



## INDEX COMMUNICATIONS CONFERENCE

February 16-17, 2023  
Catamaran Resort Hotel  
3999 Mission Boulevard, San Diego

### Wednesday, February 15

- 3:00 – 5:30 pm      **Optional Tour of Francis Parker (RSVP Required)** – *Meet in hotel lobby*
- 6:00 pm              **Early Arrivals** – *Meet up in the hotel lobby. Dinner on your own.*

### Thursday, February 16

- 7:30 – 8:30 am      **Buffet breakfast** (*Aviary Room, 2<sup>nd</sup> floor*)
- 8:30 am              **Convene and Welcome**  
*Lisa Pullman, Executive Director, INDEX*
- 8:30 – 9:00 am      **Introductions – Ice Breaker**
- 9:00 – 10:40 am    **Consultancy Dilemmas** (*see table assignments*)  
See Consultancy Dilemmas description and procedure on page 4. Attendees will be grouped by title and school size and organized into 4-person consultancies. Each team member will have 25 minutes to present her dilemma and receive feedback.
- 10:40 – 11:00 am   **Break**
- 11:00 – 12:00 am   **Member Breakouts**
- **When the News is Your Enemy** (*Aviary Room, 2<sup>nd</sup> floor*)  
*Juanita Traugher, Communications Director, University School of Nashville and Jessica Bliss, Director of Marketing and Communications, Harpeth Hall*  
In the era of exaggerated truths and fake news, the spread of information can quickly get out of control. Two recovering journalists offer their top 5 tips for accurately sharing your school's actions and policies while combating disinformation and misinformation. Their strategy covers handling and overcoming the internal rumor mill and media wildfire with specific tactics based on their experiences as former media members and now public relations professionals at Nashville independent schools.
  - **Reimagining Your Rebrand** (*Boardroom, 2<sup>nd</sup> floor*)  
*Amy Morris, Director of Strategic Marketing & Communications, Kyana Johnson, Digital Communications Specialist, and Shaumond Scott, Marketing Strategist, Woodward Academy*  
Before you sign the paperwork on a full rebrand for your school, hear from the MarCom team at Woodward Academy about the trials and tribulations of reimagining our rebrand. We'll share our multi-step, multi-month process of surveying our community, writing a brand identity document, conducting a competitor analysis, working with a designer to bring it all to life, and re-surveying our community for



feedback. And most importantly, we'll share insight into what we thought we needed at the outset of the project, and where we ended up (hello, Brand Book!).

A full rebrand may or may not be right for you. Before you jump in, this session will help you reimagine your rebrand into something that will work for your school.

12:15 – 1:15 pm	<b>Lunch</b> ( <i>Outside weather permitting</i> )
1:15 – 2:15 pm	<b>Communications Exchange</b> ( <i>Aviary, 2<sup>nd</sup> floor</i> ) <ul style="list-style-type: none"><li>• Care &amp; Feeding of Your Team</li><li>• Branding Refresh</li><li>• Something You Are Proud Of</li></ul>
2:15 – 2:30 pm	<b>Break</b>
2:30 – 3:30 pm	<b>Member Breakouts</b> <ul style="list-style-type: none"><li>• <b>Case Study: Media &amp; Communication Strategies with Transgender Athletes</b> (<i>Aviary Room, 2<sup>nd</sup> floor</i>) <i>Madeline Pennington, Director of Marketing &amp; Communications, Seattle Academy</i> In November of 2022, the Senior Leadership &amp; MarCom team at Seattle Academy (SAAS) had to execute an immediate crisis communication plan after a conservative website posted an article targeting a current SAAS student and transgender cross-country athlete. The article used her full name and photograph (since that information was made public on cross country websites and social media platforms) – and unfortunately prompted an onslaught of aggressive hate posts and emails from around the country. In the spirit of inclusive communications and student/family support, we will discuss how our team handled the crisis, the partnerships we nurtured, what we learned and advice for schools who may have similar situations in the future.</li><li>• <b>How to Successfully Launch a Capital Campaign</b> (<i>Boardroom, 2<sup>nd</sup> floor</i>) <i>Leslie King, Director of Communications, Stephanie Orfanakis, Director of Marketing and Communications, Rowland Hall, and Kerry Shea, Director of Marketing &amp; Communications, Greenhill School</i> Leslie, Stephanie, and Kerry will share the highs and lows of their recent capital campaign launches. They'll review factors to consider when preparing for launch, including identifying target audiences, making the decision to outsource, aligning campaign and school branding and messaging, managing through challenging marketing conditions, and creating the most effective tools for sharing your message.</li></ul>
3:30 – 6:00 pm	<b>Free Time</b>
6:00 pm	<b>Reception and Dinner</b> ( <i>Boardroom, 2<sup>nd</sup> floor</i> )



