

# MONDAY, APRIL 11

## AT-A-GLANCE

Note: Unless otherwise noted, all events and sessions take place at the Moscone Convention Center

	Track	Page	Room
<b>8:00 AM - 9:15 AM</b>			
<b>21st Century Learning</b>			
Cats, Mice, and Catnip - A Unique Technology Incentive Program	Technology	109	304
Learning Outside the Classroom: STEM Programs Prep Students for Life Experiences	Community Engagement	109	303
<b>Federal Advocacy Sessions</b>			
National Education Spotlight: Legislative Update	Collaboration	109	103
<b>Health &amp; Wellness Programming</b>			
Welcoming Schools: A System-Wide Approach to Family Diversity, Gender, and Bullying	Climate	109	270-272
<b>Meet the Experts</b>			
Against the Odds - Successfully Implementing Small Learning Communities in Large High Schools	Continuous Improvement	110	222-226
Become a Board of the Future with Automated Electronic Workflow Technology	Technology	110	302
Bring Your Own Devices: Secure, Simple and Will Save Districts Millions of Dollars	Technology	110	309
Has The Go To College Push Gone Too Far?	Timely Debate	110	310
Long Term English Learners	Continuous Improvement	111	274-276
Micromanagement 101: Don't Receive a Failing Grade	Alignment	111	250-262
School Boards and City Halls: A Case for Collaborative Partnership in Extended Learning Opportunities	Collaboration	111	125
School Law: Are You Smarter Than a Board President?	School Law	111	104
Sharing Your Conference Experience with Your Community	Community Engagement	111	130
Student Transition from Middle School to High School: Data, Strategies, Program Development/Implementation, and Results	Alignment	112	306
Taking Your Board From Good to Great Using Board Self-Evaluation	Accountability	112	133
The Board's Role In Protecting Students from Sexual Misconduct of School Employees	School Law	112	308
Today's Beginning Teachers - Tomorrow's Educational Leaders	Climate	112	131

	Track	Page	Room
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We've Got to Stop Meeting Like This! A Dozen Great Tips to Get Your Board Meetings Working For You Instead of Against You	Climate	113	134
<b>National Affiliate/ASBJ Workshop</b> American School Board Journal Special Roundtables	Climate	113	120
<b>Share the Success</b> A Comprehensive Analytical Data Directed Approach to Raising Student Achievement and Teacher Quality	Continuous Improvement	113	200-212
Beyond Textbooks: Creating Education Community Partnerships	Collaboration	113	123-124
Make Superintendent Evaluation Fun!	Continuous Improvement	114	307
<b>Vendor Expert Sessions</b> On Track for Reading Success	Technology	114	300
School for Super Heroes: Linking College + Career through Funding and Design	Climate	114	132
Strategies to Develop Early Handwriting and Literacy Success	Continuous Improvement	114	232-234
The Role of the School Board in Implementing Academic Study of the Bible: First Amendment Issues	Timely Debate	115	305
<b>8:30 AM - 10:00 AM</b>			
<b>Caucus</b> 8:30 AM - 9:00 AM National Black Caucus of School Board Members Board of Directors Meeting		115	236-238
9:00 AM - 9:30 AM National Hispanic Caucus of School Board Members Board of Directors Meeting		115	236-238
9:30 AM - 10:00 AM National Caucus of American Indian/Alaska Native School Boards Board of Directors Meeting		115	236-238
<b>8:30 AM - 3:30 PM</b>			
<b>Site Visit</b> High Tech Trek: Site Visits to Intel Museum and Google	Technology	115	Moscone Center North Driveway on Howard St.
<b>9:00 AM - 12:00 PM</b>			
<b>Exhibit Hall and School of Architecture Open</b> (11:00 AM - 12:00 PM Exclusive Hours)		115	North Hall D



# MONDAY AT-A-GLANCE

9:00 AM - 12:30 PM	Track	Page	Room
<b>Site Visit</b> Financial Literacy is a 21st Century Skill: Visit & Briefing at the Federal Reserve Bank of San Francisco	Technology	116	Moscone Center North Driveway on Howard St.
<b>9:45 AM - 11:00 AM</b> <b>21st Century Learning</b> Are We Preparing Our 21st Century Learners for Their Future or Our Past?	Continuous Improvement	116	303
Cyberbullying: Legal Issues in Facing the 21st Century Bully	Climate	116	306
<b>Board Support Professional Workshop</b> 75 Websites in 75 Minutes: Practical Web for Today's Assistants	21st Century	116	104
<b>Federal Advocacy Sessions</b> The Supreme Court 2010: A Review of the High Court's School Law Docket	School Law	117	103
<b>Focus on Education Lecture</b> Focus on...The Innovative Board: How Policymakers Nurture Learning, Teaching, and Leadership	Accountability	117	134
<b>Meet the Experts</b> Advocating for Education Equity for Limited English Proficient Students	Timely Debate	117	232-234
How to Use a Big Picture Approach in School Improvement Planning	Continuous Improvement	117	125
In Your Own Backyard: Connect to Inspiring Grassroots Efforts to Green Your Schools	Community Engagement	117	222-226
iTouch...iLearn: Implementing the iPod Touch	Technology	118	301
Leading with Civility to Improve District Culture	Climate	118	250-262
Raise Expectations. Raise Results	Community Engagement	118	133
Successful Transition of District Leadership	Collaboration	118	308
Ten Practices to Avoid Liability	School Law	118	309
Understanding the Common Core Standards: Reaching Out to the Community (repeated from Sunday)	Standards & Assessment	119	130
What School Board Members Should Know About Testing and Accountability	Accountability	119	131
<b>National Affiliate/Technology Leadership Network Session</b> Maximize Learning Through Technology: An Exploration for District Leaders	Technology	119	120

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<b>Share the Success</b> Directly Impact Student Achievement and Help to Close the Achievement Gap	Continuous Improvement	119	307
Keeping Gangs Out Of Schools	Climate	119	123-124
Program Evaluation: Assessing Impact on Student Performance and the Budget	Standards & Assessment	120	310
Saving Energy Is More Than Just Turning Off Lights: A Systemic Approach To Effective Energy Management <i>Sponsored by Solar City</i>	Climate	120	274-276
Spend Your Summer On An Island: Virtual Summer School	Technology	120	302
The Essential Characteristics of a Highly Effective Rural School District	Accountability	120	305
The Professional Performance Process: How to Successfully Implement a Major Initiative in a Large School Division	Standards & Assessment	120	200-212
Transformation through Technology Project Graduation: The Digital Advantage	Technology	121	304
Turnaround School Districts: Achieving Extraordinary Academic Gains	Accountability	121	132
<b>Vendor Expert Sessions</b> ASD Software for Student Success	Technology	121	300
<b>10:00 AM - 3:15 PM</b>			
<b>State Association Meeting</b> State Association Deputy Executive Directors' Meeting		121	228-230
<b>12:00 PM - 1:30 PM</b>			
<b>Special Event</b> San Francisco Marriott Marquis <i>Sponsored by McGraw-Hill Education</i> National Hispanic Caucus of School Board Members Luncheon		122	Salon 7
<b>12:15 PM - 1:30 PM</b>			
<b>21st Century Learning</b> Aligning Educational Reform and Information Technology for the 21st Century	Technology	122	302
Interdisciplinary School Within A School: The Lyceum Academy	Climate	122	306
<b>Federal Advocacy Sessions</b> ESEA Update: Local School Board Issues & Priorities (repeated from Saturday)	Accountability	122	103



## Health & Wellness Programming

Are Your Schools Really Tobacco-Free? Collaborating to Promote Comprehensive Tobacco-Free Schools Policies

Track	Page	Room
Collaboration	123	270-272

## Meet the Experts

Board Monitoring System

Accountability	123	131
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Digital Age Learning: The How and Why of Using Digital eBooks in the Classroom

Technology	123	301
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Dynamic Governance: The Board's Role in Strategic Planning

Continuous Improvement	123	134
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Engaged School Parents: From Passive Consumer to Mobilized Advocate and Leader

Community Engagement	124	222-226
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Ensuring Alignment at All Levels: The DC Public Schools Reform Strategy

Alignment	124	250-262
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So You Think You Know How to Social Network?

Community Engagement	124	130
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Success in School Tax Elections: Micro-Targeting

Community Engagement	124	133
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Superintendent Evaluation: Where to Begin? - OMG!!!

Accountability	124	132
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The Certified Administrator of School Finance and Operations: Who is Managing the Money in Your District?

Continuous Improvement	125	308
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The Challenge of Religion in Public Schools

Community Engagement	125	274-276
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The Innovation Story: Effecting Change in Schools, On Boarding Stakeholders and Enhancing Student Outcomes

Technology	125	307
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Twenty Lessons from Twenty Years of 1:1 Computing in Schools

Technology	125	304
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## National Affiliate Workshop

National Affiliate Special Session: Climate Improvement Process (CLIP)

Climate	126	120
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## Share the Success

Blueprint to an Environmentally Sustainable Future

Timely Debate	126	123-124
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Building Opportunities for Student Success Program for Student Achievement

Climate	126	309
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Every Day, Every Student, A Success: Addressing Barriers to Learning in Education

Collaboration	126	104
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Fostering Content-Area Literacy through Engaging Performance Assessments

Standards & Assessment	127	200-212
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Funding Distance Learning: Finding Your Grant Bonanza!

