

# SATURDAY, APRIL 9

## AT-A-GLANCE

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

	Track	Page	Room
<b>7:30 AM - 9:30 AM</b>			
<b>State Association Meeting</b> Executive Directors' Leadership Development Subcommittee Meeting (Committee Members Only)		54	228-230
<b>8:00 AM - 9:30 AM</b>			
<b>Special Event</b> National Networks Meeting (Federal Relations Network and National Affiliate Advocacy Network)	Continuous Improvement	54	222-226
<b>8:30 AM - 9:30 AM</b>			
<b>Personal Development Programming</b> Welcome to San Francisco!		54	125
<b>8:30 AM - 9:45 AM</b>			
<b>21st Century Learning</b> Are Your Students Developing 21st Century Skills? Assessments You Can Implement Now to Find Out	Standards & Assessment	54	306
Educational Television Programming: 21st Century Skills Through Digital Media Technology	Technology	55	304
<b>Caucus</b> National Black Caucus of School Board Members General Session - Educating Black Males		55	236-238
National Caucus of the American Indian/Alaska Native School Board Members General Session: What Leadership Teams Can Do to Ensure Culturally Responsive Teaching That Impacts Student Achievement		55	232-234
<b>CUBE</b> <i>Sponsored by Preferred Meal Systems</i> CUBE Annual Business Meeting and Breakfast		55	200-212
<b>Health &amp; Wellness Programming</b> Working Together to Protect Children with Vital Safety Information	Community Engagement	56	270-272
<b>Meet the Experts</b> Accountability in Money Matters!	Accountability	56	309
Creating a Win-Win-Win: Using Cooperative Purchasing to Save Your District Money	Alignment	56	131
Getting the Buy-In You Need and Tools for Effective Public Outreach	Community Engagement	56	308
Motivations and Barriers: Running and Serving on School Boards	Timely Debate	56	103

	Track	Page	Room
Raising Student Achievement While Lowering Costs in Special Education: Practical Ideas that Really Work	Continuous Improvement	57	104
There's No Such Thing As "Safe Sext" – How to Protect from Cell Phone Misuse	School Law	57	301
Touching Hearts, Educating Minds: Creating a School With Soul	Climate	57	250-262
<b>National Affiliate Rural and Small District Workshop</b> Transforming the Drop-Out Factories	Accountability/Climate	57	120
<b>New School Board Member Workshop</b> The Key Work of School Boards - An Overview		57	123-124
<b>Share the Success</b> Can You Hear Me Now? - 101 Successful Ways To Stay Connected To Your Students, Staff, Parents, and Community	Community Engagement	58	132
Evaluating the Superintendent AND the District: Converting a 'Personnel Action' into a Comprehensive, Transparent and Year-Round Accountability System	Accountability	58	307
Overcoming Community Disconnect Throughout the Course of a School Bond Construction Program	Community Engagement	58	310
Rural Gifted Students: Victims of Public Education	Continuous Improvement	58	274-276
Shooting for Success Still Ain't for Sissies: An Update on the Shift in Focus from Test Scores to Student Success	Climate	58	305
Teacher Evaluation: Linking Student Achievement and Teacher Performance	Accountability	59	133
<b>Special Session</b> Student Achievement - The Responsibilities and Accountabilities of Policy Makers		59	134
<b>Vendor Expert Sessions</b> Building Community One School at a Time	Community Engagement	59	303
Digital Literacy and Citizenship: A Whole School and Community Approach	Technology	59	302
When Harry Met Bella: Adventures in Podcasting	Technology	60	300
<b>8:30 AM - 10:00 AM</b>			
<b>COSA</b> Hilton San Francisco Union Square General Session, Business Meeting and Elections		45	Grand Ballroom B
<b>9:00 AM - 9:30 AM</b>			
Conference Orientation		60	130
<b>10:00 AM - 11:30 AM</b>			
<b>General Session</b> The First General Session – Condoleezza Rice, Speaker		60	Hall A/B



# SATURDAY AT-A-GLANCE

	Track	Page	Room
<b>10:15 AM - 12:00 PM</b>			
<b>COSA</b>			
Hilton San Francisco Union Square Concurrent Session I	School Law	45	Grand Ballroom B
Concurrent Session II	School Law	46	Grand Ballroom A
<b>11:30 AM - 1:30 PM</b>			
<b>CUBE</b>			
The New Urban School Climate		61	200-212
<b>11:30 AM - 4:00 PM</b>			
<b>Exhibit Hall and School of Architecture Open</b> (11:30 AM - 1:30 PM; 2:45 PM - 3:45 PM Exclusive Hours)			
		61	North Hall D
<b>12:00 PM - 5:00 PM</b>			
<b>Site Visit</b>			
San Francisco Marriott Marquis An Insider's Look at the U.S. Coast Guard: Lunch and Visit to Air Station San Francisco	Technology	61	Foothill F Atrium Level
<b>12:30 PM - 2:00 PM</b>			
<b>Special Events</b>			
San Francisco Marriott Marquis <i>Sponsored by Sodexo</i> Best Practices for School Leaders Luncheon		61	Salon 7
National Caucus of American Indian/Alaska Native (AIAN) School Board Members Luncheon		61	Salons 4-6
National Networks Luncheon (Federal Relations Network and National Affiliate Advocacy Network)	Collaboration	62	Salons 1-3
<b>1:30 PM - 2:45 PM</b>			
<b>21st Century Learning</b>			
Developing a Global School District Strategy: How to Rise to the Challenge	Timely Debate	62	306
Transforming Teaching and Learning Through Technology... Meeting the Needs of 21st Century Learners	Technology	62	302
<b>Federal Advocacy Sessions</b>			
ESEA Update: Local School Board Issues & Priorities	Accountability	62	103
<b>Focus on Education Lecture</b>			
Focus on...Learner Centered Education: 2010 National Teacher of the Year Sarah Brown Wessling		63	134
<b>Health &amp; Wellness Programming</b>			
Data Driven School Health: Linking Health and Learning in the School Improvement Planning Process	Continuous Improvement	63	270-272

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**Meet the Experts**

Creating a Collaborative Culture to Improve Student Achievement in the District

Track	Page	Room
Collaboration	63	305

Defending Your Honor: Strengthen Public Confidence One Conversation at a Time

Community Engagement	63	104
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Education Foundations: 7 Philanthropy Lifeline Lessons from 3,000 districts, Hundreds of Thousands of Donors, and \$500 Million

Community Engagement	64	125
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Investment Policy 101

Accountability	64	309
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Navigating the Landmines of Technology Misuse: Legal Context and Policy Approach

Climate	64	304
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Preparing Students for Graduation and Beyond

Continuous Improvement	64	250-262
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The Nuts and Bolts of Aligning Service-Learning with Content Standards

Alignment	64	133
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Too Many Students Earning Grades of D or F in Math?

Standards & Assessment	65	130
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**New School Board Member Workshop**

Data-Driven Decision Making

Continuous Improvement	65	123-124
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**Share the Success**

A Proactive Facilitated Approach to Rezoning: How To Move the Community Towards Ownership of Rezoning Recommendations

Community Engagement	65	222-226
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Developing Accountability Systems that Ensure English Learners Succeed

Accountability	65	274-276
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Ethics and Accountability through Board Policies

Accountability	66	307
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Professional Learning Communities at Work Increasing Student Achievement

Continuous Improvement	66	132
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Scholarships for All Graduates! A Foundation of Success

Collaboration	66	232-234
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Student Achievement and Teacher Appraisals: Lessons Learned from Implementation

Accountability	66	131
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Tearing Down the Silos: Cross-Functional Action Teams to the Rescue

Continuous Improvement	66	301
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Using a Data-Driven Model to Successfully Pass a General Fund Referendum: Proven Strategies to Gain School Community Support

Community Engagement	67	303
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**Vendor Expert Sessions**

Hands on with Special Education Software

Technology	67	300
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LAUSD's Professional Development Vision: Special Education Training for Charter School Educators

Timely Debate	67	310
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Launching a Mobile Learning Program: What Every School Administrator Should Know. *Sponsored by AT&T*

