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PRESIDENT-ELECT
2024 - 2025

ERICA CHANDLER, APR

10 LESSONS I WISH I LEARNED SOONER: A SCHOOL PR SURVIVAL GUIDE

School PR is relentless: high stakes, full inboxes, and endless demands. You can't do it all—at least not well, and not for long. So, how do you stay strategic, sane, and successful? NSPRA President-elect Erica Chandler, APR, shares 10 hard-earned lessons from the frontlines, packed with real-world stories, must-have tools, and practical strategies. Learn how to set boundaries, work smarter, say no with confidence, and prepare for anything. Whether you're a one-person shop or part of a team, you'll leave with actionable takeaways—and the reassurance that you're never alone in School PR.

PRESENTATION: 1 Hour

PEOPLE FIRST IN CRISIS COMMUNICATIONS

Crisis communication isn't just about delivering information—it's about building trust, showing empathy, and maintaining connection. In this interactive session, we'll break down how to communicate effectively during a crisis using a People-First approach. You'll learn how to craft clear, transparent messages, address different stakeholder needs, and collaborate under pressure. Through real-world scenarios and discussions, we'll explore what crisis communication is (and isn't) and share key lessons to help you strengthen your response strategies. Walk away with actionable tools to communicate with confidence, clarity, and impact—no matter the crisis.

PRESENTATION: 1 Hour



BOOK A PRESENTATION

Email pres-elect@nspra.org with:

1. Possible dates and times,
2. Your desired topic,
3. The presentation format (virtual or in person) and audience size, and
4. Your commitment to pick up expenses if applicable. Honorariums may be made to the [NSPRA Foundation for the Advancement of Education](#).

Erica will respond to you directly to book the presentation.

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