



## 2025 Effective Communications Conference

Tuesday, February 11, 2025 | Grappone Conference Center

### AGENDA - draft

8:30am - 9:00am	<b>Registration &amp; Breakfast</b>	Hallway
9:00am - 9:10am	<b>Welcome &amp; Opening Remarks</b> ~ Dr. Mark MacLean, Executive Director, NHSAA	Salon A/B
9:10am - 10:15am	<b>Opening Panel - Crisis Communications</b> ~ Caitlin Sullivan, Leading Now, Facilitator ~ Mary Moriarty, Lakes Region, Panelist ~ Dr. Marion Anastasia, North Country, Panelist ~ Jennifer Chmiel, South Central, Panelist ~ Dr. Ronna HasBrouck, Southeast, Panelist ~ Robb Malay, Southwest, Panelist	Salon A/B
10:15am - 10:30am	<b>Refreshment Break / Visit with Business Partners *</b>	Hallway
10:30am - 11:15am	<b>Concurrent Session ~ Block #1 (see page 2 for topics)</b>	Various
11:15am - 11:30am	<b>Refreshment Break / Visit with Business Partners</b>	Hallway
11:30am - 12:15pm	<b>Concurrent Session ~ Block #2 (see page 2 for topics)</b>	Various
12:15am - 12:45pm	<b>Presentation ~ Christa McAuliffe Documentary</b> ~ Introduced by Kim Bleier, Concord High School	Salon A/B
12:45pm - 1:30pm	<b>Lunch / Visit with Business Partners</b>	Salon A/B
1:30pm - 2:00pm	<b>Closing Session: Leveraging AI in Communications</b> ~ Dr. Randy Wormald, Superintendent, SAU #46	Salon A/B
2:00pm - 2:15pm	<b>Wrap-Up &amp; Raffle Prizes</b>	Salon A/B

**BETTER TOGETHER!**



## Concurrent Sessions

*some details and presenters are subject to change*

### Concurrent Session Block #1

#### **How to Tell a Compelling Story & Build Your School Brand**

~ Rophe Mason, Vice President, Choose Booster

Merrimack

#### **Building Stronger Connections with Families using ParentSquare**

~ David Backler, Superintendent, SAU #20

Pierce

#### **Strategic Messaging Around Budgeting & Negotiations**

How does your district provide messaging about teacher contract negotiations and your annual budget request to your district and community? Come learn how ArxED | LITIX can help your district craft a narrative, keep your community informed, and avoid confusion, miscommunication, or misconception. Let us help you navigate the complexities around budgeting and negotiations with just a few keystrokes and clicks.

~ Mike Welch, Director, & Jared Stanton, Vice President, LITIX

Salon C

#### **District Public Relations - Best Practices \*\***

~ Julia Mitchell, Director of Communications & Marketing, Pinkerton Academy

Webster

### Concurrent Session Block #2

#### **Spotlight & Celebrate Students with Podcasting**

Now in its second season, RiZing Tide is a podcast dedicated to the amazing stories that live within (and out) of the walls of Concord High School. In this session, we'll briefly introduce the project and then record an episode featuring two high school students who will discuss cell phone usage and social media and the impact of both on high school students. We will be taking comments and questions from the audience. The episode will eventually be posted online.

~ Chris Demers, Assessment Coordinator, SAU #08

Merrimack

Pierce

#### **Brand Design, Voice, and Positioning – Strategies & DIY Tools\*\*\***

~ Ali Koper, Vice President of Corporate Marketing, Discovery Education

Salon C

#### **Communication Strategies & Proactive Planning for Building Administrators**

~ Terry Wolf, Director of Communications, SAU #08

Webster

#### **Strategic Plan Development & Share Out via an Online Platform**

~ Dr. Jackie Coe, Superintendent, SAU #24 & Dr. Caroline Arakelian, Superintendent, SAU #49

*\* Please bring a handful of your business cards to share with your colleagues. This will give folks a chance to look at designs, layouts, and formats to spark their own ideas and creativity!*

*\*\* Please bring your district's High School Profile for DIY branding opportunities!*

*\*\*\* Please bring your district's Annual Report for DIY branding opportunities!*

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