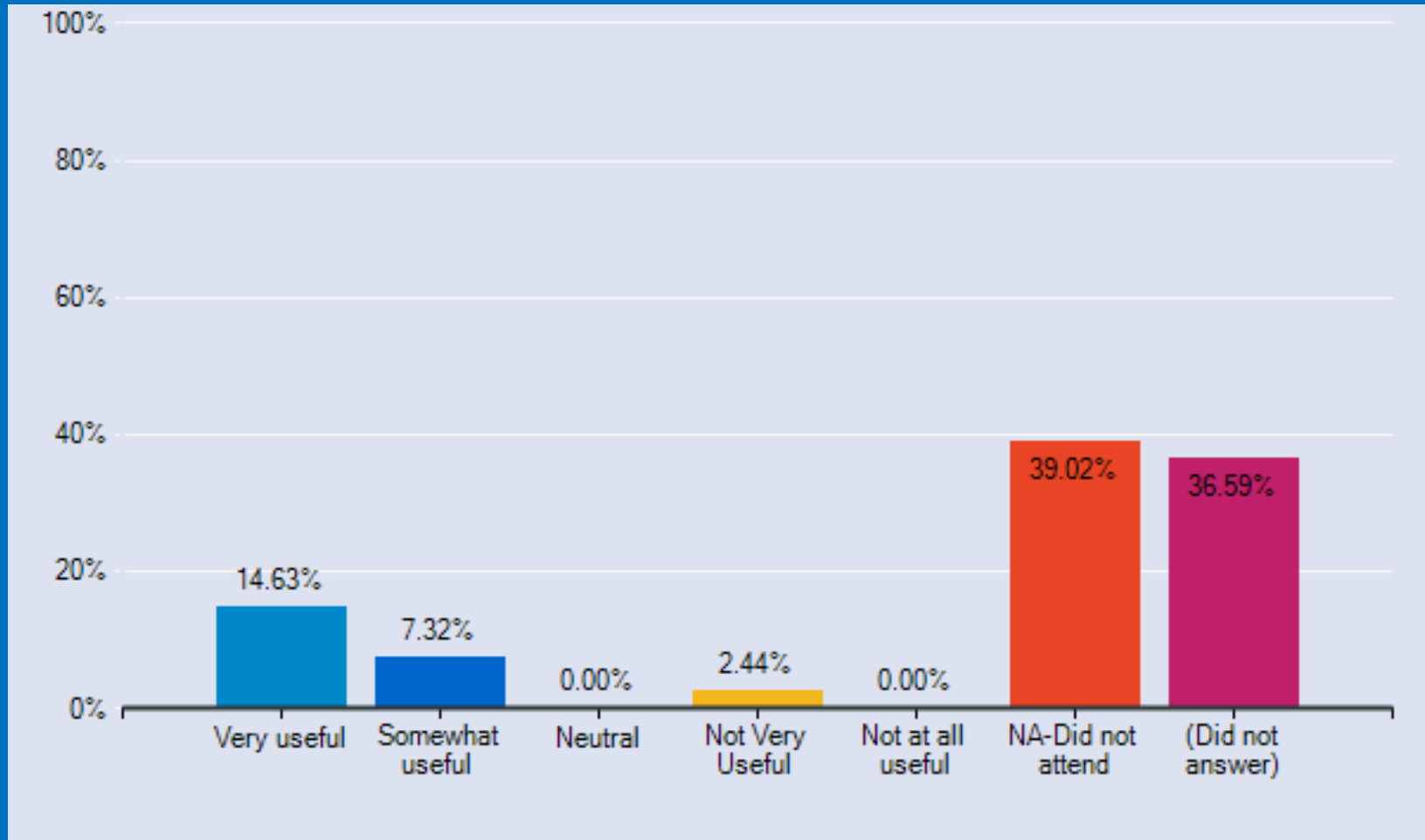
Thursday Breakouts Session 1: You've Got the Power - Building or Breaking the Image of Public Ed and Career Tech! - Brian Woodland, APR



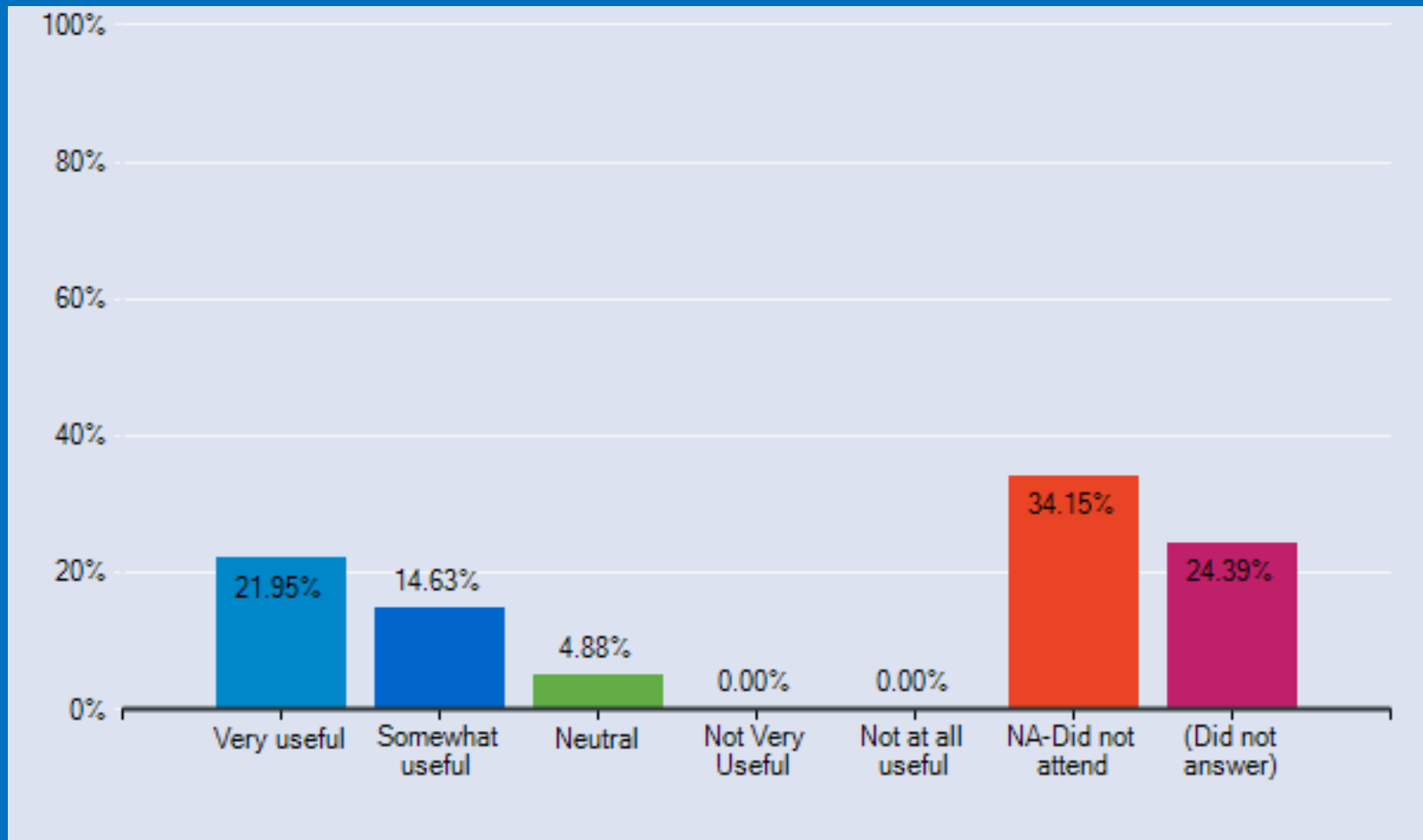
Thursday Breakouts Session 1: Digital Marketing Planning - Nicole Malak



