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EDUCATION



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MARCH 2-4, 2017 • NEW ORLEANS, LA • [www.aasa.org/nce](http://www.aasa.org/nce)

**YOUR GUIDE TO AASA'S NATIONAL  
CONFERENCE ON EDUCATION**

Presented by:



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## PRESIDENT'S WELCOME LETTER



Welcome to the great city of New Orleans and AASA's 2017 National Conference on Education! Your attendance allows you to be a key part of the most comprehensive professional development and networking event for school superintendents and administrators.

AASA is committed to your ongoing growth and development. Therefore, we have partnered with your colleagues and visionary thought leaders from around the country to engage with you in critical conversations and explorations regarding major issues you face as you lead your respective school systems and communities. Please take full advantage of this outstanding learning opportunity.

Public education has been on the receiving end of a plethora of well-intended reform efforts for decades. Unfortunately, many of these efforts have struggled to truly improve schools in any sustained or scalable way. External reforms and structural changes alone are not sufficient for transforming the conversation and maintaining support for public education. We have to work for mental and cultural shifts. We have to restore community ownership, responsibility and confidence in our public schools.

As superintendents and school leaders, we accept our moral obligation and constantly seek better ways to support the children entrusted to our care and the talented educators who strive daily on their behalf. What we have learned, however, is that our efforts alone are not always enough. Superintendents have the opportunity and power to convene other leaders and begin an ongoing "Great Conversation" about the role of the community. Leaders help influence attitude and the "mental model" of the community toward its schools. This is important because attitudes and mental models determine the tone of the politics around the school in terms of laws, policy, expectations, board elections and referendums.

At the end of the day, it's about the community accepting and understanding its role and joining with the school team to provide a wholesome and healthy living environment and quality learning experiences for children as we prepare them to thrive in the present and create a great future for themselves.

*I am honored to serve with you.*

**Alton L. Frailey**  
President  
AASA, The School Superintendents Association

## EXECUTIVE DIRECTOR'S WELCOME LETTER



Dear colleagues,

Now more than ever, the superintendent is the most critical change agent in public education. Every day, school system leaders face difficult decisions that directly affect more than 50 million students in our school buildings. That's why it is truly an honor to welcome those of you who made the journey to New Orleans for AASA's 2017 National Conference on Education.

For generations, AASA has brought together the sharpest minds in education for this event. We've been delivering world-class education speakers and thought-provoking sessions that have been rich in inspiration and content. This year's meeting promises to be no different. We'll focus on the hot-button issues that school districts face on an everyday basis, including professional development systems, women in school leadership, equity in K-12 education, innovative technology, personalized learning, social media, healthy school environments and the principal pipeline.

I especially want to welcome those who are joining us for the first time. By attending our conference, you have taken steps to proactively expand your role as a leader in public education. Please be sure to take advantage of the networking opportunities in order to exchange ideas, strategies and proven professional practices.

We are proud to be the largest organization in the country representing superintendents. It bears repeating — our superintendents are the nation's foremost thought leaders in education. This is a special gathering of those who are working tirelessly to provide students with the best education possible.

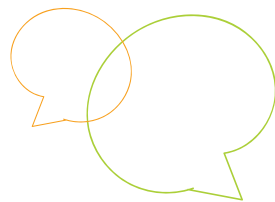
Please stop by the revamped Knowledge Exchange Theater, where you can speak directly to presenters about the critical topics of most concern to you. Our conference will also provide plenty of opportunities to visit with dozens of companies committed to improving K-12 education in the NCE Marketplace.

You can also easily follow conference happenings through Conference Daily Online ([www.aasa.org/conferencedaily/](http://www.aasa.org/conferencedaily/)). This award-winning e-publication provides a comprehensive look at conference proceedings, including coverage of key speakers, award winners and AASA governance activities, photo and video galleries and blog postings.

We hope you enjoy your stay in New Orleans, one of the most unique cities in the United States. Let me also thank you for being champions for children. Your contributions to public education are immeasurable. Please don't hesitate to let me or anyone on the AASA staff know how we can better serve you while you're here.

**Daniel A. Domenech**  
Executive Director  
AASA, The School Superintendents Association

# Conference Program -at-a-Glance



## WEDNESDAY, MARCH 1

Bookstore Hours .....2 – 5pm

## THURSDAY, MARCH 2

Registration Hours ..... 7:30am – 5pm

Bookstore Hours ..... 7:30am – 6pm

Coffee in the NCE Marketplace..... 8 – 8:45am

NCE Marketplace Hours ..... 8 – 10:15am

Educational Sessions .....9 – 10am

Thought Leader Sessions .....9 – 10am

- Featuring Robert Avossa, Beverly Emory, Shawn Joseph & Sybil Knight-Burney
- Featuring Johnny Taylor

Opening General Session..... 10:15am – 12:15pm

- Featuring Jamie Vollmer

NCE Marketplace Hours ..... 12:15 – 5pm

Federal Relations Luncheon..... 12:30 – 2pm

- Featuring Richard Kahlenberg

Educational Sessions .....1 – 2pm

Thought Leader Sessions .....1 – 2pm

- Featuring Ann Blakeney Clark, Fatima Goss Graves, Patricia Neudecker, Judith Rattner & Melody Schopp
- Featuring Mort Sherman & Devin Vodicka

NCE Marketplace Snack Break ..... 2 – 2:45pm

Educational Sessions ..... 2:45 – 3:45pm

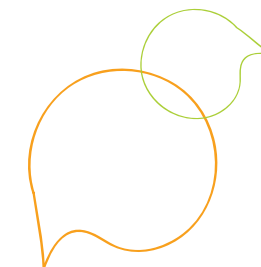
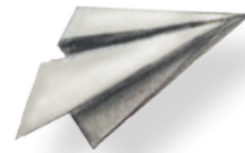
Thought Leader Session ..... 2:45 – 3:45pm

- Featuring Wesley Boykin, Richard Carranza, Andrew Houlihan, Paul LeMahieu, Norma Ming, Richard Seder & Robin Wisniewski

Thought Leader Sessions .....4 – 5pm

- Featuring Martin Blank, Paul Cruz, Alton Frailey, Steven Webb & Teresa Weatherall Neal
- Featuring Darryl Adams, Keith Krueger, Pam Moran & Devin Vodicka
- Featuring Frederick Brown, Mary Canole, Eric Gordon & MaryAnn Jobe

Welcome Reception .....5 – 6pm



## FRIDAY, MARCH 3

Registration Hours ..... 7:30am – 5pm

Bookstore Hours ..... 7:30am – 5pm

Second General Session.....8 – 10am

- Featuring Ravi Hutheesing

Job Central..... 8am – 3pm

Coffee in the NCE Marketplace..... 10 – 10:45am

NCE Marketplace Hours ..... 10am – 3:45pm

Educational Sessions ..... 10:45 – 11:45am

Thought Leader Sessions ..... 10:45 – 11:45am

- Featuring Catherine Augustine, Tommy Chang & Michael Hinojosa
- Featuring Susan Enfield & Joshua Starr

Dr. Effie H. Jones Memorial Luncheon ..... 11:45am – 1:45pm

- Featuring Monique Morris

Educational Sessions ..... 12:30 – 1:30pm

Thought Leader Sessions ..... 12:30 – 1:30pm

- Featuring Devin Hughes & Greg Kaiser
- Featuring Stephen Fink & Max Silverman

Thought Leader Session ..... 1:30 – 2:30pm

- Featuring Dan Domenech & Don Hooper

NCE Marketplace Snack Break..... 1:30 – 2:45pm

Educational Sessions ..... 2:45 – 3:45pm

Thought Leader Sessions ..... 2:45 – 3:45pm

- Featuring Tyrone Howard
- Featuring Dan Domenech & Tom Gentzel

Thought Leader Session .....4 – 5pm

- Featuring Bill Daggett

## SATURDAY, MARCH 4

Registration Hours .....7:30am – 12noon

Bookstore Hours .....7:30am – 12noon

Educational Sessions .....8 – 9am

Educational Sessions ..... 9:15 – 10:15am

Closing General Session..... 10:30am – 12noon

- Featuring James Carville & Mary Matalin

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JACKIE FABITORE

AXA has been helping families and businesses take small, manageable steps toward financial security since 1859. As a leading provider of retirement savings products and services, AXA is committed to getting its clients, and your employees, "retirement ready." AXA is one of the nation's leading providers of annuities, consumer life insurance and related financial services.



Education



MICHAEL PUJOL



DWIGHT JONES

McGraw-Hill Education is a learning science company that delivers personalized learning experiences that help students, parents, educators and professionals improve results. McGraw-Hill Education has offices across North America, India, China, Europe, the Middle East and South America, and makes its learning solutions available in nearly 60 languages.



Horace Mann®

Founded by Educators for Educators



JIM YALE

Horace Mann is an insurance and financial services company that is committed to helping educators achieve financial success. It helps identify existing resources and savings opportunities to fund financial goals. By reducing or eliminating student loan debt, securing classroom funding and finding savings through insurance program reviews, it works to maximize educators' hard-earned dollars and help develop a path to a successful financial future.



NAVIANCE

by HOBSON'S



STEVE SMITH

Naviance by Hobsons is a comprehensive college and career readiness solution that helps middle and high school students identify their strengths, explore careers, create individualized academic plans and match to best-fit postsecondary institutions.



Frontline Education is an integrated insights partner serving more than 8,500 educational organizations and millions of educators in their efforts to develop the next generation of learners. Bringing the best education technologies together in one integrated solution, Frontline supports the front line of education by efficiently and effectively managing everything from recruiting, hiring and absence management to professional learning, evaluation and special education. With more than 15 years of experience partnering with the education community, Frontline Education is dedicated to providing the actionable insights and advanced technology necessary for educators and leaders to make informed decisions and engage in best practices that fulfill their strategic goals.



National Joint Powers Alliance (NJPA) is an exclusive AASA partner committed to providing cooperative solutions assisting government, education and non-profit entities as they strive for efficient public service. NJPA offers cooperative purchasing solutions, saving members time and money on the purchase of everything from school supplies and copiers to construction projects and buses. There is no cost, obligation or liability to join.



As the world's learning company, we understand that every learning moment shapes dreams, guides futures and strengthens communities. You're changing the way learning happens, and your work gives us purpose. We're devoted to creating flexible, engaging online learning solutions that expand access and opportunities at every stage of the journey.

# JOIN AASA STAFF AND TWITTER-SAVVY SUPERINTENDENTS AT THE

# Social Media Lounge

Stop by the 2nd annual Social Media Lounge for on-the-spot, hands-on learning with the latest social media tools and platforms from Facebook Live and Biteable to Voxer and GroupMe. Already a social media pro? Come by to snap a selfie, participate in giveaways and hang out with key social media influencers from around the country. We'll also be hosting a variety of mini-sessions based on hot social media topics — check out the schedule below!

## DAY 1

Perfect for social media newcomers and veterans, these sessions are packed with great tips for education leaders looking to get engaged on basic platforms such as Twitter, Facebook, Voxer and Periscope. This is a great opportunity to join your colleagues in learning the benefits of using social media as a superintendent, how to create and join twitter chats, how to use social media for personal and professional development, and more.

## THURSDAY, MARCH 2

- 9 – 9:30am . . . . . **Benefits of Utilizing Twitter as a Superintendent**
- 9:30 – 10am . . . . . **Creating Twitter Chats to Engage in Professional Development Dialogue**
- 12noon – 12:30pm . . . . . **Using Social Media and Online Tools for Collegial Cooperation and Personal Professional Development**
- 1 – 1:30pm . . . . . **Online Support for In-School Impact: #InsureAllChildren**
- 1:45 – 2:15pm . . . . . **Using Social Media to Track Goal Progress**
- 2:45 – 3:15pm . . . . . **Information Shift: Biteable and YouTube**
- 3:30 – 4:45pm . . . . . **Contest: Test Your Social Media Skills Against AASA Staff & Leadership**

## DAY 2

Social media isn't just something people do in their free time. Educators are incorporating news tools and platforms into their everyday routines to make everything from hosting a virtual meeting to communicating with their personal learning community easier and more engaging. In these sessions, our social media experts share their best practices and how they find the time. The Social Media Lounge will also feature anti-bullying activist Lizzie Sider (@LizzieSider), who will share her bullying prevention campaign and the role social media has played in making her voice heard.

## FRIDAY, MARCH 3

- 10:15 – 10:45am . . . . . **Digital Agendas and Virtual Meetings: No More Email/ Paper**
- 11:45am – 12:15pm . . . . . **Using Voxer to Communicate with Colleagues**
- 2:30 – 3pm . . . . . **No One Has the Power to Ruin Your Day — Featuring @LizzieSider**
- 3 – 3:30pm . . . . . **Contest: Social Media Scavenger Hunt**

Join your colleagues in the Social Media Lounge!

**Deanna Atkins**  
Online Technologies and Advocacy Specialist  
AASA

**Laurie Barron**  
Superintendent  
Evergreen School District (MT)

**William Blake**  
Principal  
Stephen Decatur Middle School (MD)

**Luvelle Brown**  
Superintendent  
Ithaca City School District (NY)

**Jared Cotton**  
Superintendent  
Henry County School District (VA)

**Susan Enfield**  
Superintendent  
Highline School District (WA)

**Daniel Frazier**  
Superintendent  
Litchfield Independent School District 465 (MN)

**Anette Freiheit**  
Superintendent  
Pine City School District 578 (MN)

**Lynn Fuini-Hetten**  
Assistant Superintendent  
Salisbury Township School District (PA)

**Jill Gildea**  
Superintendent  
Fremont School District 79 (IL)

**Shane Hotchkiss**  
Superintendent  
Bermudian Springs School District (PA)

**R. Scott Jeffery**  
Superintendent  
Lakeland School District (PA)

**Travis Jordan**  
Superintendent  
Beulah School District 27 (ND)

**Carol Kelley**  
Superintendent  
Oak Park Elementary School District 97 (IL)

**Michael Lubelfeld**  
Superintendent  
Deerfield Public School District 109 (IL)

**Christopher Marczak**  
Superintendent  
Maury County School District (TN)

**Gayane Minasyan**  
Director, Online Technologies  
AASA

**Kristi Murphy**  
Assistant Superintendent  
Arlington Public Schools (VA)

**Roberto Padilla**  
Superintendent  
Newburgh City School District (NY)

**Nick Polyak**  
Superintendent  
Leyden High School District 212 (IL)

**Andrae Townsell**  
Principal  
Southbridge High School (MA)

**Randy Ziegenfuss**  
Superintendent  
Salisbury Township School District (PA)

## Focus Group

**SATURDAY, MARCH 4**  
**CAMBRIDGE ROOM | 8am**

You're invited to join us for a special focus group session at 8am with AASA leadership and social media experts. Please bring your ideas, thoughts and suggestions. A light breakfast will be served, and gifts and surprises await!

# Knowledge Exchange Theater Sessions



LOCATED IN THE NCE MARKETPLACE,  
HALL B, CONVENTION CENTER

## THURSDAY, MARCH 2

### 8 – 8:45am DE SOCIAL MEDIA LOUNGE PART 1: USING SOCIAL MEDIA TO EFFECTIVELY ENGAGE YOUR COMMUNITY

By now, you probably understand what social media is and how to use it (well, sort of). That's why it's important to take your skills to the next level and learn how you can utilize Twitter and Facebook to engage with you communities, parents, students and other stakeholders. We've put together a panel of social media-savvy AASA members to share what works in their districts with plenty of time to ask questions.

**PRESENTERS:** William Blake, Principal, Prince George's County, Clinton, MD; Travis Jordan, Superintendent, Beulah School District 27, Beulah, IL; Nick Polyak, Superintendent, Leyden High School District 212, Franklin Park, IL; Randy Ziegenfuss, Superintendent, Salisbury Township School District, Allentown, PA

### 9 – 10am LE WHY AND WHAT HIGHER ED NEEDS FROM SECONDARY EDUCATION: IT'S GETTING VERY SERIOUS NOW

Johnny Taylor discusses the criticality of secondary and post-secondary leaders walking hand-in-hand in the new political environment. The conversation focuses on likely policy decisions coming out of the Trump Administration and how these policies will impact colleges and universities, particularly those serving students from fragile communities

**PRESENTER:** Johnny C. Taylor, Jr., President and CEO, Thurgood Marshall College Fund, Washington, DC

### 12:15 – 1pm DE ONLINE SUPPORT FOR IN-SCHOOL IMPACT: #INSUREALLCHILDREN

Cross the digital divide during a hands-on, interactive Knowledge Exchange Theater experience based on "Happy, Healthy and Ready to Learn!", a school-based child health insurance outreach and enrollment toolkit developed by AASA and the Children's Defense Fund. Our vision is a country where every student in your district has access to comprehensive, affordable health insurance that is easy to get and easy to keep. Asking this simple question "Does your child have health insurance?" on key annual school forms helps school districts identify uninsured children, as parents who answer "no" or "I don't know" can be contacted for application assistance. Learn how to navigate the online toolkit, determine your district's focus area, and utilize interactive maps and video testimonials with advice from superintendents and staff. Join us in the social media lounge immediately following this session to showcase your interactive skills as you explore the website, join online conversations or even start your own.

**PRESENTERS:** Rebecca Shaw, Project Coordinator, AASA, Alexandria, VA; January Williams, Director of Online Communications and Outreach, Children's Defense Fund, Washington, DC

### 1 – 2pm PL PERSONALIZED LEARNING: PERSPECTIVE FROM AN AWARD-WINNING DISTRICT

Dr. Devin Vodicka, superintendent of Vista Unified School District, CA, and recipient of one of 10 XQ awards of \$10 million, presents his district's vision for personalized learning through the blueprint they have developed. He discusses the approach he used to develop district consensus to create a culture which supports design thinking and the steps they will be taking over the next several years to continue and expand their work with personalized learning at all levels of the school district.

**PRESENTERS:** Mort Sherman, Associate Executive Director, Leadership Services & Awards, AASA, Alexandria, VA; Devin Vodicka, Superintendent, Vista Unified School District, Vista, CA

### 2 – 3pm SR STATE POLICY 2017: WHAT TO EXPECT, WHAT TO PLAN FOR

Leslie Finnan and state associations representatives discuss the outcomes of the election — at the national level and with a focus on changing state dynamics. Learn about the forces behind winning candidates, trends occurring across states, and what state and national elections could mean in the coming years.

**PRESENTER:** Leslie Finnan, Senior Legislative Analyst, AASA, Alexandria, VA; Lisa Karmacharya, Executive Director, Mississippi Association of School Administrators, Summit, MS; Mike Lodewegen, Associate Executive Director of Government Affairs, Missouri Association of School Administrators, Jefferson City, MO

### 3:15 – 3:45pm THE POWER OF PLAY

What if there was a simple way to transform school climate, increase student engagement in classrooms and reduce bullying — without adding a minute to the school day? For the last 20 years, Playworks has helped schools unlock the best in every child with the power of play. Join us for a demonstration of our techniques that benefit every child and adult in your buildings.

**PRESENTER:** David A. Burks, Executive Director, Playworks Louisiana, New Orleans, LA

### 4 – 5pm CI INNOVATIVE STRATEGIES TO CLOSE THE HOMEWORK GAP

Education is going digital, yet 5 million low-income students lack broadband access at home. Most educators agree this is the civil rights issue of today, yet 75% of districts report not taking any action to address it. Hear from some innovative leaders who are taking action on digital equity.

**MODERATOR:** Keith R. Krueger, CEO, COSN, Washington, DC

**PANELISTS:** Darryl Adams, Superintendent, Coachella Valley USD, Thermal, CA; Pam Moran, Superintendent, Albemarle County SC, Charlottesville, VA; Devin Vodicka, Superintendent of Schools, Vista Unified School District, CA

## FRIDAY, MARCH 3

### 10:45 – 11:45am PL LEADING ADAPTIVE CHANGE: A SYSTEMS APPROACH TO IMPROVING INSTRUCTIONAL EFFECTIVENESS

Learn how to design and implement scalable systems solutions to improve teaching and learning and student achievement. By using the latest research-based evidence of effective practices, experiences helping diverse districts improve, and their own experiences as superintendents and central-office leaders, presenters help you learn how to organize systems to maximum effect. By applying the values of social justice, excellence, results and engagement, learn how to ask the right questions and organize your central office, school board, community and schools into a coherent system that improves student achievement and well-being.

**PRESENTER:** Susan Enfield, Superintendent, Highline Public Schools, Burien, WA; Josh Starr, CEO, PDK International, Arlington, VA

### 12:30 – 1:30pm PI BEYOND PRINCIPAL SUPERVISION, BUILDING A SYSTEM OF SUPPORT FOR PRINCIPAL SUCCESS

School districts across the country are quickly revising the role of principal supervisor to reflect recent research indicating a need for a stronger focus on improving principal performance. While many districts are just beginning to make such changes, a number of others on the leading edge of this transformation are learning that there is more to supporting principals than just revising their supervisor's role. In this session, learn both from what the University of Washington Center for Educational Leadership is finding about creating systemwide support for principals and from a central-office leader leading this effort in his or her district. Leave with a deeper understanding of what principals need to succeed, knowledge of how to enlist central-office leaders to work differently and specific recommendations for action at home.

**PRESENTERS:** Stephen Fink, Executive Director, Affiliate Professor, Center for Educational Leadership, University of Washington, Seattle, WA; Max Silverman, Associate Director, Center for Educational Leadership, University of Washington, Seattle, WA

### 1:30 – 2:30pm DE SOCIAL MEDIA LOUNGE PART 2: TELLING YOUR DISTRICT'S STORY

Learn how you and your district can utilize social media to create your district's brand and truly tell your story. A panel of superintendents share examples of how this is done in their districts and leave plenty of time for questions and answers.

**PRESENTERS:** Susan Enfield, Superintendent, Highline School District, Burien, WA; Lynn Fuini-Hetten, Assistant Superintendent, Salisbury Township School District, Salisbury, PA; Jill Gildea, Superintendent, Fremont School District 79, Mundelein, IL; Carol Kelley, Superintendent, Oak Park Elementary School District 97, Oak Park, IL

### 2:45 – 3:45pm SR SUPERINTENDENT/SCHOOL BOARD RELATIONS, A DISCUSSION WITH NSBA EXECUTIVE DIRECTOR TOM GENTZEL AND AASA EXECUTIVE DIRECTOR DAN DOMENECH

Come hear an informative discussion between the AASA and NSBA executive directors who agree that an effective superintendent/school board management team is essential to a school system's success, and find out how the two organizations work together to accomplish common goals.

**PRESENTER:** Dan Domenech, Executive Director, AASA, Alexandria, VA; Tom Gentzel, Executive Director, NSBA, Alexandria, VA

Knowledge Exchange Theater Sponsored by





# School of the Future

LOCATED IN THE NCE MARKETPLACE,  
HALL B, CONVENTION CENTER

The School of the Future strives to provide superintendents with a futuristic approach to all aspects of education: Methodology & Curriculum, Technology, Food & Beverage and Materials & Furniture. The School of the Future encourages out-of-the-box, new ways of thinking that allow students to reach their full potential with the products provided and showcased during the AASA National Conference on Education.



## THURSDAY, MARCH 2

8:30 – 9am

### Inner Explorer

#### TRANSFORM YOUR SCHOOL ENVIRONMENT IN JUST 10 MINUTES A DAY!

Come hear how this Social Emotional Learning program can help change your school culture and entire community. The Inner Explorer daily mindfulness program has been scientifically proven to decrease teacher stress by 43% and increase student GPA by 15%, while decreasing behavioral incidences. With just 10 minutes a day, you can transform your schools to have a happier, healthier school environment.

12:30 – 1pm

### Measured Progress

Booth 224

#### ENVISIONING THE FUTURE OF ASSESSMENT

In the age of ESSA, opportunities now exist to create more cohesive, efficient and informative assessment systems based on best practices of past assessment models combined with newly emerging assessment requirements and technological capabilities. The vision of a coherent assessment system offers a holistic view of student achievement and college and career readiness by effectively connecting classroom, school and state-level assessment data. Come learn how the eMPower Assessment Suite by Measured Progress supports a balanced, smart assessment system by providing the evidence and actionable data you need to impact teaching and student learning.

2:15 – 2:45pm

### Ed Leadership SIMS

Booth 1034

#### SIMULATIONS AS ENGAGING PD FOR JUDGMENT, DECISION MAKING AND RESILIENCE FOR K-12 LEADERS

A Simulation is an interactive leadership situation. It focuses on enabling and enhancing application of knowledge and skills in the real-world environment. The Simulation experience introduces users to common real-world leadership and interpersonal situations — and allows them to work through how to handle them — prior to experiencing them on the job. Working with education leaders from different backgrounds and areas of expertise, ELS is developing a library of these Simulations. Each Simulation covers a different topic germane to K-12 education leadership and interpersonal relationships.

The ELS Leadership Best Practices Simulations are not designed to reflect any one specific school or district's environment. They are designed to present issues and obstacles participants generally face in education. At the conclusion of each Simulation, participants receive feedback in a variety of forms that will allow them to improve critical thinking about the issues presented in each Simulation.

3:15 – 3:45pm

### Chartwells K12

Booth 421

#### CULTIVATING A HEALTHIER GENERATION: FOOD EDUCATION & THE TEACHING KITCHEN

As a cornerstone to communities, school districts have a unique opportunity to introduce and nurture positive lifelong habits. Chartwells K12's Teaching Kitchen is paving the way to deliver food education to students, families and communities and, alongside school district partners, building healthier communities. Learn more about the power of food education and the benefits for your district and community.

## FRIDAY, MARCH 3

10:15 – 10:45am

### Panorama Education

BOOTH: 411

#### IMPROVING SOCIAL-EMOTIONAL LEARNING WITH MEASUREMENT

In the future, districts will be focused on promoting students' well-being and social-emotional learning — not just their academic performance. To develop college and career-ready students, many districts are using programs that target students' SEL skills like growth mindset, self-efficacy, sense of belonging and more. Today, dozens of districts use Panorama to measure students' social-emotional learning through interactive self-assessments and reporting. Teachers and principals are provided with access to reports that detail their students strengths and areas for growth across key domains of SEL.

12noon – 12:30pm

### SafeStop, Inc.

BOOTH: 320

#### YOU'VE COLLECTED YOUR DATA. NOW WHAT?

SafeStop is the industry-leading school bus tracking app. With neighborhood maps and expected arrival times, parents no longer have to call the school to check on a bus's location. SafeStop works with any GPS provider, any routing software and any transportation system, making the app compatible with any fleet configuration.

