



WSPRA Annual Eastside Workshop

Friday, Jan. 6, 2012 • 8:30 a.m. – 12 p.m.

ESD 101 Conference Center • 4202 S. Regal St., Spokane

Schedule

8:30 a.m. Registration, Coffee and Continental Breakfast

8:50 a.m. Welcome and Introductions

9:00 – 10:00 "How to Empower Your Principals with Branding and Marketing Skills"
National School Public Relations Association (NSPRA) Power Hour

David R. Voss President, Voss and Associates

Choice, charters and budget cuts make it more important than ever to brand and market every school's unique characteristics in order to build public confidence and support. School districts and communication departments don't have the staff capacity to brand and market every individual school. This webinar will show you a proven method for teaching your principals how to market their own schools. Learn how to become a "branding" coach, or, if you are a principal, learn how to become a branding leader in your district.

10:15 – 11:30 "The Basics of Branding"

Sara Desautel & Tyler Tullis Desautel Hege Communications, Spokane

What is branding? Why it is important? As the erosion of state funding for public education continues, school districts, colleges and universities must rely more heavily on our communities to fund the gap. A strong brand shapes public perception and builds support. Learn how to evaluate your brand and about branding strategies on a shoestring budget.

11:30 – 12:00 Levy Communication Strategies

Many Eastern Washington school districts are seeking renewal of expiring Maintenance and Operations Levies on spring ballots. Share your communications strategies, successes and challenges.

Adjourn

Registration	WSPRA Member	Non-Member	
o <u>Workshop Fee</u>	\$25	\$35	<u>With pre-registration by Jan. 4, 2012</u>
o <u>Workshop Fee</u>	\$40	\$50	<u>On-Site Registration</u>
o Annual WSPRA Membership	\$70		

Name: _____ Organization: _____
 Address: _____
 Phone: _____ Email: _____

Please return the registration form with a check payable to WSPRA; sorry we do not accept purchase orders.

Mail your registration and check to WSPRA, 4616 25th Avenue NE, PMB 415, Seattle, WA 98105. You may also RSVP to Lorraine Cooper at lorraine.cooper@ksd.org or by calling 509-222-7424.

If you prefer to pay by Visa, Master Card, American Express, or Discover: E-mail all of the above registration information to lorraine.cooper@ksd.org. You will receive a request for payment from PayPal. Please note that you will be charged an extra \$3 to cover our fees.

Many thanks to Northeast Educational Service District (NEWESD) 101 for hosting our Workshop! 4202 S. Regal Street, Spokane, WA 99223 • 509-789-3800

Driving Directions:

From the east (Spokane Valley, Idaho) - From I-90, take the Thor-Freya exchange (exit 283B). From the off-ramp, continue straight one block to the stop light at Thor. Turn left on Thor and proceed up the hill 2.3 miles until the road dead-ends at 37th (Ferris High School). Turn right on 37th. Continue two blocks to the light at Regal and turn left. Proceed four blocks to the Regal Center, located on the right side of the street.

From the west (Spokane Airport, Tri-Cities, Seattle) – From I-90, take the Thor-Freya exchange (exit 283B). From the off-ramp, continue forward to the stop light at Thor. Turn right on Thor and proceed up the hill 2.3 miles until the road dead-ends at 37th (Ferris High School). Turn right on 37th. Continue two blocks to the light at Regal and turn left. Proceed four blocks to the Regal Center, located on the right side of the street.

About WSPRA

The Washington State School Public Relations Association (WSPRA) is a professional organization of K-12 education professional who strive to improve communication among all stakeholders in our state’s public school systems. The organization meets four times a year at different locations across the state to build professional capacity as communication specialists. For more information about WSPRA visit its website at www.wspra.com.

Questions? Contact any WSPRA Officer

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