



Visibility & Communication

April 26, 2010
9:30 a.m. – 3:30 p.m.

Pasadena Unified School District
Lower Level Conference Room
351 S. Hudson Ave.
Pasadena, CA 91109

9:30 a.m.–10:00 a.m.	“Peaches & Pits” / Intro to Visibility & Communication
10:00 a.m.-11:15 a.m.	Share Tools/Strategies for Visibility & Communication
11:15 a.m.-11:30 a.m.	Break
11:30 a.m.-12:30 p.m.	Focus on Media Relations and Effective Messaging
12:30 p.m.-1:00 p.m.	Lunch
1:00 p.m.-2:00 p.m.	Participate in Focus Group
2:00 p.m.-3:15 p.m.	Focus on Creating Powerful Visual Communication
3:15 p.m.-3:30 p.m.	Housekeeping & Closure

START TIME: Please arrive by 9:00 a.m. for breakfast and coffee. We will start the agenda promptly at 9:30 a.m.

DRIVING DIRECTIONS & PARKING:

Hyperlink to map of Pasadena USD: [351 S. Hudson Ave, Pasadena, CA 91109](#)

The district office is located one block west of Lake Ave, cross street Del Mar. The front entrance faces Del Mar. The back entrance faces Oak Knoll. Park in the lot off Oak Knoll and enter the back of building to get to the lower level conference room. Overflow parking is available across Hudson Ave. at Trader Joes.

CELL CONTACT: Kristen Engebretsen (310) 612-6743

HOMEWORK: Please come prepared to share briefly about **one** tool or strategy you use to communicate about your district’s arts education programs and their impact. Examples include:

- Using a district website
- Marketing -- creating logos, slogans, merchandise
- Holding events, such as performances or exhibitions