

# SECRET SAUCE 2.0

**The Strategy Behind Convocation** 

JAMES COLBERT JR., County Superintendent

DANIELLE CLARK, APR, Chief Communications Officer

PLEASE GO TO THIS WEBSITE







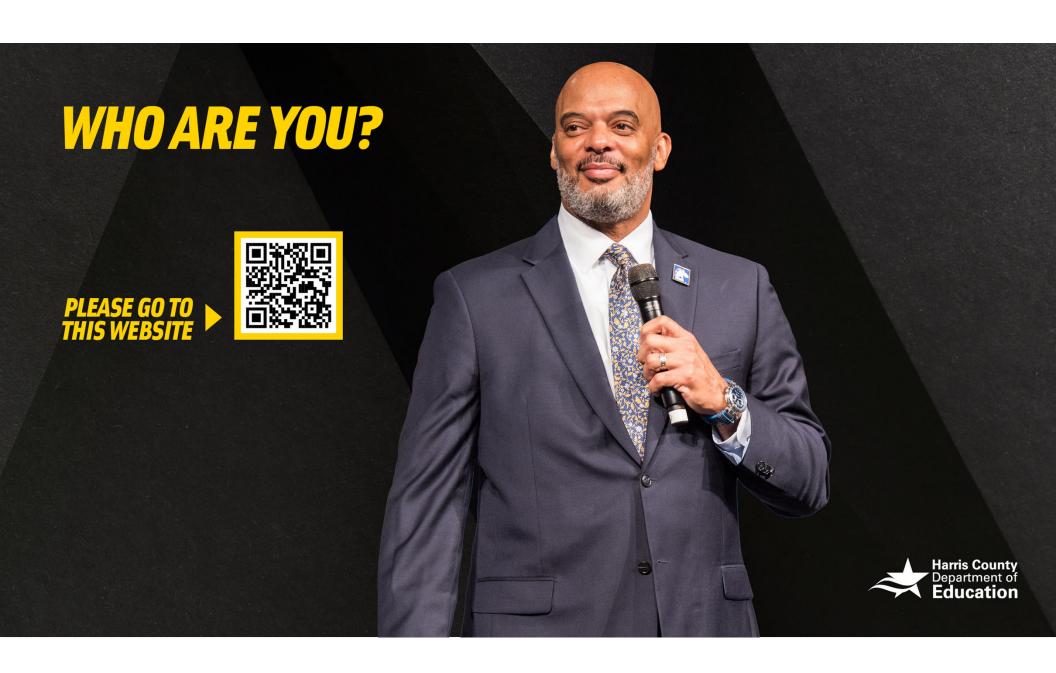
James Colbert, Jr.
County Superintendent



Danielle Clark, APR
Chief Communications Officer
dclark@hcde-texas.org
@DBClarkPR



PLEASE GO TO THIS WEBSITE



#### Who are you?

Superintendent	
	0%
Communications Chief	
	0%
Communications Staff Member	
Communications Start Member	0%
Other (vendor, board member, education foundation, district office administrator, etc.)	
	0%



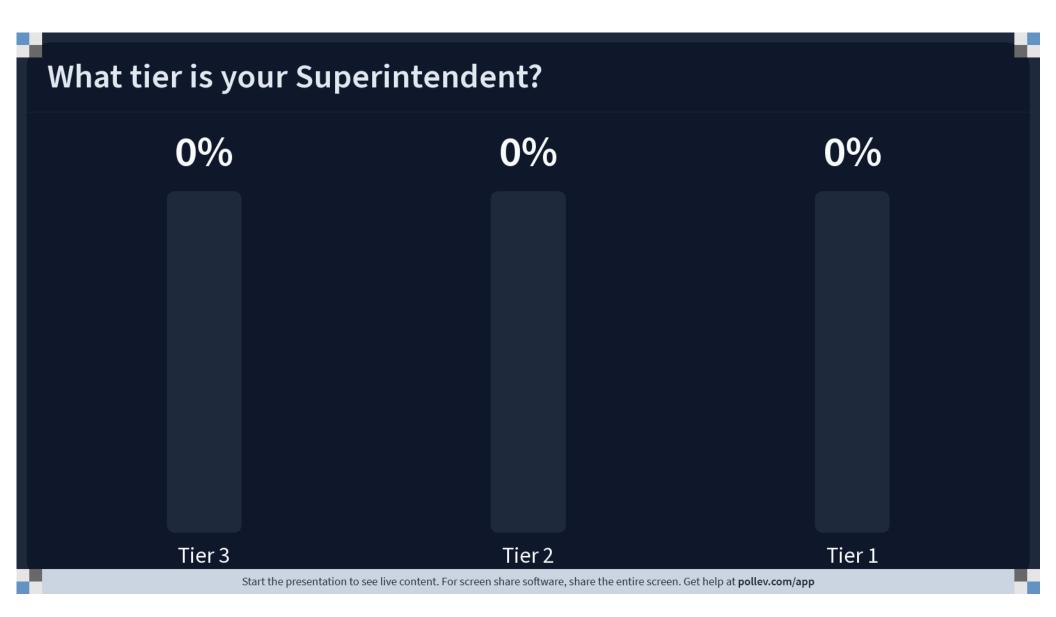


Tier 3

Tier 2

Tier 1







**EQUITY FACTORS** 

- Superintendent
- Board
- Staff
- Organization
- Culture





#### THE PROCESS

- Review activities of past year and coming year
- Discuss potential concepts
- Loop in creative team
- Determine theme, style, tool
- Identify "Razzle Dazzle"



### **DELIVERY STYLE**

- Motivation and/or celebration (2018)
- Humor (2023)
- Heart strings (2022)
- Blended (2020)











## QUESTIONS





#### **THANK YOU!**



**Evaluation Survey**Your feedback is important to us!

Danielle Clark, APR

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