



## PRESENT

# Breaking Down Barriers - Early Spring Workshop

**Thursday, March 4 & Friday, March 5 at ESD 112 in Vancouver WA**

2500 NE 65<sup>th</sup> Avenue, Vancouver, WA 98661 – switchboard 360-750-7500

*Whether you work in a community where English is a new language, or where families are struggling economically or one where residents are only connected “online” or a combination of all three (most likely), it is no doubt school communicators have a their work cut out for them. Join us for insightful and immediately helpful techniques for better understanding with our communities.*

### Schedule - Thursday, March 4

2:00 p.m. Registration

2:30 Introductions and sharing

Be prepared to share your creative coping strategies in this current economy

3:15 **Communication in the Twittersphere**

Simona Boucek, Salem-Keizer School District

Tips on how to effectively navigate Twitter to get a positive message out about your school district while enhancing your relationship with news media. This session will dive into the world of Twitter and give you definitive ways to beef-up your public relations strategies.

4:00 **Breaking Barriers: Concrete Tools for Communicating with People in Poverty**

Keynote speaker – Donna M. Beegle, Ed.D.

Donna is a national speaker, discussion leader, trainer, and the author of “*See Poverty, Be The Difference*,” a resource book for professionals who work with people in poverty. She has worked with educators, justice professionals, health care providers, social service agencies, and other organizations all over the nation who want to make a difference for those living in the crisis of poverty. Providing insights and strategies for 17 years, her own inspiring story and work have been featured in newspapers round the nation and on local and national TV including an upcoming PBS documentary titled: *Invisible Nation*. Donna is the only member of her family who has not been incarcerated. After growing up in generational migrant labor poverty, leaving school for marriage at 15, having two children and continuing to cope with poverty, she found herself, at 25, with no husband, little education, and no job skills. What followed in 10 short years were: self-confidence, a G.E.D., an A.A. in Journalism, a B.A. (with honors) in Communications, a Master’s Degree in Communication with a minor In Gender Studies (with honors), and completion of a Doctorate Degree. Donna completed her Doctorate in Educational Leadership at Portland State University in 2000, where she taught speech communication courses for eight years. She is currently president of Communication Across Barriers, a consulting firm devoted to improving communication and relationships. Donna is also founder of the new nonprofit, PovertyBridge which is dedicated to changing lives for people in poverty.

6:00 **Social**

Heathman Lodge, 7801 NE Greenwood Drive, Vancouver, WA

Light appetizers provided – no host beverages

For those traveling to the area, the Heathman Lodge has graciously provided a block of room at a discounted rate. Call 360.254.3100 or toll free 888-475-3100 for details and reservations

# Breaking Down Barriers - Early Spring Workshop *continued*

## Schedule - Friday, March 5

9:00 a.m. Registration and continental breakfast

### 9:30 **Facebook 101: What to say and why**

Carol Fenstermacher, Evergreen School District

Eric Jacobson, ESD 112

Mike Watters, ESD 112

*Okay, we know what it is but how do we get started? Enjoy this basic, easy to follow road map to putting your district, and even yourself, on the Social Media highway.*

### 10:15 **Social Media for Internal Audiences**

Tom Eiland & staff, Conklin, Fiskum & McCormick, Portland, Oregon

*Don't overlook social media for your own colleagues. Conklin, Fiskum & McCormick staff will share their firm's journey to better internal communication with these new tools. CFM Partner and noted research analyst, Tom Eiland, will also share the current mood of the northwest toward public education.*

Noon Lunch

*Recognition of recent recipients of APR (Accredited in Public Relations) and chapter news and upcoming events*

### 1:00 p.m. **Bridges to Understanding**

North Clackamas Schools Outreach & Engagement Team

Daryl Dixon, Coordinator

Rosalba Cenicerros, Hispanic Community Liaison

Olga Byelogurova, Russian Community Liaison

Phil Phan, Vietnamese Community Liaison

*Strategies and success stories from North Clackamas Schools' groundbreaking efforts to build school-to-home relationships with Hispanic, Russian, Vietnamese and African American families, increasing parent involvement by these groups.*

**Many thanks to Lori Williams, Deputy Director, Public Information Cooperative at ESD 112 for hosting this meeting. Below are registration materials and please note the addresses for each state treasurer.**

Registration	OSPRA/WSPRA Member	Non-Member	
o Workshop Fee	\$50.00	\$75.00	With pre-registration/RSVP
o Workshop Fee	\$75.00	\$100.00	On-Site Registration

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**OSPRA members** - Please return the registration form with a check payable to OSPRA. Mail your registration and check to Matt Shelby, c/o Portland Public Schools, 501 Dixon, Portland OR 97203

**WSPRA members** - Mail your registration and check to WSPRA, 4616 25<sup>th</sup> Avenue NE, PMB 415, Seattle, WA 98105. You may also RSVP to Sara Niegowski at [niegowskis@issaquah.wednet.edu](mailto:niegowskis@issaquah.wednet.edu) or by calling 425-837-7004. If you prefer to pay by Visa, Master Card, American Express, or Discover: You will receive a request for payment from PayPal. E-mail all of the above registration information to [niegowskis@issaquah.wednet.edu](mailto:niegowskis@issaquah.wednet.edu). Please note that you will be charged an extra \$3 to cover fees.

## Questions?

**OSPRA President: Dan McCue** David Douglas School District – 503.261.8229, [dan\\_mccue@ddouglas.k12.or.us](mailto:dan_mccue@ddouglas.k12.or.us)

**WSPRA President: Arlene Hulten** Lake Stevens School District – 425.335.1501, [arlene\\_hulten@lkstevens.wednet.edu](mailto:arlene_hulten@lkstevens.wednet.edu)