1:45 – 2:15pm

### SunGard K-12

BOOTH: 332

#### REDEFINING THE NEW K-12 SUCCESS ECOSYSTEM

In order to produce a better learning environment for students, we must shift the conversation around data collection away from data-driven decision making to decision-driven data collection. Let's first figure out why we collect data, the outcomes we are striving for, and then go out and assess and gather that information. Let's populate systems with meaningful data that allows educators to focus on results rather than on becoming data scientists, which is what most solutions encourage by default. After we collect the right data and foster it into an ecosystem of free data exchange, we can begin to use it in meaningful ways. This all starts with IntegratePLUS from SunGard K-12.

# A-Z Conference Information

## AASA APP

Stay connected with the official AASA app, powered by Blackboard.

Blackboard, supporting student success through the New Learning Experience.

Sponsored by **Blackboard**



## AASA BOOKSTORE

Be sure to stop at the Bookstore to peruse the latest education-related titles. The Bookstore can be found in Lobby A, Convention Center, near AASA Registration.

Sponsored by **NJPA**  
National Joint Powers Alliance

The Bookstore is open the following hours and hosts the following book signings:

- Wednesday, March 1 . . . . . 2 – 5pm
- Thursday, March 2 . . . . . 7:30am – 6pm
- Friday, March 3 . . . . . 7:30am – 5pm
- Saturday, March 4 . . . . . 7:30am – 12noon

## BOOK SIGNING SCHEDULE

- Thursday, March 2
  - 12:30 – 1pm . . . . . Jamie Vollmer
  - 4 – 4:30pm . . . . . Denny Dearden
- Friday, March 3
  - 10 – 10:30 am . . . . . Dan Domenech
  - 1:30 – 2pm . . . . . Mort Sherman
  - 2 – 2:30pm . . . . . Monique Morris
  - 4 – 4:30pm . . . . . Tyrone Howard
- Saturday, March 4
  - 12noon – 12:30pm . . James Carville & Mary Matalin

## AASA INTERNET STATION

Located on the floor of the NCE Marketplace

Stay connected with your office and family while you are away at the AASA Internet Station.

## AASA SOCIAL MEDIA LOUNGE

Located on the floor of the NCE Marketplace

Be sure and stop by the AASA Social Media Lounge. It's the go-to place for on-the-spot, hands-on assistance with Twitter, Facebook, Voxer, Periscope and so much more.

## AWARDS

AASA award and scholarship programs recognize excellence, profile best practices in public education, and honor leaders from inside and outside the field of school administration whose contributions have made a significant impact on the lives and learning of children. See pages 18–29 for the winners of this year's awards.

## BADGES

Please wear your conference name badge at all times while in the Ernest N. Morial Convention Center. Room monitors and security personnel have been instructed to deny entry to those without a badge. If your badge is incorrect or has been misplaced, visit the Badge Corrections and Reprints Counter in the AASA Registration Area, Lobby A, Convention Center.

Sponsored by **McGraw Hill Education**

## BUSINESS CENTER

- Thursday, March 2 . . . . . 8am – 5pm
- Friday, March 3 . . . . . 8am – 6pm
- Saturday, March 4 . . . . . 8am – 5pm

A full-service business center is located inside the Convention Center, Lobby F.

## CONFERENCE BAGS

Each registered attendee is allowed one conference bag. Bags can be picked up at the Materials Pick-Up Counter in the AASA Registration Area, Lobby A, Convention Center.

Sponsored by



## CONFERENCE DAILY ONLINE

AASA provides daily coverage of key speakers, topical sessions and award presentations, along with a photo gallery of the conference, Twitter feed, video clips and conference blog with daily postings from several AASA members. An e-newsletter is distributed daily and the AASA website is updated with conference news throughout the three days at [nce.aasa.org/conference-daily-online](http://nce.aasa.org/conference-daily-online).

## DR. EFFIE H. JONES MEMORIAL LUNCHEON (\$70)

Room 208, Ernest N. Morial Convention Center

Friday, March 3 . . . . . 11:45am – 1:45pm

See page 52 for more information. Tickets may be purchased in the AASA Registration Area, Lobby A, Convention Center.

Sponsored by **McGraw Hill Education**

## EDUCATIONAL SESSIONS

Choose from more than 100 Educational Sessions, Thought Leader Sessions and General Sessions. See session descriptions for more details about speakers. All sessions take place at the Ernest N. Morial Convention Center, unless otherwise noted.

## FEDERAL RELATIONS LUNCHEON (\$70)

Room 208, Ernest N. Morial Convention Center

Thursday, March 2 . . . . . 12:30 – 2pm

To purchase a ticket for this lunch, see the Onsite/ Assisted Registration Counter in the AASA Registration Area, Lobby A, Convention Center. Onsite tickets are sold on a first-come, first-served basis and are subject to sellout. See page 37 for details.

Sponsored by **redefining/standards**

## FIRST AID

If you have a medical emergency, please pick up the nearest house phone to be connected with the facility's operator. If you are in need of nonemergency assistance, a first aid station is located in Lobby B, Convention Center.

## FOOD SERVICE

A variety of food stations are available in the NCE Marketplace, Hall B, Convention Center.

## GENERAL SESSIONS

General Session speakers are selected to help you take your leadership to new heights so you can move your district and community forward. All General Sessions take place at the Ernest N. Morial Convention Center, Great Hall A.



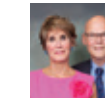
Thursday, March 2 . . . . . 10:15am – 12:15pm  
Jamie Vollmer, President, Vollmer, Inc., Fairfield, IA

**The Great Conversation: Harnessing the Power of the Community to Neutralize Negativity, Create Allies and Increase Support for Its Public Schools**



Friday, March 3 . . . . . 8 – 10am  
Ravi Hutheesing, Global Keynote Speaker, Artist Entrepreneur and Cultural Diplomat, RaviUnites.com, Buckingham, VA

**Millennial Mojo**



Saturday, March 4 . . . . . 10:30am – 12noon  
James Carville, Political Icon, New Orleans, LA

Mary Matalin, Celebrated Conservative Voice and Former Presidential Advisor, New Orleans, LA  
**All's Fair: Love, War and Politics**

## HOTEL INFORMATION

### OFFICIAL CONFERENCE HOTELS

#### HEADQUARTER HOTEL

##### Hilton New Orleans Riverside

2 Poydras Street  
New Orleans, LA 70130  
(504) 561-0500

##### Courtyard New Orleans Convention Center

300 Julia Street  
New Orleans, LA 70130  
(504) 598-9898

##### Embassy Suites New Orleans Convention Center

315 Julia Street  
New Orleans, LA 70130  
(504) 525-1993

##### Hampton Inn & Suites New Orleans Convention Center

1201 Convention Center Boulevard  
New Orleans, LA 70130  
(504) 566-9990

##### Hyatt Place New Orleans Convention Center

881 Convention Center Boulevard  
New Orleans, LA 70130  
(504) 524-1881

# A-Z Conference Information

## HOTEL INFORMATION (CONT.)

### InterContinental New Orleans

444 St. Charles Avenue  
New Orleans, LA 70130  
(504) 525-5566

### Loews New Orleans

300 Poydras Street  
New Orleans, LA 70130  
(504) 595-3300

### New Orleans Marriott at the Convention Center

859 Convention Center Boulevard  
New Orleans, LA 70130  
(504) 613-2888

### Omni Riverfront New Orleans

701 Convention Center Boulevard  
New Orleans, LA 70130  
(504) 524-8200

### Q&C HotelBar New Orleans French Quarter

344 Camp Street  
New Orleans, LA 70130  
(504) 587-9700

### Renaissance New Orleans Arts Warehouse District Hotel

700 Tchoupitoulas Street  
New Orleans, LA 70130  
(504) 613-2330

### Staybridge Suites New Orleans

501 Tchoupitoulas Street at Poydras  
New Orleans, LA 70130  
(504) 571-1818

### Westin New Orleans Canal Place

100 Iberville Street  
New Orleans, LA 70130  
(504) 566-7006

## HOUSING

A representative from AASA Housing is available to answer questions about hotels and reservations during registration hours at the Housing Desk in the AASA Registration Area, Exhibit Hall 2-3 Lobby, Convention Center. This representative can help you locate friends and colleagues who made their reservations through AASA's housing service.

## JOB CENTRAL

### SEARCH FIRMS AND STATE ASSOCIATIONS

Job Central provides efficient opportunities for state school board associations and potential job seekers to share information about opportunities within specific states and about the characteristics boards are seeking in candidates. The Job Fair is open Friday, March 3, 8am – 3pm.

Search firms and state associations can be found at Job Central, Room 210, Convention Center. Job Central also has its own Focus Zone for Educational Sessions on topics such as career planning, interview skills and contract negotiations. When looking through the program book, look for sessions marked with **JC** to note Job Central sessions.

### ECRA/HYA

Dr. Bill Adams | East Coast Regional President  
(609) 471-4046 | billadams@ecragroup.com

Dr. Pamela Hollich | Midwest Regional President  
(708) 362-1099 | pamhollich@ecragroup.com

Dr. Carolyn McKennan | West Coast Regional President  
(831) 685-8142 | carolynmckennan@ecragroup.com

Dr. Tim Ogle | Consultant Arizona Association of School Boards  
ksisk@azsba.org

### Hazard, Young, Attea & Associates

Hank Gmitro | President, Consultant  
(630) 336-1712 | hgmitro@ecragroup.com

### Illinois Association of School Boards

Roger Eddy | Executive Director IASB  
(217) 528-9688 | redy@iasb.com

Tom Leahy | Executive Searches IASB  
(217) 299-5820 | tleahy@iasb.com

Dr. Richard Voltz | Associate Director IASA  
(217) 753-2213 | rvoltz@iasaedu.org

### J.G. Consulting

James Guerra | Owner  
(214) 934-5537 | james@jgconsulting.us

### McPherson & Jacobson, LLC

Destry Brown | Consultant  
(402) 943-7540 | t\_jacobson@macnjake.com

Dr. William Dean | Consultant  
(402) 943-7540 | t\_jacobson@macnjake.com

Dr. Thomas Jacobson | Consultant  
(402) 943-7540 | t\_jacobson@macnjake.com

### New England School Development Council

Ken DeBenedictis | Consultant  
(978) 289-2332 | kensuede@verizon.net

### North Carolina School Board

Tanya Giovanni | Consultant  
(919) 539-8181 | tgiovanni@ncsba.org

Scott Murray | Consultant  
(919) 451-2436 | smurray@ncsba.org

Allison Schafr | Legal Counsel, Director of Policy  
(919) 931-1063 | aschafer@ncsdba.org

### Ray & Associates

Robert Alfaro | Consultant  
(319) 393-3115 | glr@rayassoc.com

Gary Ray | President, Consultant  
(319) 393-3115 | glr@rayassoc.com

Ryan Ray | Consultant  
(319) 393-3115 | glr@rayassoc.com

Mike Rush | Consultant  
(319) 393-3115 | glr@rayassoc.com

### Western Illinois University

Dr. Lora Wolff | Job Fair Host, Assistant Professor  
(319) 670-8717 | ll-wolff@wiu.edu

## LOST AND FOUND

Turn in any items you may find at the AASA Information Kiosk, located in the AASA Registration Area.

## MEETINGS AND FUNCTIONS

See the index on page 95 to see which state associations and organizations are hosting events at the conference.

## NCE MARKETPLACE


### Making the Job of School System Leaders Easier

Exhibit Hall B, Ernest N. Morial Convention Center  
Thursday, March 2 . . . . . 8 – 10:15am & 12:15 – 5pm  
Friday, March 3 . . . . . 10am – 3:45pm

Your schedules are full and your budgets are tight but your job still requires you to address your day-to-day school system needs. As the ultimate decision maker, you owe it to yourself to seek out the abundant resources available within the NCE Marketplace. Not a sales pitch, it is an avenue to invigorate your perspective on what is possible, what is new and cutting edge, and what can be applied or retooled to fit your unique K-12 community.

## PHOTOGRAPHY

Printing provided by Lifetouch for *School Administrator* magazine.

AASA's official photographer 

As the Official Photographer for AASA, Lifetouch Photography would like to share the images captured during NCE. You will find the images at: <http://smu.gs/2iuYAjf>. Please feel free to download (no need to log on or purchase) and share with family, friends, school district leaders and on social media. If you have any questions, please contact Jeff Allen at [jallen@lifetouch.com](mailto:jallen@lifetouch.com) or by phone 952-826-5833.

## PROGRAM CHANGES

AASA will post any program changes to the Conference Daily Online website at [www.aasa.org/ConferenceDaily](http://www.aasa.org/ConferenceDaily).

## REGISTRATION

Lobby A, Ernest N. Morial Convention Center

Thursday, March 2 . . . . . 7:30am – 5pm  
Friday, March 3 . . . . . 7:30am – 5pm  
Saturday, March 4 . . . . . 7:30am – 12noon

## SCHOOL OF THE FUTURE

The School of the Future strives to provide superintendents with a futuristic approach to education. It showcases products that allow students to reach their full potential in each of the designated areas: Methodology & Curriculum, Technology, Food & Beverage and Materials & Furniture. Be sure to check the schedule of programming on pages 12-13.

## SHUTTLE SERVICE

Shuttle service to and from Westin New Orleans Canal Place and the Intercontinental New Orleans is available. Shuttles run during the following days and times:

Thursday, March 2 . . . . . 7 – 9am & 5:30 – 6:30pm  
Friday, March 3 . . . . . 7 – 9am & 4 – 5:30pm  
Saturday, March 4 . . . . . 7 – 9am & 12noon – 1pm

All shuttles arrive at and depart from the North pull-in on 3rd Street at the convention center.

## SOCIAL MEDIA

Share your experiences at the National Conference on Education on Twitter! Add this to your tweet: #NCE17. Also, be sure and check out pages 8-9 of the program book for a complete listing of all of AASA's social media coverage and options at the conference.

## WIRELESS INTERNET

Wireless Internet is available for the first 1,000 paid attendees who log on. Please see the ticket provided in your packet at check-in for the network password.

# AASA Awards

THURSDAY, MARCH 2, 10:15am – 12:15pm GENERAL SESSION

## The National Superintendent of the Year Award

The National Superintendent of the Year program has enabled Americans to recognize and honor U.S. superintendents for the contributions they make every day advocating for public education, our nation's children and our country's future. Now in its 30th year, the National Superintendent of the Year program, co-sponsored by Aramark, VALIC and AASA, celebrates the leadership of these outstanding public school superintendents. One of the four finalists will be named National Superintendent of the Year and will represent colleagues and the profession over the next 12 months.

Sponsored by  

**James G. Merrill, Wake County Public School System, Cary, NC**



**Currently:** Superintendent, Wake County Public School System, 2013–present

**Previously:** Superintendent, Virginia Beach City Public Schools

**Academic Degrees:** Doctorate in Education from UNC-Greensboro; Master's in education administration from Appalachian State University; Bachelor's in secondary English at UNC-Chapel Hill

**District Size:** 160,000

**Accomplishments:** After Dr. Merrill's arrival, he helped guide a new Strategic Plan for the nation's 16th-largest district built upon support from thousands of educators, parents, business leaders and community groups. While the plan takes root in the district of almost 160,000 students, Dr. Merrill has worked closely with county commissioners to significantly improve funding for teachers and children.

Dr. Merrill has earned numerous accolades and awards, including the 2005 North Carolina Superintendent of the Year award and the 2013 Virginia Superintendent of the Year honor. The University of North Carolina at Greensboro School of Education awarded him the Outstanding Achievement Award. The University of North Carolina at Chapel Hill School of Education honored him with its Distinguished Leadership Award. He is also a 2016 candidate representing the central region of the state for the upcoming North Carolina Superintendent of the Year award.

**Matthew Utterback, North Clackamas School District, Milwaukie, OR**



**Currently:** Superintendent, North Clackamas School District, 2012–present

**Previously:** Principal, Clackamas High School, 2008–2012

**Academic Degrees:** Masters of Teaching Degree and Educational Administrative Certification from Lewis and Clark College; Bachelor's in Secondary Education from Western Oregon University

**District Size:** 17,000

**Accomplishments:** Under Utterback's visionary leadership, North Clackamas has not only begun to close student opportunity gaps, those gaps have narrowed to nearly non-existent levels in many areas. With a laser-like focus on results, coupled with a lens of equity, the district's overall four-year graduation rate has increased from 66% to 83% in

the past four years. In addition, graduation rate gains made since 2011 with students with disabilities (+24%), African/Black students (+52%), and Hispanic/Latino students (+23%) are tremendously encouraging. Of significance is the 89% graduation rate in 2015 for the district's African American/Black students. North Clackamas now maintains the second highest graduation and the highest attendance rates of the state's largest school districts.

In 2013, Utterback oversaw the development of the district's Strategic Direction and Plan. A community engagement process was integral to the plan's development and success which resulted in three clearly articulated goals and action plans in the areas of student achievement, equity and quality programs. The skillful packaging of the Strategic Plan with Utterback's communication acumen has led to the vision being felt and supported in every corner of the district.

Under Utterback's leadership, resource allocations of the district's \$182 million general fund budget have been strategically directed to improve student achievement and close opportunity gaps. The district continues to lower class sizes, while implementing full-day kindergarten and a five-year plan to renew all district curricula through a lens of equity and a focus on technology integration. In addition, the district passed a \$433 million capital construction bond in November 2016 after two years of planning and community outreach in which Superintendent Utterback led nearly 200 public engagement and listening sessions.

With improved student achievement and strategic efforts to create inclusive learning environments for each student, the district has become a focus for innovative and creative investing. In the past year, the district's flagship career and technical program has received over \$750,000 in additional funding to expand and enhance 16 career and technical program offerings. North Clackamas also received a renewable \$1.4 million grant from the Oregon Department of Education that will allow the school district's administrators to work collaboratively with teachers in the areas of professional learning opportunities, career growth and meaningful evaluation systems. The district is also known for its grant-funded, after school 21st Century Learning Centers and Student Health Centers operated collaboratively with community partners.

Utterback has served the students of North Clackamas Schools since he began his teaching career in 1989. As a second year teacher, he partnered with a colleague to design and implement a new instructional model for the school's most underserved students. This innovative program produced outstanding student results and received local and state recognition. As a middle school principal from 1998–2004 and

working collaboratively with staff, McLoughlin Middle School recorded unprecedented student achievement gains earning the recognition as one of a handful of high-achieving middle schools in the region. Utterback served as the district's Director of Secondary Programs and Assistant Superintendent from 2004–2008 before proudly returning to the school level to serve as the principal of Clackamas High School from 2008–2012.

During Utterback's leadership, Clackamas High achieved 12–14% gains in reading, mathematics, science and writing performance. The school doubled its Advanced Placement enrollment while eliminating the enrollment gap for students of color. During this time period, student participation on Advanced Placement exams increased by over 500% while increasing overall passing rates. With high achievement and 90% of graduates pursuing post-secondary education, Clackamas High School was rated as one of the top high schools in Oregon and the United States.

A frequent presenter at state and regional conferences on cultivating equity in the classroom and leading with a sense of urgency, Utterback shares his learning and experiences with other educational leaders. Ensuring the future success of the school district, he brings the district's new administrators together for monthly dinners at his home for mentoring, learning and assistance in navigating the first years of educational leadership. Utterback is a member of many civic organizations, including the Clackamas Rotary and the North Clackamas Chamber of Commerce. He serves as chair of the Clackamas County Superintendents and is on the advisory boards of Portland State University's Graduate School of Education and the Chalkboard Project. Utterback also serves as the school superintendent representative on the Governor's Task Force on School Safety.

**Stewart McDonald, Kodiak Island Borough School District, Kodiak, AK**



**Currently:** Superintendent, Kodiak Island Borough School District, July 2008–present

**Previously:** Assistant Superintendent, Kodiak Island Borough School District, July 2007–June 2008

**Academic Degrees:** Currently working on his doctoral studies; Master's in Educational Leadership from the University of Alaska; BA in Special Education and Teaching from the University of North Florida

**District Size:** 2,500

**Accomplishments:** Stewart is serving his ninth year as superintendent of schools for the KIBSD. He is in his 25th year serving Alaska's students in many educational roles from special education teacher, grants and assessment to senior administration. He serves as the superintendent representative on the State Council on Educational Opportunity for Military Children, Alaska Association Executive Board representing Mid-Sized Districts, ASA Legislative Committee and ASA State Assessment Committee, Advisory Board Member for the Southeast Regional Resource Center, Executive Officer of Alaska's 2013 and 2015 Outstanding School Board of the Year, and Alaska's 2017 Superintendent of the Year.

While he was a rookie administrator, he encouraged the presiding school board to view all their decisions "through the lens of the student." He is still often heard asking those involved if they are wearing their student lenses.

In his second year as Superintendent, McDonald successfully advocated for the constituents of Kodiak Island Borough to vote to embark on a construction project to add new space and renovate existing space of Kodiak High School to include a state-of-the-art Career Technology Education High School. Voters agreed to an \$80.8 million bond, and that project finished on time and under budget with no additional tax burden.

Additionally, during his tenure the graduation rate has increased from 71% to 90.32%. He has created the highly collaborative inter-district partnerships of the statewide digital teaching initiative serving 26 school districts. Stewart has set new standards in pioneering the internationally award-winning World Bridge STEAM program in partnership with Trillium Learning. He is a strong proponent of the performing and visual arts for all students. All of this occurred during a time of severe economic downturn and education funding decline.

His dedication to the extreme challenges Alaska faces is an inspiration to those who know him. His wife of 31 years, his son and daughter report that he instructs everyone to "practice enjoyment, not disappointment." Having moved frequently as a child, and often struggled with discrepancies associated with transferring, he learned to employ that kind of attitude to his own educational experience.

**Barbara Jenkins, Orange County Public Schools, Orlando, FL**



**Currently:** Superintendent, Orange County Public Schools, 2012–present

**Previously:** Deputy Superintendent, Orange County Public Schools, 2010–2012

**Academic Degrees:** Doctorate in Education, Master of Education in Administration and Supervision, BA in Elementary Education, Math Certification from the University of Central Florida

**District Size:** 200,000

**Accomplishments:** Under Dr. Jenkins' leadership, the district won the prestigious 2014 Broad Prize for Urban Education. The prize earned a half million dollars for student scholarships from the Eli and Edythe Broad Foundation. The district also received the Governor's Sterling Award in 2014 and again in 2015. The award is highly regarded for its recognition of organizations that exemplify performance excellence in Florida. Also, for three of the last five years, OCPS was named to the AP District Honor Roll by the College Board for increasing access to Advanced Placement course work, while simultaneously maintaining or increasing the percentage of students earning exam scores for college credit.

As the former deputy superintendent for Orange County, Dr. Jenkins served as the superintendent's designee and oversaw five area superintendents and the division of Teaching and Learning. In her prior tenure as Chief of Staff, she also oversaw Human Resources, Public Relations, Labor Relations, Strategic Planning and served as the chief negotiator for the district.

In 2015–16, Dr. Jenkins served as president of the Florida Association of District School Superintendents. The *Orlando Business Journal* honored her as a CEO of the Year in 2015. In 2014, she was named the Visionary Award recipient by the Girl Scouts of Citrus Council, and the Central Florida Woman of the Year by the Women's Executive Council.

Recognized for her commitment and influence, both the *Orlando Sentinel* and *Orlando Magazine* have recognized her as one of the 10 most powerful people in Central Florida; *Orlando Magazine* ranked her number five overall in 2015, and number two in the Education category in 2016.

Deeply engaged in the community, Dr. Jenkins serves on the boards of United Arts of Central Florida, Winter Park Health Foundation, Greater Orlando Economic Development Commission, Florida Hospital, Central Florida Regional Commission on Homelessness, Orange County Youth Mental Health Commission and is a member of the Aspen Urban Superintendent's Network.

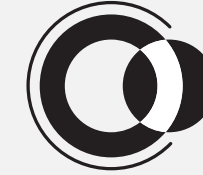
# AASA Awards

THE HIGHEST PERFORMING STATE-LEVEL, CANADIAN AND ASSOCIATION FOR THE ADVANCEMENT OF INTERNATIONAL EDUCATION WINNERS WILL ALSO BE HONORED.

- Alabama** ..... **Vic Wilson**, Hartselle City Schools
- Alaska** ..... **Stewart McDonald**, Kodiak Island Borough School District
- Arizona** ..... **Deborah Burdick**, Cave Creek Unified School District
- Arkansas** ..... **Ken Ramey**, Siloam Springs School District
- California** ..... **Deborah Flores**, Gilroy Unified School District
- Colorado** ..... **Harry Bull**, Cherry Creek School District
- Connecticut** ..... **Joseph Erardi**, Newtown
- Delaware** ..... **Mark Holodick**, Brandywine School District
- Florida** ..... **Barbara Jenkins**, Orange County Public Schools
- Georgia** ..... **Joseph (Jody) Barrow**, Fayette County Schools
- Idaho** ..... **Gaylen Smyer**, Cassia Joint School District No. 151
- Illinois** ..... **Jason Henry**, Sesser-Valier Community Unit School District No. 196
- Indiana** ..... **Christopher Himsel**, Northwest Allen County Schools
- Iowa** ..... **Gary Zittergruen**, Benton Community School District
- Kansas** ..... **Sue Givens**, El Dorado Public Schools – USD #490
- Kentucky** ..... **Henry Webb**, Floyd County Schools
- Louisiana** ..... **William L. Folse, III**, St. Tammany Parish Public School System
- Maine** ..... **Mary Nash**, Maine School Administrative District 35
- Maryland** ..... **Theresa Alban**, Frederick County Public Schools
- Massachusetts** ..... **Mary Bourque**, Chelsea Public Schools
- Michigan** ..... **Robert Glass**, Bloomfield Hills Schools
- Minnesota** ..... **Curt Tryggestad**, Eden Prairie Schools
- Mississippi** ..... **Raymond Morgigno**, Pearl Public School District
- Missouri** ..... **John Jungmann**, Springfield Public Schools
- Montana** ..... **Tobin Novasio**, Lockwood Elementary
- Nebraska** ..... **Caroline Winchester**, Chadron Public Schools
- Nevada** ..... **David Jensen**, Humboldt County School District
- New Hampshire** ..... **Kathleen Murphy**, Hampton School District SAU 90
- New Jersey** ..... **Ross Kasun**, Freehold Township School District
- New Mexico** ..... **Crit Caton**, Artesia Public Schools
- New York** ..... **Luvelle Brown**, Ithaca City School District
- North Carolina** ..... **James Merrill**, Wake County Public School System
- North Dakota** ..... **Robert Lech**, Jamestown Public School District
- Ohio** ..... **Susan Lang**, Wyoming City Schools
- Oklahoma** ..... **Derald Glover**, Fort Gibson Public School District I-003
- Oregon** ..... **Matthew Utterback**, North Clackamas School District
- Pennsylvania** ..... **Joseph Roy**, Bethlehem Area School District
- Rhode Island** ..... **Kristen Stringfellow**, South Kingstown School Department
- South Carolina** ..... **Steve Wilson**, Calhoun County Public Schools
- South Dakota** ..... **Jim Holbeck**, Harrisburg School District
- Tennessee** ..... **David Stephens**, Bartlett City Schools
- Texas** ..... **Marcelo Cavazos**, Arlington Independent School District
- Utah** ..... **Martin Bates**, Granite School District
- Vermont** ..... **Tracy Wrend**, Lamoille South Supervisory Union
- Virginia** ..... **James Lane**, Chesterfield County Public Schools
- Washington** ..... **Gary Cohn**, Everett Public Schools
- West Virginia** ..... **David Banks**, Morgan County Schools
- Wisconsin** ..... **Damian LaCroix**, Howard-Suamico School District
- Wyoming** ..... **Boyd Brown**, Campbell County School District #1
- Canada** ..... **Joan Carr**, Edmonton Catholic Schools
- International** ..... **Chip Barder**, United Nations International, School of Hanoi, Vietnam

AASA, The School Superintendents Association, Aramark and VALIC take great pleasure in announcing the 2017 AASA National Superintendent of the Year Finalists.