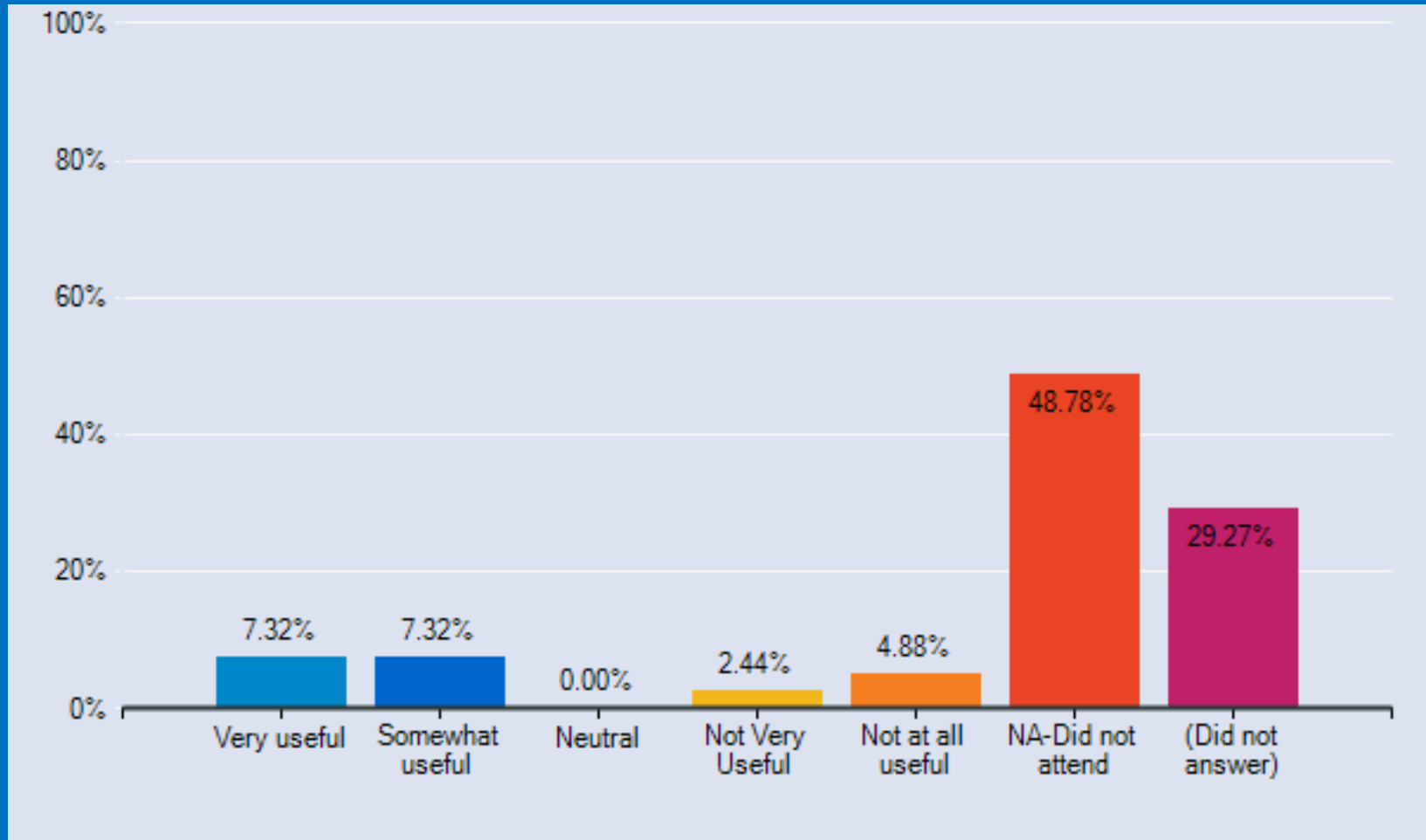
Thursday Breakouts Session 2: Leveraging Small Town Resources for BIG CITY Impact - Holly McCaw / Tom Scheidel / Joni VanNieuwenhuyzen



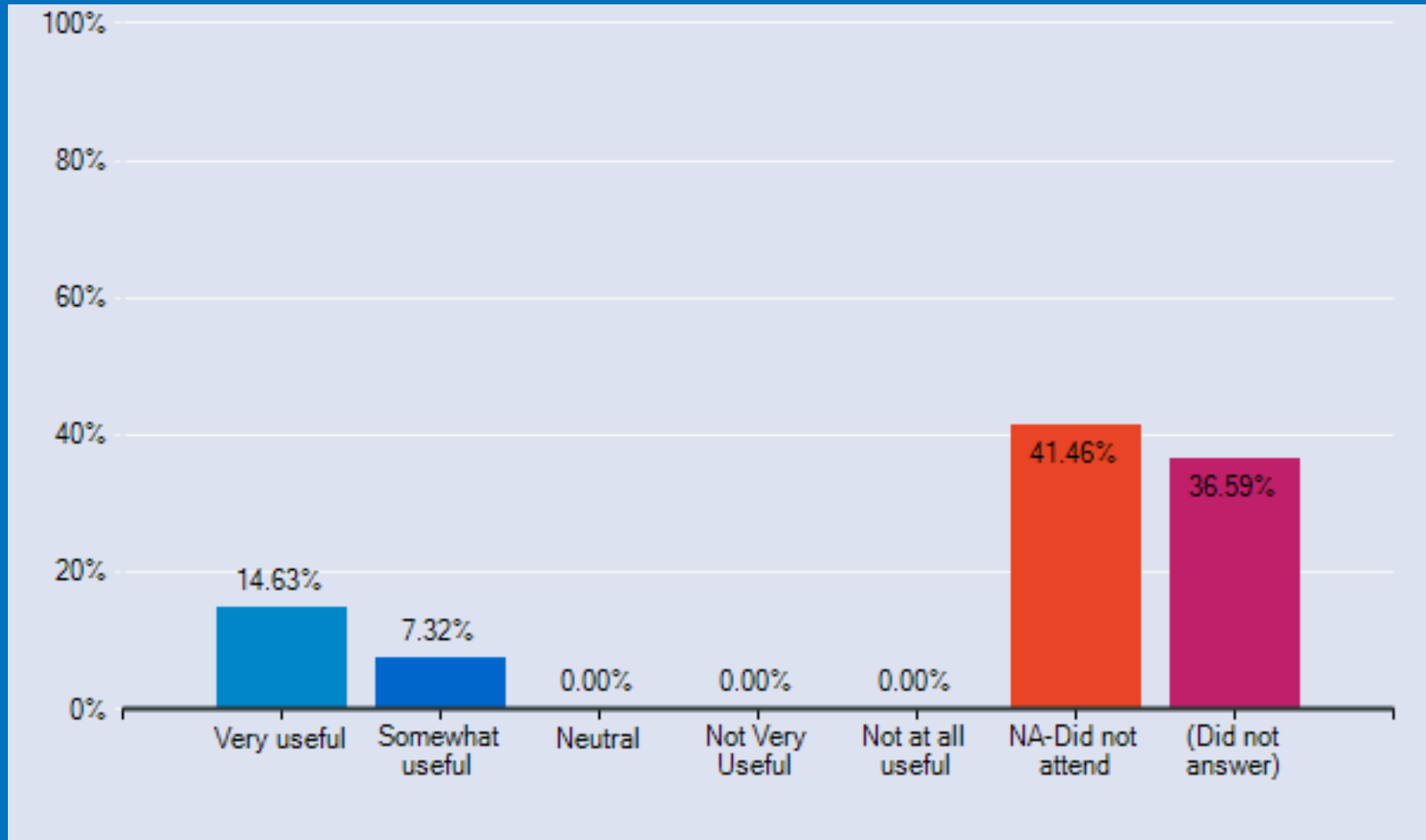
Thursday Breakouts Session 2: Websites that Top the Charts & Meet ADA Compliance Laws - Jennifer Osborn