Technology	67	308
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	Track	Page	Room
<b>1:30 PM - 3:00 PM</b>			
<b>National Affiliate/Technology Leadership Network Session</b> TEDx TLN An Independently Organized TED Event: Adaptable Education Models, A Fresh Approach	<b>Timely Debate</b>	<b>68</b>	<b>120</b>
<b>2:00 PM - 4:00 PM</b>			
<b>CUBE</b> CUBE Annual Issues Forum: Improving School Climate and Reducing Bullying and Violence: Creating Safer Schools From the Inside Out		<b>68</b>	<b>200-212</b>
<b>2:15 PM - 3:15 PM</b>			
<b>Special Event</b> <b>San Francisco Marriott Marquis</b> NSBA's Pre-K Legislative Committee Meeting	<b>Collaboration</b>	<b>68</b>	<b>Nob Hill C</b>
<b>3:30 PM - 4:30 PM</b>			
<b>Special Event</b> <b>San Francisco Marriott Marquis</b> NSBA's Teacher & Principal Effectiveness Legislative Committee Meeting	<b>Collaboration</b>	<b>68</b>	<b>Nob Hill C</b>
<b>3:30 PM - 5:00 PM</b>			
<b>Caucus</b> National Black Caucus Elections & Business Meeting		<b>69</b>	<b>236-238</b>
National Hispanic Caucus of School Board Members General Session		<b>69</b>	<b>232-234</b>
<b>State Association Meeting</b> National Affiliation of Superintendent Searchers Meeting (Group Members Only)		<b>69</b>	<b>228-230</b>
<b>3:45 PM - 5:00 PM</b>			
<b>21st Century Learning</b> College and Career Ready: Integrating 21st Century Skills	<b>Continuous Improvement</b>	<b>69</b>	<b>306</b>
What Do 21st Century Skills Look Like in the Classroom?	<b>Timely Debate</b>	<b>69</b>	<b>304</b>
<b>Federal Advocacy Sessions</b> Building a Network of Education Activists in Your Community	<b>Community Engagement</b>	<b>69</b>	<b>103</b>
<b>Meet the Experts</b> Business/Education Partnerships 101 - The Why and How of Engaging the Business Community in Education	<b>Community Engagement</b>	<b>70</b>	<b>310</b>
Chartering a Clear Course: How Are You Doing When It Comes to Charter School Authorizing?	<b>Timely Debate</b>	<b>70</b>	<b>305</b>
Facebook for Board Members: Getting By With a Little Help From Your Friends	<b>Continuous Improvement</b>	<b>70</b>	<b>302</b>

	Track	Page	Room
Know When To Hold ‘Em; Know When To Fold ‘Em: How Long Should a Board Member Stay on a Board?	Continuous Improvement	70	250-262
Policy Pitfalls: Ten Traps to Avoid in Policymaking	Continuous Improvement	70	307
Spotting Detours: Staying on Track to Address Race in Schools	Community Engagement	71	133
Superintendent and Board Evaluation Made Simple	Accountability	71	303
What School Board Members Need to Know About Special Education Law	School Law	71	308
Why Try? Overcoming Poverty, Violence and Failure	Climate	71	222-226
<b>National Affiliate Special Session</b>			
What Lies Beneath: Uncovering Waste in District Operations	Accountability	71	120
<b>New School Board Member Workshop</b>			
Basic Parliamentary Procedure for NEW Board Members	Accountability	72	123-124
<b>Share the Success</b>			
6, 8, 15: How Many Choices are Enough? Serving Up Customer Service in the Food Service Program	Climate	72	132
Engagement Strategies that Lead to Bond Issue and Referendum Success	Community Engagement	72	309
Getting to 24: Ensuring Every Student is Ready for College	Standards & Assessment	72	301
The ACT Middle School Program	Continuous Improvement	72	125
<b>Special Session</b>			
From Sanctions to Success: A District’s Journey	Continuous Improvement	73	104
The Power of One	Climate	73	131
Board Meeting and Administration Center Security and Preparedness Strategies	Climate	73	134
<b>Vendor Expert Sessions</b>			
Engaged Teachers + Engaged Students = Student Achievement: Creating Successful School Climates	Climate	73	130
Stretching The District Transportation Dollar	Community Engagement	74	274-276
Using Evidence-Based Assessment to Engage Students and Foster Learning	Technology	74	300
<b>4:00 PM - 5:00 PM</b>			
<b>CUBE</b>			
CUBE Steering Committee Meeting		74	200-212
<b>9:00 PM - 12:00 AM</b>			
<b>Special Event</b>			
San Francisco Marriott Marquis Joint Caucuses Reception <i>Accountability &amp; Continuous Improvement tracks sponsored by Follett Software</i>		74	Salon 9



# SATURDAY, APRIL 9

## SESSION DESCRIPTIONS

7:30 AM - 9:30 AM

### STATE ASSOCIATION MEETING

#### **Executive Directors' Leadership Development Subcommittee Meeting (Committee Members Only)**

Moscone Convention Center, Room 228-230

Presenter: **Edwin Dunlap, Jr.**, Executive Director, North Carolina School Boards Association

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8:00 AM - 9:30 AM

### SPECIAL EVENT

#### **National Networks Meeting (Federal Relations Network and National Affiliate Advocacy Network)**

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

Join NSBA's advocacy staff to learn about new Congressional education initiatives, such as pending revisions to the Elementary and Secondary Education Act, federal funding, teacher and principal effectiveness, education technology, and early childhood education. Build the skills and confidence to become more involved in the federal policy arena.

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

8:30 AM - 9:30 AM

### PERSONAL DEVELOPMENT PROGRAMMING

#### **Welcome to San Francisco!**

Moscone Convention Center, Room 125

Enjoy an orientation that highlights the vital facts, fascinating history, and must-see areas of San Francisco. It's a great way to boost your knowledge of the area before starting your own exploration of all that this beautiful city has to offer.

*Hosted by NSBA's Tour Company, PRA San Francisco.*

8:30 AM - 9:45 AM

### 21ST CENTURY LEARNING

#### **Are Your Students Developing 21st Century Skills? Assessments You Can Implement Now to Find Out**

Track: Standards & Assessment Moscone Convention Center, Room 306

21st Century students need 21st Century instruction, and school boards need some means for knowing that they're getting it. NSBA's Center for Public Education has produced a toolkit specifically for school boards to help them set policies and engage their communities in assessing students' abilities to think creatively and critically about the subjects they learn. Attendees to this session will test their knowledge on sample 21st Century assessments and learn strategies for implementing similar assessments in their districts. Come with your thinking caps on, but leave your number two pencils at home.

Presenter: **Patte Barth**, Director, Center for Public Education, National School Boards Association

8:30 AM - 9:45 AM, cont.

### **Educational Television Programming: 21st Century Skills Through Digital Media Technology**

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

From storage closets to Emmy award-winning TV studios: **Plymouth (MA) Public Schools** (enr. 8,500) have transformed their educational TV programming to give students 21st Century skills using digital media technology.

Presenters: **Debra Betz**, Chairperson, **Gary Maestas**, Superintendent, **Dan Riley**, Educational TV Producer, **Kristen DiGravio**, Educational TV Producer, Plymouth Public Schools

### **CAUCUS**

#### **National Black Caucus of School Board Members General Session**

##### **Educating Black Males**

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

Educating black males is one of the biggest problems in our school system today. Less than 50% of our black males are graduating from high school. Join author/speaker **Rob Jackson** for an examination of the statistics on black males that directly affect learning and teaching; ways to bridge the cultural gap between our teachers and black students, especially black males; and strategies to bridge the gaps of cultural dominance, racism and gender; examples of what teachers, parents and students can do to fix the problem. Educational leaders can overcome the staggering statistics – you are invited to join in on a candid conversation to understand that there is light at the end of the tunnel.

Presenter: **Robert Jackson**, Author/Consultant, [RobertJacksonMotivates.com](http://RobertJacksonMotivates.com)

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

#### **National Caucus of the American Indian and Alaska Native School Board Members General Session - What Leadership Teams Can do to Ensure Culturally Responsive Teaching that Impacts Student Achievement**

**Moscone Convention Center, Room 232-234**

Culturally responsive educators understand that the classroom is an ecology of language, culture, and thought. Conventional program evaluation standards often omit the nuances of ideographic and phenotypic attributes of people of color. Respect for the cultural differences of students begins by acknowledging that there is no one correct way to learn and that every child brings the culture of their own home and community to school. Join educational consultant Carlos Barron for an exploration of how leadership teams can work toward ensuring full, equitable access to education for students from all cultures and inspire and impact student achievement.

Presenter: **Carlos Barron**, Educational Consultant, The Center for Culturally Responsive Teaching and Learning

### **CUBE**

#### **CUBE Annual Business Meeting and Breakfast**

*Sponsored by Preferred Meal Systems, Inc.*

**Moscone Convention Center, Room 200-212**

CUBE districts meet to consider nominations, elect new Steering Committee members, and discuss issues of concern to the membership. CUBE members, as well as non-CUBE registrants, are encouraged to attend to learn more about CUBE and to hear from the nation's major urban districts about student achievement progress.

