



COMMUNICATIONS MENTORSHIP PROGRAM

A school communications primer for early-career school communications professionals

Mentorship and counsel provided by **Greg Viebranz**, a veteran educational communications professional with 35+ years experience in the field. This **one-on-one mentorship program** runs 10 sequential weeks, one hour per week, and covers the following topics, among others:

\$2,750
PER PERSON

WEEK 1: Family Educational Rights and Privacy Act

- ↳ Understanding Directory Information
- ↳ Military Recruiters' Right to Information
- ↳ Publicity Consent Procedures

WEEK 2: Crisis Communications & Support

- ↳ Notification to Families During a Crisis
- ↳ Support to Impacted Schools
- ↳ Working with First Responders and Legal Counsel
- ↳ Media Relations
- ↳ Calamity Days: Preliminary Awareness and Day-Of Communications Strategies

WEEK 3: Superintendent and Board Relations

- ↳ Organizational Hierarchy
- ↳ Understanding Preferences and Policies Impacting Communications
- ↳ Kids Like Surprises, Executive Leadership Doesn't

WEEK 4: Treasurer Relations; Budget Planning and Management

- ↳ Requisitions & Purchase Orders
- ↳ Department Budgeting
- ↳ Overview of Standardized Accounting Systems (e.g., USAS)

WEEK 5: Understanding Public Records and Processing Requests

- ↳ Public Records Complexities

WEEK 6: Ballot Issue Communications

- ↳ School District Communications vs. Political Action Committee Communications
- ↳ Understanding Policies and Past Precedents

WEEK 7: Working with Employee Associations

- ↳ Communication Considerations in Times of Collaboration and Conflict

WEEK 8: Material Distribution Considerations

- ↳ Processing Requests and Case Law Awareness

WEEK 9: Managing the One-Person Shop or Fully-Staffed Department

- ↳ Personal Capacity and Time Management
- ↳ Project Management

WEEK 10: Networking and Community Involvement

- ↳ Representing Your Schools in the Community: Your Skills Are In High Demand
- ↳ Local, State and National Professional Associations

Upon completion of the **COMMUNICATIONS MENTORSHIP PROGRAM** and its practical "To Do" homework assignments, the early-career school communications professional will have gained a more thorough understanding of the most critical issues and strategies to consider when managing a communications program for a public school system of any size.



ENROLLMENT INCLUDES BONUS COUNSELOR ON CALL SERVICES

The Communications Mentorship Program also provides 10 hours of as-needed, Counsel-Only Services to participants. Counsel will occur via telephone or online video call for the purpose of providing professional guidance, brainstorming support, or advice on managing crises and other issues that may arise during participation in the program.

LEARN MORE ABOUT OUR ADDITIONAL SERVICES AND COUNSEL



NEED ADDITIONAL SUPPORT?



Extend **Counsel-Only** hours or add flexibility with **Counsel/Task** hours!

Purchase up to 20 additional Counsel-Only hours or add Counsel/Task hours in 5 hour blocks at any time.

COUNSEL/TASK HOURS

These service hours may be used for the purpose of general communications guidance, support and counsel, as well as task-oriented support for projects/initiatives requiring research, writing, design, draft content review/editing, communications planning, etc.

*** PLEASE NOTE:** Both **Counsel-Only** and **Counsel/Task** hours expire at the end of the organization's Fiscal Year in which they are purchased. Unused hours will not be refunded, nor will they carry over into the purchasing organization's subsequent Fiscal Year. Unused hours cannot be transferred for use by another organization.

PACKAGE HOURS

Package Hours*	Counsel Only	Counsel/Task
5 hr	\$400	\$500
10 hr	\$785	\$975
15 hr	\$1,150	\$1,425
20 hr	\$1,500	\$1,850



EXPANDED SERVICES

Organizations wishing to purchase more than 20 hours of Counsel-Only or Counsel/Task services should contact EiM Creative to request a phone call or virtual meeting to discuss their specific needs. EiM Creative will then develop a proposal and pricing structure based upon the project's scope. Time spent during fact-finding conversations and proposal preparation does not count against any Counsel-Only and Counsel/Task hours currently available to the requesting organization.

About **GREG VIEBRANZ**

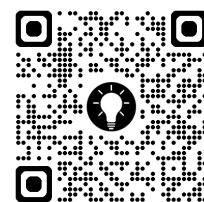
During his 35-year career in school public relations, Greg successfully managed the communications programs for a variety of school districts, including: a large, rapidly-growing rural school district that had been struggling to pass ballot initiatives; a smaller landlocked, wealthy suburban district striving to expand upon its positive reputation; a large urban school system battling the impact of charter schools, intense media pressure, and growing socioeconomic challenges; and a large, suburban district facing the impact of rapidly shifting student demographics, underfunding by the state, and community opposition to tax increases.

Highly experienced and well respected among colleagues, Greg has garnered numerous recognitions for his work and dedication to the profession, including the prestigious National School Public Relations Association's Gold Medallion Award for outstanding individual communications plans. The Ohio School Public Relations Association also recognized Greg with

two of its most revered peer-nominated awards: the Crystal Award, which honors professionals who have dramatically and positively impacted school public relations, and the 2020 Innovator Award, which recognizes those who have introduced or utilized new communication methods to advance or impact the profession at all levels. Now retired from full-time educational work, **Greg is the Founder and Principal Strategist of End in Mind Creative, LLC**, which offers communications and marketing consulting services to schools, non-profits, government agencies, and small businesses.

TAKE THE NEXT LOGICAL STEP

You've already committed to a strategic communications program for your district, so why not invest in the person hired to run it? For more information about **End in Mind Creative, LLC** or to participate in the **Communications Mentorship Program**, contact Greg Viebranz at endenmindcreative@gmail.com or **614-432-9955**.



Visit **End in Mind Creative, LLC** at www.EiMCreative.com