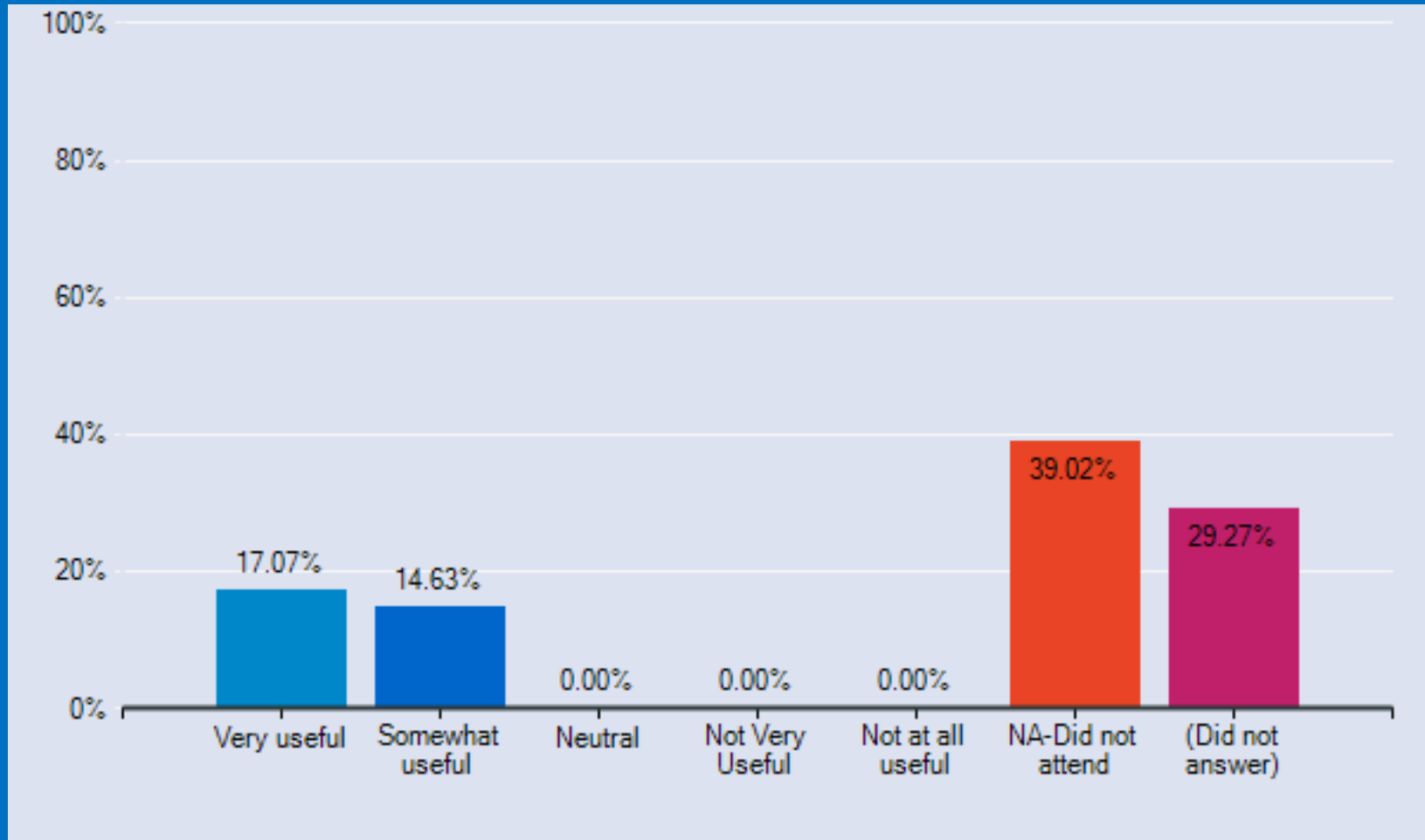
Thursday Breakouts Session 2: Making & Posting Movie Clips that Rock! - Veronica Gracia-Wing



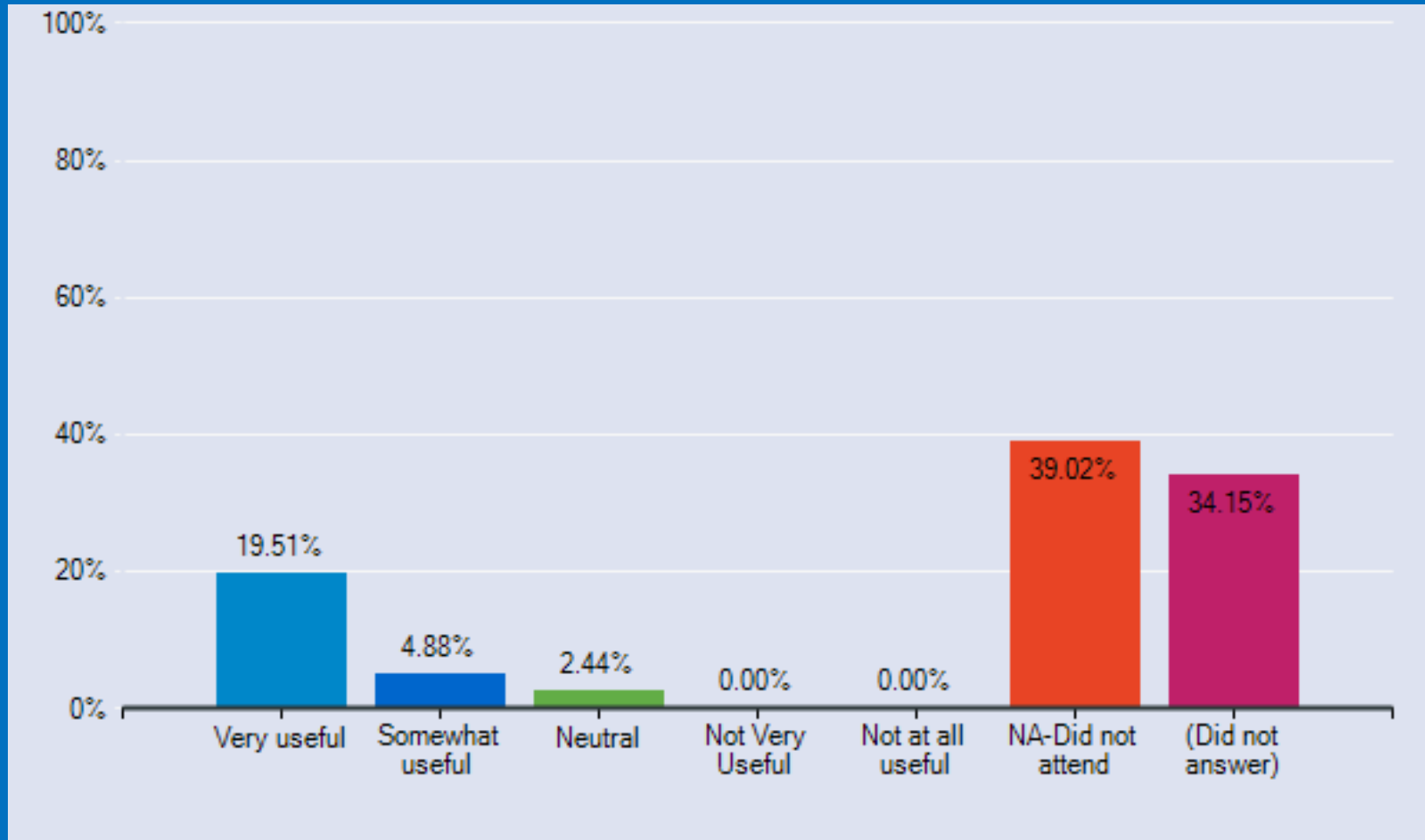
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Death of Student or Staff - Kalli Zielbauer