Continuous Improvement	127	305
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High School and Community College Collaborate to Benefit Students and Parents

Collaboration	127	125
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Learning for All

Community Engagement	127	232-234
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	Track	Page	Room
Successful Strategies for Engendering and Maintaining Community Support for a Major School Building Project	Community Engagement	128	310
Using Multi-Technology Methods to Multi-Channel Market Your District	Community Engagement	128	303
<b>Vendor Expert Sessions</b>			
It's Alive! Stop-Motion Animation Classroom Creations	Technology	128	300
<b>2:00 PM - 3:15 PM</b>			
<b>21st Century Learning</b>			
Creating a Shared Vision for Meaningful and Systemic Change	Community Engagement	128	306
<b>Health &amp; Wellness Programming</b>			
Sexual Abuse: 5 Steps Every School Board Can Take To Prevent an Incident	Standards & Assessment	129	270-272
<b>Meet the Experts</b>			
District Transformation - A Framework for Results	Continuous Improvement	129	200-212
Effective Approaches to Cutting School District Budgets While Maximizing District Performance	Accountability	129	103
Gain a Competitive Advantage: Align Your School System with Baldrige	Continuous Improvement	129	130
Nurturing the Superintendent-Board Member Relationship	Collaboration	130	134
Recess 360°: From the Playground to the Classroom	Climate	130	308
Restraints, Holds, and Seclusion Rooms: The Special Education Director's Perspective and the School Attorneys' Perspective	School Law	130	310
School Boundaries: Increasing Diversity and Efficiency While Gaining Community Buy-In	Community Engagement	130	131
STEM Curriculum: Inquiry, Technology and Engineering for the Classroom	Technology	130	301
The New Imperatives for School Boards and District Leaders: Civic Capacity and Trust Capital	Community Engagement	131	133
The Technology Factor: Nine Keys to Student Achievement and Cost	Technology	131	303
Using the AVID System to Increase College Readiness for All Student	Climate	131	123-124
<b>National Affiliate Session</b>			
National Affiliate Workshop: –Repeat of Popular Session–		131	120
<b>Personal Development Programming</b>			
Way Cool Tools		131	104





# MONDAY, APRIL 11

## SESSION DESCRIPTIONS

8:00 AM - 9:15 AM

### 21ST CENTURY LEARNING

#### Cats, Mice, and Catnip: A Unique Technology Incentive Program

Track: Technology **Moscone Convention Center, Room 304**

It is the goal of the **Madison (AZ) School District #38** (enr. 52,000) school board and superintendent to integrate 21st Century teaching and learning skills into all classes. The district is achieving this goal by integrating CATS-Computer Assisted Teaching Strategies, MICE-Madison Integrating Computer Education, and CATNIP-Classroom Application of Technology-New Incentive Program to support teachers using technology as tools to enhance student learning. Teachers earn classroom tech tools—80% of 310 teachers have 45+ hours of CATNIP coursework from over 150 modules with 10,549 hours of PD in the first 4 years of the incentive. Come see how!

Presenters: **Pam Santesteban**, Assistant Superintendent for Educational Services, **Kim Thomas**, Technology Integration Specialist, Madison School District

#### Learning Outside the Classroom: STEM Programs Prep Students for Life Experiences

Track: Community Engagement **Moscone Convention Center, Room 303**

Join the **Blue Valley (KS) School District** (enr. 21,291) as they showcase a new wave of STEM (Science, Technology, Engineering & Math) Programs, and illustrate the varying degrees of involvement from local business partners and designers. Ongoing partnerships with business leaders provide living research to help educators prepare students for their future careers. STEM programs are more in line with the real world than the traditional academic track and respond to individual learning styles.

Presenters: **Jim French**, Senior Principal, DLR Group, **Clint Robinson**, Blook & Veatch, Board Member, **Donna Deeds**, Executive Director, CAPS, Blue Valley School District, **David Patterson**, USD 308 CTE Director, **Pam Robinson**, Board Member, Blue Valley School District, **Kevin Greischer**, DLR Group

### FEDERAL ADVOCACY SESSIONS

#### National Education Spotlight: Legislative Update

Track: Collaboration **Moscone Convention Center, Room 103**

Join NSBA's advocacy staff to learn about new Congressional education initiatives impacting student achievement and school delivery of educational services. Expand your knowledge about federal legislation and policy.

Presenters: **Kathleen Branch**, Director, National Advocacy Services, **Lucy Gettman**, Director, Federal Programs, **Deborah Rigsby**, Director, Federal Legislation, **Roberta Stanley**, Director, Federal Affairs, **Katherine Shek**, Legislative Analyst, National School Boards Association

### HEALTH & WELLNESS PROGRAMMING

#### Welcoming Schools: A System-Wide Approach to Family Diversity, Gender, and Bullying

Track: Climate **Moscone Convention Center, Room 270-272**

To proactively become more inclusive, three schools in Berkeley, CA piloted Welcoming Schools, an inclusive approach to family diversity, gender, and bullying. This session will give participants an overview of these schools' experiences and the process that led the Berkeley Unified School Board to approve Welcoming Schools district-wide. Presenters will model strategies to engage educators and the community in conversations about lesbian and gay parents, bias based bullying, and gender expansive environments. Participants will learn how

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# MONDAY SESSION DESCRIPTIONS

8:00 AM - 9:15 AM, cont.

to set the groundwork for a program like Welcoming Schools through community engagement and professional development and how to access the program's evaluation results and resources.

Presenters: **Kim Westheimer**, Director, Welcoming Schools, Human Rights Campaign Foundation, **John Selawsky**, Board Member, Berkeley Unified School District, **Janet Levenson**, Principal, Oxford School, **Judy Appel**, Executive Director, Our Family Coalition

## MEET THE EXPERTS

### Against the Odds: Successfully Implementing Small Learning Communities in Large High Schools

Track: Continuous Improvement **Moscone Convention Center, Room 222-226**

Hear how the **Humble Independent (TX) School District** (enr. 35,000) took on the task of implementing small learning communities in their high schools. Through a charge from the Board of Trustees, the High Schools of Tomorrow Task Force developed recommendations and educational specifications for the district's existing and new high schools. Attendees will learn the strategies and lessons learned from implementing these recommendations in school operations.

Presenters: **Cecilia Hawkins**, Deputy Superintendent, **Paula Almoud**, Associate Superintendent, **Guy Sconzo**, Superintendent, **Keith Lapeze**, Board President, Humble Independent School District, **Irene Nigaglioni**, Partner, PBK Architects

### Become a Board of the Future with Automated Electronic Workflow Technology

Track: Technology **Moscone Convention Center, Room 302**

From regular public board meetings to closed executive sessions, keeping everything running smoothly is a huge job. Our districts have the tools needed to prepare for these meetings and run them efficiently. Share in our experience of how to effectively manage the process of preparation, distribution and review of the information by utilizing fully-automated paperless meeting software. From prep, to boardroom, to maintaining archives, technology has revolutionized communication between staff and board; and the school system and the public.

Presenters: **Amy Tittle**, Board Member, **Rick Moore**, Board President, Raytown Quality Schools, **Nicole Irlam**, Executive Assistant to the Superintendent, Springfield Public School District #186, **La Oeltjenbruns**, Executive Secretary to the Superintendent, **Klint Willert**, Superintendent, **Todd Pickthorn**, Network Administrator, Marshall Public School District #413, **Ray Spain**, Superintendent, Warren County Schools, **Frank Resta**, CEO, ElectronicSchoolBoard by InterCom Network

### Bring Your Own Devices: Secure, Simple and Will Save Districts Millions of Dollars

**Moscone Convention Center, Room 309**

School districts are challenged with creative ways to deliver more technology with less budget. At the same time, an increasing number of students have their own personal computing devices that they would like to bring to school to help them complete their course work. Hear how by allowing the students and faculty to use their own computing devices, schools are able to save millions of dollars, provide the flexibility that users want, and prepare them for the 21st century workplace.

Presenters: **Todd Gibbs**, Vice President of Sales; **Ken Quinton**, Account Executive; and **Carl Seaver**, Vice President of Technology, Stoneware, Inc.

### Has the Go to College Push Gone Too Far?

Track: Timely Debate **Moscone Convention Center, Room 310**

Suddenly the common wisdom that all high school graduates should be urged to go to college is being questioned by a growing number of economists, analysts, and academics. Rising student debt, stagnant graduation rates, and a job market flooded with overqualified degree holders are causing policy makers to take a second look. This session surveys the vast non-BA world and shows how the **Kalamazoo (MI) Regional Educational Service Agency** (enr. 35,000) made it honorable to tell parents and students about it.

Presenter: **Michael Freeman**, Chief Academic Officer, Anson County Schools

8:00 AM - 9:15 AM, cont.

**Long Term English Learners**

Track: Continuous Improvement **Moscone Convention Center, Room 274-276**

Presentation of a new policy and research publication, *Reparable Harm: Fulfilling the Unkept Promise of Educational Opportunity for California’s Long Term English Learners* will be shared. Based upon research and results of a survey completed by 40 school districts representing over 175,000 Long Term English Learners (LTEL), this session will provide information on who the students are and what we know about their needs. Recommendations will be shared for what schools boards can do to understand their LTELs, to design effective systems, programs, and services.

Presenters: **Laurie Olsen**, researcher and author, **Shelly Spiegel-Coleman**, Executive Director, Californians Together

**Micromanagement 101: Don’t Receive a Failing Grade**

Track: Alignment **Moscone Convention Center, Room 250-262**

Superintendents often complain that boards micromanage, but in reality, they invite micromanagement through their administrative style. Board members often complain that superintendents don’t lead, but in reality, they blunt leadership efforts through micromanagement. Explore the balance that exists in effective districts where boards and superintendents share leadership roles in the most effective ways. Understand perspectives on both sides of this issue by examining underlying assumptions, leadership style, and territorial issues.

Presenter: **Linda Hanson**, President, School Exec Connect

**School Boards and City Hall: A Case for Collaborative Partnership in Extended Learning Opportunities**

Track: Collaboration **Moscone Convention Center, Room 125**

Promising opportunities exist for collaborative partnerships between school districts and city halls around extended learning opportunities. Both entities understand that building strong partnerships with various stakeholders is a critical component in providing the educational experiences and opportunities of their young constituents. School board leaders and mayors increasingly understand the importance of having an array of enriching extended learning opportunities. Learn proven strategies on how to develop meaningful partnerships with city officials to build and sustain quality after-school programs.

**School Law: Are You Smarter Than a Board President?**

Track: School Law **Moscone Convention Center, Room 104**

Test your school law knowledge, learn school law basics, and share a few laughs as you find out whether you are smarter than a board president about school law. Sorry, there will be no million dollar prize or Jeff Foxworthy, but contestants will receive lovely parting gifts. Arrive early if you would like to be a contestant.

Presenter: **Stephen Bounds**, Director of Legal & Policy Services, Maryland Association of Boards of Education

**Sharing Your Conference Experience with Your Community**

Track: Community Engagement **Moscone Convention Center, Room 130**

When you return to your school district, how can you communicate with staff, parents, school leaders, and your community about what you learned and the value of your experiences at the conference? Learn proactive tips for communicating your conference experience to share why professional development really is extremely valuable and important.

Presenter: **Alexis Rice**, Communications Director, National School Boards Association



CANCEL

8:00 AM - 9:15 AM, cont.

## Student Transition from Middle School to High School: Data, Strategies, Program Development/Implementation, and Results

Moscone Convention Center, Room 306

This session is designed to provide attendees with research-based information about the effects of transition as students move from middle school to high school and strategies developed to ease this crucial time in students' education. Attendees will leave this session with knowledge about the background and program development needed to begin the process of developing and implementing a transition program to assist their students which will reduce retention-in-grade and dropouts.

Presenter: **Jay Hertzog**, Consultant, Center for Transition Studies

## Taking Your Board From Good to Great Using Board Self-Evaluation

Track: Accountability Moscone Convention Center, Room 133

Does your board set the example for continuous improvement in your district by setting measurable goals for itself and evaluating the board's performance? Examine the case for board self-evaluation, discuss how to conduct a positive, public self-evaluation, and get hands-on experience writing board improvement goals.

