

Name Event Services and Social Media Director Jenny Elder

Topic NFHS Summer Meeting Attendance

NFHS Summer Meeting

Sessions Attended Marketing Luncheon and Summit
Opening Ceremony
First General Session
Best Practices for Publications and Communications
Welcome Dinner
Second General Session
Third General Session
QR Codes and Creative Uses of Tech to Enhance the State
Event Experience
Summer Meeting Luncheon
Rays vs. Mariners Game
Social Media as an Effective Marketing Tool
ACS Luncheon
Reception prior to Hall of Fame Dinner
Hall of Fame Dinner

Takeaways to help Board and Staff Networking, learning, and sharing ideas are always beneficial, and that is precisely what occurs at the NFHS Summer meetings. I'm starting to recognize colleagues from other states, which opens avenues of conversation and a comfortability to understand how other states do it - good and bad. Learn from the pitfalls, discuss what we do here, and continue to grow and evolve—taking a moment to see a broader spectrum and know that all of it comes back to enhancing the lives of our student-athletes.

General Commentary I am incredibly appreciative of this opportunity to solidify connections, exchange ideas, grow professionally, and hone what I do to make experiences for the kids we connect with better.