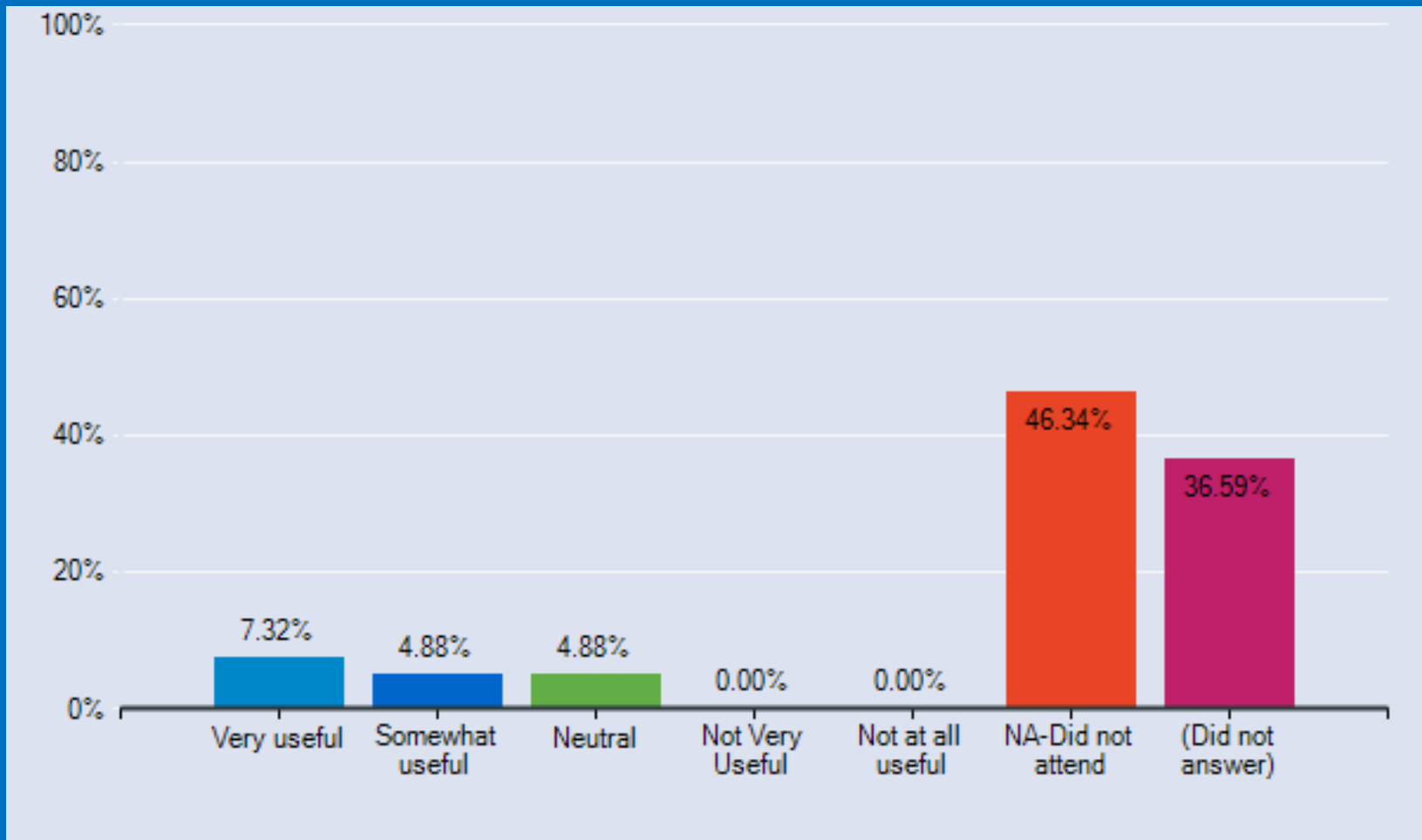
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Staff Misconduct - Tom Scheidel