Facilitator: **Lock P. Beachum, Sr.**, Chair, Council of Urban Boards of Education, National School Boards Association

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# SATURDAY SESSION DESCRIPTIONS

8:30 AM - 9:45 AM, cont.

## HEALTH & WELLNESS PROGRAMMING

### Working Together to Protect Children with Vital Safety Information

Track: Community Engagement **Mosccone Convention Center, Room 270-272**

Tens of millions of children are needlessly exposed to unsafe products, toys and foods that have been recalled by the Consumer Product Safety Commission (CPSC) and the Food and Drug Administration (FDA). This problem is in schools as well as homes. As a solution, a safety education program was formed by Consumers Union, National PTA, and NSBA that will distribute vital safety information directly to parents nationwide via an electronically-delivered newsletter. It is time to get everyone involved in this important mission of working together through our channels to protect children.

Presenter: **Jamie Schaefer-Wilson**, Associate Director, Multimedia Outreach Programs, **Don Mays**, Senior Director, Technical Policy & Safety, Consumers Union

## MEET THE EXPERTS

### Accountability in Money Matters!

Track: Accountability **Mosccone Convention Center, Room 309**

Current economic conditions have made competition for limited taxpayer resources intense. School districts with federal and state mandated programs place high demand on those precious resources. Naturally, the public is demanding greater accountability and transparency from all levels of government. A properly functioning audit committee can sharpen your focus on compliance, cost controls and loss prevention. Demonstrate to taxpayers your district's commitment to accountability.

Presenter: **Charles Trainor**, Certified Internal Auditor CIA, Certified Fraud Examiner CFE, Management Audit Consultants, Inc.

### Creating a Win-Win-Win: Using Cooperative Purchasing to Save Your District Money

Track: Alignment **Mosccone Convention Center, Room 131**

NSBA and several state school boards associations have partnered to give school districts the opportunity to be triple winners with very low prices, quality vendors, and a streamlined procurement process. NSBA's "BuyBoard" National Cooperative Purchasing Program can save your district money on purchases and let you reassign staff to focus on student achievement. Learn how you may be eligible to participate in this powerful new program.

Presenters: **Joe Villani**, Deputy Executive Director, **Francisco M. Negrón, Jr.**, General Counsel, National School Boards Association, **Stephen Fisher**, Director, Sales and Marketing, Texas Association of School Boards

### Getting the Buy-In and Tools You Need for Effective Public Outreach

Track: Community Engagement **Mosccone Convention Center, Room 308**

Redrawing the attendance borders, designing a new school, or incorporating green approaches within a school district can bring out the best or the worst in people. Through examination of several successful public information campaigns, attendees will learn a number of approaches proven to have concentrated the focus of the public and school staff on achieving positive results. The session will include examples of steps that can be taken to control the direction of a public meeting or work session so that everyone in attendance, not just the Type-A personalities, have a chance to contribute and to be heard.

Presenters: **Greg Smolley**, Principal/Director, **Jim LaPosta**, Chief Architectural Officer, JCY Architecture

### Motivations and Barriers: Running and Serving on School Boards

Track: Timely Debate **Mosccone Convention Center, Room 103**

Hear the results of a comprehensive state study on the barriers and determiners for running and serving on the school board. Unique to this study are the differences between male and female board members' perceptions of their roles, relationships, and responsibilities while serving as board members.

Presenters: **Vicki VanTuyle**, Assistant Professor, Southern Illinois University Edwardsville, **Sandra Watkins**, Associate Professor, Western Illinois University, **Michael Bartlett**, Deputy Executive Director, Illinois Association of School Boards

SAT

8:30 AM - 9:45 AM, cont.

### Raising Student Achievement While Lowering Costs in Special Education: Practical Ideas that Really Work

Track: Continuous Improvement **Moscone Convention Center, Room 104**

Despite increased spending, special education student achievement continues to lag. In this session learn a 10-step process that was developed as a joint school board and superintendent effort to help a mid-sized district reduce special education spending while increasing student achievement (by 25%) and parent satisfaction. The 10-step process, which encompasses more than 75 specific strategies, represents tangible steps that all school districts can take and implement.

Presenter: **Nathan Levenson**, Managing Director, District and Community Partners

### There's No Such Thing As "Safe Sext": How to Protect from Cell Phone Misuse

Track: School Law **Moscone Convention Center, Room 301**

Over the last several years, school boards, administrators, and teachers across the United States have been shocked to discover nude photos of some of their teen students circulating on cell phones, email, and even social networking sites. With the average age of cell phone ownership now below 12, the problem of "sexting" is steadily creeping into middle and even elementary schools. "Sexting" poses serious social and legal risks not only for students, but for teachers, administrators, and school boards as well. Addressing this growing problem requires ongoing education and a coordinated response by school officials, parents, and law enforcement.

Presenter: **Frederick Lane**, Attorney & Author, Mathom Enterprises, LLC

### Touching Hearts, Educating Minds: Creating a School With Soul

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

The most vibrant schools all have one thing in common—they exhibit a dynamic culture that touches hearts, while also educating minds. This presentation looks at the 10-year history of **Deerfield Elementary School (MI)** and its impact on the surrounding community, as well as the "lessons-learned" and how inspired leadership can impact a community. Attendees will learn how research, theory, and collaboration can combine to develop a unique, student-centered culture that supports innovative educational programs.

Presenters: **Kelly Kacan**, Former Student, Deerfield Elementary School, **Richard Njus**, Principal, Deerfield Elementary School, Novi Community Schools, **Bobbie Murphy**, Board Member, Novi Community Schools, **George Kacan**, Principal, Fanning Howey

## NATIONAL AFFILIATE RURAL AND SMALL DISTRICT WORKSHOP

### Transforming the Drop-Out Factories

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

Unfortunately, the drop-out problem is not just an urban problem as it also impairs rural school districts' ability to successfully resolve their own drop-out issue. Statistics show that one in five schools with high drop-out rates is located in a rural area. Examine practical and proven strategies created specifically for rural schools to transform non-producing high schools into graduating high schools.

Presenter: **K. David Weidner**, President/Co-Founder, Capital City Technical Consulting Inc.

## NEW SCHOOL BOARD MEMBER WORKSHOP

### The Key Work of School Boards - An Overview

**Moscone Convention Center, Room 123-124**

The Key Work of School Boards framework provides school board members with tools and information for improving their leadership skills and raising student achievement. Learn about the eight Key Action Areas for school leaders and how to apply them to your own district.

Presenters: **Kitty Blumsack**, Director of Board Development, Maryland Association of Boards of Education, **Kanisha Jones**, Educational Services Director, National School Boards Association

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## SATURDAY SESSION DESCRIPTIONS

8:30 AM - 9:45 AM, cont.

### SHARE THE SUCCESS

#### Can You Hear Me Now? 101 Successful Ways To Stay Connected To Your Students, Staff, Parents and Community

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

Review the large variety of communication techniques that **Kearney Public Schools Board of Education (KY)** (enr. 5000) uses to stay connected. From no-cost parent groups and list serves to a \$19,000 phone messaging system, you'll take home numerous unique ideas that fit your schools' budget.

Presenters: KPS Board of Education

#### Evaluating the Superintendent AND the District: Converting a 'Personnel Action' into a Comprehensive, Transparent and Year-Round Accountability System

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

Separating the superintendent's performance from that of the district diminishes the effectiveness of superintendent evaluation by making it about personal characteristics and behaviors, unrelated to the educational bottom line. To become more effective, boards should remove the facade, open up the process, and evaluate the superintendent on results achieved for the district. Hear from **University Place (WA) School District** (enr. 5,300) how superintendent evaluation and board self-evaluation can be structured effectively for district success.

Presenters: **Rick Maloney**, Director, University Place School District and Director, Washington State School Directors' Association, **Patti Banks**, Superintendent, University Place School District

#### Overcoming Community Disconnect Throughout the Course of a School Bond Construction Program

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

This workshop will outline the strategy devised and implemented by **Sweetwater Union High School District (CA)** (enr. 74,000) to inform and engage all key segments of the community around multiple construction projects funded through Prop O, a \$644 million school bond measure approved in 2006. Panelists will discuss challenges that districts face in reaching out to the public and the tangible benefits of committing to inform and engage members of the community.

Presenters: **Jaime Ortiz**, Bond Program Manager, **Jesus Gandara**, Superintendent, **Arlic Ricasa**, President, Board of Trustees, **John McCann**, Member, Board of Trustees, Sweetwater Union High School District

#### Rural Gifted Students: Victims of Public Education

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

With 378,000 talented and gifted (TAG) students attending rural public schools, most are not included in the service discussions. As a result, rural gifted students have higher propensity for dropping out and self-destructive behavior than their non-TAG peers. This presentation presents a cost effective program that will improve the provision of educational services for rural school districts.

