From "Susan Cousins <susan.cousins@bvsd.org>" <susan.cousins@bvsd.org>
Subject **strategic communications for school closures/consolidations**
To Randy Barber <randy.barber@bvsd.org>
Cc Rob Price <rob.price@bvsd.org>
Date May 14, 2026 12:15:01 PM MDT

Thanks for passing this along, Randy.

Susan Cousins
Operational Services Communications Manager
O: 720-561-5793
M: 720-935-2733

BOULDER VALLEY
SCHOOL DISTRICT

On Thu, May 14, 2026 at 11:51 AM Randy Barber <randy.barber@bvsd.org> wrote:

> Just wanted to give you a heads up regarding a session that is being planned for our COSPRA conference - on declining enrollment.
>
> My team will be here and will plan to attend. Not sure who else this might benefit from our team.
>
> ---------- Forwarded message ---------
> From: **Garrett-Nelson, Emma** <Garrett-Nelson_E@cde.state.co.us>
> Date: Thu, May 14, 2026 at 9:21 AM
> Subject: strategic communications for school closures/consolidations
> To:
>
> Hey folks,
>
> You are getting this email because you have the dubious honor of being one of our larger districts. I wanted to share that COSPRA is holding a special session during Camp COSPRA this year that will be a workshop on strategic communications for school closures and consolidations. We're bringing in Jackson Public Schools Superintendent Errick Greene and his communications lead to talk about the district's Optimizing for Equity work. The session is Thursday, June 11 at 10:30am AND there is a special rate for superintendents and/or designees (and/or really, whoever would benefit).
>
> For context: I've been in the field for 15 years now and have led closure/consolidation communications, and Jackson's was really well done. I'm excited that COSPRA was able to get him here for us to learn from. I'm sharing more information below and the registration link. I hope you know by now that while I am pretty shameless, I wouldn't be sharing this unless I was super stoked about it and knew it would be of service to you. 😊
>
> Emma





Dr. Errick Greene



Sherwin Johnson

Optimizing for Equity: Strategic Communication in School Consolidation and Closures

Thursday, June 11

School closures are one of the most difficult decisions a school district can make.

Learn how **Superintendent Dr. Errick Greene** and **Executive Director of Public Engagement, Sherwin Johnson**, used strategic communication planning to implement its multi-year Optimizing for Equity initiative—redesigning the district through school consolidation and restructuring to improve the distribution of resources.

District Leadership Rate: **$150**

This rate gives you access to **this session only**.

To register for **this session only:**

1. Set up an account on Tradewing.com.
2. Register for the June 11: Optimizing for Equity Session

For access to any remaining sessions, register for Camp COPSRA at cospra.org.

Camp cospra

June 9-11, 2026
Breckenridge, CO

Emma Garrett-Nelson

Chief Communications Officer

Colorado Department of Education

C: 720-788-1393

201 E. Colfax Ave. | Denver, CO, 80203

I COLORADO PUBLIC SCHOOLS

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