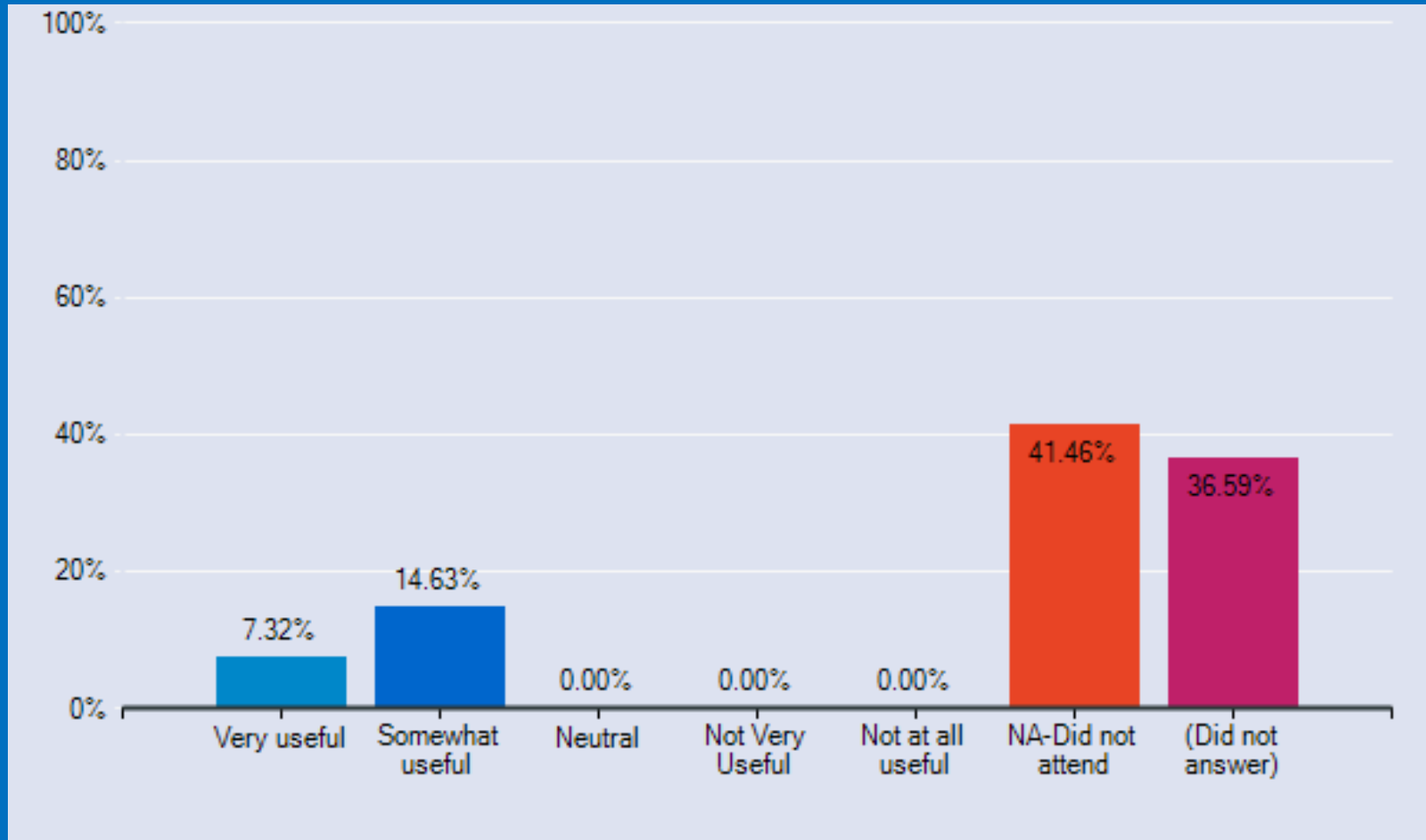
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: (Threat of) School Violence - Karen Heath



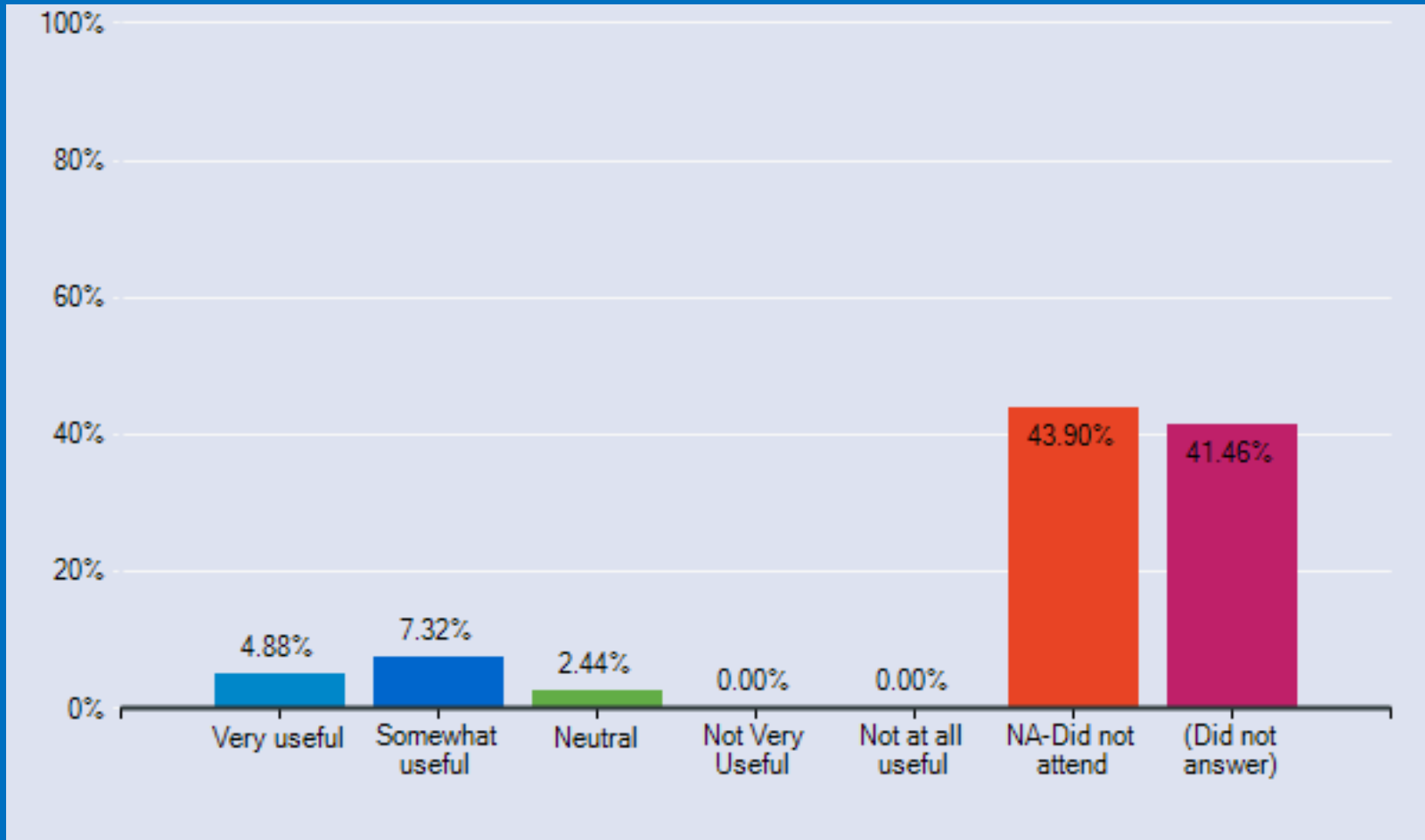
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Transportation Incident or Accident - Keely Baribeau