## THE FOUR FINALISTS FOR THE 2017 AASA NATIONAL SUPERINTENDENT OF THE YEAR ARE:



**Barbara Jenkins**  
**Stewart McDonald**  
**Matthew Utterback**  
**James Merrill**

Orange County Public Schools, Florida  
 The Kodiak Island Borough School District (KIBSD), Alaska  
 North Clackamas School District, Oregon  
 Wake County Public Schools, North Carolina

## 2017 STATE SUPERINTENDENTS OF THE YEAR WINNERS

- |   |   |   |   |
|---|---|---|---|
| <b>ALABAMA</b><br><b>Vic Wilson</b><br>Hartselle City Schools                                 | <b>IOWA</b><br><b>Gary Zittergruen</b><br>Benton Community School District                  | <b>NEW HAMPSHIRE</b><br><b>Kathleen Murphy</b><br>Hampton School District SAU 90        | <b>SOUTH DAKOTA</b><br><b>Jim Holbeck</b><br>Harrisburg School District                             |
| <b>ALASKA</b><br><b>Stewart McDonald</b><br>Kodiak Island Borough School District             | <b>KANSAS</b><br><b>Sue Givens</b><br>El Dorado Public Schools – USD #490                   | <b>NEW JERSEY</b><br><b>Ross Kasun</b><br>Freehold Township School District             | <b>TENNESSEE</b><br><b>David Stephens</b><br>Bartlett City Schools                                  |
| <b>ARIZONA</b><br><b>Deborah Burdick</b><br>Cave Creek Unified School District                | <b>KENTUCKY</b><br><b>Henry Webb</b><br>Floyd County Schools                                | <b>NEW MEXICO</b><br><b>Crit Caton</b><br>Artesia Public Schools                        | <b>TEXAS</b><br><b>Marcelo Cavazos</b><br>Arlington Independent School District                     |
| <b>ARKANSAS</b><br><b>Ken Ramey</b><br>Siloam Springs School District                         | <b>LOUISIANA</b><br><b>William L. Folse, III</b><br>St. Tammany Parish Public School System | <b>NEW YORK</b><br><b>Luvelle Brown</b><br>Ithaca City School District                  | <b>UTAH</b><br><b>Martin Bates</b><br>Granite School District                                       |
| <b>CALIFORNIA</b><br><b>Deborah Flores</b><br>Gilroy Unified School District                  | <b>MAINE</b><br><b>Mary Nash</b><br>MSAD/RSU 35   | <b>NEVADA</b><br><b>David Jensen</b><br>Humboldt County School District                 | <b>VERMONT</b><br><b>Tracy Wrend</b><br>Lamoille South Supervisory Union                            |
| <b>COLORADO</b><br><b>Harry Bull</b><br>Cherry Creek School District                          | <b>MARYLAND</b><br><b>Theresa Alban</b><br>Frederick County Public Schools                  | <b>NORTH CAROLINA</b><br><b>James Merrill</b><br>Wake County Public School System       | <b>VIRGINIA</b><br><b>James Lane</b><br>Chesterfield County Public Schools                          |
| <b>CONNECTICUT</b><br><b>Joseph Erardi</b><br>Newtown   | <b>MASSACHUSETTS</b><br><b>Mary Bourque</b><br>Chelsea Public Schools                       | <b>NORTH DAKOTA</b><br><b>Robert Lech</b><br>Jamestown Public School District           | <b>WASHINGTON</b><br><b>Gary Cohn</b><br>Everett Public Schools                                     |
| <b>DELAWARE</b><br><b>Mark Holodick</b><br>Brandywine School District                         | <b>MICHIGAN</b><br><b>Robert Glass</b><br>Bloomfield Hills Schools                          | <b>OHIO</b><br><b>Susan Lang</b><br>Wyoming City Schools                                | <b>WEST VIRGINIA</b><br><b>David Banks</b><br>Morgan County Schools                                 |
| <b>FLORIDA</b><br><b>Barbara Jenkins</b><br>Orange County Public Schools                      | <b>MINNESOTA</b><br><b>Curt Tryggestad</b><br>Eden Prairie Schools                          | <b>OKLAHOMA</b><br><b>Derald Glover</b><br>Fort Gibson Public School District I-003     | <b>WISCONSIN</b><br><b>Damian LaCroix</b><br>Howard-Suamico School District                         |
| <b>GEORGIA</b><br><b>Joseph (Jody) Barrow</b><br>Fayette County Schools                       | <b>MISSISSIPPI</b><br><b>Raymond Morgigno</b><br>Pearl Public School District               | <b>OREGON</b><br><b>Matthew Utterback</b><br>North Clackamas School District            | <b>WYOMING</b><br><b>Boyd Brown</b><br>Campbell County School District #1                           |
| <b>IDAHO</b><br><b>Gaylen Smyer</b><br>Cassia Joint School District No. 151                   | <b>MISSOURI</b><br><b>John Jungmann</b><br>Springfield Public Schools                       | <b>PENNSYLVANIA</b><br><b>Joseph Roy</b><br>Bethlehem Area School District              | <b>CANADA</b><br><b>Joan Carr</b><br>Edmonton Catholic Schools                                      |
| <b>ILLINOIS</b><br><b>Jason Henry</b><br>Sesser-Valier Community Unit School District No. 196 | <b>MONTANA</b><br><b>Tobin Novasio</b><br>Lockwood Elementary                               | <b>RHODE ISLAND</b><br><b>Kristen Stringfellow</b><br>South Kingstown School Department | <b>INTERNATIONAL</b><br><b>Chip Barder</b><br>United Nations International School of Hanoi, Vietnam |
| <b>INDIANA</b><br><b>Christopher Himsel</b><br>Northwest Allen County Schools                 | <b>NEBRASKA</b><br><b>Caroline Winchester</b><br>Chadron Public Schools                     | <b>SOUTH CAROLINA</b><br><b>Steve Wilson</b><br>Calhoun County Public Schools           |   |

AASA, Aramark K-12 Education, and VALIC stand together to salute our nation's outstanding contributors to public education. Our heartfelt thanks for your dedication, talent, and ability to make education more accessible and more meaningful to America's students. Aramark K-12 Education and VALIC thank our partner, AASA, for their unfailing support, leadership, and commitment to the Superintendent of the Year Program.



# AASA WOMEN IN SCHOOL LEADERSHIP INITIATIVE

## More Than a Power Lunch: Building Networks to Support and Advance Women in School Leadership

Designed to help mitigate the impact of barriers women face in ascending to the top leadership positions within our school systems and to increase the number of women seeking and becoming CEOs and superintendents of schools.

- ▶ AASA National Women's Leadership Consortium
- ▶ Mentoring for Aspiring Leaders
- ▶ Professional Learning
- ▶ Networking Opportunities
- ▶ Recognition via Leadership Awards

### Attend "More Than a Power Lunch" sessions Thursday, March 2, 2017

Educational Session  
9:00am-10:00am, Room 217

Thought Leaders Session  
1:00pm-2:00pm, Room 207

## AASA National Women's Leadership Consortium

Successful women leaders from the education and business community

**Ann Blakeney Clark**  
Superintendent  
Charlotte-Mecklenburg Schools  
Charlotte, NC

**Jacinda H. Conboy**  
General Counsel  
The New York State Council of School Superintendents  
Albany, NY

**Fatima Goss Graves**  
Senior Vice President for Program  
National Women's Law Center  
Washington, DC

**Margaret Grogan**  
Dean of the College of Educational Studies  
Chapman University  
Orange, CA

**Patricia E. Neudecker**  
Director of Administrative Leadership & Assistant Professor  
Alverno College  
Oconomowoc, WI

**Cheryl A. Oldham**  
Vice President of Education Policy  
U.S. Chamber of Commerce  
Washington, DC

**Ruth Pérez**  
Superintendent  
Paramount Unified School District  
Paramount, CA

**Judith Rattner**  
Superintendent  
Berkeley Heights District  
Berkeley Heights, NJ

**Melody Schopp**  
South Dakota Secretary of Education  
Pierre, SD

**Amy F. Sichel**  
Superintendent  
Abington School District  
Abington, PA



## AASA Aspiring Women Leaders Program

Aspiring women leaders from school districts across the country

Julissa Alcantar-Martinez  
Karen Arbogast  
Margaret Aune  
Karen Cheser  
Rosalie Daca  
Elizabeth Freeman  
Allene Houston Jones  
Amy Illingworth  
LaTonya Jones  
Amy Kortemeyer  
Erica Lawrence  
Tamu Lucero  
Kimberly MacKinney  
Carletta Marrow  
Judith Minor  
Kristi Murphy  
Stephanie Passman  
Kristen Paul  
Emily Shaw  
Melissa Woodard



## HELPING KIDS PROGRAM MINI GRANT

Since 2012, National Joint Powers Alliance (NJPA) and AASA have joined forces to bring the Helping Kids Program, an urgent mini grant funded by AASA through a partnership with NJPA, to AASA and NJPA members. Four winners are selected annually from each of AASA's seven regions. The grant can be used for immediate needs that directly impact students. Grantees' requests have ranged from boots, coats and non-perishable sundries to dental care and even temporary housing stipends.

NJPA is the Premier School Solutions Center Partner. We want to thank NJPA for their continuing support of AASA and for supporting students in need through the Helping Kids Program.

- ★ In 2013, 7 winners were chosen.
- ★ In 2014, 7 winners were chosen.
- ★ In 2015, 14 winners were chosen.
- ★ In 2016, 28 winners were chosen.
- ★ In 2017, 28 winners were chosen.

### REGION 1

Bethel School District, WA, **Thomas Seigel**  
Hydaburg City School District, AK, **Lauren Burch**  
Milpitas Unified School District, CA, **Cheryl Jordan**  
Willamina School District, OR, **Carrie Zimbrick**

### REGION 2

Creighton School District No. 14, AZ, **Donna W. Lewis**  
El Dorado Public Schools-USD 490, KS, **Sue Givens**  
Spring ISD, TX, **Rodney E. Watson**  
Taos Municipal Schools, NM, **Dr. Lillian Torrez**

### REGION 3

Bellevue Public Schools, NE, **Jeff Rippe**  
Crete Public Schools, NE, **Dr. Mike Waters**  
Ecorse Public Schools, MI, **Thomas Parker**  
Walker Hackensack Akeley, MN, **Eric Pingrey**

### REGION 4

Cook County School District 130, IL, **Dr. Tina Halliman**  
East Dubuque Unit School District, IL, **Tori Lindeman**  
Grandview C-4, MO, **Kenny Rodriquez**  
Jennings School District, MI, **Dr. Art McCoy**

### REGION 5

Cleveland School District, MS, **Dr. Jacquelyn C. Thigpen**  
Colbert County Schools, AL, **Dr. Gale Satchel**  
Lexington City Schools, NC, **Richard Kriesky**  
Tarrant City Schools, AL, **Shelly N. Mize**

### REGION 6

Central Greene School District, PA, **Brian T. Uplinger**  
Ridley School District, PA, **Lee Ann Wentzel**  
Roselle Public Schools, NJ, **Kevin West**  
York Suburban School District, PA, **Michele Merkle**

### REGION 7

East Providence Public Schools, RI, **Kathryn Crowley**  
Milford Public Schools, MA, **Kevin McIntyre**  
MSAD #1, MI, **Brian M. Carpenter**  
Newport Public Schools, RI, **Colleen Burns Jermain**



# AASA Awards

FRIDAY, MARCH 3, 8 – 10am GENERAL SESSION

## Women in School Leadership Award

The Women in School Leadership Award, sponsored by the Bill & Melinda Gates Foundation and AASA, pays tribute to the talent, creativity and vision of outstanding women educational administrators in the nation's public schools. Any female superintendent, assistant superintendent, aspiring superintendent, central-office director, school principal or classroom teacher in the United States who plans to continue in the profession may apply. The award program is designed to recognize the exceptional leadership of active, front-line women in school leadership who are making a difference in the lives of students every day. One Women in School Leadership Award will be given in each category.

Sponsored by **BILL & MELINDA GATES** foundation

### The 2017 Finalists in the School-Based Category Are:

**Jennifer Butler, Instructional Technology Coach, Florence City Schools, AL**

Jennifer Butler is a school-based Instructional Technology Coach for Florence City Schools. As an instructional partner, she has facilitated professional learning for teachers in the school and district. She has presented at several conferences, including the Alabama Educational Technology Conference, the University of Alabama Literacy Summit and at an Instructional Partner retreat held by the Alabama Best Practices Center.

**Kristin Shymoniak, Lead Special Education Teacher, Arlington County Public Schools, VA**

A native of Aliquippa, PA, Kristin Shymoniak serves as the Lead Special Education Teacher and 1st grade resource teacher at Barcroft Elementary School in Arlington, VA. She has been teaching for five years. Shymoniak received a Bachelor of Science in Kinesiology from Indiana University of Pennsylvania. She has a Master of Education in Early Intervention with a specialization in autism and special education from the University of Pittsburgh. She is currently a student in the Virginia Applied Behavior Analysis Consortium at George Mason University.

### The 2017 Finalists in the Central Office/Principal Category Are:

**Lisette Estrella-Henderson, Associate Superintendent, Solano County Office of Education, CA**

Lisette Estrella-Henderson has served as an educator for more than 31 years. She began her career in the Dixon Unified School District where she worked for more than 20 years in a variety of capacities, including bilingual classroom teacher, English Learner Program Coordinator, Reading Specialist, Mentor Teacher, site Principal and Director of Interventions. In her present position as Associate Superintendent of Student Programs and Educational Services with the Solano County Office of Education (SCOE), she provides leadership for the Student Programs and Educational Services Departments, including special education programs for students with moderate to severe disabilities, a diverse array of educational services such as professional development, district and school support, school readiness, programs serving foster and homeless youth, and Juvenile Court and Community School Programs. She earned a Bachelor of Arts from the University of California, Davis, and a Master of Education from the California State University, Sacramento.

**Claire Miller, Chief Academic Officer, Oconee County Schools, GA**

Claire Miller has served as a public school educator for 23 years. She is currently the Chief Academic Officer for Oconee County Schools. Her team is responsible for curriculum, instruction, assessment, academic support programs, professional learning, special education, federal programs, school improvement, technology, state reporting, athletics, discipline, student support services and Career, Technical and Agricultural Education. In Oconee County Schools, Miller led the district through accreditation, strategic planning, implementation of Rigorous Curriculum Design, development of data teams and common formative assessments, website redesign, expansion of Advanced Placement courses and implementation of high school course credit in middle school and increased teachers with gifted endorsements by 100, increased ESOL endorsements by 34 in four years, generated an additional \$3 million in state funds over four years and led conversion to a strategic waiver system. Her work increased student achievement and graduation rates to rank among the top in Georgia. Prior to working in Oconee County Schools, she served as the Secondary Curriculum Director, Executive Curriculum Director, and Assistant Superintendent for Teaching and Learning in Barrow County Schools. Miller also served as a school administrator and classroom teacher.

### The 2017 Finalists in the Superintendent Category are:

**Yvonne Caamal Canul, Superintendent, Lansing School District, MI**

Raised in Latin America, Yvonne Caamal Canul brings a rich "world-view" to her work of 40 years in the field of education in a variety of positions. She has been the Lansing School District superintendent since March 2012 and has spearheaded many positive, cutting-edge changes by instilling a renewed spirit of caring, collaboration and excellence. She has received numerous awards for her dedication to the education profession, among them are the 2015 Michigan Superintendent of Year Award, Greater Lansing Woman of the Year Finalist, Certificate of Leadership & Achievement, Hispanic Latino Commission of Michigan, National Educator Award presented by the Milken Family Foundation and the Human Rights Award given by the Michigan Education Association. Her degrees are from Olivet College and Michigan State University. She has traveled throughout the world and is fluent in Spanish.

**Rosa Atkins, Superintendent, Charlottesville City Schools, VA**

Rosa Atkins is Superintendent of Charlottesville City Schools (CCS), a division of more than 4,000 economically, ethnically and racially diverse students in nine schools. During her tenure, CCS has become one of the top-performing school divisions in the state with a graduation completion index of 89%. Charlottesville High School (CHS) has earned the reputation of having one of the best Advanced Placement programs in the area. In 2014, CHS students scored 3 or higher on 77% of the AP exams taken. In 2015, the *Washington Post* recognized CHS as number 18 on its index of America's Most Challenging High Schools.

FRIDAY, MARCH 3, 8 – 10am GENERAL SESSION

## AASA Distinguished Service Awards

AASA honors exceptional educational leaders as well as the immediate past president of the association with the Distinguished Service Award. These educational leaders are recognized by AASA for bringing honor to themselves, their colleagues and their profession: rendering exemplary service to their state or national professional association and contributing to the education field through writing, public advocacy or other activities.

### The 2017 Recipients Are:

**David Schuler, AASA Immediate Past President**

Dr. David R. Schuler, a national education leader and superintendent of the second-largest high school district in Illinois, is passionate about preparing students to be college, career and life ready. Dr. Schuler launched Redefining Ready!, a national campaign that introduces multiple research-based metrics to demonstrate post-secondary readiness, during his time as 2015-16 president of AASA, The School Superintendents Association. Dr. Schuler earned his bachelor's degree from Carroll University and his master's and doctoral degrees from the University of Wisconsin-Madison.

**Robert T. Mills, Director General, Lester B. Pearson School Board**

Before taking on the role of Assistant Director General at the Lester B. Pearson School Board in 2001, Robert Mills was a teacher, department head and senior administrator with the former Protestant School Board of Greater Montreal. He also led the Educational Services Department at Lester B. Pearson. In 2012, the Canadian Association of School System Administrators named Mills the "Superintendent of the Year" for all of Canada. He was also a recipient of the Xerox Excellence in Educational Leadership Award.

**Dr. James F. Shoemaker, Superintendent of Schools, Tacoma, WA**

Dr. James Shoemaker began his career in education in 1965 as a math teacher. Having gained experience in almost every area of school administration, Dr. Shoemaker took his first superintendency in Haysville, a suburb of Wichita, KS. He became active in the community, restored the integrity of the office, and was able to make positive changes in the system. While in the superintendency, he was selected by AASA to be part of a study group to learn about education in the then Soviet Union. In 2006, Dr. Shoemaker retired from the superintendency in Tacoma, WA.

**Dr. Harry Rossi, Superintendent, District 30 Northbrook/Glenview, IL**

Harry Rossi is the co-director of FED ED, a consortium that addresses federal education issues that impact suburban school districts in Illinois. He is the retired superintendent of Northbrook/Glenview School District 30. During his extensive administrative career, he has served in all building level administrative positions and many central-office positions. Rossi is an adjunct faculty member at Loyola University Chicago where he teaches educational leadership as well as conducts practicum and internship programs. Additionally, he serves on two university boards as well as several state and national boards. He has presented and published at the state, national and international levels.

SATURDAY, MARCH 4, 10:30am – 12noon GENERAL SESSION

## AASA Educational Administration Scholarship Awards

The AASA Educational Administration Scholarship was created in 1949 to provide incentives, recognition and financial assistance to outstanding graduate students in school administration who intend to make the school superintendency a career. AASA selects recipients on the basis of their experience and excellence in school administration, personal essays and recommendations from university faculty. Each recipient receives a \$2,500 scholarship given in honor of AASA's former executive directors: Sherwood D. Shankland, Worth McClure, Finis E. Engleman, Forrest E. Connor, Paul B. Salmon, Richard D. Miller and Paul D. Houston.

### The 2017 Scholarship Recipients Are:

**Adam Bayne, Central Michigan University (MI)**

**Andrea Dixon Seahorn, William Woods University – Fulton (MO)**

**Kyle Cassidy, Western Kentucky University (KY)**

**Mykia Olive, Howard University (Washington, DC)**

**Jodie Peters, George Mason University (VA)**

**Bethany Cumper, Rocky Mountain College (MT)**

**Jason Arledge, The University of Mississippi (MS)**

## VH1 Save The Music

This award for distinguished support of music education is sponsored by the VH1 Save The Music Foundation in collaboration with AASA. The award is given to a superintendent or chief executive officer who is committed to ensuring that music education is part of the core curriculum in all schools in his or her school district. Sponsored by



**The 2017 Recipient Is: Kevin George, St. John the Baptist School District, New Orleans, LA**

# Sponsor Award Acknowledgments

AASA ACKNOWLEDGES AND EXPRESSES SINCERE APPRECIATION TO OUR AWARD SPONSORS:

## NATIONAL SUPERINTENDENT OF THE YEAR AWARD



VALIC

## WOMEN IN SCHOOL LEADERSHIP AWARD

BILL & MELINDA  
GATES foundation

## VH1 SAVE THE MUSIC AWARD



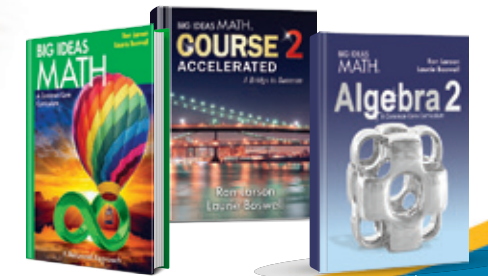
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“As educational leaders our successes are based on the success of our students and our schools. To be innovative we must think past the status quo from best practices to the next practice.”

Christy Prosser, Director of Student Information & School Safety, Jones County School System; *Harvard Institutes for Superintendents and District Leaders'16*

Experience Professional  
Education at Harvard

“It was inspirational to learn from those who actively model what they teach within their context. I learned that I can do this job— that is sometimes enormous and overwhelming— while also being my true self.”

Emily Qazilbash, Assistant Superintendent of Human Capital, Boston Public Schools; *Women in Education Leadership'16*



AASA's National Superintendent Certification Program sharpens skills that successful superintendents identify as essential tools in today's complex and challenging education environment. The certification program offers three regional cohorts: East Coast – Virginia; Midwest – Chicago; and West Coast – Oceanside, CA.

### THE 2015–16 AASA CERTIFICATION PROGRAM MIDWEST COHORT GRADUATES

**Michael Almeida**, Superintendent, Coventry Public Schools, RI  
**William Burke**, Superintendent, Spring Hill USD 230, KS  
**Brian Creasman**, Superintendent, Fleming County Schools, KY  
**Edward Drapp**, Superintendent, Regional School District No. 6, CT  
**Glenn Faircloth**, Superintendent, Lorain County JVS, OH  
**Alicia Henderson**, Superintendent, Bellevue Union School District, CA  
**Philip Hickman**, Superintendent, Columbus Municipal School District, MS  
**R. Scott Jeffrey**, Superintendent, Lakeland School District, PA  
**James McKay**, Superintendent, Community High School District 117, IL  
**Susie Meade**, Superintendent, Winterset Community Schools, IA  
**Jarod Mendenhall**, Superintendent, Broken Arrow Public Schools, OK  
**Earl Metzler**, Superintendent, Timberlane Regional School District, SAU 55, NH  
**Tom Muzzey**, Superintendent, Orchard Farm School District, MO  
**Miguel Perez**, Superintendent, Jim Hogg County Independent School District, TX  
**Danielle Root**, Superintendent, Joy Christian Schools, AZ  
**Patricia Sheffer**, Superintendent, Union County Public Schools, KY  
**Curtiss Strietelmeier**, Superintendent, MSD of New Durham Township, IN  
**Rodney Watson**, Superintendent, Spring Independent School District, TX  
**Sonya Whitaker**, Superintendent, Fairmont School District, IL  
**Andrew Wise**, Superintendent, Olympia Community Unit School District #16, IL

### THE 2015–16 AASA CERTIFICATION PROGRAM WEST COAST COHORT GRADUATES

**William Adams**, Superintendent, Janesville-Waldorf-Pemberton Schools, MN  
**Tammy Berg-Beniak**, Superintendent, Pine Island School District 255, MN  
**Gena Cook Keller**, Superintendent, Fluvanna County School District, VA  
**Daniel D. Cox**, Superintendent, Charles City Community School District, IA  
**Dominic A. DePatsy**, Superintendent, School Administrative District 53, ME  
**Jeff Elstad**, Superintendent, Byron Independent School District 531, MN  
**Kriss Hagerl**, Superintendent, Sierra Vista Unified School District 68, AZ  
**Michael Hynes**, Superintendent, Patchogue-Medford Unified School District, NY  
**Jill Louters**, Superintendent, New Rockford-Sheyenne Public School District, ND  
**Michael Munoz**, Superintendent, Rochester School District 535, MN  
**Roberto Padilla**, Superintendent, Newburgh Public Schools, NY  
**Brian D. Schmitt**, Superintendent, Genesee Valley Central School District, NY  
**Jasvir Sethi**, Superintendent, Pinon Unified School District 4, AZ  
**Jim Vaszauskas**, Superintendent, Mansfield Independent School District, TX  
**Patrick Washington**, Superintendent, Promise Academy, TN  
**Ron Williams**, Superintendent, Victor Valley Union High School District, CA  
**Ruben Zepeda, II**, Superintendent, Aromas-San Juan Unified School District, CA

The Urban Superintendents Academy is a new cross-institutional partnership that offers a dynamic approach to urban superintendent preparation and certification. AASA, The School Superintendents Association, has launched distinct partnerships with Howard University and the University of Southern California to bolster the effectiveness of school district leadership in our nation's urban areas.

