Women in Industry Communications Plan
Placentia-Yorba Linda Unified School District

EMAIL (1 of 1) – Thursday, September 27, 2018
AUDIENCE: All PYLUSD Families
PLATFORM: Blackboard

SUBJECT: Invitation: Women in Industry Event - October 16, 2018
TAGLINE: Mark your calendars! Women in Industry is Tuesday, October 16, from 6 PM to 8:30 PM.
TITLE: Placentia-Yorba Linda Unified School District set to host annual Women in Industry event featuring esteemed panel of female leaders

(September 27, 2018) – The Placentia-Yorba Linda Unified School District (PYLUSD) is proud to present the second annual Women in Industry event, an inspirational experience geared towards empowering the next generation of female leaders through future-ready learning.

Families and students of all ages are encouraged to attend this conference for the opportunity to learn from an esteemed panel of female captains of industry who represent diverse professional sectors including keynote speaker, Deirdre “DeeDee” Healey.

With over 30 years of experience in the aerospace industry, Healey currently serves as the Director of the Mission Support Division in the Office of Safety and Mission Assurance for National Aeronautics and Space Administration, commonly known as NASA. In this critical role, Healey oversees safety and mission assurance activities in support of NASA's space crafts including the International Space Station, the Exploration Development System, the Commercial Crew and Cargo Programs, as well as science payloads, expendable launch vehicles, and aeronautics programs.

Notable female industry leaders such as Film Producer, Maryann Garger, Northrup Grummon Director of Global Operations, Gina Woullard, Scripps Research Institute Biomedical Scientist, Emi Casas, and many more will also participate on the panel and share firsthand experiences involving their journeys, positions, and successes through a ‘Q & A’ session.

PYLUSD Career Technical Education (CTE) Academy and CareerLink Pathway students will serve as hosts and moderators to the event in order to incorporate a student’s viewpoint with the professional perspectives of the panel members.
The PYLUSD Women in Industry event will take place Tuesday, October 16, 2018, from 6:00 pm to 8:30 pm in the PYLUSD Performing Arts Center located at 1651 Valencia Ave, Placentia, CA 92870 and is free to the public. For more information and to see the full list of Women in Industry panelists, please visit www.pylusd.org/wii/.

TEXT MESSAGE (1 of 2) – Thursday, September 27, 2018
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PYLUSD: Join us for the second annual “Women in Industry” event on Oct. 16 from 6-8:30 PM. Find more info at www.pylusd.org/wii/.

TEXT MESSAGE (2 of 2) – Wednesday, October 9, 2018
AUDIENCE: All PYLUSD Families
PLATFORM: Blackboard

PYLUSD: “Women in Industry” is just one week away. Join us on Oct. 16 from 6-8:30 PM. Details at www.pylusd.org/wii/.