



Ohio's Superintendent Association

BASA Communications Workshop
8050 North High Street, Columbus, OH 43235
June 6, 2024
8:30 a.m. to 3:15 p.m.
#BASAComm2024

- 8:30 a.m. – 8:50 a.m. *Continental Breakfast/Registration***
- 8:50 a.m. – 9:00 a.m. *Welcome***
- 9:00 a.m. – 9:30 a.m. *Disciplined Response: Leading Through Strategic Communication***
Jennifer Lawson, Education & Culture Specialist, Focus 3
- 9:30 a.m. – 10:10 a.m. *Social Media & Employee Amendment Rights***
Pamela Leist, Shareholder, Ennis Britton
Hollie Reedy, Attorney, Ennis Britton
- 10:10 a.m. – 10:25 a.m. *Break***
- 10:25 a.m. - 11:05 a.m. *Staying in Your Lane: Prudent School Communication During Turbulent Times***
Jennifer Economus, VP of Strategy, Allerton Hill
Becka Mayr, Director of Client Strategy, Allerton Hill
Amy Wentworth, Superintendent, New Philadelphia City Schools
- 11:05 a.m. – 11:35 a.m. *Superintendent Panel***
Jason Fine, Superintendent, Bexley City Schools
Jason Kozina, Superintendent, Northwood Local Schools
Dr. Katie Peters, Director of Communications, Washington Local Schools
- 11:35 a.m. – 12:05 p.m. *Lunch***
- 12:05 p.m. – 12:45 p.m. *Communication Strategies to Recruit & Retain Staff***
Emily Douglas-McNab, Co-Founder & Chief, Experience Management Institute
Erin Howell, Director, Marketing & Operations, Experience Management Institute

12:50 p.m. – 1:30 p.m. *Breakout Sessions:*

Crisis Communication

Phil Herman, Partner, The Impact Group
Lauren Scherr, Manager of New Business Development, The Impact Group
Tom Speaks, Partner, The Impact Group

OR

Love the Kids. It's the Community that Makes it Crazy! How to Effectively Navigate and Engage with Your School Community at Large

Joelle Magyar, Superintendent, Avon Lake City Schools

1:35 p.m. - 2:10 p.m. *Breakout Sessions:*

Crisis Communication Playbook

Michael Sawyers, Superintendent, New Albany Plain Local Schools

OR

Leveraging AI to Help with Communication

Julie Feasel, Director, Inspire PR Group

2:15 p.m. - 3:05 p.m. *Legal Update/Public Records Request*

Pamela Leist, Shareholder, Ennis Britton
Hollie Reedy, Attorney, Ennis Britton

3:05 p.m. - 3:10 p.m. *Closing/Evaluation*

3:10 p.m. - 4:00 p.m. *Building on What You Are Doing*

BASA's communication partners are offering one to one meetings to help take your communications to the next level. Or if you have specific questions regarding their communications and/or tools for next school year, please check the box on the registration form if you would like to meet with one of our communication partners to assist you with planning. You must preregister for an appointment for you or your team.

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Registration Options:

Online (Members) @ <https://basa.finalforms-amp.com/> OR

Email: Adria Goodwin: goodwin@basa-ohio.org

Full Name:	Title:
Organization/School District:	
Address: (Street/City/State/Zip)	
Phone #: _____-_____-_____	Fax #: _____-_____-_____
Email:	
Dietary Restrictions:	

Check here if you are interested in having an appointment with a communication partner between the times of 3:10 p.m. - 4:00 p.m.

DATE/LOCATION
Thursday, June 6, 2024 BASA 8050 North High Street, Columbus, OH 43235

WORKSHOP FEES	
	\$179 BASA Member
	\$209 Non-Member

PAYMENT TYPE	
	Check Enclosed (payable to BASA)
	Purchase Order Number: _____

Cancellations & Refunds:

Refunds or credit will be given only for cancellations made in writing (mail or fax) and received by the BASA office up to five business days prior to the event. Cancellations 5 business days or less prior to the workshop are subject to a 50% cancellation fee. No refunds will be given for "no-shows."

Additional Information:

Participants in BASA workshops will receive a certificate of completion. Participants should discuss the outcomes of their experience with their Local Professional Development Committee (LPDC).

Graduate Credit

May be available for an additional fee and granted upon completion of an additional assignment. Questions should be directed to Courtney Kessler at: ckessler@ashland.edu.

Questions?

For additional information, contact BASA via email at goodwin@basa-ohio.org or by phone at (614) 846-4080.