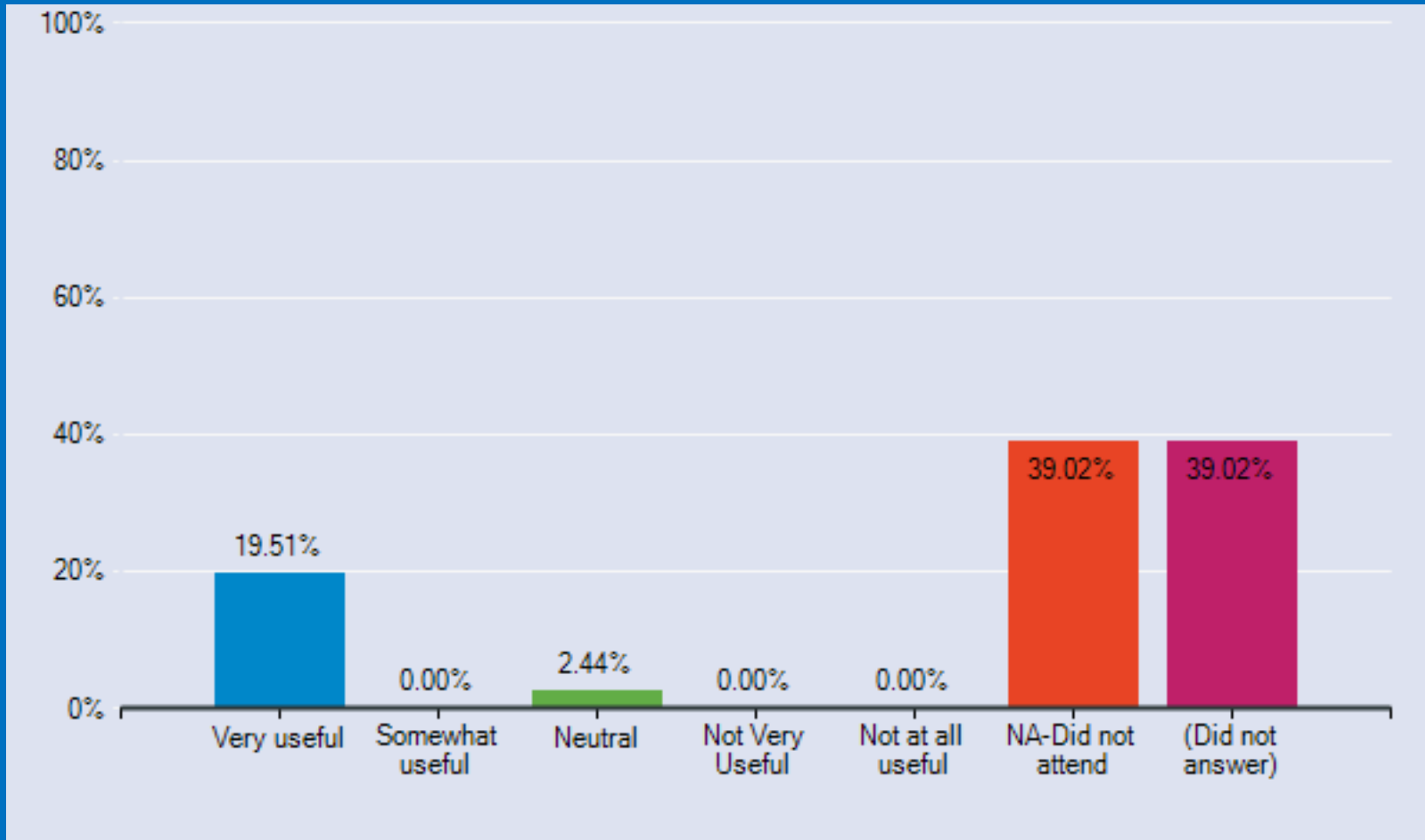
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Tweetgate (Social Media Gone Bad) - Diane Bauman, APR



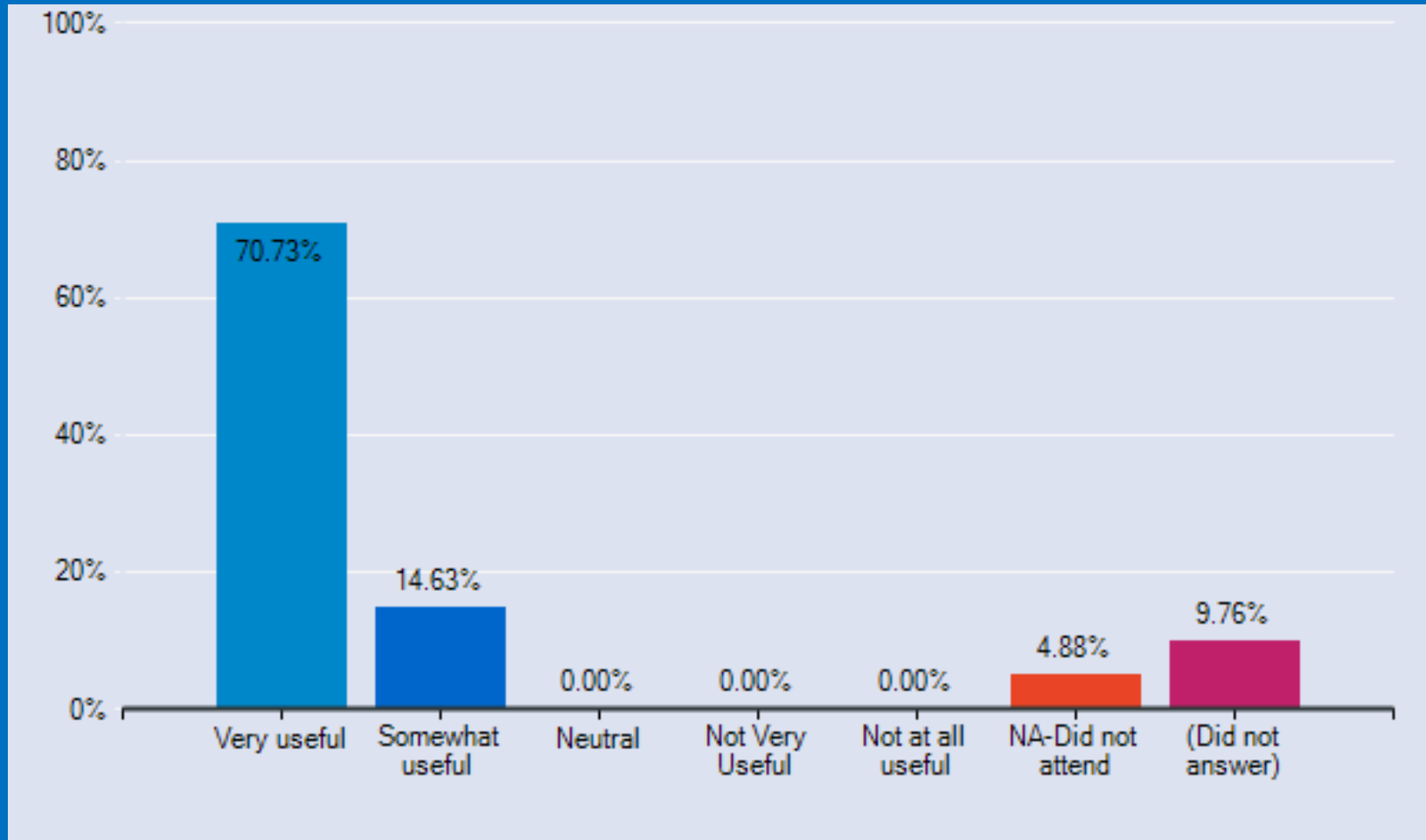
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Drugs in School (Including OTC Misuse) - Garth Kriewall



