

Communicating *for Student Success*

A Series of Seminars and Resources to
Build Support for Your Public Schools
Specially Designed for:

Superintendents
School Board Members
District and School-Based Administrators
Budget Directors
Teacher Leaders and Trainers
Community & Family Relations/Volunteer Coordinators
Security and School Resource Officers
Foundation Board Members and Directors
Education Association and Service Agency Employees

**"I learned to create a powerful
presentation and I'm am excited
to apply this knowledge."**

— Seminar Evaluation Comment



CESA#2
INNOVATION. COLLABORATION. SERVICE.

SCHEDULE OF SEMINARS:

Communications is a powerful tool to increase student success because it builds public support and resources, increases family and community involvement, helps create safe schools, improves internal efficiency and attracts both students and staff. Wisconsin districts may choose from a menu of topical, convenient, low-cost seminars, all with a proven track record of effectiveness from our expert trainer.

All sessions include active participation and practical take-home tools.

SCHEDULE: CESA #2 will host three seminars on three consecutive weekdays Oct. 14-16, 2013, at its headquarters in Whitewater. Customized seminars in regions or school districts are available upon request.

Monday, Oct. 14, 1-4 pm

Power Behind the Podium. Learn a new approach to speechwriting, specifically on today's hot education topics. Learn how to interpret financial language for the public, create powerful visual aids (no more "Death by Power Point"), use the right words, and see how to deliver them. Send your message into the community, engage audiences and build public support. Make board and grant presentations more concise and meaningful. Leave with an exclusive Measurement Tool to evaluate speeches so you and your colleagues receive meaningful feedback for continuous improvement. As a speaker, you will not only be heard ... you will be remembered.

Tuesday, Oct. 15, 9 am - 3 pm

Managing Media Madness. The rapidly changing media landscape is filled with minefields and opportunities. In this all-day seminar, you will learn how to navigate and take advantage of this high-tech world of media. We'll start with preparing and conducting the media interview through the trademark "MediaTalk" method — more than 25 years in the making. You'll learn how to encounter adversarial reporters and pitch your stories so they see the light of day. We'll then cover crisis communications, focusing specifically on school and education issues. You'll be better prepared when the inevitable takes place. We'll finish with a primer on social media and phone technology, how to properly and efficiently use it and why it will play a crucial role in your future. All attendees will receive a sample social media policy and guideline to take home. The session includes rapid-fire interaction and role playing scenarios.

Wednesday, Oct. 16, 9 am - noon

Creating Buy-In for Common Core and Educator Effectiveness. Overcome fear and anxiety about education reform through powerful messages and meaningful engagement. Common Core and Educator Effectiveness require staff and community acceptance and understanding for full implementation. You'll receive easy-to-customize template materials to explain the changes plus proven techniques and role modeling to gain staff and community support. All participants will receive a Communications Kit with valuable resources to explain Common Core and Educator Effectiveness.

BONUS

Bonus Lunch Session: Increase Family Involvement by Asking Parents to "Be There"

All participants are invited to join CESA #2 staff for lunch at no additional charge and hear about a multimedia campaign that inspires families to become more involved in their children's education. Discover research results on the impact of these inspirational messages on family involvement and student achievement. Overcome cultural differences, lack of trust or not feeling welcome through customer service tips. Learn how to reach disengaged parents and convert the national "Be There" movement into a local campaign for your district.



PRICING:

Cost is **\$150** per person for the half-day seminars and **\$199** for the full day seminar, or **\$250** for two seminars on consecutive days. Districts that send two or more participants receive a **\$25** discount per person for each seminar. Lunch is included if they attend the Be There presentation.

Special package pricing is available if districts also want CESA #2 to conduct a Communications Audit and develop a Strategic Communications Plan for your district. Call for details.

Register online at cesa2.org,
Communicating for Student Success.

"This was a great and accessible way to approach a tough topic."

— Wisconsin Superintendent



Visit us at:
www.cesa2.org
(262) 473-1473



TRAINER:
David Voss
Voss & Associates
www.vossandassociates.net

David R. Voss, President and Founder of Voss & Associates, has more than 25 years' experience in communicating education. He knows the field from more than one perspective: as a journalist and broadcaster, as a Governor's press secretary, as Director of Communications for the Florida Department of Education, and as a corporate marketing director for Apple Computer's Education Division. His client list includes dozens of school districts and education associations, his seminars consistently receive excellent evaluations and he has created several award-winning multimedia campaigns. He has been a member of the National School Public Relations Association for 24 years and recently opened offices in Milwaukee.

VOSS & ASSOCIATES
COMMUNICATING EDUCATION

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