Presenter: **Karen Beckvar**, Leadership Development Specialist, Arizona School Boards Association

## The Board's Role In Protecting Students from Sexual Misconduct of School Employees

Track: School Law Moscone Convention Center, Room 308

Sexual misconduct by school employees against students is a severe problem for public education which can impact students, public confidence in schools, litigation, and potentially (even with insurance) the general fund. A 2004 review of research suggests that up to 9% of students may be directly affected. Learn how the board and administrative leadership can enact policies and lobby for legislation to prevent most sexual misconduct by school employees against students—i.e., eliminating inappropriate boundary invasions.

Presenters: **Michael Patterson**, Attorney, **Donald Austin**, Attorney, Patterson Buchanan Fobes Leitch & Kalzer, Inc., **Art Jarvis**, Superintendent, **Susan Schreurs**, General Counsel, Tacoma School District

## Today's Beginning Teachers: Tomorrow's Educational Leaders

Track: Climate Moscone Convention Center, Room 131

This session will introduce participants to NCCAT Connections, a comprehensive, year-long induction program for teachers in their first year in the classroom. This program, created by the North Carolina Center for the Advancement of Teaching, is designed to provide high-quality, research-based professional development to retain, strengthen, and support first-year teachers and address the needs of students in under-served and under-resourced public school districts.

Presenters: **Renee Coward**, Director of Programming, **Barbara Macon**, Connections Coordinator, NC Center for the Advancement of Teaching

## Web 2.0: Learning with Social Networking

Track: Technology Moscone Convention Center, Room 301

This presentation shares specific ways districts can extend learning beyond the classroom through the use of Social Networking/Web 2.0 tools. See some of the best classroom models offered by **Township High School (IL) District 214** (enr. 12,500) teachers and administrators, and receive models for staff development and parent/community education. The session will conclude with a hands-on workshop for attendees who would like to begin using any of the online tools discussed in our session.

Presenters: **Gabriella Stetz Jackson**, Academic Technology Coordinator, John Hersey High School, **Joseph Taylor**, Academic Technology Coordinator, Township High School District 214

8:00 AM - 9:15 AM, cont.

**We've Got to Stop Meeting Like This: A Dozen Great Tips to Get Your Board Meetings Working for You Instead of Against You**

Track: Climate **Moscone Convention Center, Room 134**

This session will provide best practices for board members and administrators to improve board meeting results. In an environment where impact is more and more critical, the board meeting is the best exemplar of how well the board functions. The session will encourage discussion using board-room scenarios and "quiz" questions. While the session should provide "food for thought" for veteran board members, it will be especially helpful for those new to this work or for those on boards where meetings often "go astray".

Presenter: **Cheryl Ryan**, Board Services Consultant, Ohio School Boards Association

**NATIONAL AFFILIATE/ASBJ WORKSHOP**

**American School Board Journal Special Roundtables**

Track: Climate **Moscone Convention Center, Room 120**

Join the editors of *American School Board Journal* for three concurrent roundtable sessions. Discuss article ideas and swap stories with Editor-in-Chief Glenn Cook in the "So you want to write for ASBJ?" session. Other sessions feature Managing Editor Kathleen Vail discussing the role of arts in education, and Senior Editor Del Stover talking about school finance and reform.

Presenters: **Del Stover**, Senior Editor, Publications, **Glenn Cook**, Assistant Executive Director, Communications & Publications, **Kathleen Vail**, Managing Editor, American School Board Journal, National School Boards Association

**SHARE THE SUCCESS**

**A Comprehensive Analytical Data Directed Approach to Raising Student Achievement and Teacher Quality**

Track: Continuous Improvement **Moscone Convention Center, Room 200-212**

**Sampson County Schools (NC)** (enr. 8208) uses CADD, an exceptional format for data collection and analysis. The data review is both quantitative and qualitative which makes the project unique. A consultant, curriculum director, academic coach(s), principals, and teachers meet monthly for data review of each student on the list. Academic and social interventions are utilized for individual students. There is a check and balance system that has been developed to ensure that every identified student is on target to be academically proficient. Additionally, the data collected from the sessions are utilized to develop a resource and support plan that is customized for individual teachers, teams, grade levels, content areas, schools or district wide initiatives.

Presenters: **Mark L'Esperance**, Associate Professor /Area Coordinator, East Carolina University, **Ethan Lenker**, Superintendent, Sampson County Schools

**Beyond Textbooks: Creating Education Community Partnerships**

Track: Collaboration **Moscone Convention Center, Room 123-124**

Educators in **Vail Unified (AZ) School District** (enr. 10,700) use a philosophy of teaching and learning that transcends textbooks and state standards to strengthen support for communities of teachers, facilitate teaching and learning, and improve student achievement. Beyond Textbooks, a comprehensive program of curriculum development, instructional improvement, student assessment, and multi-level interventions is the result of this philosophy of planning, teaching, and sharing. Despite a sharp rise in enrollment, Vail is using the Beyond Textbooks approach to increase student achievement in math and reading from levels near or below state averages prior to the advent of the program, to pass rates that are now consistently 20% or more above state averages and greater than 90% year over year at most grade levels.

Presenters: **Andrew Chlup**, Director of Technology, **Kevin Carney**, Director of Beyond Textbooks, **Debbie King**, Governing Board Member, Vail School District



8:00 AM - 9:15 AM, cont.

## Make Superintendent Evaluation Fun!

Track: Continuous Improvement **Moscone Convention Center, Room 307**

This session will teach you how to utilize the superintendent's evaluation as a mechanism to work with your colleagues and get things done. Would you like to achieve consensus within the Board yet have more input as a Trustee? Many superintendent appraisals are generic, contain difficult-to-rate subjective items, and lack ongoing communication during the process. **Tornillo (TX) Independent School District's** (enr. 1,240) approach will help you to break old evaluation traditions, improve Trustee participation, and build group trust. In this session participants will learn new evaluation paradigms, discuss the balance of process versus product goals, ascertain the "right" level of prescriptiveness, and review some laws common to superintendent appraisal.

Presenter: **Paul Vranish**, Superintendent, Tornillo ISD

## VENDOR EXPERT SESSIONS

### On Track for Reading Success

Track: Technology **Moscone Convention Center, Room 300**

Chart a course for district-wide improvements in reading. Experiment with a progressive research-based software series designed to break down the reading process into its essential building blocks. Explore 45 isolated phonemes and try activities that help students deal with the lack of one-to-one correspondence between sounds and symbols. Implement a comprehensive research-based reading program with inclusion students. Participants receive free software (\$69).

Presenters: **John Huth**, Special Needs Consultant, **Nate Merrill**, Education Consultant, Tool Factory

### School for Super Heroes: Linking College + Career Through Funding and Design

Track: Climate **Moscone Convention Center, Room 132**

It is unlikely that any of our students is secretly Ironman, Spiderman, Wonder Woman, or Batman..... or is it? Career tech is the place that our super hero students will develop the skills needed to do that tinkering. Consider what may become part of career tech at some point: Design and construction of Ironman's suit? Spiderman's sense and webs? Wonder Woman's airplane and defensive jewelry? The Batmobile? Our students may be the ones to revolutionize robotic prosthesis, dive, flight or space suits. They might repair and install electronic sensor equipment and build structures from exotic materials. Our workshop will explore ways to secure funding and introduce new career tech streams, and then ask the question... If you needed a career tech building for training a variety of superheroes, what would it look like?

Presenters: **Paul Bunton**, Founding Principal, BCA Architects, **John Perales**, Principal, Christopher High School, **Francisco Dominguez**, Board of Trustees, Gilroy USD, **Michael Kozlowski**, Architect.

### Strategies to Develop Early Handwriting and Literacy Success

Track: Continuous Improvement **Moscone Convention Center, Room 232-234**

Handwriting is a complex culmination of fine motor, visual and auditory skills and cognitive planning abilities. Poor handwriting skills often parallel other elementary literacy learning difficulties. Participants will learn interactive play and multisensory teaching techniques that boost preschool and kindergarteners' self-confidence, early literacy, and handwriting skills. Participants will learn strategies for immediate use that reduce remediation costs and support struggling learners in today's diverse classroom. The session will provide a framework to develop a successful elementary program leading to potential savings and quality instruction.

Presenter: **Denise Donica**, DHS, OTR/L, Assistant Professor, East Carolina University, Greenville, NC

8:00 AM - 9:15 AM, cont.

**The Role of the School Board in Implementing Academic Study of the Bible: First Amendment Issues**

Track: Timely Debate **Moscone Convention Center, Room 305**

Bible courses are taught in more than 800 districts nationwide. *TIME Magazine*, along with numerous educators and First Amendment experts, call for public school Bible courses that are academic, not devotional. Participants will hear about the legality of teaching such a course, an academic rationale for Bible instruction, and implementation strategies to help insure success.

Presenters: **Deborah Hicks**, Vice President, Sales and Marketing, **Bill Adkins**, Consultant, Bible Literacy Project, **Kris Thomasian**, Board Member, Murrieta School District

8:30 AM - 10:00 AM

**CAUCUS**

**Board of Directors Meetings**

**Moscone Convention Center, Room 236-238**

8:30 AM - 9:00 AM

**National Black Caucus of School Board Members Board of Directors**

9:00 AM - 9:30 AM

**National Hispanic Caucus of School Board Members Board of Directors**

9:30 AM - 10:00 AM

**National Caucus of American Indian/Alaska Native School Board Members Board of Directors**

8:30 AM - 3:30 PM

**SITE VISIT**

**High Tech Trek: Site Visits to Intel Museum and Google**

Track: Technology

**Departs from Moscone Convention Center, North Driveway on Howard Street. Please arrive by 8:15 am. Bus departs at 8:30 am.**

Take advantage of this unique opportunity to glimpse the past and explore the future with a visit to the Intel Museum and a tour and briefing at Google. This day in Silicon Valley is designed to provide insight on the innovations that can transform your district's work and the future careers of your students.

**Hosted by NSBA's Technology Leadership Network, with support from Google.**

This ticketed event is open to all Conference Registrants. Tickets must be purchased in advance. Includes transportation and lunch.

9:00 AM - 12:00 PM (11:00 AM - 12:00 PM Exclusive Hours)

**Exhibit Hall and School of Architecture Open**

**Moscone Convention Center, North Hall D**



# MONDAY SESSION DESCRIPTIONS

9:00 AM - 12:30 PM

## SITE VISIT

### Financial Literacy is a 21st Century Skill:

#### Visit & Briefing at the Federal Reserve Bank of San Francisco

Track: Technology

Departs from Moscone Convention Center, North Driveway on Howard Street. Please arrive by 8:45 am. Bus departs at 9:00 am.