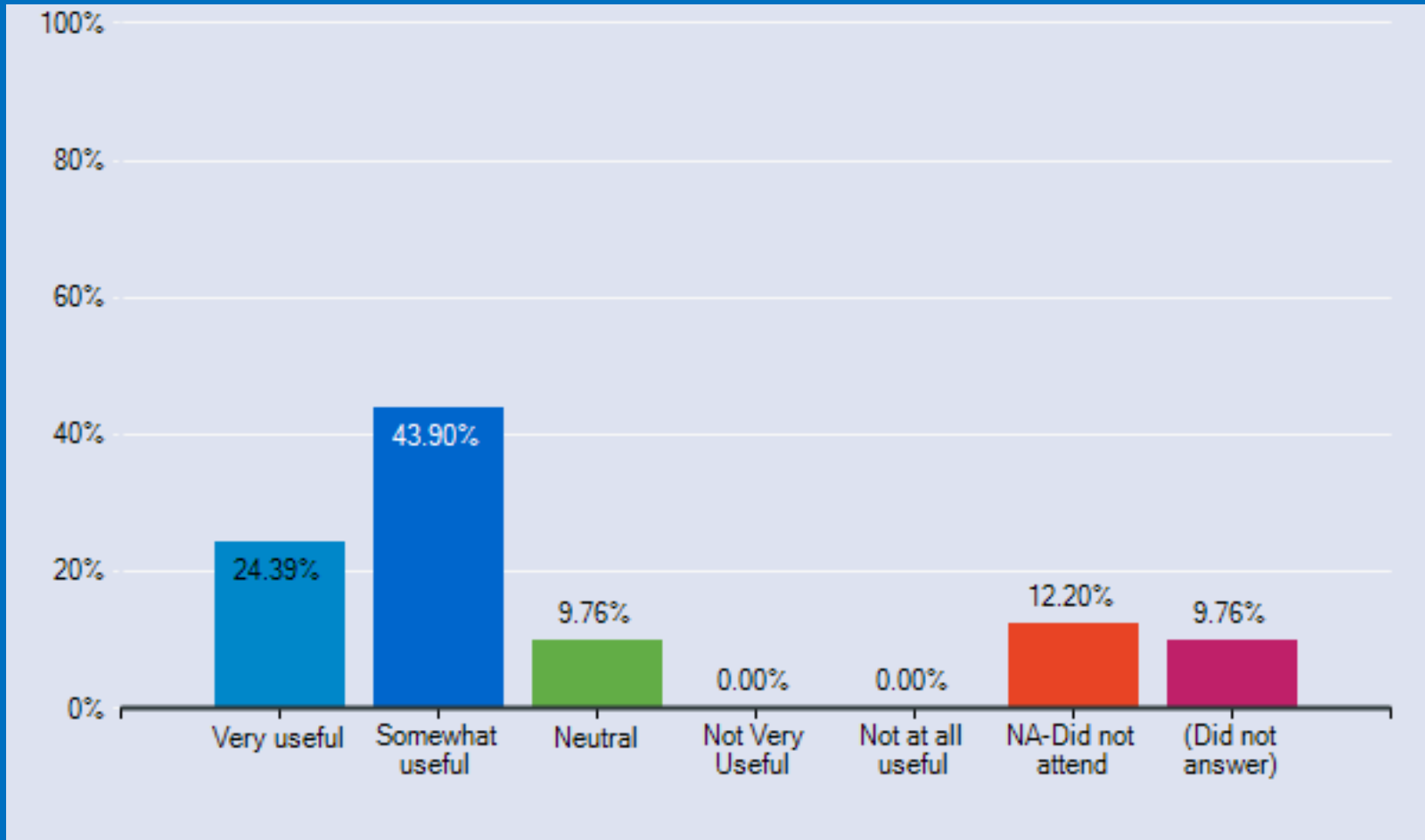
Friday a.m. Crisis Communication: Lessons Learned the Hard Way: Crisis Du Jour - Gerri Allen



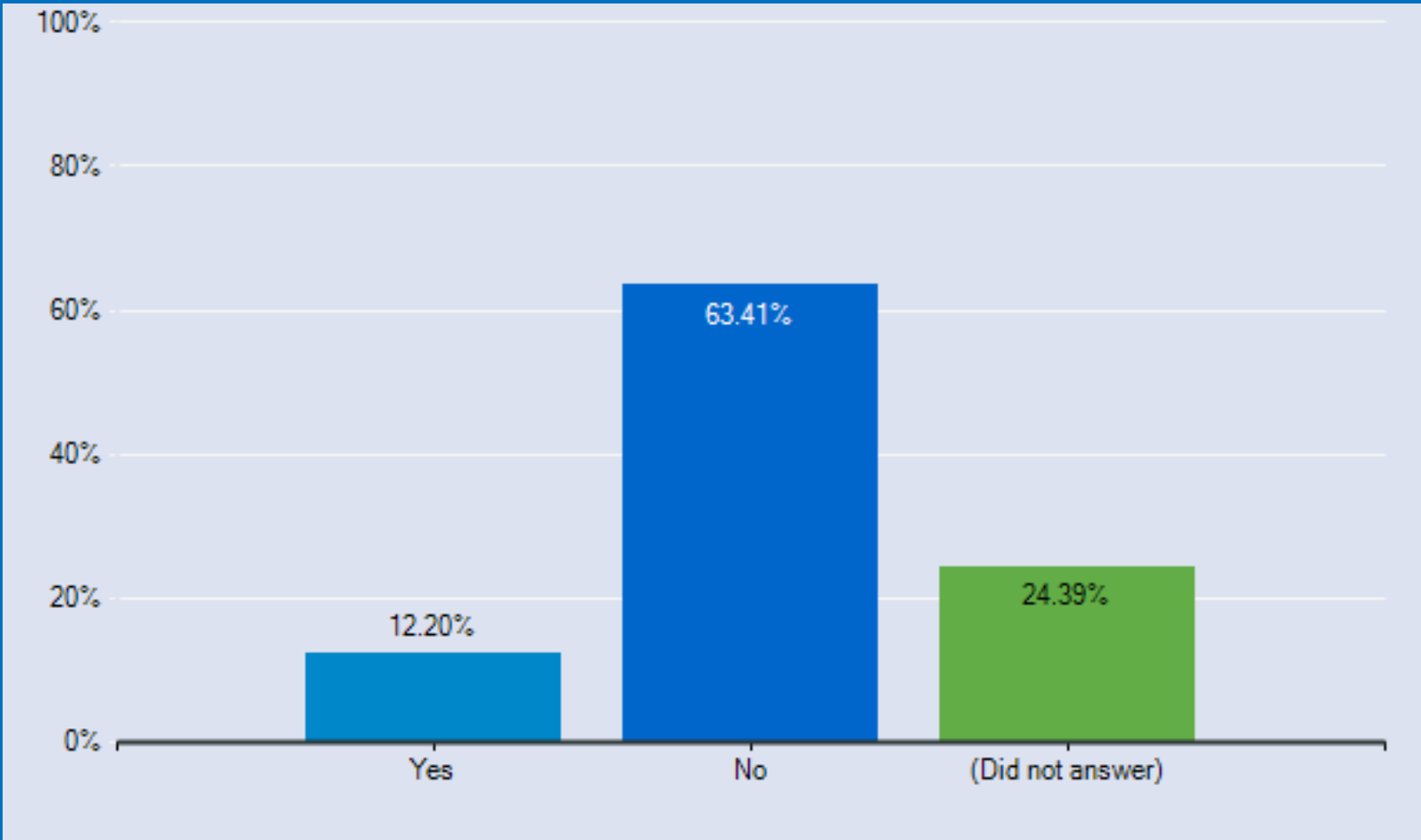
Friday a.m. Large Group Session: Be Ready for Anything: Crisis Management & Communication in the School Environment - Larry Johnson



Friday a.m. Large Group Session: Hold the Phone! Telephone Consumer Protection Act (TCPA) - School Messenger



Are you interested in serving on next year's conference committee?