Presenter: **Don Kordosky**, Superintendent, Oakridge School District

#### Shooting for Success Still Ain't for Sissies: An Update on the Shift in Focus from Test Scores to Student Success

Track: Climate **Moscone Convention Center, Room 305**

Revisit the **Biloxi Public Schools (MS)** (enr. 4,808) initiative to move an already good district toward excellence, or hear about it for the first time. Two years' worth of common term assessment data in Achievement Series is driving decisions about the guaranteed curriculum, course syllabi (including kindergarten), and

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**8:30 AM - 9:45 AM, cont.**

instruction. Learn how to replicate the process. Hear advice, receive sample documents, and ask questions of the team guiding the reform process for the past 6 years.

Presenters: **Nancy Hunter**, Lead Teacher, **Paul Tisdale**, Superintendent, Biloxi Public Schools

**Teacher Evaluation: Linking Student Achievement and Teacher Performance**

Track: Accountability **Moscone Convention Center, Room 133**

**Pendergast Elementary School District (AZ)** (enr. 10,000) presents a research-based teacher evaluation system that provides specific feedback to improve instruction and positively impact student achievement. The Teacher Improvement of Instruction Evaluation System (T.I.I.E.S.) instrument defines five levels of proficiency with detailed descriptors and points assigned. The system, developed through a collaborative, interest-based process, is the foundation for teacher accountability and performance-based data. The instrument gives a measure (points) for every rubric which allows for comparative data and benchmarks for growth.

Presenters: **Ron Richards**, Superintendent, **Hilda Ortega-Rosaes**, President, Governing Board, **Dana Schwartz**, Administrator of Accountability and Curriculum, Pendergast Elementary School District, **Elizabeth Epley**, 3rd Grade Teacher, **Carrie Prielipp**, Principal, Sunset Ridge Elementary

**SPECIAL SESSION****Student Achievement - The Responsibilities and Accountabilities of Policy Makers**

**Moscone Convention Center, Room 134**

The role of local and state school board members in reviewing and monitoring the implementation of existing policies and practices related to student achievement outcomes will be discussed; along with the responsibilities for holding staff accountable for recommending new or revised policies that address the needs of underachieving students within available resources of time, personnel, funding, and space.

Presenter: **Dr. George J. McKenna, III**

**VENDOR EXPERT SESSIONS****Building Community One School at a Time**

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

Hear how the private sector partnered with a principal, South Carolina's secretary of education, congressional leaders, and other federal officials to go from refurbishing a 100-year old decrepit junior high school to securing community, state and federal support for building a replacement school. Participants will discuss the process of engaging stakeholders as well as building local support around a project when all sides speak a different language. Learn how improving school facilities positively impacts student achievement.

Presenter: **Darryl Rosser**, President/CEO, Sagus International

**Digital Literacy and Citizenship: A Whole School and Community Approach**

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

Learn how to approach digital citizenship programming that involves all stakeholders in your learning communities. In addition to learning how today's always-on media environment affects kids' social, ethical and physical development, participants will come away with practical strategies—based on Common Sense Media's digital citizenship curricular framework—for addressing these issues with educators, parents, and students in their schools and communities.

Presenter: **Rebecca Randall**, Vice President of Education Programs, Common Sense Media

SAT

# SATURDAY SESSION DESCRIPTIONS

8:30 AM - 9:45 AM, cont.

## When Harry Met Bella: Adventures in Podcasting

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

Join us to discover how using this technology in the classroom can be as easy as clicking a button. We'll explore creative applications of podcasting across the curriculum. Create a fun and educational script and record and publish your work. See how creating these audio broadcasts promotes student gains and fosters engagement. Perfect for beginners and those interested in learning more about podcasting. Free podcasting book and Clip Art Station subscription.

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

9:00 AM - 9:30 AM

## Conference Orientation

**Moscone Convention Center, Room 130**

Whether you're a first-time participant or a veteran, you'll appreciate these valuable tips on how to use the program book, find your way around, and make the most of your time. You'll come away with information on Conference activities and guidance for visiting the Exhibit Hall.

Presenter: **Patricia Scott**, Director, Human Resources, National School Boards Association

10:00 AM - 11:30 AM

## GENERAL SESSION

### The First General Session – Condoleezza Rice, Speaker

**Moscone Convention Center, Hall A/B**

#### Pre-Curtain Event:

Meet your NSBA Officers and Directors

#### Your Host this Morning:

**Earl C. Rickman, III**, President of the National School Boards Association and president, Mount Clemens Community (MI) School Board

#### A Word from Our Administrators:

**Edgar B. Hatrick, III**, President, American Association of School Administrators and Superintendent, Loudoun County (VA) Public Schools

#### Meet the Teacher of the Year

2010 National Teacher of the Year **Sarah Brown Wessling**

#### Executive Director's Report:

NSBA Executive Director **Anne L. Bryant** reports to the Conference

#### Musical Performance:

*Sponsored by NAMM Foundation*

The West African Drum and Dance Ensemble, Blythewood High School, Blythewood, SC, **Jonathan Burbank**, Director of World Music

#### The Major Address:

**Condoleezza Rice**, former secretary of state, professor, author, and education advocate



RICKMAN



HATRICK



WESSLING



BRYANT



RICE

SAT

11:30 AM - 1:30 PM

CUBE

**The New Urban School Climate**

Moscone Convention Center, Room 200-212

Five years ago, CUBE launched the largest study of urban school climate in the history of public education. In 2010, the NSBA Board of Directors endorsed another study which included urban, suburban, and rural schools. This presentation provides the results of that study, with particular emphasis on urban schools, and the implications for urban school board members.

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

This session is open to all NSBA Annual Conference attendees



PERKINS

11:30 AM - 4:00 PM (11:30 AM-1:30 PM; 2:45 PM-3:45 PM Exclusive Hours)

**Exhibit Hall and School of Architecture Open**

Moscone Convention Center, North Hall D

12:00 PM - 5:00 PM

SITE VISIT

**An Insider's Look at the U.S. Coast Guard: Lunch and Visit to Air Station San Francisco**

Track: Technology

**Lunch and Speaker 12:00 PM - 1:45 PM, Luncheon at Marriott Marquis, Foothill F, Atrium Level. Bus departs from San Francisco Marriott Marquis, Mission Street at 2:15 pm**

**Gary Hoachlander**, President of ConnectED will frame the afternoon's focus on the school reform strategies that can be implemented to ensure students are "career-ready" during his luncheon remarks. Afterwards, we will board the bus for a visit to see how technology is transforming the work of the U.S. Coast Guard at Air Station San Francisco, home base to 110 crew members who support over 2,500 sorties annually. Visit highlights include demos of flight gear, an opportunity to interact with aircrew, and an up close look at the MH-65C "Dolphin" helicopter.

*Hosted by NSBA's Technology Leadership Network.*

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

12:30 PM - 2:00 PM

SPECIAL EVENTS

**Best Practices for School Leaders Luncheon**

*Sponsored by Sodexo*

San Francisco Marriott Marquis, Salon 7

**Hungry for new ideas?** Searching for reforms that will work for your district? Come network with your colleagues and discover practical solutions to problems facing districts just like yours at this facilitated luncheon. Learn about dropout prevention, closing the achievement gap, helping students in poverty, engaging parents, and much more from the district winners of the 2011 Magna Best Practices Awards.

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

**National Caucus of the American Indian/Alaska Native (AIAN)**

**School Board Members Luncheon**

San Francisco Marriott Marquis, Salon 4-6

Former television anchorwoman/reporter, author, and credentialed teacher **Cheewa James** emphasizes that role modeling is the most powerful form of communication in developing relationships. Born on Oregon's Klamath Indian Reservation and enrolled with the Modoc Tribe of Oklahoma, James often uses Native American thinking to illustrate a point and



JAMES



12:30 PM - 2:00 PM, cont.

creates a feel for diversity in a very subtle way. Her latest book, *MODOC: The Tribe That Wouldn't Die*, is the phenomenal story of her own tribe.

Presiding: **Shelly Yarbrough**, Chair, National Caucus of American Indian/Alaska Native School Board Members

This ticketed event is open to all Conference Registrants. Tickets must be purchased in advance. Ms. James will sign books after the luncheon. Books will be available for purchase at the hotel.

## National Networks Luncheon (Federal Relations Network and National Affiliate Advocacy Network)

Track: Collaboration **San Francisco Marriott Marquis, Salon 1-3**

Hear the latest education legislative update from a Congressional speaker.