### THE AASA/HOWARD UNIVERSITY URBAN SUPERINTENDENTS ACADEMY COHORT GRADUATES:

**Rosa Cabrera**, Principal, Kent School District, WA  
**Traci Davis**, Superintendent, Washoe County School District, NV  
**Lendozia Edwards**, Campus Dean, Strayer University, GA  
**Christine Fowler-Mack**, Chief Portfolio Officer, Cleveland Metropolitan School, OH  
**Eric Gallien**, Deputy Superintendent, Racine Unified School District, WI  
**Anthony Hamlet**, Superintendent, Pittsburgh Public Schools, PA  
**Lisa M. Hathaway**, Account General Manager, Pearson, MD  
**Jessica Huizenga**, Superintendent, Southbridge Public Schools, MA  
**Martha James-Hassan**, Commissioner, Baltimore City Public School District, MD  
**Miriam S. Lynch**, Curriculum Lead for Economics and Personal Finance, Fairfax County Public Schools, VA  
**Abbie Diane Martin**, Director of Community Outreach and Engagement, Howard County Public School System, MD  
**Essie McKoy**, Principal/Executive Director, Philo-Hill Magnet School, Winston-Salem Forsyth County School District, NC  
**Michael Merriman**, Teacher, Garland Independent School District, TX  
**Mykia Olive**, Peer Assistance and Review Consulting Teacher, Prince George's County Public Schools, MD  
**Gwendolyn Page**, Superintendent, Southampton County Public Schools, VA  
**Thomas Parker**, Superintendent, Ecorse Public School District, MI  
**Joseph Priszano**, Assistant to the Superintendent, Jericho Union Free School District, NY  
**Eric J. Rosser**, Assistant Superintendent, Buffalo Public Schools, NY  
**Rose Skepple**, Assistant Professor, Eastern Kentucky University, KY  
**Anthony W. Smith**, Superintendent, Clayton County Public Schools, GA  
**Inger H. Swimpson**, Director, Human Resources and Development, Montgomery County Public Schools, MD  
**Rod K. Thompson**, Superintendent, Shakopee School District 720, MN  
**Andrae Townsel**, Principal, Southbridge Public Schools, MA  
**Milton Walters**, Assistant Superintendent, Pittsburgh Public Schools, PA  
**Douglas J. Ward**, Principal, Fulton Leadership Academy, GA  
**Sherrod D. Willaford**, Principal, Fulton County Schools, GA  
**Jonathan Woods**, Chief Leadership and Operations Officer, Provost Academy, GA

### THE AASA/USC URBAN SUPERINTENDENTS ACADEMY COHORT GRADUATES:

**Darryl S. Adams**, Superintendent Coachella Valley Unified School District, CA  
**Maria Covarrubias**, Founding Principal, Renuevo Schools, CA  
**Ben Drati**, Assistant Superintendent Santa Barbara School District, CA  
**Nisha Dugal**, Senior Director, Secondary Schools, Torrance Unified School District, CA  
**Angel Gallardo**, Director, Administrative Services, Montebello Unified School District, CA  
**Stella M. Kemp**, Assistant Superintendent, Educational Services, Franklin-McKinley School District, CA  
**Kym LeBlanc-Esparza**, Superintendent Newberg School District, OR  
**Elida MacArthur**, Assistant Superintendent, Mt. Pleasant Elementary School District, CA  
**Kimberly M. MacKinney**, Chief Academic Officer, Oro Grande School District, CA  
**Angelica M. Ramsey**, Associate Superintendent, Santa Clara County Office of Education, CA (recently accepted the position as Superintendent, Pleasant Valley School District, CA)  
**Marion J. Smith, Jr.**, Regional Director, Student and School Success, Puget Sound Educational Service District, WA  
**Frank Wells**, Director, Education Leadership, Santa Clara County Office of Education, CA  
**Shawn K. Wightman**, Superintendent Marysville Public School District, MI














The graduates of the 2015–2016 National Certification Program will be introduced during the Thursday, March 2, Opening General Session.

The graduates of the Urban Superintendents Programs will be introduced during the Friday, March 3, General Session.




















# Thursday

## CONFERENCE SESSIONS-AT-A-GLANCE

THURSDAY, MARCH 2












<b>7 – 9am</b>
Shuttle Service Available
<b>7:30am – 5pm</b>
Lobby A, Ernest N. Morial Convention Center Registration Hours
<b>7:30am – 6pm</b>
Lobby A, Ernest N. Morial Convention Center Bookstore Hours
<b>8 – 10:15am &amp; 12:15 – 5pm</b>
Hall B, Ernest N. Morial Convention Center NCE Marketplace
<b>8 – 8:45am</b>
Hall B, Ernest N. Morial Convention Center Coffee in the NCE Marketplace
Knowledge Exchange Theater  Social Media Lounge Part 1 – Using Social Media to Effectively Engage Your Community
<b>8:30 – 9am</b>
School of the Future Transform Your School Environment in Just 10 minutes a Day! Presented by Inner Explorer
<b>9 – 10am</b>
NCE Marketplace, Hall B Roundtable Sessions
ROOM 205  Engaging Communities of Color in Education Policy and Practice
ROOM 213  Growing Imagination & Creativity Through Assessment & Neuroscience
ROOM 218  How Innovative Superintendents Use Mobile Technology to Increase Bilingual Literacy
ROOM 224  Redefining Ready: Transforming Learning in a 1:1 District
ROOM 223  Educators Rising: How to Grow Your Own Strong Teaching Workforce
ROOM 222  Women in the Superintendency: Obtain the Job and Keep It!
ROOM 203  Abandoning Age-Based Learning
ROOM 204  What's Next for College and Career Readiness?
ROOM 219  Fusfoo High School Digital Network Changes the Face of High School Media
ROOM 201-202  Special Ed 2.0 – Building a NEW Education Law for All Students
ROOM 214  Developing a High-Performance Superintendent/Board Leadership Team
ROOM 211  Igniting and Ensuring a STEAM K-16 Pipeline in the 21st Century

ROOM 212  AASA Advocacy Meet & Greet: Superintendent Voice Matters
<b>THOUGHT LEADER</b>  ROOM 207 Redesigning Professional Development Systems – Leadership, Feedback and Impact
<b>THOUGHT LEADER</b>  Knowledge Exchange Theater Why and What Higher Ed Needs from Secondary Education: It's Getting Very Serious Now
ROOM 221  Developing and Sustaining Relationships: Starting with the End in Mind
ROOM 220  Superintendents Environmental Education Collaborative
ROOM 217  More Than a Power Lunch Workshop: Connecting Learning to Practice
<b>10:15am – 12:15pm</b>
<b>GENERAL SESSION</b>  Great Hall A The Great Conversation: Harnessing the Power of the Community to Neutralize Negativity, Create Allies and Increase Support for Public Schools
<b>12:15 – 1pm</b>
Knowledge Exchange Theater  Online Support for In-School Impact: #InsureAllChildren
<b>12:30 – 1pm</b>
School of the Future Envisioning the Future of Assessment Presented by Measured Progress
<b>12:30 – 2pm</b>
ROOM R01  Professional Development Seminar – Ed Tech ROI – The Good, the Bad and the Ugly <i>Pre-registration is required. Walk-ins permitted on a space-available basis.</i>
ROOM 208-209  Federal Relations Lunch – Public School Choice vs. Private School Vouchers <i>To purchase a ticket for this luncheon, see the Onsite Registration Counter in the AASA Registration Area.</i>
<b>1 – 2pm</b>
NCE Marketplace, Hall B Roundtable Sessions
ROOM 212 A Richer Understanding of Middle Schoolers: National Center for Educational Statistics Middle Grade Longitudinal Study
ROOM 213  A Customized Approach to Analyzing District Special Services to Enhance Opportunities for Students
ROOM 217  Personalized Learning: A Blueprint for Success
ROOM 218  Leading the Community in Setting the Vision and Mission for Your District
ROOM 224  #FutureReady: 10 Proven Strategies for Creating a College-Going Culture

ROOM 223  Envisioning the Future with STEM
ROOM 222  Graduation Acceleration Through a Rigorous Pathway
ROOM 204  Preparing Administrators for the Effects of ESSA
ROOM 203 Attracting and Retaining Employees by Helping Reduce Student Loan Debt
ROOM 219  CrisisGo – A New Era of School Safety Awareness and Response
ROOM 214  Increasing Your Chances of Getting the Job You Want
ROOM 201-202  Blended Learning for STEM
ROOM 211  Dealing with Loss and Grief in School
<b>THOUGHT LEADER</b>  ROOM 207 More Than a Power Lunch: Building Networks to Support and Advance Women in School Leadership
<b>THOUGHT LEADER</b>  Knowledge Exchange Theater Personalized Learning: Perspective from an Award-Winning District
ROOM 221  Social Media 101 for Urban Superintendents: Engaging Millennial Stakeholders
<b>1 – 3pm</b>
ROOM 205  Special Contracts Session <i>Tickets sold on a first-come, first-served basis, are limited to the first 96 participants and can be purchased in the AASA Registration Area.</i>
<b>2 – 2:45pm</b>
Hall B, Ernest N. Morial Convention Center Snacks in the NCE Marketplace
<b>2 – 3pm</b>
Knowledge Exchange Theater  State Policy 2017: What to Expect, What to Plan For
<b>2:15 – 2:45pm</b>
School of the Future Simulations as Engaging PD for Judgment, Decision Making and Resilience for K-12 Leaders Presented by Ed Leadership SIMS
<b>2:45 – 3:45pm</b>
NCE Marketplace, Hall B Roundtable Sessions
ROOM 212  Leveraging the Power of Distributed Leadership to Transform Schools
ROOM 213  Miracle in the Middle: Leading the Way in Closing Gaps
ROOM 203  Alternative Career Pathways – Redefining Traditional Opportunities for Teacher Professional Development
ROOM 217  Encouraging a Lifetime of Creativity: Building a Community Arts Culture
ROOM 224  How to Make Teacher Evaluation Actually Improve Teaching
ROOM 223  Kentucky New Superintendent Standards – Redefining Superintendent and School Board Relations
ROOM 222  Delivering on Our Promise: Turning Strategic Planning into Lasting Transformation

## FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

ROOM 204  What You Need to Know to Maximize Your Pension Benefits
ROOM 219  A+ Solutions to Reduce Employee Benefit Costs Without Cutting Benefits
ROOM 214  Aspiring Superintendents: Meeting Expectations
ROOM 201-202  Increase Reading Speed and Comprehension
ROOM 211  Feeding Hungry Minds: Funding Your School Breakfast Program
ROOM 221  The Impact of Labor-Management Collaboration on Student Learning and Other Systems
<b>THOUGHT LEADER</b>  ROOM 207 The Role of Research-Practice Partnerships & Systematic Continuous Improvement in Fulfilling ESSA's Promise
ROOM 218  Fresh Ideas and Trends in School Sponsorship Procurement
<b>3:15 – 3:45pm</b>
School of the Future Cultivating a Healthier Generation: Food Education & the Teaching Kitchen Presented by Chartwells K12
Knowledge Exchange Theater The Power of Play
<b>4 – 5pm</b>
<b>THOUGHT LEADER</b>  ROOM 207 Community Schools: Cultivating Opportunity, Equity and Agency
<b>THOUGHT LEADER</b>  Knowledge Exchange Theater Innovative Strategies to Close the Homework Gap
<b>THOUGHT LEADER</b>  ROOM 201-202 How Can Supervisors Shape Effective Principals?
<b>5 – 6pm</b>
Lobby A, Ernest N. Morial Convention Center Welcome Reception
<b>5:30 – 6:30pm</b>
Shuttle Service Available

THURSDAY, MARCH 2

# FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

P. Starr for a discussion on increasing career readiness and building a strong, secondary-based front end of the teaching talent pipeline in your district.

**PRESENTERS:** Dan Brown, Co-Director, Educators Rising, PDK International, Arlington, VA; Joshua Starr, CEO, PDK International, Arlington, VA

## ROOM 222 WOMEN IN THE SUPERINTENDENCY: OBTAIN THE JOB AND KEEP IT!

In today's political environment in education, it is a major accomplishment for a woman to obtain that first superintendency. The greater challenge, however, is to retain it. According to recent statistics, the number of female superintendents is hovering at 24%. Women leaders suffer a defeat every time a female superintendent loses her position, especially when it occurs during the first 18 months on the job. Three presenters with a combined 50+ years of superintendent experience address the politics of the position, provide provocative statements for participant reflection and engagement, and share helpful advice for job retention.

**PRESENTERS:** Carmella Franco, Superintendent (Retired), Whittier, CA; Maria Ott, USC Rossier School of Education, Los Angeles, CA; Darlene Robles, USC Rossier School of Education, Los Angeles, CA

## ROOM 203 ABANDONING AGE-BASED LEARNING

Explore six teaching and learning methods using the Taylor County Schools, KY, six-spoke wheel of learning. Topics include student motivation, teacher motivation, self-paced curriculum available 24-7-365 and the importance of raising the quality of life one person at a time.

**PRESENTER:** Roger Cook, Superintendent, Taylor County School District, Campbellsville, KY

## ROOM 218 HOW INNOVATIVE SUPERINTENDENTS USE MOBILE TECHNOLOGY TO INCREASE BILINGUAL LITERACY

Research indicates that students who do not arrive in kindergarten with adequate literacy skills are significantly less likely to meet college and career readiness benchmarks throughout their entire K-12 education. This session describes a model for increasing equity and engaging all stakeholders in a transformative, countywide bilingual early literacy initiative. This initiative leverages the smartphones and tablets parents and schools already own to put high-quality, research-based, early learning curriculum in every classroom, home and community center. In partnership with Footsteps2Brilliance, the district provides thousands of audio-encoded books, songs and games for free to all families. These resources develop vocabulary, comprehension, literacy and writing skills for children pre-K through 3rd grade. Includes efficacy data along with student and parent reactions.

**PRESENTERS:** Barbara Nemko, Superintendent, Napa County Office of Education, Napa, CA; Ilene Rosenthal, CEO, Footsteps2Brilliance, Inc., Washington, DC

## ROOM 224 REDEFINING READY: TRANSFORMING LEARNING IN A 1:1 DISTRICT

District 214, a 1:1 iPad district with equal access for all students, has transformed teaching and learning with a commitment to prepare each and every student for success in an ever-changing global economy. Presenters share how staff and students collaborate in relevant and authentic learning experiences, both in and out of the classroom, around the shared mission of Redefining Ready. Participants are provided with a link to a site with a wealth of examples and resources to help them take next steps toward future-readiness for their own students and staff.

**PRESENTERS:** Linda Ashida, District Coordinator for Teaching and Learning, High School District 214, Arlington Heights, IL; Rudy Gomez, District Technology Services Supervisor, High School District 214, Arlington Heights, IL; Gabriella Jackson, District Coordinator for Teaching and Learning, High School District 214, Arlington Heights, IL; David Schuler, Superintendent, High School District 214, Arlington Heights, IL

## ROOM 223 EDUCATORS RISING: HOW TO GROW YOUR OWN STRONG TEACHING WORKFORCE

Most educators are homegrown. In fact, over 60% of teachers work within 20 miles of where they went to high school, which means that the next generation of your community's teaching workforce is sitting on the student side of the desks in your schools today. Educators Rising, powered by PDK International, is building a new gold standard model to help districts grow their own highly skilled, well-prepared teachers starting in high school. Rooted in standards developed by the field with the National Board for Professional Teaching Standards, the EdRising Academy curriculum and micro-credentials will be ready for implementation in the 2017-2018 school year. Join Educators Rising Co-Director Dan Brown and PDK International CEO Joshua

## KNOWLEDGE EXCHANGE THEATER SOCIAL MEDIA LOUNGE PART 1 – USING SOCIAL MEDIA TO EFFECTIVELY ENGAGE YOUR COMMUNITY

By now, you probably understand what social media is and how to use it (well, sort of). That's why it's important to take your skills to the next level and learn how you can utilize Twitter and Facebook to engage with you communities, parents, students and other stakeholders. We've put together a panel of social media-savvy AASA members to share what works in their districts with plenty of time to ask questions.

**PRESENTERS:** William Blake, Principal, Prince George's County, Clinton, MD; Travis Jordan, Superintendent, Beulah School District 27, Beulah, IL; Nick Polyak, Superintendent, Leyden High School District 212, Franklin Park, IL; Randy Ziegenfuss, Superintendent, Salisbury Township School District, Allentown, PA

## 9 – 10am

### NCE MARKETPLACE, HALL B ROUNDTABLE SESSIONS

See page 66 for more details.

## ROOM 205 ENGAGING COMMUNITIES OF COLOR IN EDUCATION POLICY AND PRACTICE

This session presents recent research about the attitudes, beliefs and experiences of African American and Latino parents regarding education in their own communities and across the country. The research offers district leaders the opportunity to hear reaffirming support for high expectations as well as challenging views about the way public education is, and is not, working for the "new majority" of public school parents. The panel addresses opportunities to engage communities of color in the policy and practice of education in local school districts, recognizing the great diversity within and across communities.

**PRESENTER:** Liz King, Director of Education Policy, The Leadership Conference Education Fund, Washington, DC

## ROOM 213 GROWING IMAGINATION & CREATIVITY THROUGH ASSESSMENT & NEUROSCIENCE

Creativity is increasingly recognized as a necessary 21st-century skill that schools are expected to foster in students. But how do we know what works to develop student creativity? This session examines the latest neuroscience on creativity and presents ways to apply this knowledge to establish a culture of creativity in school districts. Topics include the ways individuals generate ideas, improve imagination and develop innovation, as well as the role of assessment in developing creativity using the latest neuroimaging research combined with practical field testing.

**PRESENTERS:** Dan Hunter, Founder, Hunter Higgs LLC, Boston, MA; Rex Jung, Department of Neurosurgery and Psychology, University of New Mexico, Albuquerque, NM; David Pennington, Superintendent, Ponca City Public Schools, Ponca City, OK

7 – 9am

SHUTTLE SERVICE AVAILABLE

7:30am – 5pm

LOBBY A, ERNEST N. MORIAL CONVENTION CENTER

REGISTRATION HOURS

7:30am – 6pm

LOBBY A, ERNEST N. MORIAL CONVENTION CENTER

BOOKSTORE HOURS

Sponsored by  NJPA  
National Joint Powers Alliance

8 – 10:15am & 12:15 – 5pm


HALL B, ERNEST N. MORIAL CONVENTION CENTER

NCE MARKETPLACE

8 – 8:45am

HALL B, ERNEST N. MORIAL CONVENTION CENTER

COFFEE IN THE NCE MARKETPLACE

Sponsored by  Pearson

8:30 – 9am

## SCHOOL OF THE FUTURE TRANSFORM YOUR SCHOOL ENVIRONMENT IN JUST 10 MINUTES A DAY! PRESENTED BY INNER EXPLORER

Come hear how this Social Emotional Learning program can help change your school culture and entire community. The Inner Explorer daily mindfulness program has been scientifically proven to decrease teacher stress by 43% and increase student GPA by 15%, while decreasing behavioral incidences. With just 10 minutes a day, you can transform your schools to have a happier, healthier school environment.

- CI** Curriculum and Instruction
- DE** Digitizing Education
- EC** Equity in Children's Initiatives
- JC** Job Central
- LE** Leadership for Equity
- PE** Personalized Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

9 – 10am (cont.)

**CI** **ROOM 204**  
**WHAT'S NEXT FOR COLLEGE AND CAREER READINESS?**

Preparing students to be successful after high school is a key goal for school districts today. For many districts, college and career readiness means tracking college acceptances and conducting post-graduation surveys. This session introduces district leaders to innovative and effective ways districts are going beyond traditional CCR strategies to ensure every student is ready for their next step.

**PRESENTERS:** Miguel Perez III, Executive Director of Data Management and Compliance, Spring ISD, Houston, TX; Rodney Watson, Superintendent, Spring ISD, Houston TX

Sponsored by NAVIANCE

**DE** **ROOM 219**  
**FUSFOO HIGH SCHOOL DIGITAL NETWORK CHANGES THE FACE OF HIGH SCHOOL MEDIA**

Imagine the power and convenience of combining your school's high school newspaper, radio station and morning news show all onto a single platform. This session presents Fusfoo, which provides schools with their own unique digital channel on the Fusfoo website, allowing schools to become part of a national network of high school channels across the country. Fusfoo gives high school students a safe educational and engaging space for content to be created, curated, shared and consumed with no opportunity for negative comments or bullying. In addition to creating and posting their own content, schools can view and repost thoughtful, relevant and age-appropriate content on their school channels created by students from across the country. With oversight provided by a school administrator, schools have the same level of control over their video and editorial content that already exists within their current media models.

**PRESENTERS:** Evan Denner, Co-Founder, Fusfoo, New York, NY; Bob Ferraro, Co-Founder, Fusfoo, New York, NY

**EC** **ROOM 201-202**  
**SPECIAL ED 2.0 — BUILDING A NEW EDUCATION LAW FOR ALL STUDENTS**

The time has come to break taboos and move beyond mere tweaks of a fractured, dysfunctional system to one that equitably works for all students and harnesses a reasonable shared responsibility among educators, parents and students. As we gear up for the next reauthorization of IDEA, attorney and author Miriam Kurtzig Freedman leads us to dream big, explores "WHAT IF?" and discusses how federal changes could promote the creation of schools that focus on teaching and learning for all students through equitable, success-oriented, evidence-based policies. This session celebrates the success of special education over the last 40 years and invites a national conversation to start building a new law for all students.

**PRESENTER:** Miriam Kurtzig Freedman, Attorney and Author, Palo Alto, CA

**JC** **ROOM 214**  
**DEVELOPING A HIGH-PERFORMANCE SUPERINTENDENT/BOARD LEADERSHIP TEAM**

Learn how to create and maintain open communication between the board and superintendent. Presenters focus on clarifying expectations, the roles of the board and the superintendent, and the importance of creating and evaluating performance objectives for the superintendent. Topics include the need for creating clear board operating principles and how those principles should guide the leadership team.

**PRESENTERS:** Destry Brown, Consultant, McPherson & Jacobson, L.L.C., Omaha, NE; William "Bill" Dean, Consultant, McPherson & Jacobson, L.L.C., Omaha, NE; Thomas Jacobson, Owner/CEO, McPherson & Jacobson, L.L.C., Omaha, NE

**CI** **ROOM 211**  
**IGNITING AND ENSURING A STEAM K-16 PIPELINE IN THE 21ST CENTURY**

New industries are in dire need of a capable workforce that is highly educated in the STEAM fields: Science, Technology, Engineering, the Arts and Mathematics. The Harris Foundation delivers education content and professional development that support the K-16 pipeline through initiatives which are closely linked to American-based industry practices. Join us for full discussion with former NASA Astronaut Dr. Bernard A. Harris who leads the town hall-style conversation.

**PRESENTER:** Bernard Harris, Former NASA Astronaut, Founder, The Harris Foundation, President and CEO, Versalium Ventures, Inc., Houston, TX

**SR** **ROOM 212**  
**AASA ADVOCACY MEET & GREET: SUPERINTENDENT VOICE MATTERS**

Take a moment to meet with the AASA advocacy team. Learn about each of our backgrounds, what our respective workloads look like and how we implement the member-driven legislative agenda. Then, break into smaller group discussions focused on the who/how/why of lobbying and why superintendent advocacy is so important.

**PRESENTERS:** Noelle Ellerson Ng, Associate Executive Director, Policy & Advocacy, AASA, Alexandria, VA; Leslie Finnan, Senior Legislative Analyst, AASA, Alexandria, VA; Sasha Pudelski, Assistant Director, Policy & Advocacy, AASA, Alexandria, VA

**THOUGHT LEADER**

**LE** **ROOM 207**  
**REDESIGNING PROFESSIONAL DEVELOPMENT SYSTEMS — LEADERSHIP, FEEDBACK AND IMPACT**

Participate in this interactive Thought Leader session with four of the country's leading superintendents as they discuss how to enhance, improve and redesign teacher and principal professional development systems. How can leaders prepare faculty for leadership roles? How do you measure the effectiveness of PD? What strategies are making an impact? This panel showcases superintendent leadership as a driver to more effectively deploy resources (time, money, personnel) and to create effective systems and supportive policies for high-quality professional development.

**PRESENTERS:** Robert Avossa, Superintendent, School District of Palm Beach County, Palm Beach, FL; Beverly Emory, Superintendent, Winston-Salem/Forsyth County Schools, Winston-Salem, NC; Shawn Joseph, Superintendent, Metropolitan Nashville Public Schools, Nashville, TN; Sybil Knight-Burney, Superintendent, Harrisburg Public Schools, Harrisburg, PA

**THOUGHT LEADER**

**LE** **KNOWLEDGE EXCHANGE THEATER**  
**WHY AND WHAT HIGHER ED NEEDS FROM SECONDARY EDUCATION: IT'S GETTING VERY SERIOUS NOW**

Johnny Taylor discusses the criticality of secondary and post-secondary leaders walking hand-in-hand in the new political environment. The conversation focuses on likely policy decisions coming out of the Trump Administration and how these policies will impact colleges and universities, particularly those serving students from fragile communities.

**PRESENTER:** Johnny C. Taylor, Jr., President and CEO, Thurgood Marshall College Fund, Washington, DC

**PE** **ROOM 221**  
**DEVELOPING AND SUSTAINING RELATIONSHIPS: STARTING WITH THE END IN MIND**

At a time when change is all around us and expectations are at unprecedented levels, relationships often suffer. As we all know, trusting relationships are vital to moving our students, teachers and administrators to high levels of learning and achievement. This high-energy presentation details six strategies for developing and sustaining trust based on anecdotal stories and research-based practices.

**PRESENTERS:** Tom Burton, Associate Superintendent, Princeton City Schools, Cincinnati, OH; Thomas Tucker, Superintendent of the Year, AASA, Princeton City Schools, Cincinnati, OH

**LE** **ROOM 220**  
**SUPERINTENDENTS ENVIRONMENTAL EDUCATION COLLABORATIVE**

This session is designed to launch a National Superintendents Environmental Education Collaborative. The Collaborative is a historic opportunity to facilitate an ongoing conversation between superintendents and partners from environmental organizations to leverage ESSA. It is also a chance to share information in order to expand environmental education and environmental literacy efforts to create robust, real-world learning experiences that bolster STEM learning and civic engagement and prepare students for the challenges and opportunities of the 21st-century workforce.

