

Image Builders or Breakers

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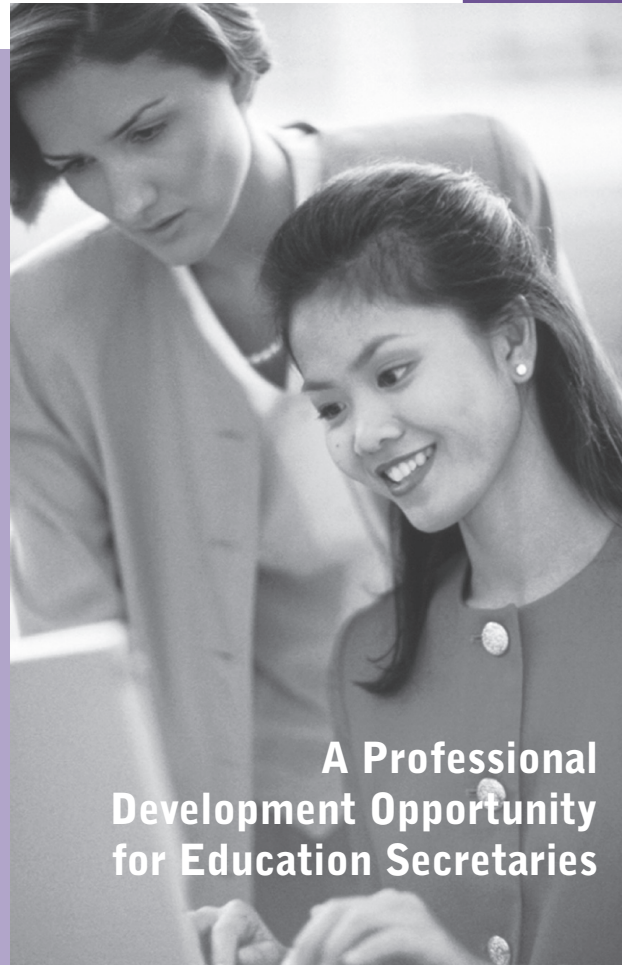
“You only get one chance to make a first impression.”

“Image Builders or Breakers” is the one educational program that provides frontline district staff with the information and tools they need to make each first impression a great one.

“A very worthwhile workshop that covers many pertinent areas to help image building.”

“A must for all staff who are concerned about the image of their school.”

– School Secretary



**A Professional
Development Opportunity
for Education Secretaries**



WISCONSIN SCHOOL PUBLIC RELATIONS ASSOCIATION
122 W. Washington Avenue, Suite 400, Madison, WI 53703

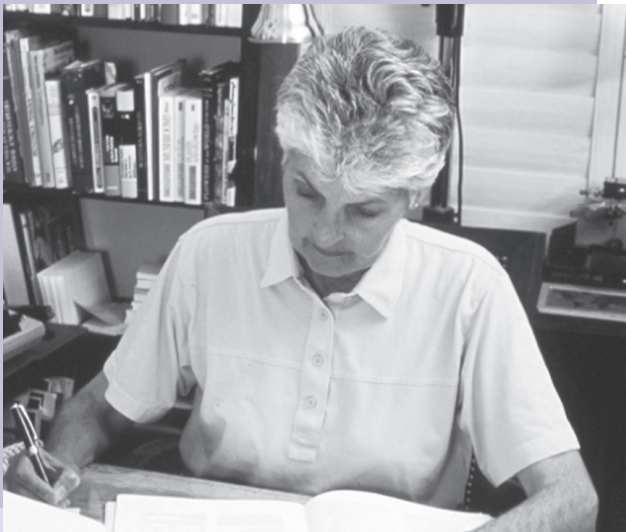
WSPRA

WISCONSIN SCHOOL PUBLIC RELATIONS ASSOCIATION
THE STATE'S LEADER IN SCHOOL COMMUNITY RELATIONS

WHO WILL BENEFIT?

The “Image Builders or Breakers” program was developed by the Wisconsin School Public Relations Association (WSPRA) based on a program designed by the National School Public Relations Association (NSPRA). The program is designed specifically for the school and/or district secretaries and receptionists who are the first contact the public typically has with the school and/or district.

Participants in this program are given information to help them feel better prepared to interact with the public in a positive way. The goal of the program is two-fold:



WHAT IS THE GOAL?

- To highlight the importance of the front-line staff’s role in building a positive image for the district, and
- To provide information and tools they can use as they interact with other people to help build that positive image.

WHAT DO WE GET?

Each program is given by an experienced presenter utilizing a PowerPoint presentation supplemented with a workbook. The interactive presentation includes exercises, using the workbook provided, to help the participants understand how the principles and ideas being presented apply to their individual roles within the district.

Each participant also receives a tool kit with pages of tips on topics such as:

- The Role of PR in Frontline Staff
- Dealing with Complaints
- 20 Strategies to Help You Cope
- Dealing with Difficult People
- Telephone Tips and E-mail Communications.

“Opened my eyes to some very simple things I could be doing on a daily basis.”

– School Principal

HOW MUCH DOES IT COST?

The “Image Builders or Breakers” presentation can be individually tailored for a group of 10-50 people and to last from 2-5 hours.

Fees are:

Half-day Presentation \$500
(2-3 hours) + mileage

Full-day Presentation \$750
(3-5 hours) + mileage

Mileage is billed at the current rate. Fees include up to 15 workbooks and tool kits. Additional copies are charged at \$5/copy or the district may make extra copies.

HOW CAN I SCHEDULE A PROGRAM?

Presentations are given by professionals in school public relations. Four weeks notice is requested to allow time to schedule a presenter that is located closest to your district and is available on the date requested.

To schedule a program contact:

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