Q11. Do you have any feedback about conference sponsors:SchoolMessenger, LunchTray, Foxbright or Blackboard?

| Sr.No. | Response Text |
|--------|--|
| 1 | |
| 2 | |
| 3 | Foxbright was very informative and answered a lot of my questions about updating our website. |
| 4 | |
| 5 | Tell them thanks for sponsoring. I'm looking forward to getting my new website up and running. |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | No |
| 11 | I think it would be nice to give them each a 5-10 slot to do a brief presentation on their product. I didn't get a grasp of LunchTray or Blackboard and only know what the others because we currently utilize their services. |
| 12 | |
| 13 | No |
| 14 | |
| 15 | Thank you so much!!! |
| 16 | |
| 17 | Big fan of SchoolMessenger. |
| 18 | |
| 19 | Thank them for their generosity. |
| 20 | |
| 21 | No, they were great. |
| 22 | As a new person to the school PR business, I would have appreciated a SHORT, presentation from each about what their company does. |
| 23 | |
| 24 | Thank you to SchoolMessenger, LunchTray, Foxbright and Blackboard for sponsoring our learning, engaging in problem solving discussions, and being present both days. We appreciate your support. |
| 25 | Blackboard staff were extremely helpful and friendly! |
| 26 | |
| 27 | |
| 28 | |
| 29 | Great choices - informative without being pushy |
| 30 | Very generous for treating the group to meals. I do plan on taking LunchTray back to my district. We already work with SchoolMessenger. Foxbright is a former vendor. Our district will be in contact with Blackboard once our online class strategy has been established. |
| 31 | Excellent! |
| 32 | |
| 33 | |
| 34 | They were excellent sponsors with good accessibility and presence throughout the conference. |
| 35 | |
| 36 | |
| 37 | Other than Foxbright, I didn't feel that the sponsors were offering a product I would use at the ISD level. Great services, just not applicable to my ISD. |
| 38 | |
| 39 | Thank you for your support. |
| 40 | |
| 41 | Very happy with sponsors. |

Q12. Do you have any suggestions for other potential conference sponsors?

| Sr.No. | Response Text |
|--------|--|
| 1 | |
| 2 | |
| 3 | |
| 4 | ADA compliance vendors--Monsido and Site Improve |
| 5 | Will keep thinking about this - nothing off the top of my head |
| 6 | Let's Talk, K-12 Insight |
| 7 | |
| 8 | |
| 9 | |
| 10 | No |
| 11 | PowerSchool? |
| 12 | |
| 13 | No |
| 14 | |
| 15 | Meltwater .. They should also do a session on the data they compile. |
| 16 | |
| 17 | Think of major printers like Applied Imaging. Other student information systems like PowerSchool or Synergy. |
| 18 | |
| 19 | Schooldude? |
| 20 | |
| 21 | |
| 22 | |
| 23 | |
| 24 | Not at this time. |
| 25 | |
| 26 | |
| 27 | |
| 28 | |
| 29 | |
| 30 | |
| 31 | |
| 32 | |
| 33 | |
| 34 | N/A |
| 35 | |
| 36 | |
| 37 | http://siteimprove.com/ |
| 38 | |
| 39 | |
| 40 | |
| 41 | |

Q13. Do you have any other comments to share with the conference planning committee?

| Sr.No. | Response Text |
|--------|--|
| 1 | |
| 2 | |
| 3 | It was really well organized and I like that you kept to the schedule and did not start or end late. |
| 4 | This was the best conference yet! |

| | |
|----|---|
| 5 | THANK YOU THANK YOU THANK YOU for all your work and planning to make this event happen. I go home feeling energized and ready to try so many new ideas. |
| 6 | What an awesome committee! (I'm totally impartial...) |
| 7 | |
| 8 | |
| 9 | |
| 10 | Great job! |
| 11 | This conference FAR exceeded my expectations. I'm armed with information to share with my district and can't start putting practices into place. GREAT conference, one of the best I've attended. |
| 12 | Although Brian's presentations were entertaining and interesting, his situation in Canada is so far removed from anything that we experience, so much of his presentation was not helpful. His position and the generous money that flows through gives them a large staff that makes those ideas possible. It was very hard to relate to that because it is not the case in our district. Seems unrealistic. He was too political. Politics in Canada are very different from the U.S. |
| 13 | Best MSPRA conference ever. |
| 14 | Great job! I really like having the conference at the hotel. |
| 15 | Thank you so much Gerri, Kristin and the entire committee!! Well done! Great sessions and location!!! |
| 16 | |
| 17 | Keep doing it! Was a really great conference. |
| 18 | |
| 19 | I really liked the 15 minute sessions. We were able to cover a lot of ground in a small amount of time. |
| 20 | |
| 21 | The sound system made it difficult to understand the keynote speaker. However, he moved way too fast, making it difficult of absorb all the information. |
| 22 | |
| 23 | |
| 24 | Job well done! Thanks to all the presenters for imparting their knowledge to us. |
| 25 | |
| 26 | |
| 27 | |
| 28 | |
| 29 | thank you |
| 30 | |
| 31 | It really was a terrific conference! I got a lot out of it.....very well planned! |
| 32 | |
| 33 | |
| 34 | Excellent job, thank you! |
| 35 | |
| 36 | This was so helpful. As a new school PR person, it was so nice to know I'm not alone and meet the other people out there doing the same thing I am. |
| 37 | I thought the keynote on the first day was mediocre. I need real world information and solutions I can take back to my ISD. I suppose a general feel good presentation is fine, but I would rather hear practical information I can use tomorrow. That's why I found the the keynote on day two much more compelling and useful. |
| 38 | Well done! |
| 39 | Well done! The conference was extremely well organized and careful thought was placed on the discussion topics. |
| 40 | I know that round-robin sessions are space heavy and eat time, but there were a couple of sessions that I would have liked to attend, but could not due to another session that took priority |
| 41 | |

Q15. If you answered yes above, please submit your name, district, position, email address and phone number.

| Sr.No. | Response Text |
|--------|--|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | Anne Cron (you have my info) |
| 7 | Judson Lohman, Tecumseh Public Schools, PR/Communications/Marketing Coordinator. jlohman@tps.k12.mi.us, 517-424 7318 x1700 |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | |
| 13 | |
| 14 | |
| 15 | Judy Evola, Walled Lake, Director, Community Relations & Marketing, judyevola@wlcsd.org, 248-956-2017 |
| 16 | |
| 17 | |
| 18 | |
| 19 | Give me one more year to get things under my belt. :) |
| 20 | |
| 21 | |
| 22 | |
| 23 | Tom Gould, Howell Public Schools, Director of Public Relations, gouldt@howellschools.com 517-548-6335. |
| 24 | Gerri Allen-You know how to reach me..... |