



Communication Strategies & Live Podcast

Tuesday, June 18 | 1:00 PM to 4:00 PM

Public Education Communications Panel

This panel will discuss the current public education landscape and how public schools can better share their story. We'll also explore collaboration with your communications team and what school district staff can do to help promote the value of public education. Be the "live studio audience" for this recording of TASBOcast!

Bob Popinski

*Senior Director of Policy
Raise Your Hand Texas*

Patti Pawlik-Perales

*Executive Director
Texas School Public Relations
Association*

Lisa Losasso Jackson

*Executive Director
We Go Public*

Moderator:

Tom Greer

*Associate Executive Director
TASBO*

Leverage AI for Better Communication

AI has the power to transform your work by streamlining tasks, enhancing communication, and boosting creativity. This session can help you unlock your potential with AI tools for unmatched productivity and inspiration. Join a subject-matter expert from TCEA, who are guiding educators on adopting AI tools.

Miguel Guhlin

*Director of Professional Development
Texas Computer Education Association*

Personal Branding Essentials: What, Why, and How

Everyone has a personal brand, but not everyone uses it to their advantage. In this session, you'll learn what fundamental components make up a personal brand and how you can get the most out of yours. You'll learn a few easy ways to implement your personal brand, such as using the professional networking platform LinkedIn.

Amanda Beck

*Director, Business Marketing & Digital
Experience
TASB Business Services*

Bonus Content

Throughout this Deep Dive, the TASBO Marketing & Communications team will provide interactive tips on using TASBO Connect and other online services. Additionally, we're planning individual headshot portraits for interested attendees. Should be a lot of fun!

Rose Grandon

*Chief Communications Officer
TASBO*

Justin Ables

*Director of Marketing
TASBO*