**PRESENTERS:** Anne Campbell, County Superintendent of Schools, San Mateo County Schools, Redwood City, CA; Don Baugh, President, Upstream Alliance, Annapolis, MD; Kevin Maxwell, CEO, Prince George's County Public Schools, Upper Marlboro, MD; Kathy McGlauffin, Senior Vice President, Education, Project Learning Tree, Washington, DC

**LE** **ROOM 217**  
**MORE THAN A POWER LUNCH WORKSHOP: CONNECTING LEARNING TO PRACTICE**

Attend this interactive, hands-on workshop and take a deeper dive into the groundbreaking work featured in the More Than a Power Lunch: Building Networks to Support and Advance Women in School Leadership Thought Leaders session. Hear the success stories of women superintendents who have made it to the top leadership positions in education and the aspiring women leaders they mentor. Learn from their experiences and come prepared to share your own success stories and lessons learned. Participants will: gain insights into the challenges women face when seeking to advance in their career and how to overcome them; learn how to use mentoring effectively to achieve career goals; get tips on how to leverage networks for support and career advancement; and learn about project resources.

**PRESENTERS:** Julissa Alcantar-Martinez, Principal, Houston ISD, Houston, TX; Karen Arbogast, Director of Elementary Education, Wooster City School District, Wooster, OH; Kimberley MacKinney, Chief Academic Officer, Oro Grande School District, Oro Grande, CA; Ruth Perez, Superintendent, Paramount Unified School District, Paramount, CA; Amy Sichel, Superintendent, Abington School District, Abington, PA; Melissa Woodward, Chief Academic Officer, Boyertown Area School District, Boyertown, PA

Sponsored by BILL & MELINDA GATES foundation

# FOCUS ZONES

-  **Curriculum and Instruction**
-  **Digitizing Education**
-  **Equity in Children's Initiatives**
-  **Job Central**
-  **Leadership for Equity**
-  **Personalized Education**
-  **Principal Supervisor Initiatives**
-  **Superintendent/School Board Relationships**

coordinate a discussion around the types of questions that the data from the study can be used to answer.

**PRESENTERS:** **Debbie Herget**, Associate Project Director, Middle Grades Longitudinal Study of 2017-18, Director for Center for Assessment and School-Based Studies, RTI International, Raleigh, NC; **Kimberly O'Malley**, PhD, Senior Vice President of Education and Workforce Development, RTI International, Raleigh, NC

## ROOM 213 A CUSTOMIZED APPROACH TO ANALYZING DISTRICT SPECIAL SERVICES TO ENHANCE OPPORTUNITIES FOR STUDENTS

This presentation provides the results of a field-tested, customized framework that helps districts determine the effectiveness and efficiency of their special education programs and services. The framework design reflects the critical variables identified in research on highly effective schools and highlights instructional practices, accountability, fiscal resources, leadership and the best practices in special education. Results of the field testing and next steps are discussed and input on questions and future areas of focus are sought from participants.

**PRESENTERS:** **Judith Hackett**, Superintendent, NSSEO, Mt. Prospect, IL; **Tim Thomas**, Retired Superintendent, NSSED, Palatine, IL

## ROOM 208-209 FEDERAL RELATIONS LUNCH — PUBLIC SCHOOL CHOICE VS. PRIVATE SCHOOL VOUCHERS

The new administration is bent on promoting private school vouchers, which decades of research suggest would be bad for social mobility and social cohesion. But can "school choice" energies be funneled in a more positive direction? Students stuck in struggling and segregated high-poverty schools deserve better options. So how can greater choice within the public school system be used to promote strong, racially and economically integrated public education?

**PRESENTER:** **Richard Kahlenberg**, Senior Fellow, The Century Education, Bethesda, MD

To purchase a ticket for this luncheon, see the Onsite Registration Counter in the AASA Registration Area.

Sponsored by 

## 1 – 2pm

### NCE MARKETPLACE, HALL B ROUNDTABLE SESSIONS

See page 68 for more details.

## ROOM 212 A RICHER UNDERSTANDING OF MIDDLE SCHOOLERS: NATIONAL CENTER FOR EDUCATION STATISTICS' MIDDLE GRADES LONGITUDINAL STUDY OF 2017-18 (MGLS:2017)

Middle grades are critical for student success in high school and college. Yet, we don't have a rich description of the lives and experiences of students as they move through those middle grade years. In this session, we describe one study that will fill this gap. The National Center for Education Statistics' Middle Grades Longitudinal Study of 2017-18 (MGLS:2017) is the first study of its kind to look at students as they enter and develop through the middle grade years. The study will collect longitudinal data on a nationally representative sample of middle graders. The study will include approximately 900 participating schools and more than 20,000 sixth-grade students in the spring of 2018 with follow-ups in 2019 and 2020. The information the study will collect includes literacy and mathematics achievement, executive function and socio-emotional information, including student reports of school safety, school climate and other contextual factors in schools. The study will be representative of students in several disability categories defined by the Individual Disabilities Education Act (IDEA). Data will also be collected from selected students' parents, school administrators, math teachers and special education teachers, if applicable. The study will culminate in a rich data file that can be used to understand the factors associated with student success in the middle grades.

We clarify what it means to participate in the study and how the study may benefit participating districts and schools. We also

staff. Join us in the social media lounge immediately following this session to showcase your interactive skills as you explore the website, join online conversations or even start your own.

**PRESENTERS:** **Rebecca Shaw**, Project Coordinator, AASA, Alexandria, VA; **January Williams**, Director of Online Communications and Outreach, Children's Defense Fund, Washington, DC

## 12:30 – 1pm

### SCHOOL OF THE FUTURE ENVISIONING THE FUTURE OF ASSESSMENT PRESENTED BY MEASURED PROGRESS

In the age of ESSA, opportunities now exist to create more cohesive, efficient and informative assessment systems based on best practices of past assessment models combined with newly emerging assessment requirements and technological capabilities. The vision of a coherent assessment system offers a holistic view of student achievement and college and career readiness by effectively connecting classroom, school and state-level assessment data. Come learn how the eMPower Assessment Suite by Measured Progress supports a balanced, smart assessment system by providing the evidence and actionable data you need to impact teaching and student learning.

## 12:30 – 2pm

## ROOM R01 PROFESSIONAL DEVELOPMENT SEMINAR — ED TECH ROI — THE GOOD, THE BAD AND THE UGLY

Stories across the country are similar, but only a select few make national headlines. A school district launches an ambitious student 1:1 digital learning program spending millions of dollars with limited or unsustainable improvements. The core reason? An inability to see any measured outcomes from this investment. Despite the rapid growth of devices being purchased, the majority of our districts would be hard pressed to show how their digital learning efforts have actually delivered important measurable results. It's just one of the ways that technology is making an impact on schools — both in positive and negative ways. Join HP as our guests for this luncheon as industry experts look beyond the technology hype and the fads and help get to the heart of preparing our schools for the "Era of Outcomes." The Good: The latest technologies finding their way into school districts across the country. The Bad: How, despite dramatic growth in edtech purchases, actual usage of edtech resources is not growing, and practical advice on how to change the status quo to help you achieve better outcomes. The Ugly: Academia thinks their networks are secure, but they are some of the most vulnerable to attack. Learn what gaps are likely being overlooked by your CIO and how colleges nationwide were impacted this past year by that gap.

**PRESENTERS:** **Mike Belcher**, Director of EdTech Innovation, HP, Austin, TX; **Elliott Levine**, Director of Education and Distinguished Technologist, HP, Long Island, NY; **Leslie Wilson**, Chief Executive Officer, One-to-One Institute, New York, NY  
Pre-registration is required. Walk-ins permitted on a space-available basis.

Sponsored by 

## 10:15am – 12:15pm

### GENERAL SESSION

#### GREAT HALL A STUDENT ENTERTAINMENT

#### EXECUTIVE DIRECTOR REMARKS

**PRESENTER:** **Dan Domenech**, AASA Executive Director

#### AASA NATIONAL SUPERINTENDENT OF THE YEAR AWARD

Sponsored by 

#### AASA GRADUATION CEREMONIES

#### PRESIDENT'S REMARKS

**PRESENTER:** **Alton Frailey**, former Superintendent and AASA President, Katy, TX

### KEYNOTE PRESENTATION

#### LE THE GREAT CONVERSATION: HARNESSING THE POWER OF THE COMMUNITY TO NEUTRALIZE NEGATIVITY, CREATE ALLIES AND INCREASE SUPPORT FOR PUBLIC SCHOOLS

This session is designed to help educators engage in local Great Conversations: formal and informal discussions with family, friends, neighbors, coworkers, business leaders and elected officials that neutralize the viral negativity surrounding America's public schools and result in community-wide efforts to create schools that prepare all students to thrive and prosper as adults.

**PRESENTER:** **Jamie Vollmer**, President, Vollmer Inc., Fairfield, IA

## 12:15 – 1pm

#### DE KNOWLEDGE EXCHANGE THEATER ONLINE SUPPORT FOR IN-SCHOOL IMPACT: #INSUREALLCHILDREN

Cross the digital divide during a hands-on, interactive Knowledge Exchange Theater experience based on "Happy, Healthy and Ready to Learn!," a school-based child health insurance outreach and enrollment toolkit developed by AASA and the Children's Defense Fund. Our vision is a country where every student in your district has access to comprehensive, affordable health insurance that is easy to get and easy to keep. Asking this simple question "Does your child have health insurance?" on key annual school forms helps school districts identify uninsured children, as parents who answer "no" or "I don't know" can be contacted for application assistance. Learn how to navigate the online toolkit, determine your district's focus area, and utilize interactive maps and video testimonials with advice from superintendents and

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

1 – 2pm (cont.)

 **ROOM 217**  
**PERSONALIZED LEARNING: A BLUEPRINT FOR SUCCESS**

All across the country, districts are beginning to implement various forms of personalized learning. While personalized learning may look different depending on district focus, vision and mission, there are common elements across all initiatives that contribute to success. This session focuses on three school districts' success in various stages of personalized learning and provides a Personalized Learning Blueprint that school districts can use to plan or improve upon their current initiatives.

**PRESENTERS:** **Sheryl Abshire**, *Chief Technology Officer, Calcasieu Parish Public Schools, Lake Charles, LA*; **Scott Bailey**, *Chief Academic Officer, Washoe County School District, Reno, NV*; **Jeff McCoy**, *Interim Associate Superintendent*; **Burke Royster**, *Superintendent, Greenville, Greenville, SC*

 **ROOM 218**  
**LEADING THE COMMUNITY IN SETTING THE VISION AND MISSION FOR YOUR DISTRICT**

Transformative leaders do more than recognize the need for change, they recognize the importance of changing culture and the need to take concrete steps to create transformation in their district. EdLeader21 CEO Ken Kay leads a discussion between two influential superintendents, Karen Garza of Fairfax County (VA) Public Schools and Gail Pletnick of Dysart Unified (AZ) School District, who incorporated community engagement and feedback into the creation of their district visions. Learn how these districts worked with their communities to form consensus around their vision for 21st-century graduates and hear how the use of the EdLeader21 4Cs Rubrics led to a transformational shift in how their districts and their communities see education.

**PRESENTERS:** **Karen Garza**, *CEO, Battelle for Kids, Columbus, OH*; **Ken Kay**, *CEO, EdLeader21, Tucson, AZ*; **Gail Pletnick**, *Superintendent, Dysart Unified School District, Surprise, AZ*

 **ROOM 224**  
**#FUTUREREADY: 10 PROVEN STRATEGIES FOR CREATING A COLLEGE-GOING CULTURE**

In 2012, the Red Clay Consolidated School District named college and career readiness one of five systemwide goals. In just four years, AP participation increased by 30%, AP and SAT scores soared to the highest in the state, the district earned a spot on The CollegeBoard's National AP Honor Roll, the high school graduation rate rose by 12% and the dropout rate was virtually cut in half. In this session, district leaders share 10 proven strategies for building a college-going, future-ready culture at every level. Topics include: picking the right college-readiness programs and supports for your student body; targeting students and helping them succeed in advanced courses; reversing a growing dropout rate; using alumni to inspire students, engage parents and recognize staff; sharing your success stories to engage the school community; staying the course when competing priorities threaten to undermine your long-term goals; optimizing your student scheduling process; gaining teacher buy-in; managing costs while expanding your course catalog

and increasing access; and making the most of state-mandated initiatives for college-readiness.

**PRESENTERS:** **Hugh Broomall**, *Deputy Superintendent, Red Clay Consolidated School District, Wilmington, DE*; **James Comegys**, *Director of Curriculum & Instruction, Red Clay Consolidated School District, Wilmington, DE*; **Mervin Daugherty**, *Superintendent, Red Clay Consolidated School District, Wilmington, DE*; **Sam Golder**, *Director of Secondary Education, Red Clay Consolidated School District, Wilmington, DE*

 **ROOM 223**  
**ENVISIONING THE FUTURE WITH STEM**

Our vision of project-based learning as a primary instructional model includes extensive training, modeling, coaching and support in STEM education through a collaborative partnership with Discovery Education. Learn how this collaborative support provides our staff with the professional tools, resources and strategies they need to help students dive deeper into science, math, engineering and technology and to understand their growing importance in the world of 21st-century learning.

**PRESENTERS:** **Cindy Moss**, *Director of STEM Education and Reform, Discovery Education, Silver Spring, MD*; **Tina Plummer**, *Assistant Superintendent, Mehlville School District, St. Louis, MO*

 **ROOM 222**  
**GRADUATION ACCELERATION THROUGH A RIGOROUS PATHWAY**

This session shares how building and district leaders in a district where more than 70% of students qualify for free and reduced meals and 60% come from diverse backgrounds developed a scope and sequence for middle school students to enroll in high school-credited courses. Within three years, we went from single digits to more than 30% of our 8th graders entering high school with high school credits.

**PRESENTERS:** **Wendy Birhanzel**, *Curriculum and Instruction Officer, Harrison School District Two, Colorado Springs, CO*; **Teresa Lance**, *School Leadership Officer, Harrison School District Two, Colorado Springs, CO*; **Andre Spencer**, *Superintendent, Harrison School District Two, Colorado Springs, CO*

 **ROOM 204**  
**PREPARING ADMINISTRATORS FOR THE EFFECTS OF ESSA**

In December 2015, the Every Student Succeeds Act (ESSA) was signed into law. One year later, school districts are still searching for engaging ways to provide intense training for school and central-office administrators. This session describes how this law is impacting school districts in the areas of teacher training, professional development and authorization of federal funding. The session highlights the major differences between NCLB and ESSA.

**PRESENTERS:** **Dwight Jones**, *Vice-President, National Urban Markets Initiative, McGraw-Hill Education, Columbus, OH*; **Fred Primm, Jr.**, *Superintendent, Bessemer City Schools/CEO, Primm Consulting Associates, Bessemer, AL*

Sponsored by 

**ROOM 203**  
**ATTRACTING AND RETAINING EMPLOYEES BY HELPING REDUCE STUDENT LOAN DEBT**

Exceptional educators are critical to the success of any school district. You can attract and retain more of them through educational programs to help them make smart decisions and feel more comfortable about their future. The average college graduate has more than \$35,000 in student loan debt, which affects daily life decisions and causes some educators to reconsider their career choice. This session shares recent survey data plus discusses best practices to educate employees on how to remove or reduce monthly student loan payments. Plus, we discuss how these practices help attract and retain them.

**PRESENTERS:** **Jeff Vose**, *Regional Superintendent of Schools, Regional Office of Education #51, Springfield, IL*; **James Yale**, *Vice President, Association Relations, The Horace Mann Companies, Springfield, IL*

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 **ROOM 219**  
**CRISISGO — A NEW ERA OF SCHOOL SAFETY AWARENESS AND RESPONSE**

A school superintendent, school district safety coordinator and representative from CrisisGo, Inc. — a technology company offering schools an emergency management communications platform — explain how school districts can move into a new era of safety awareness, incident reporting and emergency response using mobile technology. Topics include ways to get school districts to become more prepared for emergencies through planning, training and increased awareness; tips for engaging all school staff in safety training and preparedness; and an overview of how mobile technology can be used by administration, teachers, staff and parents to improve emergency communications and reduce crisis response time.

**PRESENTERS:** **Bill Reynolds**, *VP/Co-Founder, CrisisGo, Inc., Clayton, MO*; **LeVaughn Smart**, *Director of Safety and Security, Kirkwood School District, Kirkwood, MO*; **Steve Webb**, *Superintendent, Goreville School District, Goreville, IL*

 **ROOM 214**  
**INCREASING YOUR CHANCES OF GETTING THE JOB YOU WANT**

Gain information and increased knowledge of the entire search process, including finding openings, the application process (letter of application, philosophy of education, resume, references and transcripts), interviewing and the transition to a new position. Obtaining the right position as an education leader is critical to the success of the administrator, school board, school district, students and community.

**PRESENTERS:** **Roger Eddy**, *Executive Director, Illinois Association of School Boards, Springfield, IL*; **Thomas Leahy**, *Director of Executive Searches, Illinois Association of School Boards, Springfield, IL*; **Richard Voltz**, *Associate Director/Professional Development, Illinois Association of School Boards, Springfield, IL*

 **ROOM 201–202**  
**BLENDED LEARNING FOR STEM**

Successful blended learning creates a venue for students to become excited about learning both in and out of the classroom. The opportunity for students to become engaged with professionals in the field while at the same time meeting standards in the classroom is a great blended model. Superintendents from Ohio, Texas and New York discuss the ways they have been integrating blended learning into STEM.

**PRESENTERS:** **HD Chambers**, *Superintendent, Alief Independent School District, Houston, TX*; **Terry Clark**, *Superintendent, Beth Page Union Free District, Beth Page, NY*; **Matthew Montgomery**, *Superintendent, Revere Local Schools, Bath, OH*; **Ed Toman**, *Superintendent, Wetzel County, WV*

 **ROOM 211**  
**DEALING WITH LOSS AND GRIEF IN SCHOOL**

One in 20 students will lose a parent by the age of 16 and most students will experience a loss by the time they graduate. This presentation helps you better prepare building and district staff to deal with grief and grieving students and staff. Hear from a renowned expert on grief and loss in students as well as other superintendents who share resources, tools and strategies to effectively support grieving students and staff.

**PRESENTERS:** **Patty Lalley**, *Superintendent Holbrook, MA*; **David Schonfeld**, *Professor of the Practice in the School of Social Work and Pediatrics, University of Southern California and Children's Hospital Los Angeles, and Director, National Center for School Crisis and Bereavement, Los Angeles, CA*

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1 – 2pm (cont.)

## THOUGHT LEADER

### ROOM 207

#### **LE** MORE THAN A POWER LUNCH: BUILDING NETWORKS TO SUPPORT AND ADVANCE WOMEN IN SCHOOL LEADERSHIP

In 2016, AASA launched the groundbreaking initiative, More Than a Power Lunch: Building Networks to Support and Advance Women in School Leadership. The initiative was established to help understand the impact of social barriers women face in ascending to the top leadership positions within our school systems and to increase the number of women seeking and becoming CEOs and superintendents of schools. In this session, the AASA National Women's Leadership Consortium think tank provides an update on the initiative and engages attendees in a thought-provoking conversation about the implications of the work for women in school leadership. Hear about the critical issues women face when seeking top leadership positions in school districts, and learn how male and female mentors can play a critical role in their leadership development.

**PRESENTERS:** **Ann Blakeney Clark**, *Superintendent, Charlotte-Mecklenburg Schools, Charlotte, NC*; **Fatima Goss Graves**, *Senior Vice President for Program, National Women's Law Center, Washington, DC*; **Patricia Neudecker**, *Director of Administrative Leadership Programs and Assistant Professor, Alverno College, Milwaukee, WI*; **Judith Rattner**, *Superintendent, Berkeley Heights Public Schools, Berkley Heights, NJ*; **Melody Schopp**, *Secretary of Education, South Dakota, Pierre, SD*

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## THOUGHT LEADER

### KNOWLEDGE EXCHANGE THEATER

#### **PE** PERSONALIZED LEARNING: PERSPECTIVE FROM AN AWARD-WINNING DISTRICT

Dr. Devin Vodicka, Superintendent of Vista Unified School District, CA, and recipient of one of 10 XQ awards of \$10 million, presents his district's vision for personalized learning through the blueprint they have developed. He discusses the approach he used to develop district consensus to create a culture which supports design thinking and the steps they will be taking over the next several years to continue and expand their work with personalized learning at all levels of the school district.

**PRESENTERS:** **Mort Sherman**, *Associate Executive Director, Leadership Services & Awards, AASA, Alexandria, VA*; **Devin Vodicka**, *Superintendent, Vista Unified School District, Vista, CA*

### ROOM 221

#### **LE** SOCIAL MEDIA 101 FOR URBAN SUPERINTENDENTS: ENGAGING MILLENNIAL STAKEHOLDERS

Social media is infiltrating urban school districts across America. Educators must accept the notion that social media is not a fad and has become a societal norm. Leaders need to understand how to leverage social media to interact and communicate with millennial stakeholders. Learn how to create a district brand, build professional development capacity and disseminate information via social media. Presenters share research-based practices and allow the audience to learn effective social media use through an authentic and practical learning experience.

**PRESENTERS:** **Angela Champman**, *Instructional Superintendent, District of Columbia Public Schools, Washington, DC*; **Nardos King**, *Executive Director, Baltimore County Public Schools, Baltimore, MD*; **William Blake**, *Principal, Prince George's County Schools, Clinton, MD*

1 – 3pm

### ROOM 205

#### **LE** SPECIAL CONTRACTS SESSION


No part of a superintendent's working conditions is more important than the contract with the school board. Get an overview of key contract provisions for superintendent contracts and contract provisions to be avoided, and participate in a discussion of who should negotiate a contract for a superintendent. Understand how a superintendent can avoid being terminated and key provisions of severance agreements should termination be necessary.

**PRESENTER:** **Maree Sneed**, *Partner, Hogan Lovells US LLP, Washington, DC*

*Tickets sold on a first-come, first-served basis, are limited to the first 96 participants and can be purchased in the AASA Registration Area.*

2 – 2:45pm

#### **HALL B, ERNEST N. MORIAL CONVENTION CENTER** **SNACKS IN THE NCE MARKETPLACE**

Sponsored by  Pearson

2 – 3pm

### KNOWLEDGE EXCHANGE THEATER

#### **SR** STATE POLICY 2017: WHAT TO EXPECT, WHAT TO PLAN FOR

Leslie Finnan and representatives from state associations discuss the outcomes of the election — both at the national level and with a focus on changing state dynamics. Learn about the forces behind winning candidates, trends occurring across states, and what state and national elections could mean in the coming years.

**PRESENTERS:** **Tom Ash**, *Director of Government Relations, Buckeye Association of School Administrators, Columbus, OH*; **Leslie Finnan**, *Senior Legislative Analyst, AASA, Alexandria, VA*; **Lisa Karmacharya**, *Executive Director, Mississippi Association of School Administrators, Summit, MS*; **Mike Lodewegen**, *Associate Executive Director of Government Affairs, Missouri Association of School Administrators, Jefferson City, MO*

2:15 – 2:45pm

### SCHOOL OF THE FUTURE

#### **SIMULATIONS AS ENGAGING PD FOR JUDGMENT, DECISION MAKING AND RESILIENCE FOR K-12 LEADERS PRESENTED BY ED LEADERSHIP SIMS**

A Simulation is an interactive leadership situation. It focuses on enabling and enhancing application of knowledge and skills in the real-world environment. The Simulation experience introduces users to common real-world leadership and interpersonal situations — and allows them to work through how to handle them — prior to experiencing them on the job. Working with education leaders from different backgrounds and areas of expertise, ELS is developing a library of these Simulations. Each Simulation covers a different topic germane to K-12 education leadership and interpersonal relationships.

The ELS Leadership Best Practices Simulations are not designed to reflect any one specific school or district's environment. They are designed to present issues and obstacles participants generally face in education. At the conclusion of each Simulation, participants receive feedback in a variety of forms that will allow them to improve critical thinking about the issues presented in each Simulation.

2:45 – 3:45pm

#### **NCE MARKETPLACE, HALL B** **ROUNDTABLE SESSIONS**

See page 70 for more details.

### ROOM 212

#### **LE** LEVERAGING THE POWER OF DISTRIBUTED LEADERSHIP TO TRANSFORM SCHOOLS

This session examines how professional learning initiatives for school leadership teams accelerate instruction and school improvement. Panelists from three districts discuss their partnerships with the NYC Leadership Academy, which enables principals to develop and facilitate distributed leadership in schools and allows school leadership teams to make critical changes that maximize teaching and learning and advance educational equity.

**PRESENTERS:** **Scott Grimes**, *Superintendent, Dallas Center-Grimes CSD, Dallas Center, IA*; **Dirk Halupnik**, *Superintendent, Southeast Polk Community Schools, Pleasant Hill, IA*; **Jennifer Mable**, *Secondary Director, Fort Wayne Community Schools, Fort Wayne, IN*; **Irma Zardoya**, *President and CEO, NYC Leadership Academy, Long Island City, NY*

### ROOM 213

#### **LE** MIRACLE IN THE MIDDLE: LEADING THE WAY IN CLOSING GAPS

Three Seattle middle schools have undergone dramatic transformation — now leading the state in performance for African American males. Hear district and school perspectives about key factors in their success, including team-based instruction, the use of data, partner collaboration, socio-emotional interventions and a positive commitment to each and every student. Hear from the superintendent about critical community partners and from the state Middle School Principal of the Year about creating a winning culture of success for every student.

**PRESENTERS:** **Larry Nyland**, *Superintendent, Seattle Public Schools, Seattle, WA*; **Mia Williams**, *Principal, Aki Kurose Middle School, Seattle, WA*

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2:45 – 3:45pm (cont.)

 **ROOM 203**  
**ALTERNATIVE CAREER PATHWAYS — REDEFINING TRADITIONAL OPPORTUNITIES FOR TEACHER PROFESSIONAL DEVELOPMENT**

Ten school districts in Central Minnesota are collaborative partners in the second year of Alternative Career Pathways, a personalized professional development initiative. Alternative Career Pathways is specifically geared toward individualizing professional development for teachers while creating an alternative pathway system for horizontal advancement on the union contract. The initiative has created incentivized opportunities for teachers to pursue meaningful and relevant professional development without having to invest their own money in graduate coursework. The first 18 months of the initiative has produced over 100 proposals or personalized professional development projects that benefit students, families, staff and communities.

**PRESENTERS:** **Mark Diehl**, *Director of Information & Technology Services, Little Falls Community Schools, Little Falls, MN*; **Stephen Jones**, *Superintendent, Little Falls Community Schools, Little Falls, MN*; **Aaron Sinclair**, *Human Resources Director, Little Falls Community Schools, Little Falls, MN*

 **ROOM 217**  
**ENCOURAGING A LIFETIME OF CREATIVITY: BUILDING A COMMUNITY ARTS CULTURE**

The arts matter! We have allowed a dangerous narrowing of the curriculum to occur in schools across the nation. This hurts all children and disproportionately impacts those who are economically disadvantaged. Arts engagement fosters creativity and curiosity and nurtures critical thinking skills essential to our students' future success. Research shows that students of low socioeconomic status who experience high levels of arts engagement perform better in school, aspire to college at higher rates and are more than three times as likely to earn a bachelor's degree. Learn about one district's efforts to combat the narrowing curriculum and provide expanded fine and performing arts opportunities for all students. Discover how the district purposefully engages and collaborates with corporate, government and non-profit partners to build a community-wide arts culture.

