



Messaging Plus: Helping Stakeholders Understand How Students Learn *November 5, 2018 Freeport Hilton Garden Inn*

8:30 Registration; Program 9:00 – 3:00

Register by October 26, 2018

\$100 MCLA Members

\$175 Non-members

Designed for school and district leaders.

Educational leaders have more information about how to support student learning than we've ever had. At the same time, we're working in an era of "fake news", issue-oriented Facebook pages, increased Freedom of Information Act requests, and community distrust of information sources. Clear messages about **what** we want to do to support student learning are easily ignored or misinterpreted when stakeholders don't know **why** those actions are needed. Learn how to quickly communicate a key message and deepen stakeholder understanding at the same time.



***Led by Nora Carr, Chief of Staff, Guilford County Schools, North Carolina,
and Past-President, National School Public Relations Association***

Nora worked with MCLA in 2014 on helping stakeholders understand standards and proficiency. Participants loved her "style, advice, humor, and practicality" and called the experience "incredibly timely and helpful", and "an eye-opener for us".

As chief of staff for Guilford County Schools (GCS), Nora serves on the executive team that oversees district operations which includes internal and external communications, business partnerships, fund development and grants, marketing, branding, policy development, the GCS cable channel and web site, and governmental relations and public affairs. Nora has become a "go to" resource for using e-communication strategies in schools. She is also one of the top school crises managers in the nation.

Outcomes:

1. Identify key district messages about student learning and why they're important.
2. Explore ways to communicate a message and deepen understanding at the same time:
 - Learn when and how to use data displays, citations, storytelling, video, hands-on experiences, school and classroom visits, and key communicators.
3. Get feedback on your own strategies to help stakeholders understand student-centered decisions.

Join us from 3:15 to 4:30 for the annual MCLA membership meeting. The topic: Helping state policy makers understand education policies that enhance learning.

[Register online.](#)

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Purchase Order # _____

Registrations are not guaranteed without payment. We accept purchase orders or enclose check payment with the registration form. Make checks payable to MCLA and mail to MCLA, % Heidi McGinley, 12 Vining Street, Lisbon Falls, ME 04252

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