



UNLOCKING

Next-Level School PR Success

2024 FALL CONFERENCE

KYSPRA 
Kentucky School PR Association

November 7-8, 2024
Newport Independent Schools
Newport, Kentucky

Welcome to the 2024 KYSPRA Fall Conference

KYSPRA Members and Conference Attendees,

With great enthusiasm, I welcome you to the KYSPRA Fall Conference! This year's gathering promises to be an inspiring and transformative event as we come together to sharpen our skills, share best practices, and elevate the art of storytelling in our schools.



As school public relations professionals, our roles are more vital than ever. We are the voice and the bridge between our schools and the communities they serve. We have the unique opportunity to craft narratives highlighting the incredible work being done in our districts, and this conference is designed to empower you with the tools, knowledge, and network to do just that.

Throughout the conference, you will have the chance to engage with dynamic speakers, participate in hands-on workshops, and connect with PR experts and peers across Kentucky. We hope you leave with practical strategies, fresh ideas, and renewed energy to enhance your district's communication efforts.

I encourage you to take full advantage of every session, ask questions, and engage with fellow attendees. This is your time to learn, grow, and build lasting connections with those who share your passion for education and communication.

Thank you for being so dedicated to advancing school public relations in Kentucky. Your work is truly making a difference, and I am confident this conference will inspire you to continue leading the charge in shaping the stories that matter most.

Welcome to the KYSPRA Fall Conference – let's make it an unforgettable experience!

Sincerely,

Carla Kersey
President, KYSPRA

KYSPRA Executive Board

President: Carla Kersey



Candace Gibson
Vice President



Maddie Edwards
Secretary



Jared Revlett
Treasurer



2024-2025 Regional Representatives

Region 1: Leslie McCoy

Region 2: Megan Mortis

Region 3: Hillary Wright-Kaufman

Region 4: Carolyn Callahan

Region 5: Caryn Lewis

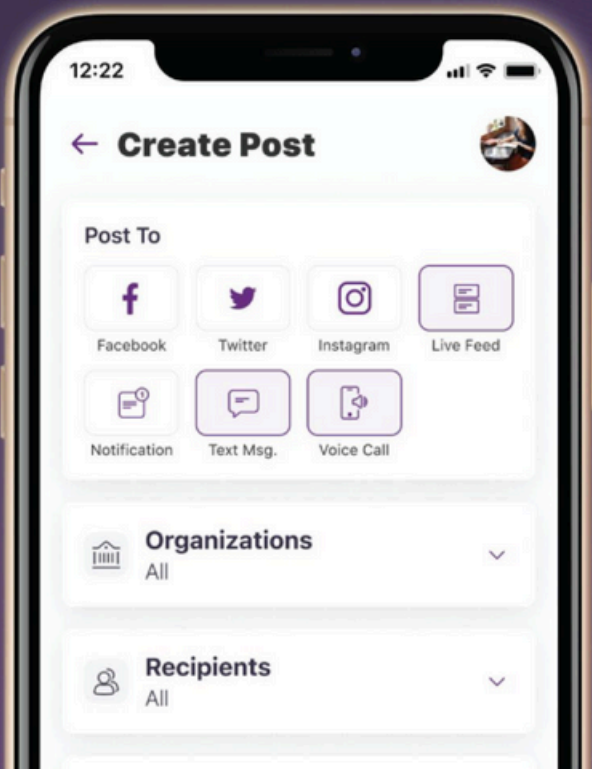
Region 6: Molly Barnett

Region 7: Maddie Edwards



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community instantly.
Anywhere, anytime.**

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social media, and alerts right from
your phone.



8:00 - 9:00am Registration

9:00 - 9:15am Conference Welcome and Introductions

Carla Kersey, Marketing Director, Kentucky Educational Development Corporation; KYSPRA President

9:15 - 10:15 am Open Records Requests

John Powell, Staff Attorney, KSBA

Reporters, political groups, parents – open records requests are coming from all directions these days. How well are you prepared? This presentation will dive into Kentucky's Open Records Act, and provide guidance for responding to open records requests. Hear examples from Open Records Case Law and AG Opinions, along with a brief overview of the Open Meetings Act.

10:20 - 11:15 am Who Speaks for Your Brand?

Emily Chambers, National Partnerships Manager, Apptegy

Maintaining your district's brand requires the strength of your team. You can't be your district's only spokesperson; you need brand ambassadors, people who wear your colors, live your values, and get others excited about your schools. We will share new research from SchoolCEO and explore who's acting as your brand ambassadors and why that matters.

11:30am - 12:00pm Lunch



**12:00 - 1:00pm SproutBox: Cultivating Connections
Through Intentional Support**

Naomi Colliver, Chloe Fryer, Candace Gibson, & Emily Giles,
Northern Kentucky Cooperative for Educational Services

In order to meet the ever-changing support needs of educators, students, and community members throughout the school year, one must think outside the box. The NKCES SproutBox team highlights the successful development, marketing, and implementation of our latest campaign to recognize and support regional educators, and offers a framework to create your next big idea.