Get a behind the scenes look at the bank's operation through hands-on experiences and a private tour that includes the cash vault. A special briefing about the government's free, innovative, K-12 curriculum materials concludes the visit. Provide students with essential skills they need for future success by ensuring financial literacy is addressed in your district.

*Hosted by NSBA's Technology Leadership Network.*

This ticketed event is open to all Conference Registrants. Tickets must be purchased in advance. Includes transportation.

9:45 AM - 11:00 AM

## 21ST CENTURY LEARNING

### Are We Preparing Our 21st Century Learners for Their Future or Our Past?

Track: Continuous Improvement Moscone Convention Center, Room 303

Learn how **Community Unit (IL) School District 200** (enr. 13,400) implemented a 21st century learning initiative as a direct result of the leadership from the board of education. Session participants will learn why 21st century skills are important for students, how to map the journey for a school district, what really constitutes 21st century skills, and who is responsible for implementing 21st century skills into our schools.

Presenters: **Margo Sorrick**, Assistant Superintendent for Educational Services, **Brian Harris**, Superintendent, **Andy Johnson**, Board President, Community Unit School District 200

### Cyberbullying: Legal Issues in Facing the 21st Century Bully

Track: Climate Moscone Convention Center, Room 306

This interactive session led by the Anti-Defamation League's civil rights attorney and education expert will introduce participants to existing case law and legal precedents with regard to cyberbullying and schools. Participants will become familiar with cyberbullying, engage in case studies that explore key legal and constitutional issues including free speech, privacy, liability and criminal law, and examine appropriate school responses to cyberbullying and cyberthreats.

Presenters: **Michelle Deutchman**, Western States Counsel, **Nina Simone Grotch**, Education Director, Central Pacific Region, Anti-Defamation League

## BOARD SUPPORT PROFESSIONAL WORKSHOP

### 75 Websites in 75 Minutes: Practical Web for Today's Assistants

Track: 21st Century Moscone Convention Center, Room 104

In a time-starved world, how can you keep up with the number of technological advancements that impact your job and career? Looking for an overview of what's new and hot? This session will showcase top sites that will help increase your productivity. **Jim Spellos** is founder and President of Meeting U and creator of Way Cool Tools and other sessions geared toward helping individuals maximize the use of technology to enhance productivity.



SPELLOS

9:45 AM - 11:00 AM, cont.

FEDERAL ADVOCACY SESSIONS

**The Supreme Court 2010: A Review of the High Court’s School Law Docket**

Track: School Law **Moscone Convention Center, Room 103**

What does the appointment of the new Supreme Court Justice mean for public schools? Is the court’s balance shifting? Join NSBA General Counsel Francisco Negrón for a survey of the 2011 school law docket and an inside look at the high court’s decisions impacting your school district.

Presenter: **Francisco M. Negrón, Jr.**, General Counsel, National School Boards Association

FOCUS ON EDUCATION LECTURE

**Focus on...The Innovative Board: How Policymakers Nurture Learning, Teaching, and Leadership**

Track: Accountability **Moscone Convention Center, Room 134**

According to the Leadership and Learning Center Founder **Dr. Douglas Reeves**, as school systems search for ways to develop and retain effective leaders, a new vision for leadership is increasingly vital. This session provides new insights into real-time systems that link student achievement, teaching practices, and leadership decisions in powerful ways.



REEVES

A book signing will be held in Conference Bookstore, located in Convention Center, Room 102 at 11:45 am on Monday.

MEET THE EXPERTS

**Advocating for Education Equity for Limited English Proficient Students**

Track: Timely Debate **Moscone Convention Center, Room 232-234**

State policies regarding educational services and accountability for limited English proficient students are often influenced as much or more by politics and budgetary restraints as they are by actual research and law. In recent years there has been a renewed national focus on legal compliance and accountability with increased attention and monitoring from federal agencies. This session will provide important information including court decisions, useful websites, and handouts to assist attendees toward equity in our schools.

Presenters: **Maribel Medina**, General Counsel, San Francisco Unified School District, **Mary Hernandez**, Founding Partner, GCR, LLP

**How to Use a Big Picture Approach in School Improvement Planning**

Track: Continuous Improvement **Moscone Convention Center, Room 125**

NCEA will discuss the root causes that prevent a school system from achieving its larger mission of enriching and preparing student lives and what we as educators can do to change it. Participants will have the opportunity to see the signs and symptoms of a school system that is lacking a coherent, improvement approach, understand what a system-wide approach to school improvement planning means, see how to approach their own school improvement efforts with more clarity and confidence, and leave with research-based strategies and examples of how to create a more collaborative school culture focused on student achievement

Presenters: **Efrain Mercado**, Director of Outreach, **Wesley L. Boykin**, Director of Research, National Center For Educational Achievement

**In Your Own Backyard: Connect to Inspiring Grassroots Efforts to Green Your Schools**

Track: Community Engagement **Moscone Convention Center, Room 222-226**

With the opportunity to save thousands of dollars each year and provide students and teachers with healthy, sustainable learning environments, green schools are good for kids, communities, and the planet. This interactive session will introduce participants to the energized group of volunteers who are effecting change at the state and local level nationwide, as well as share opportunities for growth and collaboration through local resources such as USGBC Chapters, and next steps for bringing home the message of green schools.

Presenters: **Pauline Souza**, USGBC-Northern CA Chapter, Green Schools Committee Chair, **Peggy Kinsey**, USGBC-Colorado Chapter, Green Schools Committee Chair, **Emily Knupp**, Schools Associate, U.S.Green Building Council



9:45 AM - 11:00 AM, cont.

## iTouch...iLearn: Implementing the iPod Touch

Track: Technology **Moscone Convention Center, Room 301**

**Mansfield Independent School District (TX)** (enr. 30,759) shows how the iPod Touch can engage students and transform learning in the classroom. Get tips on implementing the iPod Touch at the campus and district level.

Participants: **Ashley Coffman**, Instructional Technology Specialist, **Emily Young**, Instructional Technology Specialist, **Doug Brubaker**, Assistant Superintendent, Technology, **Kristi Bell**, Educational Technology Trainer, Mansfield ISD

## Leading with Civility to Improve District Culture

Track: Climate **Moscone Convention Center, Room 250-262**

Instances of uncivilized language abound, in and out of board rooms. Respected leaders use words that promote inclusion and collaboration. Attendees explore historic and current examples of civil and uncivil in board meetings and news events. Through role-play and discussion, participants improve their ability to express themselves in a manner that cultivates the climate they want for their district. Participants leave this session better equipped to ethically and respectfully lead their districts.

Presenters: **Phil Gore**, Director, Leadership Development Services, **Jonelle Adams**, Executive Director, Washington State School Directors' Association, **Thomas Pendergrass**, Vice Chair, Educational Affairs, Dept. of Pediatrics, University of Washington

## Raise Expectations. Raise Results

Track: Community Engagement **Moscone Convention Center, Room 133**

Spend an hour with six education foundation experts getting answers to your own education foundation questions. Leave with answers on how to raise your expectations and thus raise your results for your new or existing foundation. The presenters' areas of expertise are: starting a foundation; putting on signature events; organization and board development; communication, branding, logos and marketing; fundraising from a launch campaign to major gifts.

Presenters: **Jodi Sweeney**, Principal, Foundation Excellence, LLC, **Milli Christner**, Foundation Consultant, **Laurie Cromwell**, Foundation Consultant, Foundation Innovation, LLC, **Krina Lemons**, Executive Director, Salem-Keizer Education Foundation, **Jane Gallucci**, Principal, Foundation Excellence, LLC, **David Voss**, Consultant, Voss and Associates, Inc

## Successful Transition of District Leadership

Track: Collaboration **Moscone Convention Center, Room 308**

Some school districts have experienced multiple leadership transitions over a relatively short time. In some cases, educational results are being threatened. School committees and administrations can, by taking a proactive stance, manage transitions as strategic opportunities. The program objectives for participating districts include: the school committee and administration are aligned around a written set of priorities for your district; clarified roles and responsibilities for both the school committee and the superintendent; improved communication and reduced conflict between the school committee, administration, and community; and a set of measurable goals for the new superintendent.

Presenters: **James Hardy**, Field Director, Massachusetts Association of School Committees, **Dorothy Presser**, School Committee Member, Lynnfield Public Schools, **Steven Ultrino**, School Committee, Malden Public Schools

## Ten Practices to Avoid Liability

Track: School Law **Moscone Convention Center, Room 309**

Learn practical tips for developing and implementing best practices to avoid legal liability. Scenarios will address best practices involving ethics, superintendent searches, student discipline, religious issues, operation of meetings, and board/superintendent relations.

Presenters: **Robert Rader**, Executive Director, **Patrice McCarthy**, Deputy Director and General Counsel, **Kelly Moyher**, Senior Staff Attorney, Connecticut Association of Boards of Education

9:45 AM - 11:00 AM, cont.

### Understanding the Common Core Standards: Reaching Out to the Community

Track: Community Engagement **Moscone Convention Center, Room 130**

Common Core Standards are now a reality for many states, but what are they and what are the expectations behind adoption and implementation? Join partners from the **Campaign for High School Equity** for a conversation about how setting common academic standards offers tremendous potential for addressing the achievement and dropout crisis facing the nation that will benefit students of color if designed and implemented effectively, fairly, and with the input of their communities. (Repeated from Sunday)

### What School Board Members Should Know About Testing and Accountability

Track: Accountability **Moscone Convention Center, Room 131**

Drawn from his co-authored *American School Board Journal* article "A Primer on Accountability," Dr. Ron Dietel will share research-based lessons and strategies for building strong test and accountability programs. His discussion will include understanding test scores, the use of formative assessment to improve instruction, the implications of core standards for future accountability systems, and the potential for national assessment. Attendees will increase their knowledge of the preceding topics, and have ample time to ask individual questions.

Presenter: **Ron Dietel**, Assistant Director-Research Use, UCLA Center for Research on Evaluations, Standards and Student Testing

A book signing will be held in Conference Bookstore, located in Convention Center, Room 102 at 11:15 am on Monday.

## NATIONAL AFFILIATE/TECHNOLOGY LEADERSHIP NETWORK SESSION

### Maximize Learning Through Technology: An Exploration for District Leaders

Track: Technology **Moscone Convention Center, Room 120**

Today's youth are learning in ways never dreamed of just 10 years ago! How can schools and school boards work together to inspire a new generation of learners? This session, presented by The George Lucas Educational Foundation, will feature "how to" advice from Web-based projects teaching U. S. history in a laptop classroom and Google LitTrips, merging literature with geography.

