

9TH ANNUAL PRE-CONVENTION COMMUNICATIONS WORKSHOP

Managing Community Opposition



Heated community opposition in your school district – either in-person or on social media – can be one of the toughest obstacles to overcome.

In Part 1 of this workshop, you'll learn from a nationally renowned speaker how to build consent on difficult, divisive issues from even your fiercest opponents.

In Part 2, you'll discover ways to combat the spread of negative news or misinformation (i.e., "fake news") about your district on social media and build your credibility.



Thursday, Oct. 12  11:30 a.m. – 4:00 p.m.

Lussi Ballroom • Conference Center at Lake Placid



Leave with **practical, hands on tools** to bring back to **your district.**



Register today at convention.nyssba.org

Presenters and Panelists



Hans Bleiker, *Lead Instructor, Institute for Participatory Management and Planning, Monterey, CA*

Bleiker is a national speaker who specializes in training public-sector professionals who are required to make proposals to the public that have unavoidable costs, negative impacts and therefore, opponents. His strategy focuses on gaining the informed consent of opponents, which is a different use of, and role for, public outreach. He holds a bachelor's degree in Architecture from the University of Cincinnati and a Ph.D. in Community Planning from the Massachusetts Institute of Technology.



Michelle Marasch Ouellette, *Assistant Professor, Department of Journalism and Public Relations, SUNY Plattsburgh*

Ouellette focuses her work on crisis communication, with an emphasis on the use of social media in public-safety emergencies. She is the founder of the SUNY Plattsburgh Virtual Operations Support Team, designed to provide social media support to nonprofits and governmental agencies during crises. She has a bachelor's degree in English (Creative Writing) from the University of Colorado at Boulder and a master's degree in Education from SUNY Albany.



Roy Gutterman, *Director, Newhouse School's Tully Center for Free Speech, Syracuse University*

Gutterman is former director of the Carnegie Legal Reporting Program and an expert on communications law and the First Amendment. He writes and speaks all over the world on media law, free speech and legal education issues. He is a graduate of the Newhouse School and the Syracuse University School of Law.



Sapna Kollali, *Communications Manager, Madison-Oneida BOCES*

Kollali has been in her position with Madison-Oneida BOCES since 2009. Prior to joining MOBOCES, she was an education reporter for The Syracuse Post-Standard and general assignment reporter for the Scranton (Pa.) Times-Tribute and The Corning Leader. She holds a bachelor's degree in newspaper journalism and political science and a master's degree in cultural foundations of education, both from Syracuse University.



Jon Lundin, *Director of Communications, New York State Olympic Regional Development Authority (ORDA)*

Lundin serves as a liaison between ORDA and the Governor's office. He is also responsible for designing and implementing the company's public relations and social media schedules. He attended Utica University and the New School of Contemporary Radio and Television before spending more than 25 years in the industry. He worked nationally with the Associated Press, ABC, CBS and ESPN Radio.



Managing Community Opposition

Agenda

11:30 a.m. – Noon • REGISTRATION AND LUNCH

Noon – 2:15 p.m. • PART I

Community Engagement: Building “Informed Consent”

Are major initiatives in your school district derailed or stymied by lack of buy-in from the community? Is your board sometimes gridlocked over polarizing issues? Are public meetings counterproductive or worse – grandstanding sessions?

Learn how to work with your fiercest opponents on difficult, often divisive issues such as budgets, bond referendums, staff changes, realignment of educational programs, school/grade reconfigurations, etc.

Presenter:

Hans Bleiker, Lead Instructor, Institute for Participatory Management and Planning (IPMP), Monterey, CA

2:15 – 2:30 p.m. • BREAK

2:30 – 4:00 p.m. • PART 2

Social Media Activism & Fake News

Could your school district be the target of social media activism? Today, anyone with a blog, Facebook or Twitter account can provoke activism against an initiative or proposal in your district. Moreover, using these tools, someone could easily spread misinformation or “fake news” about your district. Learn how to position your school district in these types of volatile situations and guide the narrative.

Presenters:

Michelle Marasch Ouellette, Assistant Professor, Department of Journalism and Public Relations, SUNY Plattsburgh (Social Media Activism)

Roy Gutterman, Director, Newhouse School's Tully Center for Free Speech, Syracuse University (Fake News)

Panelists:

Sapna Kollali, Communications Manager, Madison-Oneida BOCES

Jon Lundin, Communications Manager, New York State Olympic Regional Development Authority (ORDA)

New this Year! We are requesting all attendees register online for the Pre-Convention Communications Workshop at convention.nyssba.org.

Event Information

DATE: Oct. 12, 2017

LOCATION: Lussi Ballroom, Conference Center at Lake Placid

Registration Fee*: \$125/Registrant | Pre-Registration/Cancellation Deadline: Sept. 29, 2017

Registration for this event is not included as part of your registration for NYSSBA's Annual Convention.

- Already registered for NYSSBA's Annual Convention? Open your registration confirmation email and select **Attendee Service Center** to add this workshop. Username and password are provided in the email to log in. Select **Edit**, scroll down to select **Continue**. Check box for **9th Annual Pre-Convention Communications Workshop**. Enter form of payment and select **Complete Registration**.
- If you are only attending the 9th Annual Pre-Convention Communications Workshop, register at convention.nyssba.org.

* Fee includes resource materials, lunch and a nonrefundable \$35 administrative fee. You may pay by check, credit card, or purchase order. Cancellations will not be refunded after the pre-registration/cancellation deadline. No-shows will be billed the full registration fee.

For more information, please contact the New York State School Boards Association at (518) 783-0200 or 800-342-3360 or via email at info@nyssba.org.