

# NCSI Skillman Distinguished Leaders Program



## Marketing and Public Relations for Charter Schools

**DATE:** Monday-Friday, July 18-22, 2005

**TIME:** 8:30AM-5:00PM

**SB-CEUs:** 9

**LOCATION:** Central Michigan University Southfield Center, Traveler's Tower, 26555 Evergreen, Suite 119, Southfield, MI

**INSTRUCTORS:** William Banach, CEO, Banach, Banach & Cassidy and Richard Egli, Public Relations Consultant

Beginning with an overview, students will learn how public relations work to reach key audiences and manage public opinion. Students will develop public relations plans and marketing programs, and create strategic positioning for successful charter schools. Students will learn to master marketing, stay competitive, promote the school, and build effective relationships with community stakeholders. Marketing for AYP, Education Yes!, MEAP and other strategies affecting the school's relationship with the public and the media will be covered.

The sessions will include the following:

- Leadership and Management of the Public Relations Function
- Mastering Marketing
- Public Relations Basics
- Crisis Communication Strategy and Management
- Public Relations and Marketing Best Practices and Resources

### *How well we communicate is determined by how well we are understood*

To register, mail this form to National Charter Schools Institute, 2520 University Park Drive, Suite Box 11, Mt. Pleasant, MI 48858 or fax to (989) 774-2591. Contact: (989)774-2999

**Cost:** Detroit-\$250 or \$265 with CEUs

Non Detroit--\$350 or \$365 with CEUs

\_\_\_ Credit Card

    \_\_\_ Visa \_\_\_ Master Card \_\_\_ Discover \_\_\_ American Express \_\_\_

\_\_\_ Check (payable to "NCSI")

\_\_\_ Purchase Order (copy attached)

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Access Code Number: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

Name: \_\_\_\_\_ School: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Note:** The cost for 3 graduate credits is \$975 including a non-refundable application fee. Contact Mary Kay Maas at 800-950-1144, ext 7137 for application