Presenters: **Milton Chen**, Senior Fellow and Executive Director Emeritus, The George Lucas Educational Foundation, **Anthony Armstrong**, Teacher, Del Mar Middle School, **Jerome Burg**, Founder, Google LitTrips.

## SHARE THE SUCCESS

### Directly Impact Student Achievement and Help to Close the Achievement Gap

Track: Continuous Improvement **Moscone Convention Center, Room 307**

School board members can make a powerful impact on student achievement and help to close the achievement gap. In this presentation, board members will learn how they can be more involved in developing aligned curriculum standards, multi-leveled common formative assessments, data analysis, professional development and the work of professional learning communities that focuses on individual student achievement. Listen and learn as **Parkrose School District #3** (enr. 3,550) school board members have renewed ownership and pride in the work of their school districts.

Presenters: **Karen Gray**, Superintendent, **Yuki Monteith**, Director of School Improvement, **Ed Grassel**, Board Chairman, Parkrose School District

### Keeping Gangs Out Of Schools

Track: Climate **Moscone Convention Center, Room 123-124**

The **Bay Shore Union (NY) Free School District** (enr. 6,200) will show you proven strategies to create and secure a safe learning environment for your students. Information includes gang identifiers, i.e., colors, clothing, language; creating continuous vigilance regarding the infiltration of gang influence in the schools and community. Awareness is the key, and participants will become knowledgeable about establishing gang-free schools with a focus on the responsibility of the school board, administrators, staff, and security personnel.

Presenter: **Evelyn Holman**, Superintendent, Bay Shore Union Free School District

MON

9:45 AM - 11:00 AM, cont.

## Program Evaluation: Assessing Impact on Student Performance and the Budget

Track: Standards & Assessment **Mosccone Convention Center, Room 310**

As accountability for student success increases for the school district and board, being effective in district program evaluation has become critical in the process. Strong program evaluation should measure impact on student achievement and provide essential information to the board. **Raytown Quality Schools (MO)** (enr. 8900) will review a researched and proven step by step data driven process for effective program evaluation using samples and discussion. Participants will share their current practice for evaluation, review samples of evaluations that measure impact, and the process used to develop effective program evaluation.

Presenters: **Janie Pyle**, Associate Superintendent, **Lynda Shrader**, Assistant Superintendent, **Amy Tittle**, Board Member, Raytown Quality Schools

## Saving Energy Is More Than Just Turning Off Lights: A Systemic Approach To Effective Energy Management

*Sponsored by Solar City*

Track: Climate **Mosccone Convention Center, Room 274-276**

In 2001 schools budgeted \$7 billion for energy, but spent \$8 billion. Since that time, energy costs per student have been rising at more than six times the rate of inflation. In 2009, the American Association of School Administrators reported that rising energy costs dramatically affected school system budgets nationwide with significant negative impacts on student learning. **St. Tammany Parish** (enr. 38,500) school board will present this informative, fast paced, and highly interactive presentation which will provide you with a wealth of information, resources, and materials you will need to implement and manage an effective energy management program that could help your school district save up to 30% in energy costs.

Presenters: **John Swang**, Administrative Supervisor, **Trey Folsie**, Superintendent, St. Tammany Parish School Board

## Spend Your Summer On An Island: Virtual Summer School

Track: Technology **Mosccone Convention Center, Room 302**

Get your passport ready and join **La Porte Community School Corporation (IN)** (enr. 6250) to experience a vacation you will never forget. Students in grades 1-8 electing to attend summer school will spend their summer on an Island - "That is Study Island". Get ready to set sail! The benefits are teacher messaging for personal incentives; one-to-one teacher help; awards for students based on different activities; and access wherever the Internet is available. Features include: math, language arts, science, social studies, immediate response for accuracy, and parent connections for reports via automatic e-mail.

Presenters: **Judith DeMuth**, Superintendent, **Cherie Mack**, Technology & Instruction Coach, **Brenda Britton**, Technology & Instruction Coach, La Porte Community School Corporation

## The Essential Characteristics of a Highly Effective Rural School District

Track: Accountability **Mosccone Convention Center, Room 305**

Learn that there are no special "tricks," gimmicks, buzzwords, and/or shortcuts to effectiveness. With the right leadership, stern convictions, and a great staff, all high schools can achieve results similar to the Texas Education Agency "Exemplary" high school with a 70% low-socioeconomic population. **Skidmore-Tynan High School (TX)** (enr. 820) has been named one of the top high schools in the nation by *U.S. News and World Report* magazine and is a T.E.A. "exemplary" high school after 2 years at the "recognized" level.

Presenters: **Brett Belmarez**, Superintendent of Schools, **Patricia Holubec**, High School Principal, Skidmore-Tynan ISD

## The Professional Performance Process: How to Successfully Implement a Major Initiative in a Large School Division

Track: Standards & Assessment **Mosccone Convention Center, Room 200-212**

Join **Prince William County (VA) Public Schools** (enr. 79,115) to hear how they updated a 20-year old supervision/evaluation process and piloted a new standards-based professional performance process for the

**9:45 AM - 11:00 AM, cont.**

2009-2010 school year in 17 schools and one central office. Attendees will learn how gaining stakeholder input and refining the process can improve communication and collaboration as well as putting keener focus on student learning in your schools.

Presenters: **Denita Ramirez**, Board Member, **Rae Darlington**, Deputy Superintendent, **Steven Walts**, Superintendent of Schools, Prince William County Public Schools

**Transformation through Technology Project Graduation: The Digital Advantage**

Track: Technology **Moscone Convention Center, Room 304**

Project Graduation: The Digital Advantage, a multi-phased, research-based effort that includes a site-based graduation plan, a comprehensive attendance component, credit recovery advisory, a focus on seniors and freshmen, laptops awarded to students who maintain the 4 A's (Achievement, Attendance, Activities & Attitude), and assistance for 8th-graders with the transition to high school. **Sunnyside Unified (AZ) School District** (enr. 17,500) has gained state and national accolades for the innovative initiative's impact on attendance, freshman promotion rates, and especially high school graduation numbers.

Presenters: **Melissa Stern**, Coordinator for Strategic Design and Innovation, **Manuel Isquierdo**, Superintendent, **Steve Holmes**, Executive Director of Secondary Schools, **Javier Baca**, Executive Director of Information Technology, Sunnyside Unified School District

**Turnaround School Districts: Achieving Extraordinary Academic Gains**

Track: Accountability **Moscone Convention Center, Room 132**

Learn how to turn around low-performing schools using a model of formative assessment, an emphasis on accountability, and by doing what is best for kids. Having led two low-performing districts to the highest student achievement gains in Kentucky, Superintendent **Josh Powell**, **Union County Public Schools** (enr. 2,200), has demonstrated proven turnaround success—not only in schools, but entire districts. During this session, Powell will share methods, challenges, and solutions, as well as discuss the key roles of board members and superintendents, in turning around failing school districts.

Presenter: **Josh Powell**, Superintendent, Union County Public Schools

**VENDOR EXPERT SESSIONS**

**ASD Software for Student Success**

Track: Technology **Moscone Convention Center, Room 300**

Join us to explore the latest software designed to focus and engage students on the autism spectrum. We'll review a reading program for ASD students and visual learners and examine how new sensory and emotional literacy software facilitates engagement, improves interaction with teachers/facilitators, enhances computer skills, and fosters literacy and emotional literacy skills. Learn how these technology tools can make a measurable difference in the achievements of ASD students in your district. Free software for participants.

Presenters: **Nate Merrill**, Education Consultant, **John Huth**, Special Needs Consultant, Tool Factory

**10:00 AM - 3:15 PM**

**STATE ASSOCIATION MEETING**

**State Association Deputy Executive Directors' Meeting**

**Moscone Convention Center, Room 228-230**

The Deputy Executive Directors meeting is an opportunity for the senior staff serving in state association administrative leadership roles to convene to discuss issues related to association management.

Moderator: **Lisa Bartusek**, Associate Executive Director, National School Boards Association



12:00 PM - 1:30 PM

## SPECIAL EVENT

### National Hispanic Caucus of School Board Members Luncheon

*Sponsored by McGraw-Hill Education*

San Francisco Marriott Marquis, Salon 7

After surviving an abusive childhood with the help of teachers, coaches, and his community, **Victor Rivas Rivers** went on to be drafted by the Miami Dolphins and later became a successful actor. In his best-selling memoir, *A Private Family Matter*, Rivers recounts his incredible journey. An extraordinarily compelling speaker graced with an indomitable spirit, he has been called “a big man—in heart and soul.”

Presiding: **Kevin Carbó**, Chair, National Hispanic Caucus of School Board Members

This is a ticketed event open to all Conference registrants. Tickets must be purchased in advance at the Conference registration area. Mr. Rivers will sign books after the luncheon. All books must be purchased prior to the luncheon from the Conference Bookstore, located at the Convention Center, Room 102.



RIVERS

12:15 PM - 1:30 PM

## 21ST CENTURY LEARNING

### Aligning Educational Reform and Information Technology for the 21st Century

Track: Technology **Moscone Convention Center, Room 302**

This presentation will provide an overview of how a comprehensive information technology system can and should be used to implement 21st century educational reforms. Scenarios and case studies will be used to explore strategies for revitalizing the curriculum, transforming the management of schools, and incorporating core technology competencies into the classroom to meet the social, economic, and educational needs of students. Participants will better understand how technology is critical to the successful implementation of educational reforms.

Presenter: **John Phillip**, Executive Director, Center for Educational Leadership and Technology

### Interdisciplinary School Within a School: The Lyceum Academy

Track: Climate **Moscone Convention Center, Room 306**

Hear how the **New Hanover County (NC) Schools** (enr. 24,000) provide students with the benefits of an interdisciplinary, team teaching environment focused on an honors and advanced placement curriculum. The Lyceum motto, “Primus Inter Pares” (first among equals) exemplifies the dedication and commitment of the students, parents, and faculty who have accepted the challenge to be a part of this rigorous, two-year, interdisciplinary, educational experience.

Presenters: **Gordon Massengill**, Dean, **Arthur Carlson**, English Teacher, **Megan LaBeau**, Math Teacher, **Kevin Hamilton**, History Teacher, Lyceum Academy of New Hanover High

## FEDERAL ADVOCACY SESSIONS

### ESEA Update: Local School Board Issues & Priorities

Track: Accountability **Moscone Convention Center, Room 103**

With Congressional leaders having voiced their commitment to the Elementary and Secondary Education Act (ESEA), local school boards have an opportunity to discuss their priorities and the legislative process. This session will address such issues as common core standards, assessments, teacher and principal effectiveness, accountability, and new requirements that may influence the implementation of the new law. (Repeated from Saturday)

Presenter: **Roberta Stanley**, Director, Federal Affairs, National School Boards Association

12:15 PM - 1:30 PM, cont.

