



GSPRA 2018
Making a Splash
in School Communications



2018 Conference Agenda

Friday, October 19

8 a.m.	Lobby	Registration
8 a.m.	Retreat A & B	Breakfast
9 a.m.	Wildhorn	Welcome <i>Conference Chair Anisa Sullivan Jimenez, Oconee County Schools</i>
9:15 a.m.	Wildhorn	National Distinguished Speaker Session “Practical Makes Perfect: Streamlining Strategic Communication” <i>Michael Cyze, Dubuque Community School District (Iowa)</i>
10:15 a.m.	Lobby	Coffee Break <i>Beverage Sponsor: SchoolPointe</i>
10:30 a.m.	Wildhorn	Special Session: Superintendent Speaker Series “The Role of School District Communications Professionals” <i>Dr. Jack Parish, Retired Superintendent (Henry County Schools)</i>
11:30 a.m.	Retreat A & B	Lunch Buffett and Annual Meeting <i>It's the year-in-review, a few votes, and door prizes! (Must be present to win!)</i> <i>GSPRA President J.D. Hardin presiding</i> <i>Lunch Remarks by PeachJar</i>
1:30 p.m.	Wildhorn	Back2Back Mini Sessions (attend both) “Dip Your Foot in the Video Pool: Easy Ways to Create Engaging Content” <i>Melissa McConnell, Belton School District #124 (Missouri)</i> <i>(Last names A-M will attend this session first)</i>
	Hopeton	“Not If, But When: In Times of Crisis” <i>Michael Cyze, Dubuque Community School District</i> <i>(Last names N-Z will attend this session first)</i>
3 p.m.	Lobby	Refreshment Break
3:15 p.m.	Wildhorn	National Distinguished Speaker Session “Cannonball! Maximizing the Social Media Splash for Your District” <i>Melissa McConnell, Belton School District #124</i>
4:15 p.m.	Wildhorn	Wrap-Up <i>J.D. Hardin, Henry County Schools</i> <i>Remarks by eSchoolView</i>
6 p.m.	Retreat A & B	Reception <i>Reception Remarks from West SchoolMessenger</i>
7 p.m.	Various	Dinner on Your Own

Saturday, October 20

8 a.m.	Lobby	Registration
8 a.m.	Retreat A & B	Breakfast
9 a.m.	Wildhorn	GSPRA Distinguished Speaker Session <i>"212°: Using Data to Show Your Strategic Communications Efforts are HOT!"</i> <i>Yolanda Stephen, Troup County School System</i>
10:15 a.m.	Lobby	Coffee Break <i>Beverage Sponsor: Edlio</i>
10:30 p.m.	Wildhorn	Back2Back Mini Sessions (attend both) <i>"Branding on a Budget"</i> <i>Yolanda Stephen, Troup County School System</i> <i>(Last names A-M will attend this session first)</i>
	Hopeton	<i>"OneDistrict: Communications for Urban, Suburban, and Rural Districts"</i> <i>Anisa Sullivan Jimenez, Oconee County Schools</i> <i>Callen Moore, Walton County School District</i> <i>(Last names N-Z will attend this session first)</i>
12 p.m.	Retreat A & B	Lunch Buffett
1 p.m.	Wildhorn	Special Session: EdCamp <i>Camp Counselor: J.D. Hardin, Henry County Schools</i>
2:30 p.m.	Lobby	Refreshment Break
2:45 p.m.	Wildhorn	Back2Back Mini Sessions (attend both) <i>"Best in Category Winner: Crisis Communications 2017: Woodstock High School Student Injury"</i> <i>Barbara Jacoby, Cherokee County School District</i> <i>(Last names A-M will attend this session first)</i>
	Hopeton	<i>"Script It, Say It, Send It"</i> <i>Cindy Ball, Rockdale County Public Schools</i> <i>(Last names N-Z will attend this session first)</i> <i>Session ends at 4:15 p.m.</i>
6 p.m.	Retreat A & B	Dinner and Awards Banquet <i>Annual celebration of professional and contest awards, board member recognition, and more door prizes! (Must be present to win!)</i> <i>GSPRA President J.D. Hardin, presiding</i> <i>Remarks from Blackboard</i>

Conference Sponsors

