

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
<b>8:30 - 9:00 AM</b>	<b>Registration and Dinner</b>		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> <li>Welcome</li> <li>Introductions</li> <li>Agenda Overview</li> </ul>	Dena Espenscheid Director of Grassroots Coalitions Leadership Institute
9:15-10:00 AM	What a School Board Should Do	<ul style="list-style-type: none"> <li>Budgeting and Functions</li> <li>Understanding Your School Board</li> </ul>	Heather Sellers Sellers Best LLC & Former SB Member
10:00-10:30 AM	Impacting School Boards	<ul style="list-style-type: none"> <li>Applying Pressure</li> <li>Shaping Policy</li> </ul>	Heather Sellers
<b>10:30-10:45 AM</b>	<b>Break</b>		
10:45-11:30 AM	Message Development	<ul style="list-style-type: none"> <li>Leesburg Grid</li> <li>Sticky Messages</li> </ul>	Dena Espenscheid
11:30-12:15 PM	Mind the Gap	<ul style="list-style-type: none"> <li>Intuition vs Reasoning</li> <li>Communicating Intuitively</li> </ul>	Dena Espenscheid
12:15-12:45 PM	Telling Your Story	<ul style="list-style-type: none"> <li>Preparing Your Testimony</li> <li>Practice</li> </ul>	Heather Sellers & Dena Espenscheid
<b>12:45-1:345PM</b>	<b>Lunch</b>		
1:45-2:30 PM	PR and Earned Media	<ul style="list-style-type: none"> <li>Issues that Matter</li> <li>Cross Cultural Communication</li> </ul>	Heather Sellers
2:30-3:15 PM	Volunteer Management	<ul style="list-style-type: none"> <li>Identifying New Activists</li> <li>Gratitude Goes a Long Way</li> </ul>	Dena Espenscheid
3:15-3:45 PM	Building Coalitions	<ul style="list-style-type: none"> <li>Researching Partner Orgs</li> <li>Activating Constituencies</li> </ul>	Heather Sellers
3:45-4:30 PM	Local Issues	<ul style="list-style-type: none"> <li></li> <li></li> </ul>	Local Leaders
<b>4:30 PM</b>	<b>Q and A and ADJOURN</b>		