## HEALTH & WELLNESS PROGRAMMING

### Are Your Schools Really Tobacco-Free? Collaborating to Promote Comprehensive Tobacco-Free Schools Policies

Track: Collaboration **Moscone Convention Center, Room 270-272**

Tobacco use is still the leading preventable cause of death in the U.S., and nearly 90 percent of those who smoke or use other forms of tobacco start before the age of 18. Less than 56 percent of school districts nationwide have adopted “comprehensive” tobacco-free schools policies. This session will highlight successes in school districts that have been leaders in the movement to make schools completely tobacco-free.

Presenters: **Karen Lewis**, Project Associate, National School Boards Association, **Ritney Castine**, Youth and Community Programs Coordinator, Louisiana Tobacco Control Program

## MEET THE EXPERTS

### Board Monitoring System

Track: Accountability **Moscone Convention Center, Room 131**

The Houston Independent School District Board of Education created the Board Monitoring System as a mechanism to measure the district’s progress in achieving goals outlined in the board’s Declaration of Beliefs and Visions. It establishes a schedule of detailed reporting to the board and community on the district’s efforts and effective use of taxpayer dollars to meet the district’s facilities standards, and evaluate all major programs and services on a regular basis. Join a former board president to learn how you can use the system in your district too.

Presenter: **Kevin Hoffman**, National District Liason, Cambium Learning

### Digital Age Learning: The How and Why of Using Digital eBooks in the Classroom

Track: Technology **Moscone Convention Center, Room 301**

Dive into the world of e-learning through this interactive journey of a digital ebook/textbook. Discover how to make the general curriculum accessible for all learners. Learn about classroom strategies that incorporate digital ebooks. Hear how U.S. educators use digital e-Books to comply with the accessible instructional materials initiative found in IDEA 2004 (Individuals with Disabilities Education Act). Explore some online resources to find digital ebooks and new technologies and devices to download and read digital formats.

Presenter: **Betsy Burgess**, Director, Bookshare

### Dynamic Governance: The Board’s Role in Strategic Planning

Track: Continuous Improvement **Moscone Convention Center, Room 134**

Join an American Association of School Administrators executive consultant to learn how to utilize the appropriate roles of the board/superintendent leadership model, develop goals that reflect the community’s highest aspirations and expectations, and establish a plan that sustains the district’s ability to align, manage, and continuously improve the work, fulfilling expectations by equipping the district to achieve high levels of student performance.

Presenter: **Sharon Cox**, President, Synergetic Leadership Group

12:15 PM - 1:30 PM, cont.

## Engaged School Parents: From Passive Consumer to Mobilized Advocate and Leader

Track: Community Engagement **Moscone Convention Center, Room 222-226**

Presenters from Parents for Public Schools (PPS) will share how public education should be a community enterprise and that schools and parents must work in partnership to create quality public education for all children. Attendees will learn several key factors including engagement vs. involvement; options for developing knowledge; as well as collaboration with district officials for school improvement efforts. Parents, educators, and community must work together to create a shared vision and build community support for school improvement.

Presenters: **Anne Foster**, Executive Director, Parents for Public Schools, Inc., **Ellie Rossiter**, Executive Director, Parents for Public Schools-SF, **Rachel Norton**, Commissioner to the Board of Education, San Francisco Unified School District

## Ensuring Alignment at All Levels: The DC Public Schools Reform Strategy

Track: Alignment **Moscone Convention Center, Room 250-262**

Urban school reform is a hot topic in the field of education, and there are many theories circulating about the most effective way to tackle the daunting task of closing the achievement gap. DC Public Schools has taken on an aggressive reform strategy – with alignment sitting squarely in the center of it all. This session will provide an overview of the reform strategy, highlight the Frameworks being used to guide district/school initiatives, and most importantly, provide an opportunity for dialogue about the challenges of reform given the many competing initiatives and the political context.

Presenter: **Michael Moody**, CEO/Chief Academic Advisor, Insight Education Group

## So You Think You Know How to Social Network?

Track: Community Engagement **Moscone Convention Center, Room 130**

So what's with all the hype with social networking tools? Are these tools really changing the way we network, learn, interact, and communicate with our communities and colleagues? Come explore the benefits, concerns, and basics of social networking and learn how school districts are utilizing these tools in innovative ways.

Presenter: **Alexis Rice**, Communications Director, National School Boards Association

## Success in School Tax Elections: Micro-Targeting

Track: Community Engagement **Moscone Convention Center, Room 133**

Passing school tax elections – whether for more operating revenue or funding for facility projects – is getting more difficult in all types of school districts throughout the country. In most states, success rates barely hover above the 50% passage rate. This presentation will demonstrate how commercial databases can be integrated into survey methodology to locate and micro-target your message to “yes” voters often hidden within the demography of registered voters.

Presenters: **Don Lifo**, Senior Vice President, Springsted Incorporated, **J. Bradford Senden**, Managing Partner, Center for Community Opinion, **Kevin Donovan**, Board Chair, Mahtomedi Public Schools

A book signing will be held in Conference Bookstore, located in Convention Center, Room 102 at 1:45 pm on Monday.

## Superintendent Evaluation: Where to Begin? OMG!!!

Track: Accountability **Moscone Convention Center, Room 132**

The evaluation of the superintendent is one of the more critical responsibilities of school boards. The landscape of the superintendent's performance is changing rapidly. This session will actively engage attendees in responding to a research instrument used to collect data on the perceptions of evaluation as perceived by school board members (presidents) and superintendents. Bring a cell phone to this session for real-time participation in a survey!

Presenters: **Robert Dillon**, Assistant Professor, **Josephine Moffett**, Assistant Professor, **Edward Sullivan**, Assistant Professor, State University of New York at New Paltz

12:15 PM - 1:30 PM, cont.

### **The Certified Administrator of School Finance and Operations: Who is Managing the Money in Your District?**

Track: Continuous Improvement **Moscone Convention Center, Room 308**

Can anyone walk off the street and manage the finance operations of your district? Probably not, but a qualified school business administrator can help you create an effective learning environment, and put more money where it matters—in the classroom. The Association of School Business Officials International launched a certification program that allows school finance and operations professionals to demonstrate their competency. See how you can tap into this process and ensure that your next business official comes fully qualified to do the job!

Presenters: **John Musso**, Executive Director, Association of School Business Officials, **Bambi Statz**, Coordinator, School Business Mgmt Graduate Program, University of Wisconsin - Whitewater

### **The Challenge of Religion in Public Schools**

Track: Community Engagement **Moscone Convention Center, Room 274-276**

This session will provide guidance on the proper role of religion in public schools. Through discussion of Supreme Court cases pertaining to the First Amendment and hypothetical cases, participants will practice applying the legal rules that prohibit school-sponsored religious expression and that protect student-initiated religious expression. This session will also provide best practices for making schools more inclusive of religious diversity. Participants will receive ADL's publication, "Religion in the Public Schools" and additional support materials.

Presenters: **Nina Simone Grotch**, Education Director, Central Pacific Region, **Michelle Deutchman**, Western States Counsel, Anti-Defamation League

### **The Innovation Story: Effecting Change in Schools, On Boarding Stakeholders and Enhancing Student Outcomes**

Track: Technology **Moscone Convention Center, Room 307**

Is your school and community grappling with questions such as: How do we increase academic rigor systematically? How do we enhance science, technology, engineering and mathematics (STEM) interest and performance? What is the role of the humanities and arts in 21st century skills? And, how do we do innovation? If the answer is yes, attend this session to exercise your mind and open up a discussion about "how" school leaders can effect change, onboard stakeholders, and increase student achievement.

Presenters: **Bob Allen**, **James Brazell**, Member, Thornburg Center

### **Twenty Lessons from Twenty Years of 1:1 Computing in Schools**

Track: Technology **Moscone Convention Center, Room 304**

Join Dr. Gary Stager as he shares successful and failed strategies around 1:1 schools from across the globe, as well as challenges some of the conventional wisdom regarding the rationale, expectations, and implementation of 1:1 in schools today. He will distill this unrivaled experience into a quick exposition of the lessons learned for professional development, planning and infrastructure, defining a vision, raising expectations, best teaching practices, and bold, imaginative classroom applications.

Presenter: **Gary Stager**, Executive Director, The Constructivist Consortium

12:15 PM - 1:30 PM, cont.

## NATIONAL AFFILIATE WORKSHOP

### National Affiliate Special Session: Climate Improvement Process (CLIP)

Track: Climate **Moscone Convention Center, Room 120**

School climate impacts administrators, teachers, and student achievement. Improving school climate in your schools helps to motivate teachers to teach, and students to learn. This workshop is being provided to National Affiliate districts that participated in the School Climate 2010 survey and non-participating districts that want to learn how to read their school climate. Board members and district representatives will examine data and identify areas for improvement utilizing the CLIP (CLimate Improvement Process). Perceptions of safety, bullying and fairness are among the important topics that will be discussed. Consultation on district policies and processes will be provided by expert facilitators.

Presenter: **Brian Perkins**, Director, Urban Education Leaders Program, Columbia University Teachers College (NY)

## SHARE THE SUCCESS

### Blueprint to an Environmentally Sustainable Future

Track: Timely Debate **Moscone Convention Center, Room 123-124**

Learn how a school district in Virginia is reducing energy consumption, lowering costs, and educating the community about environmental sustainability at the same time. **Virginia Beach City (VA) Public Schools** (enr. 69,000) has developed a comprehensive approach to environmental sustainability that is comprised of three goals. Don't miss this presentation to learn how your school district can develop a blueprint for a more environmentally sustainable future.

Presenter: **John Cole**, Sustainable Schools Project Manager, Virginia Beach City Public Schools

### Building Opportunities for Student Success Program for Student Achievement

Track: Climate **Moscone Convention Center, Room 309**

There are many components that are factors in developing and maintaining high performing schools. **Hellgate Elementary (MT)** (enr. 1,300), a Montana elementary school district with an enrollment of 1,300 students, has identified six key components within its "Building Opportunities for Student Success" (B.O.S.S.) Program that are assisting the school district in re-tooling its culture, its operations, and its educational commitment to its students, parents, and community stakeholders and its return to being a high performing school district.

Presenters: **Douglas Reisig**, Superintendent, **Will Deschamps**, Board Member, **Tom McLaughlin**, Board Chair, Hellgate Elementary

### Every Day, Every Student, A Success: Addressing Barriers to Learning in Education

Track: Collaboration **Moscone Convention Center, Room 104**

Attendees will learn how central Nebraska's **Grand Island Public Schools** (NE) (enr. 8,941), with a 45% minority and 60% poverty rate, initiated a school reform model to decrease chronic attendance issues. Project ABLE (Addressing Barriers to Learning in Education) is a collaboration between county and school district staff to combat absenteeism and tardiness, barriers to student learning. Using six societal categories, presenters will share how this program was developed, implemented, monitored, and sustained.