## Friday, February 17

7:30 – 8:30 am      **Breakfast** (*Aviary Room, 2<sup>nd</sup> floor*)

8:30 – 9:30 am      **Member Breakouts**

- **Anti-Woke Survival Guide** (*Aviary Room, 2<sup>nd</sup> floor*)  
*Susan Carpenter, Director of Communications & Marketing, Charlotte Latin School (NC)*
- **You've Got Eight Seconds: Breaking Through the Crowded Communications Landscape** (*Boardroom, 2<sup>nd</sup> floor*)  
*Brooke Blumberg, Director of Marketing and Communications, Gilman School*  
With the human attention span at only eight seconds long, what tools can we use to make our messaging resonate with parents, employees, and alumni? How do we overcome the "I had no idea about that" response, knowing that a message has been shared multiple times and via many channels. Additionally, how do we maintain a healthy level of control and balance from a strategic standpoint?

9:30 – 10:00 am      **Break**

10:00 – 11:00 am      **Member Breakouts**

- **Small But Mighty: Making it All Happen When the Stakes are High but the Team is Small** (*Aviary Room, 2<sup>nd</sup> floor*)  
*Jen Davis, Chief Marketing Officer, Ravenscroft and Sarah Holliman, Director of Communications, Head-Royce School*  
When the demands are many, but the team is small, how do you get everything done while also showcasing the value of MarCom as a strategic thought partner to the Head of School/Board of Trustees/leadership? In this session, we will discuss various ways to structure a Comms department to get the most value out of every member of the team and will also share some tips, tools, and techniques for showcasing the strategic value of communications to all members of the community.
- **Tell the Story: Partnering with Faculty to Tell the Story of Your School** (*Boardroom, 2<sup>nd</sup> floor*)  
*Michelle Andrade, Assistant Director of Marketing and Communications, Ensworth School*  
Building trust and connection with Faculty through sincere engagement opens the door to truly knowing them and being able to share the story of your school. As the marketing firm of educational institutions, it is critical that we create an environment in which faculty see us as allies and partners in their work at the school. Although our primary goals are listed as printing magazines, promoting events, displaying social media that engages, checking and generating content, running ads, writing articles, and running internal and external communications, I argue that relationships with faculty and staff must come first.

11:00 – 11:30 am      **Wrap-up & Adjourn** (*Aviary Room, 2<sup>nd</sup> floor*)



## Consultancy Dilemmas<sup>1</sup>

Prior to the conference, each person will write a description of a dilemma related to his/her practice. The description should end with a specific question. This question will help your Consultancy group focus its feedback.

Dilemmas deal with issues with which you are struggling — something that is problematic or has not been as effective as you would like it to be — anything related to your work. Consultancies give presenters an opportunity to tap the expertise in a group, providing respectful, thoughtful, experienced-based responses to your dilemma.

A couple of caveats — Consultancies don't go well when people bring dilemmas that they are well on the way to figuring out themselves, or when they bring a dilemma that involves getting other people to change. To get the most out of this experience, bring something that is still puzzling you about your practice. It is riskier to do, but we guarantee that you will learn more.

All Consultancy dilemmas and conversations will be kept in strict confidence.

Procedure:

- Each person will write a description and frame a specific question of the dilemma.
- 4 persons will be assigned to each table (consultancy group), with assignments based on attendee title and school size and type (e.g., Communications & Marketing Director of PK12 schools with enrollments between 850-950 will be seated together.)
- Each person will have 25 minutes.
  - ⇒ Presenter describes dilemma (3 minutes)
  - ⇒ Group asks clarifying questions and develops a shared understanding of the problem (5 minutes)
  - ⇒ Group brainstorms possible solutions (15 minutes)
  - ⇒ Presenter responds (2 minutes)

<sup>1</sup>Consultancy dilemmas was developed by the National School Reform Faculty, Harmony Education Center.

[www.nsrffharmony.org](http://www.nsrffharmony.org).