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

1:30 PM - 2:45 PM

## 21ST CENTURY LEARNING

### Developing a Global School District Strategy: How to Rise to the Challenge

Track: Timely Debate **Moscone Convention Center, Room 306**

The **Cumberland County Schools (NC)** (enr. 53,162) has embarked upon a mission to become a Global School District by implementing sustainable opportunities to develop a globally aware and economically competitive workforce with essential 21st century global literacy skills. The three core elements of a successful Global School District are 1) district-wide commitment, 2) structured oversight, and 3) effective and sustainable school-based program models. Participants will gain a greater understanding of the importance of providing students access to an international education program, and how to address the three core elements while serving a diverse, high-need student population.

Presenter: **Allison Violette**, Associate Superintendent, Cumberland County Schools

### Transforming Teaching and Learning Through Technology...Meeting the Needs of 21st Century Learners

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

Appropriate, effective technology tools for learning are critical for the success of 21st century students. District leaders must know how to address the instructional needs of the current generation, which are very different from previous generations. Learn how **Klein Independent School District** in Texas (enr. 46,000) uses technology to engage its students in learning and prepares them to thrive in today's global, digital society through its Technology Baseline Standard Initiative and the One-to-One student laptop program.

Presenter: **Ann McMullan**, Executive Director Educational Technology, Klein Independent School District

## 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.

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

To be repeated Monday, 12:15pm - 1:30pm

1:30 PM - 2:45 PM, cont.

**FOCUS ON EDUCATION LECTURE**

**Focus on...Learner-Centered Education:**

**2010 National Teacher of the Year Sarah Brown Wessling**

**Moscone Convention Center, Room 134**



WESSLING

**Sarah Brown Wessling**, 2010 National Teacher of the Year, will speak about her belief in “Learner-Centered Education.” Find out how her commitment to strong pre-service education, classroom mentoring, and the need to connect with her students at Johnston High School in Johnston, Iowa, has helped so many succeed.

*NSBA congratulates Sarah Brown Wessling, the 60th National Teacher of the Year, and thanks her for her outstanding commitment to equity for all children.*

**HEALTH & WELLNESS PROGRAMMING**

**Data Driven School Health: Linking Health and Learning in the School Improvement Planning Process**

**Track: Continuous Improvement Moscone Convention Center, Room 270-272**

Hear from school leaders who have integrated health data into school improvement planning in their districts while participating in the Alliance for a Healthier Generation Healthy Schools Program. Participants will learn how the Healthy Schools Program enabled districts to measure implementation of their wellness policies and the impact on student health and learning, discuss barriers and solutions to integrating health into the school improvement process, and learn to articulate the connections between nutrition and physical activity policies, health, and learning.

Presenter: **Lori Stern**, Policy Implementation Advisor, Alliance for a Healthier Generation

**MEET THE EXPERTS**

**Creating a Collaborative Culture to Improve Student Achievement in the District**

**Track: Collaboration Moscone Convention Center, Room 305**

Discover how to create and sustain a culture of teamwork, dialogue, and district leadership to improve the quality of the daily decisions impacting achievement, relationships, culture, and climate. Presenters will share the system and culture they provided to support on-going collaboration. By creating a collaborative culture, participants will learn the specific actions necessary for strengthening the link between board policy, professional learning, and student achievement.

Presenters: **Lisle Gates**, Professional Development Associate, **David Nagel**, Professional Development Associate, The Leadership and Learning Center

**Defending Your Honor: Strengthen Public Confidence One Conversation at a Time**

**Track: Community Engagement Moscone Convention Center, Room 104**

Critics, malcontents, and self-proclaimed “transformers” have hijacked the debate about public education, casting wide-spread accusations of failure to promote their agendas. Board members are wondering if their efforts make a difference. What can one do? What can your district do? Due to lack of awareness, or a simple lack of interest, board members sit idly by while their core passion (public education) is defamed. This workshop inspires individual action, offering practical strategies for leading a more productive conversation about public education.

Presenters: **Scott Milder**, Co-Founder, Friends of Texas Public Schools, **Amber Fulton**, Board Secretary, Lewisville Independent School District



# SATURDAY SESSION DESCRIPTIONS

1:30 PM - 2:45 PM, cont.

## Education Foundations: 7 Philanthropy Lifeline Lessons from 3,000 districts, Hundreds of Thousands of Donors, and \$500 Million

Track: Community Engagement **Moscone Convention Center, Room 125**

School districts have a great ally in philanthropy, but special attention is needed to do this right. This preview of a national research study shares the lessons we've found across the country in district education foundations. This session promises to be fact-filled, high paced, interactive, and a bit of fun. Learn how to help your district's philanthropy thrive and how to benchmark your efforts.

Presenters: **Milli Christner**, Foundation Consultant, Foundation Innovation, LLC, **J.J. Baskin**, President & Founder, Education Capital

## Investment Policy 101

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

School districts across the country have experienced multi-million dollar losses resulting from well-intentioned, but poorly understood, investment decisions. While some board members may be very knowledgeable regarding money matters, many are not. A comprehensive policy provides guidance that will ensure a heightened awareness of potential risks when evaluating investment opportunities as well as set the level of risk the board is willing to accept. Explore recent examples of investment risks that school districts encounter in today's financial environment and discover why a well-structured investment policy is the first line of defense in preventing financial catastrophe.

Presenter: **Charles Trainor**, Certified Internal Auditor CIA, Certified Fraud Examiner CFE, Management Audit Consultants, Inc.

## Navigating the Landmines of Technology Misuse: Legal Context and Policy Approach

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

The consequences of technology misuse have been devastating to students and school staff across the country, leading, in some instances, to suicide, disrupted lives and numerous legal entanglements. This interactive workshop will examine the legal and policy context of technology and our schools. Presenters will examine the current legal landscape by reviewing applicable laws and recent court cases which illuminate the issue, as well as explore the board's role in shaping policy to address the range of issues presented by these emerging technologies - from cyber-bullying to cheating.

Presenters: **Linda Bakst**, Deputy Director, Policy Services, **Jay Worona**, Policy Services, New York State School Boards Association

## Preparing Students for Graduation and Beyond

Track: Continuous Improvement **Moscone Convention Center, Room 250-262**

Preparing all students for college and the workforce has come to the forefront of education discussions in recent years. The Center for Public Education's senior policy analyst Jim Hull will take you through what schools can do to keep students on-track to graduate as well as demonstrate what knowledge and skills students need for life after high school in the 21st century.

Presenter: **Jim Hull**, Senior Policy Analyst, Center for Public Education, National School Boards Association

## The Nuts and Bolts of Aligning Service-Learning with Content Standards

Track: Alignment **Moscone Convention Center, Room 133**

High quality service-learning leads to increased academic and civic student performance, but requires explicit alignment with content standards and grade level expectations. Experienced service-learning practitioners and administrators share the step-by-step process for ensuring service-learning projects are aligned with content standards and are of high quality. Participants depart knowing the difference between community service and service-learning, with the tools to design and implement high quality service-learning projects in their schools, and understanding the policy support school board members can provide.

Presenter: **Lisa Guilfoile**, Project Lead, Education Commission of the States, **Lori Gonzalez**, Principal, **Maria Petropolis**, Teacher, Sutter Middle School

SAT

1:30 PM - 2:45 PM, cont.

### Too Many Students Earning Grades of D or F in Math?

Track: Standards & Assessment **Moscone Convention Center, Room 130**

Learn highly effective and practical instructional strategies and specific content strategies that district administrators can readily adopt and recommend to school administrators and classroom teachers to increase student participation and performance. Bill Hanlon brings his knowledge, experience and insight in working with struggling students and shares his strategies to organize their learning by connecting instruction, student notes, homework, test preparation, and assessments. He also stresses the necessity of teachers connecting with students – how student teacher relationships impact student achievement.

Presenter: **Bill Hanlon**, Director, Nevada Professional Development Program

### NEW SCHOOL BOARD MEMBER WORKSHOP

#### Data-Driven Decision Making

Track: Continuous Improvement **Moscone Convention Center, Room 123-124**

Find out how your board can use data to effectively meet assessment and accountability challenges associated with No Child Left Behind. Learn the most useful formats for NCLB data requirements, and the newest information tools and methodologies being used by school districts, including data warehousing and business intelligence tools.