Presenters: **Terry Brown**, Board Vice President, **Robin Dexter**, Associate Superintendent, **Clay Schutz**, Board Member, Grand Island Public Schools

12:15 PM - 1:30 PM, cont.

**Fostering Content-Area Literacy through Engaging Performance Assessments**Track: Standards & Assessment **Mosccone Convention Center, Room 200-212**

Learn how teachers at **Brentsville District High School**, in Prince William (VA) County Schools (enr. 78,000), foster content-specific literacy through engaging performance assessments. Using common rubrics, teachers from all academic domains create performance measures that chart students' abilities to analyze issues, make comparisons, draw inferences, or evaluate content. Attendees will hear examples of performance measures from each content area, with student work samples, and data demonstrating this endeavor's success in a school population where nearly 88% of students continue on to college.

Presenters: **Robert Scott**, Principal, Brentsville High School, **Milton Johns**, Board Chairman-at Large, Prince William County Schools

**Funding Distance Learning: Finding Your Grant Bonanza!**Track: Continuous Improvement **Mosccone Convention Center, Room 305**

Learn how to launch a virtual learning (online and interactive video teleconference) program from a public school district whose own experience on the frontlines of virtual learning is still evolving. In 2007, the **Putnam County (TN) Board of Education** (enr. 10,500) began exploring the possibility of implementing virtual learning to equalize course offerings across the county. Securing grant funding was the catalyst for bringing this dream to reality. Share our journey and take away grant strategies, resources, and "lessons learned" to do the same.

Presenters: **Michael Lay**, Educational Sales Consultant, **Sandra Koczvara**, Grant Specialist, **Kathleen Airhart**, Director of Schools, **Eric Brown**, Board Chairman, Putnam County School System

**High School and Community College Collaborate to Benefit Students and Parents**Track: Collaboration **Mosccone Convention Center, Room 125**

Beginning with high school/college dual enrollment, **Dearborn (IL) Public Schools** (enr. 18,000) and Henry Ford Community College have worked together to offer large numbers of high school students and their parents cost effective and meaningful high school and college programs. Presenters will share successes and struggles as well as offer tips on how to implement these programs in other school districts.

Presenters: **Gail Shenkman**, Associate Superintendent, **Aimee Blackburn**, Board President, **Hussein Berry**, Board Member, Dearborn Public Schools, **Kim Schopmeyer**, Associate Dean, Henry Ford Community College

**Learning for All**Track: Community Engagement **Mosccone Convention Center, Room 232-234**

Join the **Springdale (AR) School District** (enr. 18,185) as they share "Learning Together", a unique and research-validated parent engagement program that brings parents and K-3 students together at school. The program is designed for parents who are reluctant to be full participants in the learning process. Parents attend school four mornings a week and participate in learning activities centered on four core areas - adult education, parent and child together time, child education time, and parent time.

Presenters: **Marsha Jones**, Associate Superintendent for Teaching and Learning, **Jim Rollins**, Superintendent, **Mary Bridgforth**, ESL Coordinator, **Danny Dotson**, School Board President, Springdale School District

12:15 PM - 1:30 PM, cont.

## Successful Strategies for Engendering and Maintaining Community Support for a Major School Building Project

Track: Community Engagement **Moscone Convention Center, Room 310**

In this session **Mercer Area (PA) School District** (enr. 1400) will feature creative planning and engagement opportunities that provide open lines of communication and mechanisms that foster and establish an open public forum prior to moving forward with a capitol project. Participants who attend this session will learn the how to's of developing clear communication channels, strategies for collaboration, and quelling criticism based on speculation in order to move forward on a building project.

Presenters: **William Gathers**, Superintendent, **Cedric Butchy**, Board President, **Lori Klaiber**, Board Member, **Jeffrey Brandes**, Board Vice President, Mercer Area School District

## Using Multi-Technology Methods to Multi-Channel Market Your District

Track: Community Engagement **Moscone Convention Center, Room 303**

**Vacaville Unified (CA) School District** (enr. 13,000) will share their strategies and the processes used to pull together a united effort on the part of PTA/PTOs to work on behalf of the district as a whole to fund raise, using the latest methods available including blogging, Facebook, YouTube, online donations, and for the first time, texting donations.

Presenters: **Angela Higdon**, PTA President, Orchard Elementary School, **P.J. Goodson**, Parent/President, Landmark Image, Inc., **Mary Sogge**, Board President, Vacaville Unified School District

## VENDOR EXPERT SESSIONS

### It's Alive! Stop-Motion Animation Classroom Creations

Track: Technology **Moscone Convention Center, Room 300**

Make a clay character come to life! We'll discuss the cross-curricular application of this versatile medium and demonstrate how to shoot a sequence of digital photos before assembling them into a stop-motion animated movie. Work in small groups to design and build a short claymation. Get loads of laughs as we share finished projects with the class. Loaner cameras will be available. Participants receive free software (worth \$70) (Windows only) and a claymation cheat sheet. Beginners welcome. There will be a lab with 12 cameras to share, or bring your own point-and-shoot digital camera with USB cord to transfer the images.

Presenters: **Kendra Ericson**, Director of Educational Services, **Nate Merrill**, Education Consultant, Tool Factory

2:00 PM - 3:15 PM

## 21ST CENTURY LEARNING

### Creating a Shared Vision for Meaningful and Systemic Change

Track: Community Engagement **Moscone Convention Center, Room 306**

By reinventing campus culture, creating a permanent 1:1 computer to student ratio, and implementing project-based learning as the primary mode of instruction, New Tech Network of schools has been able to achieve higher levels of student engagement while teaching both rigorous state content standards and critical 21st Century skills. In this session, hear how deep community engagement of all stake holders creates a shared vision that is focused on meaningful and systemic change to the traditional teaching and learning model.

Presenter: **Paul Curtis**, Assistant Director of School Development, New Tech Network

2:00 PM - 3:15 PM, cont.

**HEALTH & WELLNESS PROGRAMMING**

**Sexual Abuse: 5 Steps Every School Board Can Take to Prevent an Incident**

Track: Standards & Assessment **Moscone Convention Center, Room 270-272**

In this interactive presentation, learn proven methods for preventing sexual abuse in schools. Drawing from 20 years of experience and analysis of over 4,000 cases, presenters will discuss the effects of sexual abuse in schools, including recent litigation trends and electronic communications; warning signs of offenders; how school board members can protect district personnel and volunteers from false allegations; and how to identify risks specific to their schools and develop practical abuse risk management plans.

Presenter: **Angelique Dale**, Account Manager of Educational Services, Praesidium Inc.

**MEET THE EXPERTS**

**District Transformation: A Framework for Results**

Track: Continuous Improvement **Moscone Convention Center, Room 200-212**

Using a research-based organizational assessment to measure the presence, practice, and effect of district transformation, participants will learn the framework for results. Participants will learn how Board of Education leadership, commitment, and support of an organizational assessment foster authentic stakeholder participation and community ownership for total systems improvement and improve student learning and achievement.

Presenters: **Greg Finn**, Superintendent of Schools, **Michael Freeman**, Chief Academic Officer, **Howard McLean**, Executive Director, Teaching & Learning, **Michael McLeod**, Executive Director, Student and Administrative Services, Anson County Schools

**Effective Approaches to Cutting School District Budgets While Maximizing District Performance**

Track: Accountability **Moscone Convention Center, Room 103**

With the down-turn in the US economy in recent years, school districts have been faced with budget cuts that have led to drastic cuts by school boards in an effort to balance the districts' budgets. This engaging session will provide participants with research-based and practical information and strategies that will assist in creating a school budget that allows optimum success of their district despite revenue shortfalls.

Presenters: **Marty Conner**, Educational Consultant, Hopewell Educational Enterprises, Inc., **Leroy Hamilton Jr.**, Professor, Department of English and Foreign Languages, Norfolk State University

**Gain a Competitive Advantage: Align Your School System with Baldrige**

Track: Continuous Improvement **Moscone Convention Center, Room 130**

Barring a miraculous recovery of the financial system in the second half of 2010, you are likely asking your school system to achieve more with significantly reduced funding. Yet the Baldrige Education Criteria for Performance Excellence can help school districts align key processes, resources, and measurement systems to ensure optimal performance and student learning outcomes. Presenters will discuss why they think the Baldrige approach holds promise for putting the "system" back into school systems and the results they've achieved.

Presenters: **Sandra Byrne**, Education Specialist, Baldrige Performance Excellence Program, **David Cash**, Board Chairman, Iredell-Statesville Schools, **Elizabeth Menzer**, Board President, Stoughton Area School District, **Diane Siri**, Superintendent (Retired), Santa Cruz County Superintendent of Schools



2:00 PM - 3:15 PM, cont.

## **Nurturing the Superintendent-Board Member Relationship**

Track: Collaboration **Moscone Convention Center, Room 134**

In order to positively impact the education of students, superintendents and board members must govern the district as a team. Learn strategies for building and maintaining an effective relationship between the superintendent and the governing board, including developing operational protocols, clearly defining roles, weathering disagreements and turnover, and efficiently communicating.

Presenter: **Barbara Ginsberg**, Attorney, AALRR

## **Recess 360°: From the Playground to the Classroom**

Track: Climate **Moscone Convention Center, Room 308**

Playworks, The California Endowment, and **Stockton (CA) Unified School District** (enr. 42,497) teamed up to provide every elementary school (42) in 2009-2010 with the tools for transforming the campus safety assistants into certified recess coaches. Session participants will explore the result of this pilot program, Recess 360°, a year-long district partnership program, designed to energize your recess yard in a structured and inclusive way to engage all students. Through an interactive and high energy presentation, we will address the successes and challenges of energizing education.

Presenter: **Ben Stein**, Training Manager, Playworks

## **Restraints, Holds, and Seclusion Rooms: The Special Education Director's Perspective and the School Attorney's Perspective**

Track: School Law **Moscone Convention Center, Room 310**

Over the past few years, the policies, procedures, and practices relating to the use of restraints, time-out, and seclusion as student behavior interventions have come to the forefront of national concern in public education and have been the subject of federal and state legislation and rulemaking. This session focuses on the legal implications relating to the use of restraints and seclusion in schools and will outline the legal and practical aspects of this issue for board members and administrators.

