



AN INTRODUCTION TO SCHOOL DISTRICT COMMUNICATION AND PUBLIC RELATIONS

Register for one, two, or all three sessions.

All three sessions are from 11-11:45 am.

Cost: \$45 per session

**Just For
Superintendents and
District Administrators**

This 3-part Webinar series will provide three, 45-minute segments each packed with communication tips for new or experienced superintendents. Join in on all three or select the one that best meets your needs.

Part 1: June 12, 2012

Moving Into A New Neighborhood? Superintendent Entry Plans Can Help You Get Acquainted!

Boards of Education want new superintendents and district-level administrators that are connected to their communities. Learn about a superintendent entry plan and how it can help you build the relationships that are critical to getting off on the right foot. Whether you are making a move on July 1, or planning for the future, this webinar will outline ideas to get you started on the right foot.

Presenter: Dorreen Dembski

Director of Communication and Public Relations Services for Schools

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Part 2: July 17, 2012

Prepare Today: Act Tomorrow

Just when you thought it was safe to leave your office – bam. You just never know when something will hit ... a call from a media reporter, a post on Facebook, and a tragedy. While each instance will require its own communication response, there are some fundamental preparatory things you can do right now to be ready for the unknown.

Part 3: August 1, 2012

Put the Shine on Your District's Image

You polish the floors of your schools till they shine: Now let's polish the district's image, too! There are simple things you can do to tell your District's story and become the news source for your local media, parents, and community. Plan for a glowing new school year!