

10<sup>th</sup>  
Annual

## PRE-CONVENTION COMMUNICATIONS WORKSHOP

# COMMUNICATING UNDER PRESSURE

THURSDAY, OCT. 25 • 1:00 – 4:30 p.m.

NEW YORK HILTON MIDTOWN, NEW YORK CITY

Learn how to handle social media during a crisis and manage a contentious public meeting ... *all in one afternoon.*



SESSION 1: Social Media Crisis Communications | SESSION 2: Staying Cool During Public Comment Periods

### ATTEND THIS WORKSHOP TO:

- Immerse yourself in a tabletop crisis drill and discuss how your school – and you – should react on social media during a crisis.
- Learn communication strategies for maintaining decorum when your public comment period turns into a forum for criticism, anger or personal attacks.
- Hear from the superintendent of the Newtown, CT. school district at the time of the Sandy Hook shooting on how to lead and communicate when the unthinkable happens.

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



Register now at [convention.nyssba.org](http://convention.nyssba.org)





# Speakers:



**Courtney Spritzer, Co-Founder and Co-CEO, Socialfly Digital Marketing**

Courtney Spritzer is the Co-CEO and Co-Founder of Socialfly, a leading social media marketing and influencer agency, where she oversees all operations, strategy and finance. Since 2011, Courtney has developed strategic social media plans for her clients and successfully implemented more than 200 campaigns. She also is the Co-Founder of Startups in Stilettos, a networking group for female entrepreneurs in New York City. Courtney holds a Bachelor of Arts degree in Economics and a minor in Business Studies from New York University.



**Molly Stark Dean, Senior Social Media & Audience Development Manager, CoinDesk**

From New York City to China, Molly Stark Dean is a leader in emerging social media platforms. She is continually on top of the newest trends and software while managing and training social media, engineering, marketing and editorial teams. Her social media strategies lead to increased engagement across social media platforms.



**Dr. Janet M. Robinson, Former Superintendent of the Newtown Public School District and current Superintendent of Stratford Public Schools in Connecticut**

Dr. Janet M. Robinson is the superintendent of the Stratford Public Schools in Stratford, Connecticut. Prior to her current position, Dr. Robinson was the Newtown Public School superintendent during the time of the Sandy Hook Elementary School shooting. Dr. Robinson earned a Ph.D. in Education Leadership and Administration at the University of Connecticut and a bachelor's degree in Sociology from Cal State Long Beach. In 2014, Dr. Robinson was honored as superintendent of the year by the Connecticut Association of Public School Superintendents.



**David Register, Co-Director of the Bard Debate Union and Faculty Fellow, Bard College and BPI**

David Register has been teaching and coaching debate since 2004. Before working at Bard College, he spent several years at the University of Vermont teaching debate and public speaking. In addition to his work with students throughout the United States, he has managed or assisted in workshops in Germany, Slovenia, Serbia, Hungary, and Russia. As Co-Director of Debate at Bard, David is involved in all aspects of debating at the college.



**Peter Faustino, Psy.D., New York Delegate, National Association of School Psychologists (NASP)**

Dr. Peter Faustino has been working as a school psychologist for more than 20 years. Most of his career has been spent working in middle schools, where he co-founded the Student Clubs for Autism Speaks (SCAS), which helps further the mission of Autism Speaks through education, awareness and friendship. He recently accepted a position at Scarsdale High School, while maintaining a private practice in both Greenwich, Connecticut and Bedford Hills, New York.



# Communicating Under Pressure

## Agenda

DATE: Oct. 25, 2018 • 1:00 – 4:30 p.m.

LOCATION: America Hall I, New York Hilton Midtown, New York City

12:30 – 1:00 p.m. REGISTRATION

1:00 – 1:15 p.m. WELCOME AND INTRODUCTION

1:15 – 3:00 p.m. SESSION 1 – Social Media Crisis Communications

Social media has added a new dimension to crisis communications, enabling live video streams, photos and regular updates in real time as the crisis unfolds. Your community will use social media to get the latest information, ask questions and offer comments during a crisis.

Immerse yourself in a tabletop crisis drill where communication occurs at a rapid pace on multiple social media platforms.

Discuss what your school – and you as a school leader – should be doing on social media during a crisis with seasoned social media professionals from New York City public relations agencies.

Hear a firsthand account from the superintendent of the Newtown, Connecticut school district at the time of the Sandy Hook shooting on how to lead and communicate when the unthinkable happens.

**Speakers:**

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**Courtney Spritzer**, *Co-Founder and Co-CEO, Socialfly Digital Marketing*

**Molly Stark Dean**, *Senior Social Media & Audience Development Manager, CoinDesk*

**Dr. Janet M. Robinson**, *former Superintendent of the Newtown Public School District and current Superintendent of Stratford Public Schools in Connecticut*

3:00 – 3:15 p.m. BREAK

3:15 – 4:30 p.m. SESSION 2 – Staying Cool During Public Comment Periods

Has your public comment period ever turned into a public venting session?

Public comment periods allow your board to get valuable input from the community on issues facing your district. But when controversy erupts, the discussion can turn disrespectful.

How should you act when you are subject to withering public criticism, anger or personal attacks?

Learn communication strategies for keeping your cool and maintaining decorum at your board meeting when members of the community turn up the heat. Hear from a debate coach and psychologist on how to defuse tensions and maintain professionalism.

**Speakers:**

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**David Register**, *Co-Director of the Bard Debate Union & Faculty Fellow, Bard College and BPI*

**Dr. Peter Faustino, Psy.D.**, *Psychologist, Scarsdale Union Free School District*





# Event Information:

Date: Oct. 25, 2018 | Location: America Hall I, New York Hilton, 1335 6<sup>th</sup> Ave., New York City

Registration Fee\*: \$140/Registrant | Pre-Registration/Cancellation Deadline: Oct. 12, 2018

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

- Already registered for Convention? Go to [convention.nyssba.org/registration#registration-info](http://convention.nyssba.org/registration#registration-info). Under *Convention Changes and Cancellation Policy* click **Registration Change Form** and follow the instructions for change request.
- If you are only attending the 10th Annual Pre-Convention Communications Workshop, register at [convention.nyssba.org](http://convention.nyssba.org).

*\* Fee includes resource materials 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](mailto:info@nyssba.org).