Presenter: **Kathy Gemberling**, Project Director, Measures for Good Schools Project, National School Boards Association

### SHARE THE SUCCESS

#### A Proactive Facilitated Approach to Rezoning: How To Move the Community Towards Ownership of Rezoning Recommendations

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

**Katy Independent School District** (enr. 58,500), a large, fast growth suburban district abandoned the traditional but contentious open forum, open microphone format of community feedback and opted for a strategy that proactively engaged the community. The multi-phase approach included: several public workshops with structured and actionable input from small working groups; individual inputs provided on line or from the workshops; full transparency with all comments published on a public website; district responses to the issues presented by the public made available to the public and press; and an internet campaign that allowed the district's message to go viral through internet communities.

Presenters: **Thomas Gunnell**, Chief Operations Officer, **Alton Frailey**, Superintendent, **Rebecca Fox**, Board of Trustees, Vice President, **Sharon Boutwell**, Asst. Supt. for Leadership & Org. Develop., Katy Independent School District

#### Developing Accountability Systems that Ensure English Learners Succeed

Track: Accountability **Moscone Convention Center, Room 274-276**

Examine how the **Chula Vista (CA) Elementary School District** (enr. 27,530) school level systems have resulted in impressive student performance. Achievement through accountability, skilled leadership, and purposeful standards-based instruction will be the focus of discussion. Engagement, learning, and accountability for student results will be featured as key characteristics of the district's systemic effort to ensure student success. Specific programs and initiatives will be shared including Gradual Release of Responsibility Instructional Model, Imagine Learning English Computer-based program, and the use of data-driven teaching and learning.

Presenters: **Emma Sanchez**, Executive Director, Language Acquisition and Development, **Jeffrey Thiel**, Executive Director, Instruction and School Operations, **Alex Cortes**, Principal, **Lisa Parker**, Principal, Chula Vista Elementary School District

SAT

1:30 PM - 2:45 PM, cont.

## Ethics and Accountability through Board Policies

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

An effective School Board governs its school district, provides oversight of district operations, and sets standards for ethical behavior and accountable performance of its staff, through its board policies. See how the **Cleveland (OH) Municipal School District** (enr. 47,000) developed, adopted and oversaw the implementation of policies focused on ethics and accountability.

Presenters: **Harvey Hopson**, **Kevin Burtzlaff**, Board Attorney, **Denise Link**, Board Chair, **Natalie Peterson**, Board Member, **Louise Dempsey**, Board Vice Chair, Cleveland Municipal School District

## Professional Learning Communities At Work Increasing Student Achievement

Track: Continuous Improvement **Moscone Convention Center, Room 132**

Are you interested in achieving district wide gains in student achievement? Do you want to move your district or schools out of Title I School Improvement? Listen as the **Cartwright SD #83 (AZ)** (enr. 17,765) chronicles the journey to implement a Professional Learning Community. You will gain valuable insights as to how you can move your district forward through policy development, data analysis, and collaboration.

Presenters: **Cindy Segotte-Jones**, Asst. Superintendent of Educational Services, **Jacob Chavez**, Interim Superintendent, **Patricia Lopez**, Director of Teaching and Learning, **Shelby Jasmer**, Director of School Improvement, Cartwright School District #83, **Sharon Kramer**, Solution Tree Consultant

## Scholarships for All Graduates! A Foundation of Success

Track: Collaboration **Moscone Convention Center, Room 232-234**

Hear how the **Mitchell (SD) School District** (enr. 2,482), provides scholarships for every graduate of the public and parochial high schools going onto post-secondary study. The presenter will share the Mitchell Community Scholarship Fund's goals, structure, and results and affirm the belief that every student should have access to higher education regardless of academics, finance, or area of study. Learn how collaboration between the schools, city government and educational and business partners made this possible.

Presenter: **Neil Putnam**, Board Member/ Association President, Mitchell School District/ASBSD

## Student Achievement and Teacher Appraisals: Lessons Learned from Implementation

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

Examine the steps taken by the **Evanston/Skokie (IL) CC School District 65** (enr. 7,000) to develop and implement a professional appraisal system that links teacher ratings and merit pay to student achievement. Learn what can be done when the district and education stakeholders (teachers, principals and administrators) are part of the development—from conception to execution

Presenters: **Hardy Murphy**, Superintendent of Schools, **Andrew Pigozzi**, Board Member, **Patricia Markham**, Communications Director, **Keith Terry**, Board President, **Jerome Summers**, Board Vice President, Evanston/Skokie CC School District 65

## Tearing Down the Silos: Cross-Functional Action Teams to the Rescue

Track: Continuous Improvement **Moscone Convention Center, Room 301**

Cross-Functional Action Teams (XFATs) provide **Fulton County Schools (GA)** (enr. 91,719) a vehicle to streamline the processes that support local schools and increase student achievement. Process Management is critical to the systemic approach to better productivity and improved results. Collaboration with cross-divisional process owners enables XFATs to determine the key processes, which may lie in silos within the organization.

Presenters: **Katie Reeves**, Board Member, **Cindy Loe**, Superintendent, **Linda Bryant**, Board Member, Fulton County Schools

SAT

1:30 PM - 2:45 PM, cont.

### Using a Data-Driven Model to Successfully Pass a General Fund Referendum: Proven Strategies to Gain School Community Support

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

Hear how the **West Lafayette Community School Corporation (IN)** (enr. 2,180), using a political strategy team of experts, with assistance from Purdue University professors, successfully implemented a data-driven process to educate, track, and get voters to the polls. Rather than leaving the vote to chance, the Board created a Political Action Committee (PAC) comprised of experts in various fields including political campaigns, public relations, fundraising, and get-out-the-vote strategies to help ensure a successful outcome, without using taxpayer dollars.

Presenters: **Rocky Killion**, Superintendent, **Dianne Sautter**, Board Member, **Alan Karpick**, Board President, **Karen Springer**, Board Vice President, **Brian Bittner**, Board Member, **Brad Marley**, Board Member, West Lafayette Community School Corporation

### VENDOR EXPERT SESSIONS

#### Hands on with Special Education Software

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

Join us for a hands-on exploration of software for special education and inclusive teaching. Investigate a switch-adapted reading series, as well as a reading program for students on the autism spectrum and visual learners. Play games to develop targeting, tracking, and timing skills. Discuss how each tool can make a big difference in achievement and how advanced teacher controls support IEPs and RTI. Free software (worth \$70) for every attendee, plus a subscription to [www.elementaryzone.com](http://www.elementaryzone.com).

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

#### LAUSD's Professional Development Vision; Special Education Training for Charter School Educators

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

As federal, state, and local leaders continue to promote charter schools as an option for advancing public education innovation, more district and county office trustees are being presented with charter petitions for review and consideration. Learn the steps to add special education training to a charter petition or operating MOU before final authorization and agreement with the charter school. Learn how special education "Soup to Nuts" professional development programs were created for and delivered to the LAUSD-authorized charter schools.

Presenters: **Jan E. Tomsky**, Partner, **Shawn Olson Brown**, Senior Associate, Fagen, Friedman & Fulfroost, **Terilyn Finders**, former school board member

#### Launching a Mobile Learning Program: What Every School Administrator Should Know

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

##### Sponsored by AT & T

Technology gives today's students instant access to information at home and on the go. But, what about their classroom experience? Some forward thinking districts have realized that technology is a key ingredient in driving student engagement and learning outcomes, and they are embracing new learning programs that feature small, mobile devices. This session features the stories of many such districts that have embraced such technology, including findings and funding initiatives.

Presenter: **Linda Uhrenholt**, AT&T Industry Solutions Practice Manager, Education

SAT

1:30 PM - 3:00 PM

## NATIONAL AFFILIATE/TECHNOLOGY LEADERSHIP NETWORK SESSION

### TEDx TLN An Independently Organized TED Event: Adaptable Education Models, A Fresh Approach

Track: Timely Debate **Mosccone Convention Center, Room 120**



In this session, you'll see examples of how innovation in education has helped turn failing schools into successful ones. In association with TED: Ideas Worth Spreading, NSBA's Technology Leadership Network provides messages from visionary leaders and from two of today's innovative education technology leaders. Join us and see the possibilities.

*In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. This independent TEDx event is operated under license from TED.*

Facilitator: **K. David Weidner**, President/Co-Founder, Capital City Technical Consulting Inc.

SAT

2:00 PM - 4:00 PM

## CUBE

### CUBE Annual Issues Forum: Improving School Climate and Reducing Bullying and Violence: Creating Safer Schools from the Inside-Out

**Mosccone Convention Center, Room 200-212**

Bullying, harassment, cyber-bullying and violence are becoming more damaging, harder to identify and more acceptable at younger ages in youth culture. These issues negatively affect school climate, adversely impact academic performance and cost districts significant amounts of money and time. This presentation will showcase recent research and field experience that demonstrate the benefits of adopting school climate as a guiding principle for building safe and high-performing schools. You'll examine proven and best-practice prevention and intervention approaches, programs and models that reduce bullying, improve school climate and boost academic performance.