**PRESENTER:** **Nathan McCann**, *Superintendent, Ridgefield School District, Ridgefield, WA*

 **ROOM 224**  
**HOW TO MAKE TEACHER EVALUATION ACTUALLY IMPROVE TEACHING**

This session features a veteran professional developer and superintendent who have worked together in four districts over decades to make teacher evaluation much more than a process for rating and ranking teachers. Learn where to show up and what to do in various arenas of school life so that teacher evaluation actually improves classroom teaching and learning. What emerges

from this approach is a common language and concept system for talking about teaching and learning, comprehensive training and supervision of principals and other evaluators, and an integration of the processes that influence teacher capacity within a building.

**PRESENTERS:** **Sheldon Berman**, *Superintendent, Andover Public Schools, Andover, MA*; **Jon Saphier**, *President, Research for Better Teaching, Acton, MA*

 **ROOM 223**  
**KENTUCKY NEW SUPERINTENDENT STANDARDS — REDEFINING SUPERINTENDENT AND SCHOOL BOARD RELATIONS**

In 2012, Kentucky developed a set of "New Superintendent Standards." State education department staff worked with the Kentucky Association of School Administrators to refine the standards and create a documentation system that serves as an accurate reflection of superintendent work while providing the school board with a framework for authentic evaluation. This session explains how superintendents create an e-portfolio that is used to develop a capstone presentation at the final board meeting of the school year. This process has clearly defined the roles and responsibilities for superintendents and board members and creates a collaborative work environment.

**PRESENTERS:** **Rhonda Caldwell**, *Deputy Director, Kentucky Association of School Administrators, Frankfort, KY*; **Fred Carter**, *Executive Coach, Kentucky Association of School Administrators, Frankfort, KY*; **Benny Lile**, *Superintendent, Metcalfe County Schools, Edmonton, KY*

 **ROOM 222**  
**DELIVERING ON OUR PROMISE: TURNING STRATEGIC PLANNING INTO LASTING TRANSFORMATION**

Does your district's strategic plan rest on a shelf or your website, or does it live in the daily work and decision making that occurs in your schools and central office? In 2013, Highline Public Schools, WA, adopted a bold, four-year strategic plan that has become a guide for every aspect of the district's work, from curricular and budget decisions to teacher recruitment and retention. The results have been promising: the graduation rate rose above 70% in 2015 (the highest in five years) and out-of-school suspensions declined from over 2000 to only 350 in four years. Additionally, the culture and conversation within the district has shifted to reflect our promise of knowing every student by name, strength and need. Learn how school leaders have worked together to develop and implement their strategic plan throughout the system.

**PRESENTERS:** **Susan Enfield**, *Superintendent, Highline Public Schools, Burien, WA*; **Muti Fagbayi**, *CEO, Performance Fact, Inc., Oakland, CA*; **Diana Garcia**, *Principal, Pacific Middle School, Des Moines, WA*; **Duggan Harman**, *Chief of Staff and Finance, Highline Public Schools, Burien, WA*; **Rebekah Kim**, *Principal, Highline Public Schools, Burien, WA*

 **ROOM 204**  
**WHAT YOU NEED TO KNOW TO MAXIMIZE YOUR PENSION BENEFITS**

Maximize your retirement through 403(b)/457, Roth, Post Retirement and using sick and vacation day pay opportunities. Maximizing your retirement plan options is critical to success. Learn proven ways that successful educators have implemented to plan for retirement. Are you using all the benefits and available tax laws in your plans?

**PRESENTERS:** **Ted Beal**, *Executive Vice President, AXA, Edison, NJ*; **Judith Rattner**, *Chief Education Officer, Berkeley Heights School District, NJ*, and **2016 New Jersey Superintendent of the Year, Berkley Heights, NJ**

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 **ROOM 219**  
**A+ SOLUTIONS TO REDUCE EMPLOYEE BENEFIT COSTS WITHOUT CUTTING BENEFITS**

In any given benefits plan, approximately 4-8% of dependents are not eligible for coverage. This results in unnecessary costs to the district of as much as \$3,500 per covered dependent. This session explains two easy ways to maintain benefits compliance and cut health plan costs. It is a must for any district, especially those with more than 1,000 employees.

**PRESENTER:** **Jonathan Heath**, *National Sales Director, HMS, Rancho Cucamonga, CA*

 **ROOM 214**  
**ASPIRING SUPERINTENDENTS: MEETING EXPECTATIONS**

This session is for aspiring superintendents and/or principals as well as educational leaders who may be seeking new opportunities. Hazard, Young, Attea & Associates provides an overview of the executive search process and the role that technology plays in that process. Characteristics, skills and abilities that stakeholders value are shared, as well as tips to keep in mind when completing an application and preparing for interviews. Participants have the opportunity to ask questions and provide their resume to the facilitators.

**PRESENTERS:** **Bill Adams**, *East Coast Regional President, ECRA Group/HYA Executive Search Division, Schaumburg, IL*; **Pamela Hollich**, *Midwest Regional President, ECRA Group/HYA, Schaumburg, IL*; **Carolyn McKennan**, *West Coast Regional President, ECRA Group/HYA, Schaumburg, IL*

 **ROOM 201-202**  
**INCREASE READING SPEED AND COMPREHENSION**

Explore a new innovation, a new lens technology to increase reading speed and reading comprehension in schools. Engage in a rich dialogue and learn how two school districts provided a positive impact for their students using patented, FDA-approved ChromaGen Lenses.

**PRESENTERS:** **Bernadine Futrell**, *Director Awards and Collaborations, AASA, VA*; **Mort Sherman**, *Associate Executive Director, Leadership Services & Awards, AASA, Alexandria, VA*

 **ROOM 211**  
**FEEDING HUNGRY MINDS: FUNDING YOUR SCHOOL BREAKFAST PROGRAM**

AASA supports Alternative School Breakfast programs that impact achievement and behavior. Hear superintendent peers from urban, suburban and rural districts discuss their successes. Go home with strategies, tools and an application that can help your district receive thousands of dollars in sustainable funding to improve student health and success.

**PRESENTERS:** **Mark Benigni**, *Superintendent, Meriden Public Schools, Meriden, CT*; **Carrie Brock**, *Superintendent, Williamsburg County School District, Kingstree, SC*; **Dan Decker**, *Superintendent, Neosho R5 School District, Neosho, MO*; **Roberto Padilla**, *Superintendent, Newburgh Enlarged City School District, Newburgh, NY*; **Rodney Watson**, *Superintendent, Spring Independent School District, Houston, TX*

 **ROOM 221**  
**THE IMPACT OF LABOR-MANAGEMENT COLLABORATION ON STUDENT LEARNING AND OTHER SYSTEMS**

Researchers at Rutgers University and Cornell University are demonstrating the impact of labor-management collaboration on improving student learning, and increasing teacher retention in high-poverty schools and spreading innovation across schools within a district. This session provides an overview of these research findings and explains how districts can become involved in this research. Leaders from a school district share how they have used this research to support their improvement efforts.

**PRESENTER:** **Saul Rubinstein**, *Professor, Rutgers University, Brunswick, NJ*



# FOCUS ZONES

- CI** Curriculum and Instruction
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2:45 – 3:45pm (cont.)

## THOUGHT LEADER

### ROOM 207

#### THE ROLE OF RESEARCH-PRACTICE PARTNERSHIPS & SYSTEMATIC CONTINUOUS IMPROVEMENT IN FULFILLING ESSA'S PROMISE

The new federal policy environment provides greater flexibilities and authority to state education agencies and local school districts to make the best use of research evidence to ensure that every student succeeds in every classroom and every school. Effective leadership, under the Every Student Succeeds Act, will require understanding and using research evidence as part of systematic continuous improvement processes. For many, this means building new capacities and competencies to effectively access what is known from research, translate that evidence to be understandable to educators, and interpret that evidence for its implications to our local school and community contexts. Research-practice partnerships are one model where district leaders bring together their expertise with the expertise of researchers to solve district problems. This session discusses how effective district leaders are leveraging research-practice partnerships to make the best use of research- and practice-based evidence in their systematic improvement efforts.

**MODERATOR:** Robin Wisniewski, Director of Education Systems Improvement, RTI International, Denver, CO

**CHAIR:** Wesley Boykin, Executive Director, Center of Excellence and Associate Professor, Department of Education, Humanities, and Social Sciences, Vorhees College, Denmark, SC

**PANELISTS:** Richard Carranza, Superintendent, Houston Independent School District, Saipan, CNMI; Andrew Houlihan, Superintendent, Union County Public Schools, Monroe, NC; Paul LeMahieu, Senior Vice President for Program, Carnegie Foundation for the Advancement of Teaching, Former Superintendent of Hawaii Department of Education, Stanford, CA; Norma Ming, Manager of Research, Planning, and Accountability, San Francisco Unified School District, San Francisco, CA; Richard Seder, Director of Education Partnerships, RTI International, Honolulu, HI

### ROOM 218

#### FRESH IDEAS AND TRENDS IN SCHOOL SPONSORSHIP PROCUREMENT

Traditional sponsorship opportunities like stadium signs and banners are great, but there's more you can do to increase visibility that will please your local sponsor community and encourage their continued support. From supporting a school app to websites or advanced email strategies, the rapidly moving technology landscape is ripe with opportunities for your local sponsors to spend their marketing dollars more wisely while raising significant revenue for your district. Attend this session and immerse yourself in a rapid-fire exploration of some sponsorship trends your school district can leverage right away.

**PRESENTER:** Jeff Spock, CEO, Association Revenue Partners, Plano, TX

3:15 – 3:45pm

### SCHOOL OF THE FUTURE

#### CULTIVATING A HEALTHIER GENERATION: FOOD EDUCATION & THE TEACHING KITCHEN PRESENTED BY CHARTWELLS K12

As a cornerstone to communities, school districts have a unique opportunity to introduce and nurture positive lifelong habits. Chartwells K12's Teaching Kitchen is paving the way to deliver food education to students, families and communities and, alongside school district partners, building healthier communities. Learn more about the power of food education and the benefits for your district and community.

### KNOWLEDGE EXCHANGE THEATER THE POWER OF PLAY

What if there was a simple way to transform school climate, increase student engagement in classrooms and reduce bullying – without adding a minute to the school day? For the last 20 years, Playworks has helped schools unlock the best in every child with the power of play. Join us for a demonstration of our techniques that benefit every child and adult in your buildings.

**PRESENTER:** David A. Burks, Executive Director, Playworks Louisiana, New Orleans, LA

4 – 5pm

## THOUGHT LEADER

### ROOM 207

#### COMMUNITY SCHOOLS: CULTIVATING OPPORTUNITY, EQUITY AND AGENCY

Achieving successful outcomes for all our children requires schools to tap community assets and embrace partnerships. Three superintendents discuss their experiences and the changes they are seeing within their districts, families and communities using the community school strategy. Together, they are transforming student trajectories, closing opportunity gaps and getting more graduates across the finish line prepared for college and careers. And along the way, they are cultivating hope and opportunity, increasing equity and building agency in families and children.

**PRESENTERS:** Martin Blank, Director, Coalition for Community Schools, Washington, DC; Paul Cruz, Superintendent, Austin Independent School District, Austin, TX; Alton Frailey, President, AASA, Katy, TX; Steven Webb, Superintendent, Vancouver Public Schools, Vancouver, WA; Teresa Weatherall Neal, Superintendent, Grand Rapids Public Schools, Grand Rapids, MI

## THOUGHT LEADER

### KNOWLEDGE EXCHANGE THEATER INNOVATIVE STRATEGIES TO CLOSE THE HOMEWORK GAP

Education is going digital, yet 5 million low-income students lack broadband access at home. Most educators agree this is the civil rights issue of today, yet 75% of districts report not taking any action to address it. Hear from some innovative leaders who are taking action on digital equity.

**MODERATOR:** Keith R. Krueger, CEO, COSN, Washington, DC

**PANELISTS:** Darryl Adams, Superintendent, Coachella Valley USD, Thermal, CA; Pam Moran, Superintendent, Albemarle County SC, Charlottesville, VA; Devin Vodicka, Superintendent of Schools, Vista Unified School District, CA

## THOUGHT LEADER

### ROOM 201-202 HOW CAN SUPERVISORS SHAPE EFFECTIVE PRINCIPALS?

Today's school principals need support for their development and growth as school systems and communities place ever-increasing expectations on them. This session presents the new, first-ever set of standards developed by hundreds of educators led by the Council of Chief State School Officers with support from The Wallace Foundation, intended to assist state education agencies and local school districts to help recruit, select, support and evaluate principal supervisors. The standards emphasize shifting the supervisor's role away from the traditional focus on bureaucratic compliance toward fostering the growth of effective principals who improve both teaching and learning.

**PRESENTERS:** Frederick Brown, Deputy Executive Director, Learning Forward, Dallas, TX; Mary Canole, School Leadership Consultant, Council of Chief State School Officers, Washington, DC; Eric S. Gordon, Chief Executive Officer, Cleveland Metropolitan School District, Cleveland, OH; MaryAnn Jobe, Director, Education and Leadership Development, AASA, Alexandria, VA

Sponsored by 

5 – 6pm

### LOBBY A, ERNEST N. MORIAL CONVENTION CENTER WELCOME RECEPTION

Sponsored by

















5:30 – 6:30pm

















### SHUTTLE SERVICE AVAILABLE

# Friday CONFERENCE SESSIONS-AT-A-GLANCE


FRIDAY, MARCH 3












<b>7 – 9am</b>	
Shuttle Service Available	
<b>7:30am – 5pm</b>	
Lobby A, Ernest N. Morial Convention Center Registration Hours	
Lobby A, Ernest N. Morial Convention Center Bookstore Hours	
<b>8 – 10am</b>	
<b>GENERAL SESSION</b> 	
Great Hall A Millennial Mojo	
<b>8am – 3pm</b>	
ROOM 210 Job Central	
<b>10 – 10:45am</b>	
Hall B, Ernest N. Morial Convention Center Coffee in the NCE Marketplace	
<b>10am – 3:45pm</b>	
Hall B, Ernest N. Morial Convention Center NCE Marketplace Hours	
<b>10:15 – 10:45am</b>	
School of the Future Improving Social-Emotional Learning with Measurement Presented by Panorama Education	
<b>10:45 – 11:45am</b>	
NCE Marketplace, Hall B Roundtable Sessions	
ROOM 203 Publishing Professionally: Practical Advice from the Editors 	
ROOM 205 Moving from Privacy to Trust 	
ROOM 217 Building the Capacity of Principal Supervisors to Improve Principal Instructional Leadership 	
ROOM 218 Superintendent Perspectives on Virtual Reality Learning Environments 	
ROOM 224 Spending Money Wisely, Freeing Up Funds for Strategic Priorities 	
ROOM 223 United We Stand, Divided We Fail: Working with Unions to Dismantle the School-to-Prison Pipeline 	
ROOM 222 Better Together: Leading the Transformation of Public Education 	
ROOM 204 Common Ground: A Conversation About the Future of HCM in Education 	
ROOM 219 HBCU TODAY: Providing More College Options for Your Graduates 	

ROOM 213 Camera Enforcement of Stop Arm Laws: Free Technology to Make Your Students Safer 
ROOM 214 10 Ways to Keep Your Job or Lose It 
ROOM 211 Leveraging the Every Student Succeeds Act to Provide Integrated Student Supports 
ROOM 212 Federal Education Policy in a Post-ESEA Era 
<b>THOUGHT LEADER</b> 
ROOM 207 Learning from Summer: Effects of Voluntary Summer Learning Programs on Low-Income Urban Youth
<b>THOUGHT LEADER</b> 
Knowledge Exchange Theater Leading Adaptive Change: A Systems Approach to Improving Instructional Effectiveness
ROOM 201-202 Superintendent of the Year Panel
ROOM 221 Improving Leadership Performance: Five Tips to Maximize Your Leaders' Potential 
<b>10:45am – 12:15pm</b>
ROOM 220 U.S.-China K-12 Education Exchange & Cooperation – Retrospect and Prospect
<b>11:45am – 1:45pm</b>
ROOM 208 Dr. Effie H. Jones Memorial Luncheon  <i>To purchase a ticket for this luncheon, see the Onsite Registration Counter in the AASA Registration Area.</i>
<b>12noon – 12:30pm</b>
School of the Future You've Collected Your Data. Now What? Presented by SafeStop, Inc.
<b>12:30 – 1:30pm</b>
NCE Marketplace, Hall B Roundtable Sessions
ROOM 205 Building Powerful Partnerships in Culturally Diverse Communities 
ROOM 213 Starting Off Strong: The Importance of Early Learning 
ROOM 217 Superintendents, Boards, Communities: Instilling Harmony Through Engagement and Communication 
ROOM 218 Using International Curricula to Close the Achievement Gap: Miami-Dade, Pinellas 
ROOM 224 Harnessing Student Voice for School Improvement – Three District Approaches 
ROOM 223 Journey Toward Personalization: Creating an Incubator of Innovation 

ROOM 222 Bringing Your Strategic Plan to Life 
ROOM 204 How to Win School Market Share in a World of School Choice
ROOM 212 The Third Branch: Supreme Court and Schools 
ROOM 201-202 Knocking Down the Barriers: Using 21st-Century Practices to Address Mental & Behavioral Health in an Urban Learning Environment 
<b>THOUGHT LEADER</b> 
ROOM 207 Creating Contagious Cultures: The Happiness Advantage in Education
<b>THOUGHT LEADER</b> 
Knowledge Exchange Theater Beyond Principal Supervision – Building a System of Support for Principal Success
ROOM 221 The Prerequisite for Achievement Every Leader Needs to Know: Fostering a Cognitive-Rich Culture of Excellence 
ROOM 219 Building the Capacity of Principals as Visionaries, Learners, Collaborators and Leaders 
ROOM 220 Creating the Future: Strategic Planning for Personalized Learning 
<b>1:30 – 2:30pm</b>
Knowledge Exchange Theater Social Media Lounge Part 2 – Telling Your District's Story 
<b>THOUGHT LEADER</b> 
ROOM 207 New Discovery About Reading Increasing Student Academic Success
<b>1:30 – 2:45pm</b>
Hall B, Ernest N. Morial Convention Center NCE Marketplace Snack Break
<b>1:45 – 2:15pm</b>
School of the Future Redefining the New K-12 Success Ecosystem Presented by SunGard K-12
<b>2:45 – 3:45pm</b>
NCE Marketplace, Hall B Roundtable Sessions
ROOM 214 CSI – Monitoring School District Performance 
ROOM 219 Who Are You? 
ROOM 213 The Discipline Dilemma 
ROOM 217 Advice to New Superintendents: Creating a 21st-Century District 
ROOM 218 How Early Is Too Early? 
ROOM 224 Transformational Leadership Framework: Supporting Principal Actions that Improve Schools 

## FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

ROOM 223 L5 Time Management for School Leaders: Clearing the Plate for Effective Leadership 
ROOM 222 Uberization of Education: Strategic Leadership for Personalized Learning 
ROOM 205 Monkey Business: Becoming an Everyday Leader 
ROOM 204 The Journey to Personalized Learning Success
ROOM 203 Congratulations, You've Got Competition! 
ROOM 211 Build a Culture of Equity in Your District 
ROOM 212 Schools in Transition: Gender Diversity and Best Practices 
ROOM 201-202 How Aramark and FarmLogix Partner to Put Local Foods on Your Menu 
<b>THOUGHT LEADER</b> 
ROOM 207 Why Race & Culture STILL Matter in Education
<b>THOUGHT LEADER</b> 
Knowledge Exchange Theater Superintendent/School Board Relations – A Discussion between NSBA Executive Director Tom Gentzel and AASA Executive Director Dan Domenech
<b>2:45 – 4:45pm</b>
ROOM 221 Comparison of U.S.-China STEM Education 
<b>4 – 5pm</b>
<b>THOUGHT LEADER</b> 
ROOM 207 The Nation's Most Rapidly Improving Schools
<b>4 – 5:30pm</b>
Shuttle Service Available

FRIDAY, MARCH 3

-  Curriculum and Instruction
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 **ROOM 218**  
**SUPERINTENDENT PERSPECTIVES ON VIRTUAL REALITY LEARNING ENVIRONMENTS**

Using virtual reality in school is more than a vision of the future — it is already here being used by hundred of thousands of students each day. Join three superintendents who have added virtual reality in their districts and learn how these programs came to fruition, are progressing and how they are preparing their students for the high-tech jobs of tomorrow. Discover the benefits, opportunities and future considerations — as well as the challenges associated with this technology. The panel addresses: What happens when the WOW wears off? Doesn't VR create isolation and remove students from the learning environment? Will VR be the most effective pedagogy for improving STEM education literacy and economic competitiveness in tomorrow's workforce? Can industry reap benefits today by using VR for vocational training, especially for professions where high cost or dangerous environments are involved such as first responders, aeronautics and more?

**MODERATOR:** *Elizabeth Lytle, Director of Educational Solutions, zSpace, Inc., Sunnyvale, CA*

**PRESENTERS:** *Jill Gierasch, Deputy Superintendent, Plainview-Old Bethpage Central School District, Plainview, NY; Christine Johns, Superintendent of Schools, Utica Community Schools, Sterling Heights, MI; Valya S. Lee, Superintendent of Schools, Liberty County School System, Hinesville, GA*

 **ROOM 203**  
**PUBLISHING PROFESSIONALLY: PRACTICAL ADVICE FROM THE EDITORS**

What does it take to be a successful editorial contributor to a professional publication serving K-12 education leaders? The editor of AASA's monthly magazine and the editor of AASA's *Journal of Scholarship and Practice* discuss writing opportunities and other ways to contribute editorially. The session provides practical insights into the manuscript review process and examples of appropriate topics for publication — which should better position future submissions for favorable review and help school system leaders contribute articles about their skills, experiences and successful district-level initiatives. The coordinator of the AASA books program also shares information about book-writing opportunities and the process for doing so.

**PRESENTERS:** *Jay P. Goldman, Editor, School Administrator Magazine, AASA, Alexandria, VA; Jimmy Minichello, Director of Communications, AASA, Alexandria, VA; Kenneth Mitchell, Editor, AASA's Journal of Scholarship and Practice, Chester, NY*

 **ROOM 205**  
**MOVING FROM PRIVACY TO TRUST**

As schools leverage technology for learning, they must also ensure that they have safeguards in place to protect the privacy and security of student data. Learn about the new Trusted Learning Environment (TLE) seal for school systems from CoSN and AASA, which defines key requirements for school system data privacy and security programs so you can move from privacy concerns to trust and transparency.

**PRESENTER:** *Keith R. Krueger, CEO, COSN, Washington, DC*

 **ROOM 217**  
**BUILDING THE CAPACITY OF PRINCIPAL SUPERVISORS TO IMPROVE PRINCIPAL INSTRUCTIONAL LEADERSHIP**

Principal supervisors are ideally positioned to bolster instructional leadership capacity and improve instruction across a district if they have the leadership skills needed to enact effective principal performance management cycles. This includes setting clear expectations; providing high-quality, standards-aligned feedback and coaching; and conducting rigorous and reliable evaluations. This interactive session explains who the Oakland Unified School District, CA, and New Leaders have partnered to ensure that Oakland's Network Superintendents have these skills, and that their job is structured to focus primarily on instructional improvement. Topics include the process for building principal supervisor capacity and how the partnership has helped the district revise the role of principal supervisors; ways to integrate data at the school and system level into principal supervisor practice to inform coaching, evaluation and pipeline development; how to plan supervisors' schedules to focus on instructional leadership activities; and methods for conducting reliable evaluations that effectively differentiate principal performance.


**PRESENTERS:** *Jaime Aquino, Chief Program Officer, New Leaders, New York, NY; Christine Cassidy, National Leadership Facilitator, New Leaders, New York, NY; Wesley Jacques, Network Deputy Superintendent, Oakland Unified School District, Oakland, CA; Kyla Johnson, Network Superintendent, Oakland Unified School District, Oakland, CA*

8am – 3pm

**ROOM 210**  
**JOB CENTRAL**

10 – 10:45am

**HALL B, ERNEST N. MORIAL CONVENTION CENTER**  
**COFFEE IN THE NCE MARKETPLACE**

Sponsored by  Pearson

10am – 3:45pm

**HALL B, ERNEST N. MORIAL CONVENTION CENTER**  
**NCE MARKETPLACE HOURS**

10:15 – 10:45am

**SCHOOL OF THE FUTURE**  
**IMPROVING SOCIAL-EMOTIONAL LEARNING WITH MEASUREMENT PRESENTED BY PANORAMA EDUCATION**

In the future, districts will be focused on promoting students' well-being and social-emotional learning — not just their academic performance. To develop college and career-ready students, many districts are using programs that target students' SEL skills like growth mindset, self-efficacy, sense of belonging and more. Today, dozens of districts use Panorama to measure students' social-emotional learning through interactive self-assessments and reporting. Teachers and principals are provided with access to reports that detail their students strengths and areas for growth across key domains of SEL.

10:45 – 11:45am

**NCE MARKETPLACE, HALL B**  
**ROUNDTABLE SESSIONS**

See page 72 for more details.

7 – 9am

SHUTTLE SERVICE AVAILABLE

7:30am – 5pm

**LOBBY A, ERNEST N. MORIAL CONVENTION CENTER**

REGISTRATION HOURS

**LOBBY A, ERNEST N. MORIAL CONVENTION CENTER**

BOOKSTORE HOURS

8 – 10am

**GENERAL SESSION**

**GREAT HALL A**

**AASA PAST PRESIDENTS INTRODUCTIONS**

**THE NJPA HELPING HANDS MINI GRANT PROGRAM**

Sponsored by  NJPA  
National Joint Powers Alliance

**AASA WOMEN IN SCHOOL LEADERSHIP AWARD**

Sponsored by  **BILL & MELINDA GATES foundation**

**AASA GRADUATION CEREMONIES**

 **KEYNOTE PRESENTATION**

**MILLENNIAL MOJO**

Throughout his life in the spotlight as a musician, aviator, entrepreneur and cultural diplomat, Ravi Hutheesing's story is one of being a bridge between millennials and baby boomers. Millennials are the largest and most influential generation in the global economy. Rather than trying to analyze this resourceful, yet misunderstood generation, educators must empathize with them and embrace their culture in order to bring out their strengths and positively influence their actions. By bridging the gap between baby boomers and millennials, both can maintain their principles while finding common ground, learning from each other and excelling together.