**1:10 - 2:10pm Keeping Your District Safe: The Role
Communications Plays in School Safety**

Carolyn Callahan, Chief of Communication & Community
Relations, Jefferson County Public Schools

Your district communications team should be at the table for all major district initiatives, including school safety plans. When it comes to an emergency situation, communications plays a vital role in supporting the district, families, students, and community members. In this presentation, you'll learn more about the ways your team can and should support district safety measures while helping ensure school leaders and support staff have everything they need to keep their school communities safe.



2:15 - 3:15pm

**Putting Together an Award-Winning,
Emmy-Nominated Social Media Campaign**

**Juliann Morris & Dyuce Woodson, Communication & Information
Coordinators, Jefferson County Public Schools**

Want to celebrate teachers in a meaningful way that goes beyond the typical "We Appreciate You" social media post? In this session, we'll walk you through the process of putting together a video of JCPS graduating seniors reading letters to their favorite teachers.

Our senior letters campaign—including the video and additional social media posts—was wildly successful, reaching hundreds of thousands of people on social media and generating positive engagement and publicity for the school district. It won top honors in the National School Public Relations Association Publications and Digital Media Excellence Awards. The video was also nominated for a regional Emmy!

6:30pm Social Event

All conference participants are welcome for a night of food, drinks, & fun on us! Bus leaves the Fairfield Inn & Suites at 6:15pm.

Pins Mechanical, 1124 Main Street, Cincinnati, OH





ParentSquare

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School Websites



“If we’re going to have those strong partnerships, we need really strong lines of open, transparent, respectful, two-way communication so that we can optimally engage with one another. I believe ParentSquare is one of the best tools for doing exactly that.”

Travis Hamby
Superintendent, Allen County Schools

To learn more about ParentSquare,
contact our team below.



Tom Boes

Inside Sales Manager • ParentSquare
Servicing schools 10,000 students and below
thomas.boes@parentsquare.com

Ben Craft

Regional Director • ParentSquare
Servicing schools with 10,000+ students
ben.craft@parentsquare.com



Bob Gibson

ParentSquare Sales Consultant • ParentSquare
bob.gibson@parentsquare.com

9:00 - 9:50am Honoring Legacy: Building and Managing a School Hall of Fame

Bob Gibson, ParentSquare

Bob Gibson, retired KY Director of Technology, shares the inspiring journey of creating the Woodford County Public Schools Hall of Fame. Learn how this initiative honors distinguished graduates while setting a standard of excellence for current students. Bob will discuss effective communication strategies for announcing events, managing RSVPs, and leveraging technology to streamline logistics and ensure the success of your Hall of Fame events. Discover how to celebrate your school's legacy with precision and efficiency.

10:00 - 10:50 am Canva Magic

Jamie Saylor, Grant Coordinator Communications and Technology, KEDC

Already familiar with Canva? Take your design abilities to the next level with Canva Magic Studio! This session will introduce you to Canva's latest AI-powered tools designed to boost your creativity and efficiency. Discover how to personalize templates effortlessly, generate images and videos from simple descriptions, seamlessly enhance your designs, and create compelling content with AI assistance. Engage in this interactive session to explore these advanced features and elevate your design game!

11:00 - 11:50 am Smile Club Discussion

Mason County High School Smile Club

Mason County High School Students discuss the formation of the Smile Club and the success of their anti-bullying message.

We would love to hear your feedback! Scan the code or go to bit.ly/Fall24Eval to tell us your thoughts on the 2024 Fall Conference.





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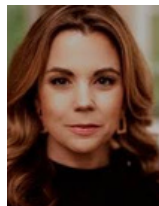
Social Media Management Software for Schools & School Districts



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Dr. Jill Johnson
at KYSPRA to
learn more.**

Carolyn Callahan

Chief of Communications and Community Relations
Jefferson County Public Schools



Carolyn Callahan is the Chief of Communications and Community Relations for Jefferson County Public Schools, the largest school district in Kentucky. Since joining the District in 2022, Carolyn has helped with major initiatives including weapons detection, rolling out a new literacy and numeracy plan, increasing communication to Multilingual Learners, and working cross-departmentally to improve the District's transportation system. In 2024, Carolyn was named a member of the Louisville Business First 40 Under 40 for her work at Jefferson County Public Schools.

Emily Chambers

National Partnerships Manager
Apptegy



In the past 18 months, Emily has met with over 700 superintendents to learn about how their districts handle the increasing competition for students, staff, and the community's attention. Emily has worked with the SchoolCEO Team on one of the largest K-12 staff surveys ever performed. When Emily is not on the road for Apptegy, you can typically find her riding a quad across the Sand Dunes of Oklahoma, boating on Greers Ferry Lake in Arkansas, or snuggling with her beloved dog Darla.

