



Council of the Great City Schools
1311 Pennsylvania Avenue, N.W., Suite 1100N
Washington, D.C. 20004

16th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 15-17, 2016

Chicago Marriott Downtown Magnificent Mile Hotel
540 North Michigan Avenue
Chicago, IL

Working Agenda

Friday, July 15

6 – 8:30 p.m.

Dinner

Devon Seafood Grill, Bernadine Room
39 E. Chicago Avenue, corner of Chicago & Wabash Ave.
(10-minute walk from the Chicago Marriott)

Welcome

Henry Duvall, Director of Communications
Council of the Great City Schools

Sponsor

SchoolMessenger

Speaker Introduction

Tonya Harris, Communications Manager
Council of the Great City Schools

Guest Speaker

Kathy Chaney, Managing Editor
EBONY Magazine

Saturday, July 16

7:30 – 10 a.m. **Registration** (Chicago Ballroom D, 5th Floor, Marriott Hotel)

8 – 9 a.m. **Breakfast** (Chicago Ballroom E, 5th Floor, Marriott Hotel)

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Blackboard

9 - 9:30 a.m. Welcome and Introductions (Chicago Ballroom D)

9:30 – 10:30 a.m. **Marketing Your District Against the Competition**

FinditatDCPS
(District of Columbia Public Schools)

Anna Gregory, Deputy Chief of Staff for Communications
Michelle Lerner, Press Secretary
Hilary Tone, Director of Communications
Janae Hinson, Communications Coordinator

10:30 -10:45 a.m. **Coffee Break**

11 a.m.- Noon **Advancing Social Media Practices and Policies**

Engaging and Informing the Community through Social Media
(Miami-Dade County Public Schools)

Daisy Gonzalez-Diego, Chief Communications Officer

Noon –1 p.m. **Lunch** (Chicago Ballroom E, 5th Floor, Marriott Hotel)

Sponsor
Gaggle and Peachjar

1 – 2 p.m.

Improving Internal Communications

How Pittsburgh Public Schools Used Push-Ups to Transform Human Capital Communications

(Pittsburgh Public Schools)

Shannon Plush, Coordinator, Strategic Communications

Q & A Sponsored by Battelle for Kids

2 – 2:15 p.m.

Refreshment Break

2:30 – 3:30 p.m.

Roundtable Discussions Between New/Junior Public Relations Executives and Senior/Veteran PREs

Veteran Urban-School Communicators:

Monica Armenta, Executive Director of Communications
Albuquerque Public Schools

Heidi Embley, Chief Communications Officer
Anchorage School District

Dr. Roseann Canfora, District Communications Officer
Cleveland Metropolitan School District

Sabrina D’Agosta, Director of Strategic & Policy Communications
Denver Public Schools

Phillip Roeder, Director of Communications & Public Affairs
Des Moines Public Schools

Barbara Griffith, Senior Communications Officer
Fort Worth Independent School District

Dylan Thomas, Director of Public Relations
Orange County Public Schools (Orlando)

Sponsor

Education Post

3:30-4 p.m.

Lessons Learned

4 p.m.

Dinner on Your Own

Sunday, July 17

8 - 9 a.m. **Continental Breakfast** (Chicago Ballroom D, 5th Floor, Marriott)

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Discovery

9 – 10 a.m. **Preparing for Negative News**

Be Your Own Inhouse Investigative News Team
(San Francisco Unified School District)

Heidi Anderson, Public Relations Manager

10 – 11 a.m. **Engaging Stakeholders Around High-Stakes Bonds**

Building Awareness: How to Engage Stakeholders
(Houston Independent School District)

Helen Spencer, Chief Communications Officer

11 -11:45 a.m. **Round Robin Discussion on What's Working in Your Urban School District**

11:45 a.m. – Noon **Wrap-Up**

Noon **Meeting Adjourn**

12:30 – 1:30 p.m. **Post-Meeting Lunch by Peachjar**
Weber Grill
539 North State Street
(Must RSVP to tharris@cgcs.org)