
About the Presenters

Mr. Scott Spradling

Scott is an Emmy award-winning former reporter, anchor, and political director for WMUR-TV in Manchester, N.H. While covering national politics, he worked with and earned the respect of Charlie Gibson, Wolf Blitzer, and Ted Koppel. In 2001, Scott was the first local reporter to interview President George W. Bush in the Oval Office, soon after his inauguration.

In 2008, Scott took his rolodex and launched a new venture, The Spradling Group. Over that time, Scott has worked closely on a variety of major projects in New Hampshire, with clients of all sizes and backgrounds.

In his role with various school districts and higher education, Scott has actively worked to help educators raise awareness of their activities, helping structure strategies that assist them reach their own goals to boost public support and influence outcomes at the town and state level.

Dr. Mark Joyce

Dr. Joyce earned his Bachelor of Arts from Niagara University and his teaching certification and Masters in Education, specializing in Educational Administration, from the University of New Hampshire. In 1986, he earned his Doctorate in Education from Boston College with a specialization in leadership, curriculum and instruction.

Dr. Joyce has been a teacher of students in grades 7-12 and teaches at the graduate school level. In addition, he has served as a secondary and elementary school principal and as an assistant superintendent of schools in New Hampshire. He has also served as a superintendent of schools in both N.H. and Maine.

Dr. Joyce is currently the Executive Director of the New Hampshire School Administrators Association, a non-profit organization that represents all school system administrators in N.H. and advocates on behalf of all children and public education. In addition, he is a frequent speaker and consultant to businesses and organizations on the topics of education, leadership and communication. Dr. Joyce resides in Newington, N.H.

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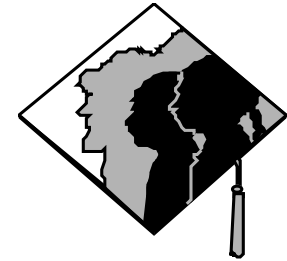
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New Normal Brochure 2015

The New Normal and the Future of Public Education in New Hampshire

presented by

*the New Hampshire School
Administrators Association*



*This workshop is specially designed for a
small, local team to consider updated
information on demographic trends, the
economy, and expenditures that have and
will impact K-12 education and improve
its strategic communications*

**Tuesday, September 15, 2015
8:00 a.m. - 3:15 p.m.
Grappone Conference Center
Concord, NH**

\$150.00 per person

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AGENDA

- 8:00 - 8:30 *Registration & Coffee*
- 8:30 - 8:45 **Welcome & Review of Agenda**
- 8:45 - 9:45 **The “New Normal” for Public Education in New Hampshire**
- *Dr. Mark Joyce, Executive Director, NHSAA*
A detailed look at the changes in expectations, the evolving cost pressures, and the critical demographic changes that are posing new challenges and opportunities for public education
- 9:45 - 10:15 **Discussion about the Impacts of the New Normal on Your School System**
- 10:15 - 10:30 *Break*
- 10:30 - 11:45 **Strategic Communication**
- *Mr. Scott Spradling, President, The Spradling Group*
A detailed look at the evolution of communication and PR tools and the importance of communicating strategically and using new technologies and tools
- 11:45 - 12:45 *Lunch*
- 12:45 - 1:45 **Presentations of Two New Hampshire Communications Plans**
- *NH School Leaders*
The experiences and lessons learned by two New Hampshire school districts: Salem, which had the support of a vast majority of voters in approving a new high school, and Londonderry, which created and is improving a K-12 communications program
- 1:45 - 3:00 **Reshaping Your Mission and Strategic Communication**
Attendees will be assisted in rethinking and reshaping their school system’s communications in response to the New Normal
- 3:00 - 3:15 **Summary & Evaluation**

Registration Form

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Name: _____

Position: _____

SAU/School District: _____

Email: _____

Phone: _____

Cost: \$150.00 per person

Registration fees are nonrefundable and subject to regular billing unless **written** cancellation is received at least 7 days prior to the event.

Check enclosed (payable to NHSAA)

I will use the NHSAA Season Ticket

Please bill my SAU/School District

Please complete and return this form to NHSAA via mail or fax (603-225-3225). Or, register online at www.nhsaa.org. Scan this QR code to go directly to our home page.