Naomi Colliver

Project Director, Trauma-Informed Support Services
Northern Kentucky Cooperative for Educational Services



Naomi Colliver is a Professional School Counselor with experience at all grade levels. Most of Naomi's students attended Lincoln Elementary in Dayton or Arnett Elementary in Erlanger, where she implemented comprehensive school counseling programs to meet student needs on all tiers. Currently, Naomi serves educators as the Trauma Informed School Services Grant Director at NKCES. Naomi lives in Alexandria, KY with her husband, Jason, and 2 children, Lucy and Colt.

Chloe Fryer

Operations Assistant, Northern Kentucky
Cooperative for Educational
Services



Chloe Fryer is the Operations Assistant for the School-Based Mental Health Grant at Northern Kentucky Cooperative for Educational Services. She previously held the title of Assistant Director at Building Blocks Academy in Highland Heights, KY. Chloe is currently studying Business Administration at Gateway Community and Technical College. She lives in Highland Heights with her fiancé Trevor and her dog Kikko.

Bob Gibson

ParentSquare Representative and
Retired Chief Information Officer,
Woodford County Public Schools



Bob Gibson is a retired Director of Technology from Woodford County Schools in KY. Today, Bob helps connect districts with ParentSquare to strengthen school and family connections. Bob leverages ParentSquare's innovative features, including mass notifications, classroom messaging, and automatic translation in over 100 languages, to empower educators and engage families.

Candace Gibson

SBMH Marketing & Social Media Coordinator,
Northern Kentucky Cooperative for Educational
Services; Vice President, KYSPRA



Candace Gibson was named the Marketing & Social Media Coordinator for the School-Based Mental Health Grant at the Northern Kentucky Cooperative for Educational Services in July 2023. She was the Communications and Outreach Coordinator for Bellevue Independent Schools from 2019-2023 and serves as chair of the Communications Committee of the Bellevue Education Foundation. Candace is the current Vice President of the Kentucky School Public Relations Association. She lives in Bellevue, Kentucky with her husband John and two children, Silas and Emery.

Emily Giles

Assistant Director of Learning and Empowerment,
Northern Kentucky Cooperative for Educational
Services



Emily Giles is a seasoned education professional with a diverse background, boasting 11 years of enriching experiences as a teacher and 12 years in various administrative roles. Currently, she holds the position of Assistant Director of Learning and Empowerment, where she is deeply committed to shaping the future of education through strategic leadership and innovative initiatives.

Juliann Morris

Communications and Information Coordinator
Jefferson County Public Schools



Juliann is a communications professional with more than 15 years of experience crafting influential stories in nonprofit and newspaper settings. Prior to joining the JCPS communications team in April 2022, she was a K-12 education grant writer who secured more than \$20 million in funding to support students, and before that, a newspaper reporter. Juliann holds a bachelor's degree in journalism from the University of Kentucky and a master's degree in business communications from Spalding University.

John Powell

Staff Attorney, KY School Boards Association



John Powell is the KSBA Staff Attorney. He previously served as staff attorney for the Kentucky Justice Cabinet, practiced in civil litigation for ten years at Ward, Hocker & Thornton and for four years at Skaggs Powell, spent three years in investigations at the Office of Education Accountability, and served as a part time instructor of Astronomy for the Ky Community College System. John holds a B.A. in Physics from Transylvania University, and both an M.S. in Physics and a Juris Doctorate from the University of Kentucky. He is admitted to practice law in Kentucky state and federal courts as well as the Sixth Circuit.

Jamie Saylor

Grant Coordinator, Communications and Technology,
KEDC



Jamie Saylor has over 24 years of experience in visual communications and K-12 education support services. During her 22-year tenure at Rockcastle County Schools, she held various roles, including technology, human resources, and Food Service Director, alongside her ongoing responsibilities in school public relations. She holds a Bachelor of Science in Training & Development from the University of Louisville and an Associate of Applied Science in Visual Communications from Somerset Community College.

Jamie's contributions to K-12 education include creating KYSPRA award-winning websites, graphics, and print designs. She has also taught Digital Illustration and Color Theory at the college level. Since April 2022, Jamie has been part of the Kentucky Educational Development Corporation (KEDC) grants team, focusing on visual communications and content creation for grant initiatives, conference and event planning, and other grant-related program coordination. Known for her creativity, organization, and efficiency, Jamie is committed to shining a positive light on K-12 educational success, giving schools, educators, and students the recognition they deserve.

Dyuce Woodson

Communications and Information Coordinator
Jefferson County Public Schools



Dyuce Woodson has been a member of JCPS communications team for two years. Prior to joining the district, he briefly worked for Kentucky Governor Andy Beshear's video team after spending four and a half years working in local TV news as a sports journalist—spending nearly three years at WLKY in Louisville. He graduated from the University of Oregon's School of Journalism and Communication in 2017.



Please provide feedback on your Fall Conference experience
or visit bit.ly/Fall24Eval

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