**PRESENTER:** *Ravi Hutheesing, Global Keynote, Speaker, Artist Entrepreneur, and Cultural Diplomat, RaviUnites.com, Buckingham, VA*

- CI** Curriculum and Instruction
- DE** Digitizing Education
- EC** Equity in Children's Initiatives
- JC** Job Central
- LE** Leadership for Equity
- PE** Personalized Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

10:45 – 11:45am (cont.)

**CI** **ROOM 224**  
**SPENDING MONEY WISELY, FREEING UP FUNDS FOR STRATEGIC PRIORITIES**

Every school district must tackle the twin challenges of managing tight budgets and improving student achievement. Recent research has pinpointed the top opportunities to do more with less. This presentation shares one superintendent's experiences shifting resources in already tight budgets to raise student achievement by improving staffing and scheduling practices in elementary, middle, high school and CTE in order to give more students access to high-rigor courses and increase equity across teacher workloads. Each participant receives a copy of *Spending Money Wisely*, which details the top 10 opportunities to free up funds.

**PRESENTERS:** Nathan Levenson, *President, District Management Council, Boston, MA*; Abelardo Saavedra, *Superintendent of Schools, South San Antonio ISD, San Antonio, TX*

**EC** **ROOM 223**  
**UNITED WE STAND, DIVIDED WE FAIL: WORKING WITH UNIONS TO DISMANTLE THE SCHOOL-TO-PRISON PIPELINE**

The narrative around the issues and challenges that have created, sustained and grown the school-to-prison pipeline is typically generated by stakeholder groups in silos. For example, educators, particularly classroom teachers, explain school discipline challenges and successes from one perspective, while students and parents present another. Although we have seen great strides made at the national, state and local levels, the crux of this issue still lies within individual classrooms. This session provides superintendents with an understanding of the thinking and actions of other stakeholder groups that influence the school-to-prison pipeline so that they can make better informed decisions related to student needs and experiences.

**PRESENTERS:** Kevin Gilbert, *Special Projects and Teacher Leadership Coordinator/NEA Executive Committee Member, Clinton Public Schools/National Education Association, Washington, DC*; Dwanna Nicole, *Senior Policy Advocate, Advancement Project, Washington, DC*

**LE** **ROOM 222**  
**BETTER TOGETHER: LEADING THE TRANSFORMATION OF PUBLIC EDUCATION**

In 2013, concerned about growing inequities in student outcomes and opportunities, a statewide team of education leaders from the Vermont Superintendents Association and the Vermont School Boards Association came together to establish the Agenda for a World Class Education in Vermont. This session explains how to develop, promote and support such a statewide transformation agenda for public education, which in this case led directly to the enactment of three major laws — universal access to prekindergarten, personalized learning for every 7–12th grader, and a school district merger law that has fostered the creation of 12 unified districts.

**PRESENTERS:** Jeffrey Francis, *Executive Director, Vermont Superintendents Association, Montpelier, VT*; Nicole Mace, *Executive Director, Vermont School Boards Association,*

*Montpelier, VT*; Elaine Pinckney, *Superintendent, Chittenden South Supervisory Union, Shelburne, VT*

**SR** **ROOM 204**  
**COMMON GROUND: A CONVERSATION ABOUT THE FUTURE OF HCM IN EDUCATION**

Join Frontline Education for an engaging conversation about the critical importance of actionable insights for school districts. A moderated panel occurs after a brief introduction to the Frontline Insights Platform, an integrated platform which crosses their human capital management portfolio of solutions as defined in recent ESSA legislation, helping districts unify their technology to better serve the front line. The panel discussion includes current and former superintendents and educational leaders discussing how they see the value and use of big data and integrated insights to achieve their strategic goals.

**PRESENTER:** Rem Fairlamb, *Vice President of Sales, Frontline Education, Malvern, PA*

Sponsored by  **frontline** education.

**CI** **ROOM 219**  
**HBCU TODAY: PROVIDING MORE COLLEGE OPTIONS FOR YOUR GRADUATES**

This session provides an overview of HBCUs, including their historical background, cultural significance, academic programs and impact on the American social and educational landscapes. The presenters focus on the quality of education, diversity and affordability of HBCUs, and how school districts — especially those in urban districts — can more effectively bring HBCUs into the conversation when discussing post-secondary educational opportunities with teachers, parents and students. Learn about HBCU Today, an online community where school districts — educators, school staff, counselors, parents and students — can access information on HBCUs, as well as supplemental educational materials and tools for the classroom.

**PRESENTERS:** Chelsea Bosley, *Student, Dillard University, New Orleans, LA*; John T. Fleming, *CEO, Black Educational Events, LLC, Publisher, HBCU Today, Dallas, TX*; David Page, *Vice President Enrollment Management, Dillard University, New Orleans, LA*; Yolanda Page, *Vice President Academic Affairs, Dillard University, New Orleans, LA*

**LE** **ROOM 213**  
**CAMERA ENFORCEMENT OF STOP ARM LAWS: FREE TECHNOLOGY TO MAKE YOUR STUDENTS SAFER**

Serious bus-related safety concerns include on-board bullies, student fights on buses, emergency health issues, illegal bus passing and students left behind on buses. The no-cost BusGuard system helps solve many of these issues at absolutely no cost to the school district or taxpayers. Come listen and learn how free technology can improve your students' safety.

**PRESENTER:** David Poirier, *President and Chief Operating Officer, Force Multiplier Solutions, Inc., Dallas, TX*

**JC** **ROOM 214**  
**10 WAYS TO KEEP YOUR JOB OR LOSE IT**

Are you worried about your career? With over 42 years of experience, presenters from Ray & Associates share their extensive insight on how to be successful and effectively attend to your career. Learn 10 proactive strategies for avoiding common mistakes that lead to career failure. Handouts and discussion include practical solutions and how to recognize when it is time to focus on bolstering your career. Useful for those entering into school leadership as well as for experienced administrators.

**PRESENTERS:** Robert Alfar, *Region Search Associate, Ray & Associates, Cedar Rapids, IA*; Gary Ray, *President, Ray & Associates, Cedar Rapids, IA*; Ryan Ray, *Corporate Director, Ray & Associates, Cedar Rapids, IA*; Mike Rush, *Regional Search Director, Ray & Associates, Cedar Rapids, IA*

**CI** **ROOM 211**  
**LEVERAGING THE EVERY STUDENT SUCCEEDS ACT TO PROVIDE INTEGRATED STUDENT SUPPORTS**

ESSA recognizes what superintendents and educators have long argued: low-income children need interventions that go beyond academics to succeed in school and in life. Integrated student supports (ISS), a student-focused approach that removes the learning barriers created by poverty, can be used to support low-performing schools. Communities In Schools, the largest ISS provider in the country, and AASA invite you to join a discussion about the ways in which superintendents can leverage ESSA to provide ISS.

**PRESENTERS:** Meria Carstarphen, *Superintendent, Atlanta Public Schools, Atlanta, GA*; Dan Domenech, *Executive Director, AASA, Alexandria, VA*; Dale Erquiaga, *CEO, Communities In Schools, Inc., Arlington, VA*

**SR** **ROOM 212**  
**FEDERAL EDUCATION POLICY IN A POST-ESEA ERA**

AASA's Policy and Advocacy team covers the priorities of the new administration and new Congress and how these changes and ESSA reauthorization will impact future education legislation and the 115th Congress.

**PRESENTERS:** Noelle Ellerson Ng, *Associate Executive Director, Policy & Advocacy, AASA, Alexandria, VA*; Leslie Finnan, *Senior Legislative Analyst, AASA, Alexandria, VA*; Sasha Pudelski, *Assistant Director, Policy & Advocacy, AASA, Alexandria, VA*

**THOUGHT LEADER**

**LE** **ROOM 207**  
**LEARNING FROM SUMMER: EFFECTS OF VOLUNTARY SUMMER LEARNING PROGRAMS ON LOW-INCOME URBAN YOUTH**

Since 2011, five urban school districts have participated in The Wallace Foundation's National Summer Learning Project to find out whether and how voluntary-attendance summer learning programs combining academics and enrichment can help students succeed in school. Join us in this session and learn the results of the ground-breaking study conducted by the RAND Corporation, including the impacts of district-provided voluntary summer learning programs on students' knowledge in language arts and math as well as their social-emotional skills. Hear first-hand from two of the participating district superintendents about their implementation strategies, successes, challenges and lessons learned. Gain valuable knowledge that you can use to enhance your summer learning program and improve educational outcomes in your district for all children.

**PRESENTERS:** Catherine Augustine, *Senior Policy Researcher, RAND Corporation, Pittsburgh, PA*; Tommy Chang, *Superintendent, Boston Public Schools, Boston, MA*; Michael Hinojosa, *Superintendent, Dallas Independent School District, Dallas, TX*

Sponsored by  **The Wallace Foundation**

-  Curriculum and Instruction
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-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

10:45 – 11:45am (cont.)

## THOUGHT LEADER

### KNOWLEDGE EXCHANGE THEATER

#### LEADING ADAPTIVE CHANGE: A SYSTEMS APPROACH TO IMPROVING INSTRUCTIONAL EFFECTIVENESS

This session engages participants in learning how to design and implement scalable systems solutions to improve teaching, learning and student achievement. Using the latest research-based evidence of effective practices, their own experiences helping diverse districts improve and as superintendents and central-office leaders, the presenters help participants learn how to organize systems to maximum effect. By applying the values of social justice, excellence, results and engagement, leaders learn how to ask the right questions and organize their central office, school board, community and schools into a coherent system that improves student achievement and well-being.

**PRESENTERS:** Susan Enfield, *Superintendent, Highline Public Schools, Burien, MA*; Joshua Starr, *CEO, PDK International, Arlington, VA*

### ROOM 201–202

#### SUPERINTENDENT OF THE YEAR PANEL

Now in its 30th year, the AASA National Superintendent of the Year Program pays tribute to the talent and vision of the men and women who lead our nation's public schools. Meet the 2017 State Superintendents of the Year and the four finalists for the National Superintendent of the Year Award. This is a great opportunity to meet the state superintendents of the year. This program is sponsored by Aramark, VALIC and AASA.

**PRESENTERS:** Barbara Jenkins, *Superintendent, Orange County Public Schools, Orlando, FL*; Stewart McDonald, *Superintendent, Kodiak Island Borough School District, AK*; James Merrill, *Superintendent, Wake County Public School System, Cary, NC*; Matthew Utterback, *Superintendent, North Clackamas School District, Milwaukie, OR*

Sponsored by  

### ROOM 221

#### IMPROVING LEADERSHIP PERFORMANCE: FIVE TIPS TO MAXIMIZE YOUR LEADERS' POTENTIAL

We perform our best when we're clear about outcomes, understand the expectations and trust those on our team. How are your leaders performing? Are they communicating directly and honestly? Do they crave feedback? Do they push themselves to get better every day? In this workshop, discover and practice the essential elements for improving performance and learn a feedback structure that builds individual and team efficacy.

**PRESENTERS:** Larry Perondi, *Retired Superintendent, Oceanside Unified School District, and Executive Leader in Residence, University of San Diego, CA*; Mark Reardon, *Quantum Learning and Former School Administrator*

10:45am – 12:15pm



### ROOM 220

#### U.S.–CHINA K–12 EDUCATION EXCHANGE & COOPERATION — RETROSPECT AND PROSPECT

The blooming of internationalization in education and the deepening of U.S.-China cultural and educational exchanges and cooperation have brought about substantial increases in K–12 educational exchanges between the two countries. You may have noticed that the number of Chinese students in the U.S. has been growing rapidly in universities and colleges, high schools, middle schools and elementary schools. Recent years have also witnessed the increase of bilateral sister schools' connections as well as summer camps in the two countries. In China, English learning has been popular among the younger generations, and in the United States, Chinese language studying has been gaining momentum. What achievement might the exchanges and cooperation bring to K–12 education? What impact would they have on K–12 education? How should we better plan, manage and evaluate these exchanges and cooperation in K–12 education? Come hear from educators from both countries and brainstorm!

**PRESENTERS:** Erin Lenart, *Principal, Lanier Middle School, VA*; Wen Li, *Director, Department of Scientific Research, Beijing Institute of Education, Beijing*; Peter Noonan, *Superintendent, City of Fairfax School District, VA*; Phyllis Pajardo, *Assistant Superintendent, City of Fairfax School District, VA*; Xuesong Shen, *Deputy Secretary General, China Education Association for International Exchange (CEAIE), Beijing*; Hailing Wang, *Vice Principal, The High School Affiliated to Renmin University of China (RDFZ), Beijing*

11:45am – 1:45pm



### ROOM 208

#### DR. EFFIE H. JONES MEMORIAL LUNCHEON

Effie Jones was a champion for women and minorities. Like Dr. Jones, Monique Morris' career has focused on improving outcomes — in juvenile justice and education — and socioeconomic conditions for Black girls, women and their families. An adjunct associate professor for Saint Mary's College of California, the Co-Founder and President of the National Black Women's Justice Institute and a 2012 Soros Justice Fellow, Dr. Morris' research intersects race, gender, education and justice to explore the ways in which Black communities, and other communities of color, are uniquely affected by social policies. Her most recent book, *Pushout*, tells the stories of Black girls who disproportionately experience school discipline, exposing a world of confined potential and supporting the growing movement to address the policies, practices and cultural illiteracy that push countless students out of school and into unhealthy, unstable and often unsafe futures. In this presentation, Dr. Morris shares gender-responsive, healing-centered strategies that interrupt the school-to-confinement pathways experienced by girls and young women.

**PRESENTER:** Monique Morris, *President/CEO and Co-Founder, National Black Women's Justice Institute, Berkeley, CA*  
To purchase a ticket for this luncheon, see the Onsite Registration Counter in the AASA Registration Area.

Sponsored by 

12noon – 12:30pm

### SCHOOL OF THE FUTURE

#### YOU'VE COLLECTED YOUR DATA. NOW WHAT? PRESENTED BY SAFE STOP

SafeStop is the industry-leading school bus tracking app. With neighborhood maps and expected arrival times, parents no longer have to call the school to find out where the bus is. SafeStop works with any GPS provider, any routing software and any transportation system, making the app compatible with any fleet configuration.

12:30 – 1:30pm

### NCE MARKETPLACE, HALL B ROUNDTABLE SESSIONS

See page 74 for more details.



### ROOM 205

#### BUILDING POWERFUL PARTNERSHIPS IN CULTURALLY DIVERSE COMMUNITIES

Community partnerships strengthen a district's ability to accomplish its mission by providing additional support in workforce, materials and outreach and making programs stronger and more meaningful. Discover the true intention of partnerships and develop strategies to help move from "random acts of community involvement" to meaningful, ongoing community engagement. Come learn how to create dynamic new partnerships and revitalize existing ones in your district.

**PRESENTERS:** Jane Collins-Fondulis, *Principal, Wareham Public Schools, Wareham, MA*; Maureen Manning, *Director of Family & Community Engagement, Wareham Public Schools, Wareham, MA*; Kimberly Shaver-Hood, *Superintendent, Wareham Public Schools, Wareham, MA*



### ROOM 213

#### STARTING OFF STRONG: THE IMPORTANCE OF EARLY LEARNING

We are far from reaching the goal of having all students graduate from high school ready for college and other post-secondary learning opportunities, especially when it comes to economically disadvantaged students. This presentation shares how Zachary Community Schools, IA, cultivated success for students by being intentional early in students' educational journeys and shares research about effective early learning.

**PRESENTERS:** Cassandra Barker-Carr, *Director, K–12 Client Partnerships, Act, Inc., Iowa City, IA*; Scott Devillier, *Superintendent, Zachary Community Schools, Zachary, IA*; Karin Lawless, *Director of Accountability, Zachary Community Schools, Zachary, IA*



### ROOM 217

#### SUPERINTENDENTS, BOARDS, COMMUNITIES: INSTILLING HARMONY THROUGH ENGAGEMENT AND COMMUNICATION

Superintendents and boards often find themselves in confrontational situations when dealing with school community issues from the usual boundary change issues and new standards

to current events of transgender accommodations and increased funding for our schools. This session offers practical strategies and approaches for proactively addressing these situations through increased communication, collaboration and engagement. Collaborative strategies and tactics include the use of technology and social media as well as ongoing communication to build credibility with your communities.

**PRESENTERS:** Rich Bagin, *Executive Director, National School Public Relations Association, Rockville, MD*; Patrick Murphy, *Superintendent, Arlington Public Schools, Arlington, VA*; David Schuler, *Superintendent, Township High School 214, Arlington Heights, IL*; Steven Walts, *Superintendent, Prince William County Public Schools, Manassas, VA*



### ROOM 218

#### USING INTERNATIONAL CURRICULA TO CLOSE THE ACHIEVEMENT GAP: MIAMI-DADE, PINELLAS

Learn how an internationally benchmarked, aligned instructional system has greatly transformed two of the largest school districts, Miami-Dade and Pinellas County, by significantly improving student achievement and greatly increasing student-teacher engagement. Hear from district leaders about how Cambridge has transformed their schools and districts, including how one district changed highly diverse (50% free and reduced lunch), struggling schools bordering on state correction into schools consistently scoring above state and district averages, with one school in the top five percentile of state performers.

**PRESENTERS:** Lissette M. Alves, *Assistant Superintendent, Division of Academics, Office of Academics and Transformation, Miami-Dade County Public Schools, Miami, FL*; Clint Herbic, *Associate Superintendent, Operational Services, Pinellas County School District, Largo, FL*; Renee Ilhardt, *Supervisor, Department of Advanced Academic Programs, Miami-Dade County Public Schools, Miami, FL*; Lissette T. Rodriguez, *Executive Director, Department of Advanced Academic Programs, Miami-Dade County Public Schools, Miami, FL*; Rita M. Vasquez, *Executive Director of High School Education, Pinellas County School Board, Largo, FL*

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

12:30 – 1:30pm (cont.)

**ROOM 224**  
**HARNESSING STUDENT VOICE FOR SCHOOL IMPROVEMENT — THREE DISTRICT APPROACHES**

Too often in education, important decisions are made without the voices of those most affected — the students. How can we give agency to the young people we're ultimately trying to serve so they're not just end users but also influencers? How can we tap into the student experience to close achievement gaps by race, family income and English Language Learner status? This panel features three district leaders who have used student perception data to increase student engagement, improve college readiness, prevent bullying and guide technology transformations in their schools. Hear about their experiences integrating student voice and have an opportunity to share your own perspectives, challenges and victories.

**PRESENTERS:** **Brian Shumate**, Superintendent, Medford School District, Medford, OR; **George Steinhoff**, Superintendent, Penn-Delco School District, Aston, PA; **Sachi Takahashi-Rial**, Partnerships, YouthTruth Student Survey, San Francisco, CA; **Lee Ann Wentzel**, Superintendent, Ridley School District, Folsom, PA

**ROOM 223**  
**JOURNEY TOWARD PERSONALIZATION: CREATING AN INCUBATOR OF INNOVATION**

This session describes how The Dysart Unified School District, AZ, created a unique environment where personalized learning is integrated with communication, creativity, critical thinking and collaboration. As an incubator of innovation, the Innovation Academy provides a pathway for middle school students to grow academically and acquire knowledge, skills and dispositions to solve the problems of tomorrow. Personalized learning instruction is paced to student needs, modified to address learning preferences and tailored to the interests of each learner. Student voice is critical as students are engaged in decisions regarding the what, when and how of competency-based learning. Within this personalized environment, students become independent and innovative thinkers while engaged in real-world problem solving with peers who share their passions.

**PRESENTERS:** **Michelle Benham**, Director of Instructional Technology, Dysart Unified School District, Surprise, AZ; **Teresa Heatherly**, Director of Curriculum, Instruction, and Assessment, Dysart Unified School District, Surprise, AZ; **Gail Pletnick**, Superintendent, Dysart Unified School District, Surprise, AZ; **Stephen Poling**, Assistant Superintendent, Dysart Unified School District, Surprise, AZ

**ROOM 222**  
**BRINGING YOUR STRATEGIC PLAN TO LIFE**

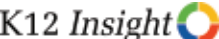
Many districts engage shareholders during the strategic planning process. Learn how to take all the hard work of developing a strategic plan and bring it to life by using visuals, developing ambassadors and launching the plan for success. When coherence is created in a community around a strategic plan, all shareholders can "talk the walk" and create what Michael Fullan calls "coherence."

**PRESENTERS:** **Kelley Castlin-Gacutan**, Superintendent, Birmingham City Schools, Birmingham City, AL; **Bobby Moore**, Senior Director, Battelle for Kids, Columbus, OH; **Thomas Tucker**, Superintendent, Princeton City Schools, Cincinnati, OH

**ROOM 204**  
**HOW TO WIN SCHOOL MARKET SHARE IN A WORLD OF SCHOOL CHOICE**

Across the country, school districts are hemorrhaging students. As a new administration takes over in Washington, an influx of charters and vouchers stands to significantly impact public school funding. Quality education is key. But, if you want to keep families coming back, you have to build a brand that resonates. Do you have what it takes to beat the competition and make your district the education provider of choice? Find out.

**PRESENTER:** **Gerald Dawkins**, SVP Superintendent and District Relations, K12 Insight, Grand Rapids, MI

Sponsored by 

**ROOM 212**  
**THE THIRD BRANCH: SUPREME COURT AND SCHOOLS**

Maree Sneed walks through recent and upcoming Supreme Court cases with potentially significant implications for our nation's schools and some of the more controversial Dear Colleague letters released by the U.S. Education Department.

**PRESENTER:** **Maree Sneed**, Partner, Hogan Lovells US LLP, Washington, DC

**ROOM 201–202**  
**KNOCKING DOWN THE BARRIERS: USING 21ST-CENTURY PRACTICES TO ADDRESS MENTAL & BEHAVIORAL HEALTH IN AN URBAN LEARNING ENVIRONMENT.**

Students in urban school districts across America are faced with an increasing number of barriers to academic achievement. Many of these barriers are associated with mental health, abuse/trauma and poverty. One in five youth live with a mental health condition, but less than half of these individuals receive needed services. Undiagnosed, untreated or inadequately treated mental health conditions can affect a student's ability to learn, grow and develop (National Alliance for Mental Health). More than ever before, schools are challenged with providing support for the mental health needs and the social-emotional development of students in order for them to be successful despite any obstacles they face. In this session, leaders of an urban district share their community-wide collaborative process that has focused on removing these barriers to student achievement through development of systems both within the school district and the community. They provide their strategic planning process and how they have successfully created partnerships to support students and families within their district.

**PRESENTERS:** **Eric Gallien**, Deputy Superintendent, Racine Unified School District, Racine, WI; **Kristin Latus**, Director of School Support, Racine Unified School District, Racine, WI

**THOUGHT LEADER**

**ROOM 207**  
**CREATING CONTAGIOUS CULTURES: THE HAPPINESS ADVANTAGE IN EDUCATION**

Happiness fuels success, not the other way around. When we are positive, our brains become more engaged, creative, motivated, energetic, resilient and productive. We have seen this around the world from the corporate suite to the elementary school classroom. Based on the principles of 2016 NCE keynote speaker Shawn Achor's *The Happiness Advantage* and *The Orange Frog*, learn how the latest research on positive psychology in education can be applied to your personal well-being and to the benefit of your staff and faculty, which transfers into the classroom. Explore the seven principles of positive psychology that fuel success and performance in education, and create your own personal plan for incorporating happiness into your life and district. (Each participant receives a complimentary copy of *The Orange Frog*).

**PRESENTERS:** **Devin Hughes**, Chief Inspiration Officer, International Thought Leader Network, San Diego, CA; **Greg Kaiser**, Co-Founder and President, International Thought Leader Network, Apex, NC

**THOUGHT LEADER**

**KNOWLEDGE EXCHANGE THEATER**  
**BEYOND PRINCIPAL SUPERVISION — BUILDING A SYSTEM OF SUPPORT FOR PRINCIPAL SUCCESS**

School districts across the country are quickly revising the role of the principal supervisor based on research supporting this change. While many districts are just beginning to make changes, a number of others on the leading edge of this transformation are learning that there is more to supporting principals than just revising the supervisor's role. Learn both from what the University of Washington Center for Educational Leadership is finding about creating system-wide support for principals and from a central-office leader spearheading this effort at the district level. Join us and walk away with a deeper understanding of what principals need to be successful, how to enlist central-office leaders to work differently and specific recommendations for action at home.

**PRESENTERS:** **Stephen Fink**, Executive Director, Affiliate Professor, Center for Educational Leadership, University of Washington, Seattle, WA; **Max Silverman**, Associate Director, Center for Educational Leadership, University of Washington, Seattle, WA

**ROOM 221**  
**THE PREREQUISITE FOR ACHIEVEMENT EVERY LEADER NEEDS TO KNOW: FOSTERING A COGNITIVE-RICH CULTURE OF EXCELLENCE**

We all know, even on an intuitive level, that a positive and vibrant social-emotional culture breeds academic and personal excellence. Still, our often-myopic focus on testing distracts us from the essential work of developing the heart and character of our students, teachers and leaders. This work requires an overt orchestration of our organization's values, traits and expectations — the purposeful construction of an empowering culture focused on learning. Join us to explore strategies that align staff, foster respect and amplify the factors that accelerate achievement.

**PRESENTERS:** **Chris Hurst**, Superintendent, Othello School District, Othello, WA; **Mark Reardon**, CEO and Principal Facilitator, Centrepointe Leadership, Oceanside, CA

**ROOM 219**  
**BUILDING THE CAPACITY OF PRINCIPALS AS VISIONARIES, LEARNERS, COLLABORATORS AND LEADERS**

Embracing principal leadership development and capacity building in a comprehensive and ongoing manner is vital to school and district success. This session discusses what superintendents need to know and be able to do to build the capacity of principals and district leaders (principal supervisors) to positively affect principal leadership development. Presenters examine reflective processes and collaborative professional development strategies and provide time for participants to develop ongoing action steps for monitoring and supporting principals and district leaders with regard to school-based goals.

**PRESENTERS:** **Deborah Child-Bowen**, Author and Chief Learning Officer, Creative Mind Enterprise, Atlanta, GA; **Ann Cunningham-Morris**, Author and Education Consultant, Marbleton, GA; **Phyllis Pajardo**, Author and Assistant Superintendent, City of Fairfax Schools, Fairfax, VA

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12:30 – 1:30pm (cont.)

