

Iowa School Public Relations Association

# Annual Communication Awards Night

Thursday, April 26, 2012

5:30-8 p.m.

Champps Sports Bar & Grill

101 Jordan Creek Pkwy.

West Des Moines, IA

*(Located in Jordan Creek Mall next to the Cheesecake Factory & theater)*

Free appetizers and two beverage tickets provided.

## ISPRA Annual Conference Registration

- Awards Night** - Thursday, April 26, 2012  
No Charge
- Spring Conference** - Friday, April 27, 2012  
Member \$85 Non Member \$100  
Membership & Conference Fee \$125  
Membership only \$50
- Total \$\_\_\_\_\_

Name \_\_\_\_\_

District/AEA \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

**Registration Deadline April 4.** Send registration and payment to ISPRA c/o George Held, Grant Wood AEA, 4401 Sixth Street SW, Cedar Rapids, IA 52404

**Contact:** Celeste Miller, ISPRA Vice President  
cmiller@bettendorf.k12.ia.us or 563/359-3681

Iowa School Public Relations Association  
c/o Grant Wood AEA  
4401 6th St. SW  
Cedar Rapids, IA 52404



## Annual Communication Awards & Spring Conference

April 26-27, 2012  
West Des Moines, IA

Relevant professional development on topics impacting communication professional in education.



The Iowa School Public Relations Association (ISPRA) is an organization of public relations professionals, superintendents, principals, teachers and others interested in fostering understanding and support for education. [www.ispra.org](http://www.ispra.org)



## Registration

8:15 - 8:45 a.m. (Continental breakfast)

## Welcome

8:45 - 9 a.m.

## Do you know what you should?

### Social Media

### Readiness

9 a.m. - 12 p.m.

### Nathan Wright

Lava Row - [www.lavarow.com](http://www.lavarow.com)



*Nathan began his career in the advertising agency world, where he developed digital media strategy for clients. His interest in social networks led him to entrepreneurship and the formation of Lava Row, a Des Moines-based consulting and education firm.*

### Setting the Stage

Trends, history, introductions, demographics, and more.

### Platform Discussion

Opportunities for you to leverage key platforms such as Facebook, Twitter and LinkedIn in your communication strategy.

### Crisis Management

Real-world case studies and guidance for handling crisis communications with real-time media.

### Social Technology Access

Open discussion regarding social technology access (for students and faculty) in your schools.

### What's Next?

What's on the horizon in social media.

## Lunch

12 - 12:45 p.m.

# Iowa School Public Relations Association Spring Conference | Friday, April 27, 2011

West Des Moines Learning Center  
3550 Mills Civic Parkway, West Des Moines, IA



## Is an APR in your future?

### APR Accreditation 12:45 - 1 p.m.

**Lauri Pyatt** - School/Community Relations Specialist, West Des Moines Community Schools

The Accreditation Program is the public relations profession's national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.

Learn more @ <http://www.prsa.org/Learning/>

## Is an app a smart tool for you?

### Smart Phone Apps 1 - 2 p.m.

**Steven McDaniel** - School Connect - [www.schoolconnect.us](http://www.schoolconnect.us)

In November 2011 NSPRA featured a Trend Tracker article - "Smart Phone Apps are Becoming a 'Necessary Tool' to Communicate with Parents. Learn more about the communication benefits of an app as well as how you can implement app technology for your organization.

*School Connect provides mobile communication platforms via apps to school districts for community engagement and communications efforts at no cost. They launched their first school app with Norman, Public Schools in Oklahoma and are working with all major school districts in Oklahoma as well as other districts throughout the U.S. and Canada.*

## Let's learn from each other!

### Idea Exchange 2 - 3 p.m.

Bring your biggest challenges and a few ideas that have worked for you. "Challenge" and "Idea" boxes will be available during the conference. During Idea Exchange fellow education communication professionals will offer solutions to challenges and share proven ideas that you can implement in your district.



Learn more at pre-seminar workshops at the NSPRA Annual Conference - [http://www.nspira.org/seminar\\_preseminars](http://www.nspira.org/seminar_preseminars)

**APR Prep: Get Ready for Universal Accreditation** - Saturday, July 7 & Sunday, July 8

**Mobil App Strategy in School Communication** - Saturday, July 7

**Social Media Strategy in School Communication** - Sunday, July 8