Presenters: **Amy Steketeer**, Associate, **Edward Sullivan**, Partner, **Rozlyn Fulgoni-Britton**, Associate, **Mary Jo Dare**, Senior Consultant, Baker & Daniels, LLP

## **School Boundaries: Increasing Diversity and Efficiency While Gaining Community Buy-In**

Track: Community Engagement **Moscone Convention Center, Room 131**

One of the thorniest issues facing school districts today is that of school attendance boundaries and student assignment planning. This presentation will outline a new approach pioneered by SeerAnalytics and the **Hillsborough County (FL) Public Schools** (enr. 206,017) to engage the community, optimize efficiency, and increase school diversity. This approach is broadly applicable to urban districts seeking to drive school diversity in the context of recent Supreme Court decisions.

Presenter: **Bill Lazarus**, President and CEO, SeerAnalytics

## **STEM Curriculum: Inquiry, Technology and Engineering for the Classroom**

Track: Technology **Moscone Convention Center, Room 301**

What is effective "K-12 STEM Curriculum and Training"? Why should it be part of your school district offerings? In this session learn how to promote STEM education and what constitutes a successful implementation. Discuss with experts ways to incorporate STEM into your curriculum while meeting state standards. Handouts and brief hands-on experiences using research-based best practices for science, technology, engineering, and mathematics (STEM) education will highlight the session.

Presenters: **Clay Schutz**, School Board Member, Grand Island Public Schools, **Glen Schuster**, President, U.S. Satellite Laboratory

2:00 PM - 3:15 PM, cont.

### The New Imperatives for School Boards and District Leaders: Civic Capacity and Trust Capital

Track: Community Engagement **Mosccone Convention Center, Room 133**

The advent of social media has been nothing short of disruptive to the way school boards and superintendents manage key relationships with teachers, students, parents, and community members. A new paradigm is needed to ensure district leaders have a solid base of trust capital to operate and lead without being disrupted by the issues defined by a vocal minority. **Huless-Euless-Bedford (TX) ISD** (enr. 21,000) will share how districts can tap into the power of the silent majority.

Presenter: **Suhail Farooqui**, CEO, K12 Insight, Inc.

### The Technology Factor: Nine Keys to Student Achievement and Cost

Track: Technology **Mosccone Convention Center, Room 303**

Be among the first to learn from Project Red's groundbreaking study. Discover which Key Implementation Factors result in learning improvement and how budget issues have inspired creative thinking in key districts. Join our interactive discussion of successful models and the actual Return on Investment (ROI) from properly implemented technology.

Presenters: **Jeanne Hayes**, President, The Hayes Connection, **Leslie Wilson**, Chief Executive Officer, One-to-One Institute, **Tom Greaves**, Chairman, The Greaves Group

### Using the AVID System to Increase College Readiness for All Students

Track: Climate **Mosccone Convention Center, Room 123-124**

AVID is a school-wide and district-wide approach featuring: a college-preparatory elective course, a rigorous curriculum, trained college tutors, and a site team. This session will explore how AVID's system of acceleration and support not only prepares predominantly low-income students for college, but is more properly thought of as a catalyst for building a college-going culture that permeates entire schools and districts. The session will provide evidence-based strategies, honed over 30 years, and now implemented school-wide.

Presenter: **Granger Ward**, Executive Vice President, AVID Center

### NATIONAL AFFILIATE SESSION

#### National Affiliate Workshop: –Repeat of Popular Session–

**Mosccone Convention Center, Room 120**

The repeated session will be identified on-site during the conference.

### PERSONAL DEVELOPMENT PROGRAMMING

#### Way Cool Tools

**Mosccone Convention Center, Room 104**

Having trouble keeping up with the always changing technology landscape? Way Cool Tools provides fun, straightforward answers to all of your questions. Join **Jim Spellos** to learn how to maximize your online search capabilities by mastering how to most effectively use search engines and portals; identify some of the new technologies being developed and implemented in today's marketplace, and learn if they're useful for you; protect your computer against all types of malicious viruses and their computer disasters. This session was standing room only last year in Chicago.



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2:00 PM - 3:15 PM, cont.

## SHARE THE SUCCESS

### Don't Shoot the Messenger!: Preparing Your Community for Bad News

Track: Community Engagement **Moscone Convention Center, Room 132**

The down-turn in state funding for education has created a complex maze for districts to manage in a manner that is clear, open, and honest. It requires multiple layers of communication among the governing board members, administrators, employees, parents, community members, and the media. A well thought-out process or lack of one can be the demise or triumph of a districts' future. **Madison (AZ) School District** (enr. 5,600) will outline proven strategies that will strengthen your district's communications.

Presenter: **Tim Ham**, Superintendent, Madison School District

### Early Intervention for Students with Behavioral and Emotional Needs

Track: Collaboration **Moscone Convention Center, Room 309**

**Lake Forest Academy** in Wilmington, NC combines school instruction and mental health counseling for students aged 4-14. A 2009 Magna Award Honorable Mention recipient for school systems with more than 20,000 students, Lake Forest Academy is a community collaborative school. Attendees will be given information regarding the impact early neglect, abuse, and trauma has on young children and the importance of intervening early. The school model, start-up, and initiatives to get community agencies involved will be explained. Participants will leave with a deeper understanding of the need for early intervention and a plan for effectively implementing small and large community partnerships to serve this at-risk population of students.

Presenter: **Kristin Jackson**, Principal, Lake Forest Academy

### Enhance Students' Desire to Succeed More Quickly...Maximizing Student Achievement Through Assessment Literacy

Track: Technology **Moscone Convention Center, Room 304**

**Glendale Union (AZ) High School District** (enr. 15,000) will show the differences between formative, common, and summative assessments; learn when and how to implement formative and common assessments; develop formative and common assessments using Galileo software, MOBI slates, and student response systems (clickers); and analyze data to improve instruction and learning;

Presenters: **Tami Strege**, Language Arts Curriculum Coordinator, **Amanda Shively**, Career and Technical Education Coordinator, **Cory Shinkle**, Math Curriculum Coordinator, **John Croteau**, Associate Superintendent, Glendale Union High School District

### Everything Old is New Again: Infrastructure Upgrades Expected to Generate Significant Savings

*Sponsored by Solar City*

Track: Climate **Moscone Convention Center, Room 307**

Learn how **Mesa County (CO) Valley School District 51** made everything old new again while significantly reducing energy, operating, and even maintenance costs – all with no additional cost to taxpayers. Although the average age of the 47 buildings is 38 years, the buildings now boast the latest in infrastructure systems, thanks to more than \$10 million in upgrades being installed across the district in three phases. Attendees will gain tips and guidance for assessing current infrastructure systems and evaluating and implementing potential improvements with revenue neutral funding in their own districts.

Presenters: **Steve Schultz**, Superintendent, **Cal Clark**, Director of Facilities and Maintenance, Mesa County Valley School District 51, **Jim Knutson**, Comprehensive Solutions Director, Trane

2:00 PM - 3:15 PM, cont.

### **Sustainability, Responsibility, Accountability: Saving Money Through the LEED-EB Process**

Track: Continuous Improvement **Moscone Convention Center, Room 125**

Leadership in environmental and energy design is a new and emerging field, but it is also perceived as costly and difficult. Join **Stevenson High School District (IL)** (enr. 4,345) to learn of their journey to sustainability, responsibility and accountability while attempting to reduce the carbon footprint and bottom line. The team will present the rationale and decision making process that led to LEED-EB certification; development of new LEED-EB operational policies and procedures; implementation of accountability standards, and the application process.

Presenters: **Mark Michelini**, Assistant Superintendent for Business, **Lori Lyman**, Board Member, **Merv Roberts**, Board Member, **Terry Moons**, Board Secretary, Adlai E. Stevenson High School District 125

### **The Digital Learning Revolution: Move from Traditional Textbooks to High-Quality Interactive Digital Textbooks**

Track: Technology **Moscone Convention Center, Room 302**

**Riverside Unified (CA) School District's** (enr. 44,000) Digital Learning Revolution is an innovative approach to meeting the needs of all learners by providing high quality standards-based content and assessments in a digital format designed to meet the needs of historically underserved students. The resources provide direct connections to high quality college level digital resources that will lead directly to college access. Attendees will benefit from an interactive discussion of the pilot led by the district personnel who implemented the program.

Presenters: **Jay McPhail**, Director of Instructional Technology, **Tracy Arner**, Instructional Technology Specialist, Riverside Unified School District

### **Who Do We Get to Run our Schools: Choosing an Instructional Leader**

Track: Accountability **Moscone Convention Center, Room 250-262**

What does an instructional leader look like? What do boards need to know about hiring instructional leaders to run their schools? How do I know if I have caught a "good one?" What do I need to know to help make my decision? Come and learn some tips-of-the-trade from **Mannheim (IL) District 83** (enr. 2,800) to help guide your decision when hiring administrators to run your schools.

Presenter: **Tom Lindsay**, Assistant Superintendent of Schools, Mannheim District 83

## **VENDOR EXPERT SESSIONS**

### **Digital Camera Workshop**

Track: Technology **Moscone Convention Center, Room 300**

Come to this lively seminar and discover what you never knew about your digital camera! Join us for mini-photography assignments covering sports shooting, panorama, zoom, and super-macro. Explore a photographic library and see how basic point-and-shoot cameras can be powerful educational tools. Learn how to procure digital cameras through training budgets and get strategies for district-wide training. Participants receive free software (worth \$199) and a great manual. Perfect for beginners/novice photographers. There will be a lab with 12 cameras to share, or bring your own point-and-shoot digital camera with USB cord to transfer images.

Presenters: **Kendra Ericson**, Director of Educational Services, **Nate Merrill**, Education Consultant, Tool Factory

***We would like to thank Follett Software for their sponsorship of the Accountability and Continuous Improvement Tracks.***

3:30 PM - 5:00 PM

## GENERAL SESSION

### The Third General Session – Juan Enriquez, Speaker

Moscone Convention Center, Hall A/B

#### Your Host this Afternoon:

**C. Ed Massey**, Secretary-Treasurer of the National School Boards Association and member, Boone County (KY) School District

#### Special Presentation of the Kennedy Center Award

#### Actions of your Delegate Assembly:

President **Earl C. Rickman, III**, who presided over the 2011 Delegate Assembly, reports on actions taken by NSBA's principal legislative body and then introduces the newly elected officers and directors of NSBA.

#### Incoming President's Remarks:

**Mary Broderick** provides an overview of her priorities for the coming year.

#### Musical Performance:

#### *Sponsored by NAMM Foundation*

Maury High School Chamber Orchestra, Maury High School, Norfolk, VA,  
**Ryan E. Featherer**, Director of Orchestras

#### The Major Address:

**Juan Enriquez**, author and professor

A book signing will be held in Conference Bookstore, located in Convention Center, Room 102 at 11:45 am on Monday.



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