Presenter: **Rick Phillips**, Executive Director, Community Matters

This session is open to all NSBA Annual Conference attendees

2:15 PM - 3:15 PM

## SPECIAL EVENT

### NSBA's Pre-K Legislative Committee Meeting

Track: Collaboration **San Francisco Marriott Marquis, Nob Hill C**

Hear the latest on Pre-K issues.

Presenters: **Lucy Gettman**, Director of Federal Programs, **Katherine Shek**, Legislative Analyst; **Kathleen Branch**, Director of Advocacy Services, **Patte Barth**, Director, Center for Public Education, National School Boards Association

3:30 PM - 4:30 PM

## SPECIAL EVENT

### NSBA's Teacher and Principal Effectiveness Legislative Meeting

Track: Collaboration **San Francisco Marriott Marquis, Nob Hill C**

Hear the latest on teacher and principal effectiveness issues.

Presenters: **Lucy Gettman**, Director of Federal Programs, **Katherine Shek**, Legislative Analyst, **Patte Barth**, Director, Center for Public Education, National School Boards Association

3:30 PM - 5:00 PM

**CAUCUS****National Black Caucus Elections & Business Meeting****Moscone Convention Center, Room 236-238**

Elections will take place from 3:30 - 4:30 p.m., followed by the business meeting from 4:30 - 5:00 p.m.

**National Hispanic Caucus of School Board Members General Session  
Parental and Family Engagement: A Key Ingredient for Latino Student Success****Moscone Convention Center, Room 232-234**

Research shows that parental and family engagement is a key ingredient for impacting student achievement. Commonly reported obstacles to parental engagement include linguistic barriers, lack of communication from schools, and an unwelcoming school environment. This session will explore ways educational leaders can actively engage Latino parents and families in thoughtful and meaningful ways to support parent leadership and stronger partnerships between schools and families.

Presiding: **Kevin Carbó**, Chair, National Hispanic Caucus of School Boards Members, National School Boards Association**STATE ASSOCIATION MEETING****National Affiliation of Superintendent Searchers Meeting (Group Members Only)****Moscone Convention Center, Room 228-230**Moderator: **Eliza Holcomb**, Search Director, Connecticut Association of Boards of Education

3:45 PM - 5:00 PM

**21ST CENTURY LEARNING****College and Career Ready: Integrating 21st Century Skills**Track: Continuous Improvement **Moscone Convention Center, Room 306**

America's children need 21st century knowledge and skills to become effective citizens, workers and leaders. In order to prepare our students, successful schools must align curriculum and classroom learning experiences with real world environments by integrating 21st century skills. Learn how **East Syracuse Minoa Central (NY) School District** (enr. 3,800) is positioning itself to meet this challenge through the integration of 21st Century Skills in its five year strategic plan.

Presenters: **Donna DeSiato**, Superintendent, **Judy Morgan**, Executive Director of Curriculum & Instruction, East Syracuse Minoa Central School District**What Do 21st Century Skills Look Like in the Classroom?**Track: Timely Debate **Moscone Convention Center, Room 304**

Ken Kay, former president of the Partnership for 21st Century Skills, and Kathy Hurley, past chair of P21, will build on their very popular 2010 NSBA interactive video session. Using video, Ken and Kathy will show 21st century skills classroom practice and invite an interactive discussion with participants. They will highlight examples from West Virginia's Teach 21 program as well as the Pearson Education Foundation video series. Join us for this lively discussion of what 21st century education looks like in practice.

Presenters: **Ken Kay**, CEO, EdLeader21, **Kathy Hurley**, Sr. VP of Strategic Solutions & Partnerships, Pearson Education**FEDERAL ADVOCACY SESSIONS****Building a Network of Education Activists in Your Community**Track: Community Engagement **Moscone Convention Center, Room 103**

Learn from the NSBA advocacy staff how to create a strong network and build coalitions in your community to support advocacy initiatives for public education. By involving the larger community and other organizations, school boards can create a larger presence at both the federal and state levels to influence public education legislation.

Presenters: **Kathleen Branch**, Director, National Advocacy Services, **Deborah Rigsby**, Director, Federal Legislation, National School Boards Association

SAT

# SATURDAY SESSION DESCRIPTIONS

3:45 PM - 5:00 PM, cont.

## MEET THE EXPERTS

### **Business/Education Partnerships 101: The Why and How of Engaging the Business Community in Education**

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

School board members today are faced with a dual challenge: improving student outcomes while dealing with the effects of flat or declining funding. Enlisting the help of the community – particularly the business community – can help with both challenges. In this session, school board members will learn about the many ways in which businesses are helping schools and districts across the country, and how to engage them in public education. This interactive session will place a heavy emphasis on concrete examples and case studies, providing attendees with practical ideas and strategies they can immediately apply in their own markets.

Presenter: **Brett Pawlowski**, President, DeHavilland Associates

SAT

### **Chartering a Clear Course: How Are You Doing When It Comes to Charter School Authorizing?**

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

Over the last two years the National Association of Charter School Authorizers (NACSA) has worked with a dozen charter school authorizers nationally as it developed and implemented a process for evaluating and authorizing practices. In this session, participants will learn how NACSA conducts these formative evaluations and the kinds of specific evaluation recommendations that help school boards improve their authorizing practices. Participants will complete a brief self-evaluation of their districts' current chartering practices.

Presenter: **William Haft**, Vice President for Authorizer Development, National Association of Charter School Authorizers

### **Facebook for Board Members: Getting By With a Little Help From Your Friends**

Track: Continuous Improvement **Moscone Convention Center, Room 302**

In the age of instant and wide-reaching communication, how do board members navigate the world of the most popular and fastest growing social media outlet? Staff members who want to 'friend' and fellow board members who post questionable status updates present challenges both practically and legally. This session will feature a 'point-counterpoint' style, often humorous and always informative, with concrete examples of how board members can steer clear of Facebook pitfalls.

Presenters: **Sandi Barry**, Publications Specialist, **Stephen Bounds**, Director of Legal & Policy Services, Maryland Association of Boards of Education

### **Know When to Hold 'Em; Know When to Fold 'Em: How Long Should a Board Member Stay on a Board?**

Track: Continuous Improvement **Moscone Convention Center, Room 250-262**

How do you know when enough is enough? Explore the optimal length of time you should stay on your school board. Learn what the research indicates about longevity and student achievement. Discover a self-assessment tool for determining this vital decision. Consider an appropriate exit strategy to help leave your district in the best possible situation.

Presenter: **Phil Gore**, Director, Leadership Development Services, Washington State School Directors' Association

### **Policy Pitfalls: Ten Traps to Avoid in Policymaking**

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

The local board of education is the only entity in our American public school system that can make policy for its district. However, too often boards do not engage fully in this work. This presentation will focus on how to truly "govern by policy". We will discuss common mistakes boards make with respect to policy, and offer a way to turn each "pitfall" into a "plus."

Presenters: **Laurel DiPrima**, Policy Consultant, **Nancy Bohl**, Policy Consultant, Illinois Association of School Boards

3:45 PM - 5:00 PM, cont.

### Spotting Detours: Staying on Track to Address Race in Schools

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

As board members and school leaders work to challenge the status quo, educators of all ethnicities need to be able to identify the attitudes and behaviors that shift discourse and stymie action. This session will identify common “detours” that are wrong turns into guilt, denial, and defensiveness. Strategies for identifying “off track” behavior, understanding the underlying meaning and consequences of mind-sets and actions that work against addressing issues of equity and race in schools will be explored.

Presenter: **Julie McCann**, Innovation Advocates Consulting

### Superintendent and Board Evaluation Made Simple

Track: Accountability **Moscone Convention Center, Room 303**

Is evaluation one of those topics that make your school board members squirm and superintendent cringe? Would you like to have an easy-to-understand but flexible process to guide them on the way? Using practical guidelines, learn how to use a flexible three-part superintendent evaluation process including professional standards, goals, and 360 degree evaluation. A coordinated board evaluation process and document completes the cycle. You will be amazed how simple and effective this challenge can be.

Presenter: **Betsy Miller-Jones**, Associate Director, Oregon School Boards Association

### What School Board Members Need to Know About Special Education Law

Track: School Law **Moscone Convention Center, Room 308**

Understand the basics of federal law pertaining to special education and what school board members can do to work effectively within that framework. Learn how special education law evolved from the 1960s to today; what school board members can do to ensure legal compliance; and what board members can do to reduce the risk and cost of legal expenses.

