

COMMUNICATIONS WORKSHOP

November 30, 2022

Atlanta, GA

8:30 AM – 4:00 PM

Agenda is subject to change

- 8:30 AM **Welcome & Introductions**
Justin Pauly, Director of Communications, GSBA
- 8:45 AM **Board Norms & Protocols. Board-Superintendent Communications Process & Procedures for Operating and Working Together**
Dr. Samuel King, Director of Board Development & Superintendent Search Services, GSBA
Dr. Sean Kelly, Superintendent, Wayne County Schools
Nick Ellis, Chair, Wayne County Schools
Joe McPipkin, Vice Chair, Wayne County Schools
Dr. Terry Oatts, Superintendent, Rockdale County Schools
Mandy North, Chair, Rockdale County Schools
- 10:00 AM **Break**
- 10:15 AM **Developing a Communications Plan**
The development of a plan is the external two-way communications for how the board and district work with the community to relay important information and to receive meaningful feedback.
Jennifer Caracciolo, Chief Communications Officer, Forsyth County Schools
- 11:00 AM **The Board's Role in the Communications Plan and How the Board Fits Into the Plan**
Dr. Steve Barker, Director of Strategic Planning, GSBA
- 12:00 PM **Lunch**
- 1:15 PM **Best Practices: Carrollton City Schools**
Dr. Mark Albertus, Superintendent
Laurie Fleck, Director of Marketing & Community Engagement
- 2:15 PM **Takeaways**
- 2:30 PM **Break**
- 2:45 PM **Best Practices: Chattahoochee County Schools**
Dr. Kristie Brooks, Superintendent
- 3:45 PM **Takeaways & Closing**