



### Donovan Group's Communications Academy Schedule

Session	In-Person Opportunities	Virtual Opportunities
<b>Session 1: Basics of School Communications</b>	<b>9/18/2024</b> MASA Fall Conference (Pre-Conference Session) Traverse City, MI 9:00 a.m. - 11:30 a.m.	<b>9/26/2024</b> Virtual Time: 9:00 a.m. - 11:30 a.m.
<b>Session 2: Communications Planning</b>		
<b>Session 3: Working with the Media</b>	<b>10/30/2024</b> Marquette-Alger RESA Marquette, MI Time: 2:00 p.m. - 3:30 p.m.	<b>10/25/2024</b> Virtual Time: 8:30 a.m. - 10:00 a.m.
<b>Session 4: Social Media</b>	<b>11/19/2024</b> Genesee ISD Flint, MI Time: 11:00 a.m. - 12:30 p.m.	<b>11/20/2024</b> Virtual Time: 1:30 p.m. - 3:00 p.m.
<b>Session 5: Crisis Communications</b>	<b>1/15/2025</b> MASA Winter Conference (Pre-Conference Session) Grand Rapids, MI 10:00 a.m. - 11:30 a.m.	<b>1/9/2025</b> Virtual Time: 10:00 a.m. - 11:30 a.m.
<b>Session 6: Video Best Practices</b>	<b>2/27/2025</b> Marquette-Alger RESA UP Principals Summit (Pre-Con) Marquette, MI Time: 8:30 a.m. - 10:00 a.m.	<b>2/20/2025</b> Virtual Time: 1:30 p.m. - 3:00 p.m.
<b>Session 7: Marketing and Branding</b>	<b>3/13/2025</b> Genesee ISD Flint, MI Time: 10:00 a.m. - 11:30 a.m.	<b>3/20/2025</b> Virtual Time: 9:00 a.m. - 10:30 a.m.
<b>Session 8: Internal Communication</b>	<b>5/7/2025</b> Marquette-Alger RESA Marquette, MI Time: 12:30 p.m. - 3:00 p.m.	<b>4/17/2025</b> Virtual Time: 1:00 p.m. - 3:30 p.m.
<b>Session 9: Special Topics in School Communication</b>		