Presenter: **Jim Walsh**, Attorney at Law, Walsh, Anderson, Brown, Gallegos & Green, P.C.

### Why Try? Overcoming Poverty, Violence and Failure

Track: Climate **Moscone Convention Center, Room 222-226**

This presentation will provide tools to help youth answer the question, “Why try in life?” Christian Moore will walk through several practical methods to teach emotional intelligence and important life skills such as: anger management, problem solving, overcoming peer pressure, keeping laws and rules, building support systems, and having a vision of the future. This workshop will emphasize a strength-based approach to helping youth overcome their challenges using “multiple intelligence” methods that emphasize the youths’ learning styles, including visual analogies (pictures), music, and hands-on activities, to teach youth in ways that they will understand and remember.

Presenter: **Christian Moore**, Founder, The WhyTry Organization

## NATIONAL AFFILIATE SPECIAL SESSION

### What Lies Beneath: Uncovering Waste in District Operations

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

Are you looking for ways to save your school district money? Reducing waste is common sense, but not yet common practice. Jack Grayson, CEO of the American Productivity and Quality Center (APQC), the Houston-based non-profit that created the Baldrige Award, will provide a roadmap for finding new funding resources through instituting Process and Performance Management (PPM) in district operations. You’ll learn how waste reduction can be your main source of increased resources in the years to come and take home concrete steps to begin PPM in your district.

Presenter: **Jack Grayson**, CEO and Founder, American Productivity and Quality Center

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# SATURDAY SESSION DESCRIPTIONS

3:45 PM - 5:00 PM, cont.

## NEW SCHOOL BOARD MEMBER WORKSHOP

### Basic Parliamentary Procedure for NEW Board Members

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

A lot can happen (and happen very quickly) during a school board meeting that can prevent you from obtaining your desired outcomes. A basic understanding of Robert's Rules of Order for your meetings is a critical tool for every new school board member.

Presenter: **Paul Krohne**, Executive Director, South Carolina School Boards Association

## SHARE THE SUCCESS

### 6, 8, 15: How Many Choices are Enough? Serving Up Customer Service in the Food Service Program

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

See how school culture is impacted through the food service program. Participants will learn how **Mason County (KY) Schools** (enr. 2,800) changed its food service program. Discuss the importance of choice and presentation of food, as well as changes made using student input. Innovative ideas will be shared, including the change process, expectations related to service, as well as the quality of food, and the outcomes associated with asking our customers for ideas.

Presenters: **Kelly Middleton**, Associate Superintendent, **Elizabeth Pettit**, Assistant Superintendent, Mason County Schools

### Engagement Strategies that Lead to Bond Issue and Referendum Success

Track: Community Engagement **Moscone Convention Center, Room 309**

Multiple levy failures, the poor economy, recent staff layoffs—there couldn't have been a worse time to pass a large bond issue for school construction. Yet three years later, **Huber Heights City Schools (OH)** (enr. 6,500) is in the middle of a \$120 million construction effort after receiving overwhelming community support. Learn effective strategies for mobilizing the community, creating an honest and transparent planning process and bond campaign, and turn voters into advocates for new schools.

Presenters: **William Kirby**, Superintendent, **Susan Gunnell**, Assistant Superintendent of Administrative Service, **Joseph Ellis**, Board President, Huber Heights City Schools, **Joseph DeLuca**, Client Liaison, Fanning/Howey Associates, Inc.

### Getting to 24: Ensuring Every Student is Ready for College

Track: Standards & Assessment **Moscone Convention Center, Room 301**

A 24 on the ACT gives students options—options to choose a Tier 1 college, options to choose multiple life paths. Our goal for **Boone County (KY) Schools** (enr. 19,500) students is to provide the education necessary so that all students reach a 24. We're accomplishing this by viable curriculum based on the new common core standards, incorporating 21st century skills throughout instruction, and focusing on college readiness from the time students enter kindergarten. This work has transformed our community's definition of success and has resulted in greater achievement for students.

Presenters: **Karen Cheser**, Assistant Superintendent, **Randy Poe**, Superintendent, **Bonnie Rickert**, Board Member, Boone County Schools

### The ACT Middle School Program

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

We know the importance of preparing students for the ACT is instrumental as students prepare for college. But how do you integrate the ACT Preparation Program into your regular school day? **Gadsden Elementary (AZ) School District #32** (enr. 5,008) will discuss how their program works, how students obtain scholarships, and the successful results will be shared.

Presenters: **Jesus Arrizon**, Teacher, Southwest Junior High School, **Olivia Zepeda**, Assistant Superintendent, **Homero Chavez**, Counselor/ACT Program Coordinator, Gadsden Elementary School District #32

SAT

3:45 PM - 5:00 PM, cont.

### SPECIAL SESSIONS

#### From Sanctions to Success: A District's Journey

Track: Continuous Improvement **Moscone Convention Center, Room 104**

A remarkable journey—moving from the most severe level of state/federal sanctions to making AYP in over half its schools in less than two years – how did they do it? Learn how partnerships with the state department of education and a local university were used to reach ambitious goals for student achievement and the retention of high-quality staff through building capacity in leadership, instruction, and relationships.

Presenter: **William Parrett**, Director, Center for School Improvement, **Kathleen Budge**, Coordinator, Leadership Development Program, **Lisa Kinniman**, Director of Statewide School Improvement Programs, Boise State University, **Roger Quarles**, Superintendent, Caldwell School District

#### The Power of One

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

This is a high-energy, motivational, multimedia education presentation that is research-driven and reality-based to facilitate learning about the power of one. The program is filled with “tips from the trenches” to help build relationships, partnerships, and leadership to create safe and healthy schools and communities where students can learn more and live better. Change is inevitable, growth is optional. You have the Power of One to change the future. Let's start today!

Presenter: **Stephen R. Sroka**, President, Health Education Consultants, Adjunct Assistant Professor, School of Medicine, Case Western Reserve University

#### Board Meeting and Administration Center Security and Preparedness Strategies

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

School boards and administrators across the nation are reevaluating security and emergency preparedness measures for central offices, administration support sites, and board meetings following the December 2010 shooting at a Florida school board meeting. School central offices handle a number of higher-risk situations including employee discipline and termination hearings, expulsion hearings, politically and emotionally charged board meetings, etc. This session will focus on risk reduction measures, security and emergency preparedness practices, and reasonable steps for better safeguarding administration centers, board meetings, board members and high level administrators, high-risk activities at central offices, and security at other support sites.

Presenter: **Kenneth S. Trump**, President, National School Safety and Security Services

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

### VENDOR EXPERT SESSIONS

#### Engaged Teachers + Engaged Students = Student Achievement: Creating Successful School Climates

Track: Climate **Moscone Convention Center, Room 130**

Want to decrease the dropout rate and increase student performance on accountability tests? The missing link may be engagement. Common sense says that schools with engaged teachers and engaged students produce higher student achievement. Now we have the data to support this and the means to efficiently measure and improve engagement in our schools. Gain an understanding of the research and get insights into what teachers and students need in our schools to perform at higher levels.

Presenter: **Gary Gordon**, Strategic Consultant, Gallup, Inc.

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3:45 PM - 5:00 PM, cont.

## Stretching The District Transportation Dollar

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

Learn about problems associated with prolonged idling of school buses such as wasted fuel, increased maintenance costs, and air pollution, a major cause of asthma in children. Resources on air quality, trends in idling laws, and alternatives to idling the buses for heat and defrost will be discussed. Information will be shared about where schools can obtain grant funds and free materials to start idle reduction campaigns involving children, parents, teachers, and bus drivers.

Presenter: **Paula Bishop**, Manager Transportation/Environmental Affairs, Espar Heater Systems

## Using Evidence-Based Assessment to Engage Students and Foster Learning

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

Join us to explore MAPS, a flexible solution for online assessment that offers students an environment to “show what they know” and demonstrate their learning processes. MAPS combines online and offline collaboration and evidence capture tools. See how easy it can be to create an environment that builds peer collaboration skills, where educators assess electronic work without printing or changing the work itself. Attendees receive a free two-month subscription to MAPS and Clip Art Station.

Presenters: **Kendra Ericson**, Director of Educational Services, **John Huth**, Special Needs Consultant, Tool Factory

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4:00 PM - 5:00 PM

## CUBE

### CUBE Steering Committee Meeting

**Moscone Convention Center, Room 200-212**

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9:00 PM - 12:00 AM

## SPECIAL EVENT

### Joint Caucuses Reception

**San Francisco Marriott Marquis, Salon 9**

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

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