**PE** **ROOM 220**  
**CREATING THE FUTURE: STRATEGIC PLANNING FOR PERSONALIZED LEARNING**

Strategic planning is a disciplined, research-based inquiry method that allows school districts to create their own futures for personalized learning through rigorous organizational assessment and long-range planning followed by operational execution. This session focuses on a strategic planning model centered on the internal and external environment, qualitative and quantitative information, and resource commitments, along with the integrated, participatory involvement of stakeholders.

**PRESENTERS:** William Adams, East Coast Regional President, ECRA Group/HYA, Naples, FL; Stacey Adams, Senior Associate, ECRA Group/HYA, Naples, FL; Scott Feder, Superintendent of Schools, Millstone Township, Millstone, NJ

1:30 – 2:30pm

**DE** **ROOM KNOWLEDGE EXCHANGE THEATER**  
**SOCIAL MEDIA LOUNGE PART 2 — TELLING YOUR DISTRICT'S STORY**

Learn how you and your district can utilize social media to create your district's brand and truly tell your story. A panel of superintendents share examples of how this is done in their districts and leave plenty of time for questions and answers.

**PRESENTERS:** Susan Enfield, Superintendent, Highline School District, Wash., Burien, WA; Lynn Fuini-Hetten, Assistant Superintendent, Salisbury Township School District, Salisbury, PA; Jill Gildea, Superintendent, Fremont School District 79, Mundelein, IL; Carol Kelley, Superintendent, Oak Park Elementary School District 97, Oak Park, IL

**THOUGHT LEADER**

**SR** **ROOM 207**  
**NEW DISCOVERY ABOUT READING INCREASING STUDENT ACADEMIC SUCCESS**

In a recent discovery in the optometric community, it is now estimated that 1 in 7 students have a reading problem that is not diagnosed during a standard vision screening — they may have 20/20 vision but words appear blurry and out of focus. Students describe words that “appear to move on the page” when reading. School system leaders can help by ensuring that students have the needed resources to alleviate this largely undetected issue that not only impacts reading, but math and handwriting as well.

Engage with AASA Executive Director Dan Domenech and AASA Past President Don Hooper (2001–02) in a rich conversation about how school districts can increase academic success through eliminating these vision-related reading issues. The pair share insights concerning what school district leaders can do to support students who experience vision-related difficulties when reading.

**PRESENTERS:** Dan Domenech, Executive Director, AASA, Alexandria, VA; Don Hooper, President, Center for Quality Leadership, Richmond, TX; Ed Huggett, Optometric Advisor, ChromaGen Vison, LLC, Tampa, FL

1:30 – 2:45pm

**HALL B, ERNEST N. MORIAL CONVENTION CENTER**  
**NCE MARKETPLACE SNACK BREAK**

Sponsored by  Pearson

1:45 – 2:15pm

**SCHOOL OF THE FUTURE**  
**REDEFINING THE NEW K–12 SUCCESS ECOSYSTEM PRESENTED BY SUNGARD K–12**

In order to produce a better learning environment for students, we must start by shifting our data conversation to one of quality over quantity. We need to shift the conversation around data collection away from data-driven decision making to decision-driven data collection. Let's first figure out why we collect data, the outcomes we are striving for, and then go out and assess and gather that information. Let's populate systems with meaningful data that allows educators to focus on results, rather than on becoming data scientists, which is what most solutions encourage by default. After we collect the right data and foster it into an ecosystem of free data exchange, we can begin to use it in meaningful ways. This all starts with IntegratePLUS, from SunGard K–12.

2:45 – 3:45pm

**NCE MARKETPLACE, HALL B**  
**ROUNDTABLE SESSIONS**

See page 76 for more details.

**LE** **ROOM 214**  
**CSI — MONITORING SCHOOL DISTRICT PERFORMANCE**

Now more than ever, school leaders must ensure that all levels of the organization are meeting established goals and demonstrating improvement. This session explains how the Newburgh Enlarged City School District, NY, is holding all stakeholders accountable for student achievement through a new district monitoring system called CSI. Find out how the district's 5-year strategic blueprint helps administrators engage in a transparent and routine accountability and support cycle that evaluates student achievement progress.

**PRESENTERS:** Anne Lytle, Director of School Data, Newburgh Enlarged City School District, Newburgh, NY; Roberto Padilla, Superintendent, Newburgh Enlarged City School District, Newburgh, NY

**PE** **ROOM 219**  
**WHO ARE YOU?**

Do your employees and community members know what your district represents? Learn how the Petal School District, MS, began branding their district four years ago. Since implementing an intentional, systematic approach for communicating the district's purpose, accomplishments and mission, the district has seen a huge positive impact on staff morale and community support. Find out how you can start sharing your district's story through branding without spending a fortune on professional marketing companies.

**PRESENTERS:** Matthew Dillon, Superintendent, Petal School District, Petal, MS; Andy Schoggin, Chief Operations Officer, Petal School District, Petal, MS; Dede Smith, Assistant Superintendent, Petal School District, Petal, MS; Margaret Tynes, Director of Human Resources & Federal Programs, Petal School District, Petal, MS

**LE** **ROOM 213**  
**THE DISCIPLINE DILEMMA**

The Department of Justice and the Office for Civil Rights issued discipline guidance to assist districts in developing strategies to improve school climate and ensure policies and practices comply with federal law. According to the guidance, “too many schools are still struggling to create a positive, safe environment” and “significant numbers of students miss class due to suspensions and expulsions — even for minor infractions of school rules — and students of color and with disabilities are disproportionately impacted.” In response to this guidance, many school districts revised their discipline policies and practices. This session focuses on the experiences of three school districts in developing and implementing new policies and practices and the legal implications of those policies and practices.

**PRESENTERS:** Jennifer Cheatham, Superintendent, Madison Metropolitan School District, Madison, WI; Barbara Cooper, Deputy Superintendent, Huntsville City Schools, Huntsville, AL; Jack Smith, Superintendent, Montgomery County Public Schools, Rockville, MD; Maree Sneed, Partner, Hogan Lovells US LLP, Washington, DC

**CI** **ROOM 217**  
**ADVICE TO NEW SUPERINTENDENTS: CREATING A 21ST-CENTURY DISTRICT**

This session is based on “Letter to Ollie's New Superintendent,” a successful AASA blog series by Ken Kay, CEO of EdLeader21. The idea for the series was inspired by a call that Kay received from Kelly Lyman indicating that she had been newly appointed as the superintendent of Mansfield Public Schools, CT, the district that Kay's grandson attends. In this session, Kay and Lyman make suggestions for new superintendents about transformational work that will prepare students for life in the 21st century. Key focus areas include vision, pedagogy, assessment, continuous improvement and leadership. Kay and Lyman also talk about how a new superintendent needs to work collaboratively with the school board to ensure the successful launch of transformation efforts.

**PRESENTERS:** Ken Kay, CEO, EdLeader21, Tucson, AZ; Kelly Lyman, Assistant Superintendent of Schools, Pomperaug Regional School District 15, Southbury, CT

**CI** **ROOM 218**  
**HOW EARLY IS TOO EARLY?**

When it comes to planning for college and career, some say “let kids be kids” while others advise starting “at birth.” Even very young children want to talk about their hopes and dreams, and by kindergarten they are beginning to discover who they are, what they are good at and how they learn best. Self-awareness and goal-setting are important at every age, and by making students age-appropriately aware of what it takes to reach their goals, students and parents can feel more prepared for what's ahead and empowered to chart their own course. Join a panel of school leaders as they discuss strategies for early college awareness in their districts with time to ask questions and share your own thoughts on “how early is too early.”

**PRESENTERS:** Philip Hickman, Superintendent, Columbus Municipal School District, Columbus, MS; Patrick Murphy, Superintendent, Arlington Public Schools, Arlington, VA; Stephen Smith, President, Advising and Admissions Solutions, Hobsons, Arlington, VA

**LE** **ROOM 224**  
**TRANSFORMATIONAL LEADERSHIP FRAMEWORK: SUPPORTING PRINCIPAL ACTIONS THAT IMPROVE SCHOOLS**

The Transformational Leadership Framework, a research-based framework of school leader practices, outlines steps principals have taken to improve student learning. This session introduces participants to multiple applications of the framework: as a piece of research that can inform the work of other school leadership researchers and policymakers; as a tool for training school leaders; and as a guide for principals working to improve their own schools. Presenters explain how the framework was created, how principal supervisors can use it to support their principals and ways principals can use it in their own schools.

**PRESENTERS:** Sharon Griffin, Regional Superintendent, iZone, Shelby County Schools, Memphis, TN; Carol Johnson, Executive Director, Regional Programs — South, New Leaders, Memphis, TN

# FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
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2:45 – 3:45pm (cont.)

**PI** **ROOM 223**  
**L5 TIME MANAGEMENT FOR SCHOOL LEADERS: CLEARING THE PLATE FOR EFFECTIVE LEADERSHIP**

Do you feel overwhelmed by converging priorities? Traditional time management has not worked well for school leaders. A recent study conducted by Executive Coaching Services, Inc., revealed that principals spend an average of 73 hours per week on the job. Unfortunately, only three of those hours are spent on improving teaching and learning. This session presents proven time management strategies that address interruptions, electronic communication, discipline issues, challenging clients, under-performing employees, written communication, staff compliance and much more. L5 Time Management, created by experienced school leaders for school leaders, includes more than 40 management activities that leaders should “stop doing” in order to improve performance and reduce stress.

**PRESENTER: Mo Carrasco, President, Executive Coaching Services, LLC, Maryland, MD**

**PE** **ROOM 222**  
**UBERIZATION OF EDUCATION: STRATEGIC LEADERSHIP FOR PERSONALIZED LEARNING**

Learn how to help your leadership team develop a vision for personalized learning and examine resources that can guide your personalized learning launch. Dig into the personalized learning research conducted by AASA leaders Domenech, Sherman and Brown and other useful resources to learn how to meet the needs of today's learners while incorporating core content, social-emotional skills and the 4 Cs. Leave with ideas on how to effectively bring personalized learning to scale in your district.

**PRESENTERS: Elizabeth Freeman, Director of Innovative Learning, Teaching and Technologies, Fremont School District 79, Mundelein, IL; Jill Gildea, Superintendent, Fremont School District 79, Mundelein, IL; Margaret VanDuch, Communications Director, Fremont School District 79, Mundelein, IL**


**LE** **ROOM 205**  
**MONKEY BUSINESS: BECOMING AN EVERYDAY LEADER**

With attention on college and career readiness, testing, ESSA and initiatives like personalized learning, it's easy to lose sight of the little, yet powerful, aspects of leadership — aspects that remind us where we came from, what we stand for and what makes us who we are. During this session based on the insights revealed in Denny Dearden's *Monkey Business: Lessons for Leaders at all Levels*, learn and laugh your way to a renewed and refined clarity about what makes you the leader you are becoming. Gain strategies to help you stay focused on what you care about; avoid over coaching, over thinking and over reacting; keep your sense of humor; and stay calm, cool and collected in the midst of challenging circumstances

**PRESENTERS: Denny Dearden, President, Co-Founder, Money Business Associates, LLC., Oro Valley, AZ; Mark Reardon, CEO and Principal Facilitator, Centrepointe Leadership, Oceanside, CA**

**ROOM 204**  
**THE JOURNEY TO PERSONALIZED LEARNING SUCCESS**

The shift to online and blended learning is changing everything about the way we teach and learn. It's a journey, and every school and district is at a different point. But the end goal remains the same for all: an engaging digital learning program that personalizes instruction and improves learning outcomes for all students. Join Dr. Scott Andersen from Pearson and a district leader as they discuss the factors that can lead a district to begin this journey and the successful outcomes that occur during the early stages of implementation.

**PRESENTER: Scott Andersen, Director Account/Relationship Management, Connections Education, Pearson, Vineyard, UT**  
 Sponsored by  Pearson

**LE** **ROOM 203**  
**CONGRATULATIONS, YOU'VE GOT COMPETITION!**

Schools today face more competition for students than ever before. Charter and private schools and even online and home-schooling options give parents more choices when it comes to their children's education. Attend this Blackboard-sponsored session to hear from districts like yours who have found creative and effective ways to differentiate their districts and increase student enrollment even in the face of steep competition.

**PRESENTER: Sheryl Abshire, Chief Technology Officer, Calcasieu Parish Public Schools, Lake Charles, LA**

**EC** **ROOM 211**  
**BUILD A CULTURE OF EQUITY IN YOUR DISTRICT**

Come experience the Southern Education Foundation's Racial Equity Leadership Network, an 18-month fellowship program for superintendents and other C-level district leaders interested in building their capacity to address their school district's equity challenges in an authentic and sustainable way. Crafted with a collaborative leadership orientation that lives by the fact that “no change rests on a single set of shoulders,” the presentation illustrates how to cultivate the conditions necessary for a focus on equity to succeed. Examples are given of tangible resources such as technical assistance and in-district coaching to help accomplish this challenging work. SEF is recruiting the first cohort of districts for the Network and yours could be a part of this important venture.

**PRESENTERS: Leah Austin, Vice-President and Director, Racial Equity Leadership Network, Southern Education Foundation, Atlanta, GA; LaShawn Route Chatmon, Executive Director, National Equity Project, Oakland, CA; Kenita Williams, Director, Racial Equity Leadership Network, Southern Education Foundation, Atlanta, GA**

**EC** **ROOM 212**  
**SCHOOLS IN TRANSITION: GENDER DIVERSITY AND BEST PRACTICES**

There is a growing body of best practices and tools for supporting a student's gender needs at school. Developing gender support plans and gender communication plans can greatly facilitate a student's gender transition. Find out what preparation, training

and conditions need to be considered when a student makes the difficult decision to assert their authentic gender in the classroom. Learn how you can respond to questions and frame issues of gender diversity effectively for all community stakeholders.

**PRESENTER: Joel Baum, Senior Director of Professional Development and Family Services, Gender Spectrum, San Leandro, CA**

**LE** **ROOM 201-202**  
**HOW ARAMARK AND FARMLOGIX PARTNER TO PUT LOCAL FOODS ON YOUR MENU**

FarmLogix — the largest farm-to-school entity in the United States — connects local farmers to school districts and students to expand local economies and nutritional choices. See how Aramark Education leverages FarmLogix technology to help districts of all sizes run and manage innovative, farm-to-plate programs in K-12 districts throughout the country. Learn about the unique nutrition education programs, marketing tools, seamless logistics and reporting tools that can be leveraged through the program.

**PRESENTER: Linda Mallers, CEO, Farmlogix, Evanston, IL**

**THOUGHT LEADER**

**EC** **ROOM 207**  
**WHY RACE & CULTURE STILL MATTER IN EDUCATION**

This session addresses the ever-present realities of race, access and equity in U.S. schools; explores data across different groups; discusses research-based strategies; and provides effective resources for eradicating the academic disparities in many schools. Perfect for school leaders looking to create inclusive and supportive learning environments for all students.

**PRESENTER: Tyrone Howard, Professor and Associate Dean, Graduate School of Education & Information Studies, University of California, Los Angeles, CA**

**THOUGHT LEADER**

**SR** **KNOWLEDGE EXCHANGE THEATER**  
**SUPERINTENDENT/SCHOOL BOARD RELATIONS — A DISCUSSION BETWEEN NSBA EXECUTIVE DIRECTOR TOM GENTZEL AND AASA EXECUTIVE DIRECTOR DAN DOMENECH**

Come hear an informative discussion between the AASA and NSBA executive directors who agree that an effective superintendent/school board management team is essential to a school system's success and learn how the two organizations work together to accomplish common goals.

**PRESENTERS: Dan Domenech, Executive Director, AASA, Alexandria, VA; Tom Gentzel, Executive Director, NSBA, Alexandria, VA**

2:45 – 4:45pm

**CI** **ROOM 221**  
**COMPARISON OF U.S.–CHINA STEM EDUCATION**

The STEM education in the U.S. and China has its own advantages and disadvantages. It is widely believed that Chinese education is test-based and focuses more on solid theoretical knowledge, while U.S. education focuses more on creativity and active thinking. Is this the reality? Nowadays we are in an era of ever-growing globalization of education. Traditional learning methods are being questioned and challenged, and new methods are quickly emerging. There is no universal rule. Listen as first-line educators from the U.S. and China share their insights and experiences.

**PRESENTERS: Julie Lederman, JASON National Trainer, JASON Learning, Ashburn, VA; Qi Mi, Principal Assistant, The High School Affiliated to Renmin University of China (RDFZ), Beijing; Amy O'Neal, Director of Education, JASON Learning, Mystic, CT; Eleanor Smalley, President and CEO, JASON Learning, Ashburn, VA; Ying Zhou, Department of Physics, Beijing Institute of Education, Beijing**

4 – 5pm

**THOUGHT LEADER**

**LE** **ROOM 207**  
**THE NATION'S MOST RAPIDLY IMPROVING SCHOOLS**

The nation's most rapidly improving schools are future focused. This session describes and provides vivid examples of how these schools communicate with parents, community and staff in today's social media environment; adjust their curriculum to address the academic skills and knowledge students need in today's accelerating technological/information-based society and workplace; and deliver instruction in a digital and highly interactive format.

**PRESENTER: Bill Daggett, Founder and Chairman, International Center for Leadership in Education, Rexford, NY**

4 – 5:30pm









**SHUTTLE SERVICE AVAILABLE**











# Saturday

## CONFERENCE SESSIONS-AT-A-GLANCE

SATURDAY, MARCH 4

<b>7 – 9am</b>
Shuttle Service Available
<b>7:30am – 12noon</b>
Lobby A, Ernest N. Morial Convention Center Registration Hours
Lobby A, Ernest N Morial Convention Center Bookstore Hours
<b>8 – 9am</b>
ROOM 214 One School District's Journey to 1:1 and Personalized Learning 
ROOM 203 Building a Bench of Superintendents: A NYCDOE Leadership Development Program 
ROOM 204 The Cornerstones of Personalization: Standards-Based Learning and Formative Assessment 
ROOM 205 Knowing the Signs to Prevent School Violence 
ROOM 212 Superintendents: Your Principals Need You! Guiding and Supporting Site Leadership 
ROOM 213 Creating A Vision: Transforming Learning Through Digital Conversion 
ROOM 217 What the Data Tell Us – The Changing Role of the Principal and the Principal Supervisor 
ROOM 201 Fostering Change: Pathways to Increasing Diversity in the STEM Classroom 

<b>9 – 10:15am</b>
ROOM 213 Paving the Way to Equity: Universal Enrollment in Camden, NJ 
ROOM 214 Global School Design for 21st-Century Success: A Framework for Building Capacity to Provide a Deeper Learning Experience for All Students 
ROOM 203 What's Next in Social Media for Superintendents? 
ROOM 204 Alabama Rising: A Superintendent's Initiative to Increase Graduation Rates 
<b>9:15 – 10:15am</b>
ROOM 205 Building a Coalition to Improve Mental Health Services for Students 
ROOM 217 Blended Learning from Scratch – Successful Implementation from the Beginning 
ROOM 212 Promise Indiana: A Community-Driven, State-Supported College & Career Readiness Model 
<b>10:30am – 12noon</b>
<b>GENERAL SESSION</b> 
Great Hall A All's Fair: Love, War and Politics
<b>12noon – 1pm</b>
Shuttle Service Available

7 – 9am

SHUTTLE SERVICE AVAILABLE

7:30am – 12noon

LOBBY A, ERNEST N. MORIAL CONVENTION CENTER  
REGISTRATION HOURS

LOBBY A, ERNEST N. MORIAL CONVENTION CENTER  
BOOKSTORE HOURS

8 – 9am

 **ROOM 214**  
**ONE SCHOOL DISTRICT'S JOURNEY TO 1:1 AND PERSONALIZED LEARNING**

This session explores how one superintendent led his district into the 21st century by securing external funding to finance their 1:1 initiative and generating district and community buy-in for personalized learning. In addition to project-based learning, the Amboy CUSD #272, IL, also has self-paced classrooms where students are able to work at their own pace and advance grade levels in language arts and math.

**PRESENTER:** Jeff Thake, Superintendent, Amboy CUSD #272, Amboy, IL

 **ROOM 203**  
**BUILDING A BENCH OF SUPERINTENDENTS: A NYCDOE LEADERSHIP DEVELOPMENT PROGRAM**

Presenters share an overview of the design, implementation and execution of the Advanced Leadership Institute (ALI) – a one-year leadership development experience for high-performing principals interested in becoming superintendents/system-level leaders. Taught by current NYCDOE superintendents, ALI combines theory with clinically rich learning experiences to develop the knowledge, skills and aptitudes necessary to effectively lead at the system level. The session shares information about how districts can consider launching similar leadership programs.

**PRESENTERS:** Jonathan Foy, New Principal Coach, New York City Department of Education, New York, NY; Karen Maldonado, Executive Director, New York City Department of Education, New York, NY; Daniella Phillips, Community School Superintendent, District 1, New York, NY; Meisha Ross Porter, Community Superintendent, District 11, New York City Department of Education, New York, NY

## FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Equity in Children's Initiatives
-  Job Central
-  Leadership for Equity
-  Personalized Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

 **ROOM 204**  
**THE CORNERSTONES OF PERSONALIZATION: STANDARDS-BASED LEARNING AND FORMATIVE ASSESSMENT**

Salem City Schools, VA, an active participant in the AASA Personalized Learning Cohort, received a High School Innovation Planning Grant and resolved not to create a select new program, but to construct a framework for personalizing the high school experience in a truly comprehensive high school that includes a Career and Technical Education Center, an International Baccalaureate program and 1:1 deployment of computing devices to all students. The program's success was highlighted in the February 2016 AASA *School Administrator*. This workshop shares how an emphasis on descriptive feedback and formative assessment practices provided the necessary foundation for such bold innovation.

**PRESENTERS:** Scott Habeeb, Principal, Salem City Schools, Salem, VA; Curtis Hicks, Assistant Superintendent, Salem City Schools, Salem, VA

 **ROOM 205**  
**KNOWING THE SIGNS TO PREVENT SCHOOL VIOLENCE**

Sandy Hook Promise, a national non-profit group founded by some family members who lost loved ones in the 2012 school shooting at Sandy Hook Elementary in Newtown, CT, works to prevent gun-related deaths due to crime, suicide and accidental discharge so that no other parent experiences the senseless, horrific loss of a child. At its core, Sandy Hook Promise works to empower young people to make a difference in their schools and communities and prevent violence by giving them the tools they need to recognize a person who may be socially isolated, may be experiencing a mental crisis or who may be exhibiting dangerous behavior. This session explains how Sandy Hook Promise teaches young people to safely and effectively report a threat and educates kids from elementary to high school age about how to reach out to a person who may be socially isolated and create a more inclusive community.

**PRESENTERS:** Nicole Hockley, Sandy Hook Promise, Newtown, CT; Tim Makris, Sandy Hook Promise, Newtown, CT

SATURDAY, MARCH 4

- CI** Curriculum and Instruction
- DE** Digitizing Education
- EC** Equity in Children's Initiatives
- JC** Job Central
- LE** Leadership for Equity
- PE** Personalized Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

8 – 9am (cont.)

**PI ROOM 212**  
**SUPERINTENDENTS: YOUR PRINCIPALS NEED YOU! GUIDING AND SUPPORTING SITE LEADERSHIP**

Superintendents and district leaders have the opportunity to make a significant impact on the working lives of school principals, particularly at a time when principal job satisfaction is rapidly deteriorating under the pressures of state and national accountability. Join us for this interactive session to learn how innovative district leaders are using research-based practices to guide, support and develop principals, resulting in increased effectiveness and fulfillment for these site leaders.

**PRESENTERS:** **Eric Forseth**, *Associate Superintendent, Fallbrook Union Elementary School District, Fallbrook, CA*; **Candace Singh**, *Superintendent, Fallbrook Union Elementary School District, Fallbrook, CA*

**DE ROOM 213**  
**CREATING A VISION: TRANSFORMING LEARNING THROUGH DIGITAL CONVERSION**

Learn how education leaders from a small rural school district with a conservative community embraced the need to change the teaching and learning environment and support a One to World initiative. Hear about the challenges and successes involved in creating a culture open to innovation and growth in order to meet the needs of today's learners. Examine important elements such as robust conversations with key communicators, development of the district's "why," gaining support from the entire board of school directors, and developing a plan to overhaul teacher professional learning opportunities to support technology integration.

**PRESENTERS:** **Kheila Dunkerly**, *Innovation Specialist, Bermudian Springs School District, York Springs, PA*; **Shane Hotchkiss**, *Superintendent, Bermudian Springs School District, York Springs, PA*

**PI ROOM 217**  
**WHAT THE DATA TELL US — THE CHANGING ROLE OF THE PRINCIPAL AND THE PRINCIPAL SUPERVISOR**

In partnership with AASA, the National Association of Secondary School Principals has conducted an extensive national research study with principals, superintendents and school and district leaders to gain insights into the following areas:

- Attitudes, beliefs and experiences about how the roles and professional development needs of principals and their direct supervisors have evolved
- Beliefs surrounding their most important responsibilities and how prepared principals feel to carry out those responsibilities
- The most critical professional development needs of school and district leaders and how those needs are and are not being met

This session provides an overview and analysis of the research as well as discussion about how to address some of the challenges that school and district leaders are facing today.

**PRESENTER:** **Jayne Ellspermann**, *President and Principal for Marion County Public Schools, NASSP, Ocala, FL*

**CI ROOM 201**  
**FOSTERING CHANGE: PATHWAYS TO INCREASING DIVERSITY IN THE STEM CLASSROOM**

As the nation struggles to achieve excellence and diversity in its STEM workforce, the importance of fostering an increase in STEM teachers of color is fundamental to success. Across the nation, there are programs that aim to increase the number of STEM teachers or programs to increase the number of teachers from diverse communities at large, but very few programs aim to do both at the same time. In 2015, an effort was launched by the Smithsonian Science Education Center to bring together individuals and organizations with the unique ability to foster change through a series of activities designed to assist school districts in fostering the change they want to see among their STEM teaching community. This session highlights several tools and case studies compiled to assist districts in taking steps toward success, while recognizing that the path to success may differ from district to district.

**PRESENTERS:** **Amy D'Amico**, *Division Director of Professional Services, Smithsonian Science Education Center, Washington, DC*; **Bernadine Futrell**, *Director, Awards and Collaborations, AASA, Alexandria, VA*; **Karen Labat**, *Social Investment Manager, Shell Oil Company, Houston, TX*; **Mary Spruill**, *Executive Director, The NEED Project, Manassas, VA*

9 – 10:15am

**EC ROOM 213**  
**PAVING THE WAY TO EQUITY: UNIVERSAL ENROLLMENT IN CAMDEN, NJ**

All students deserve access to a high-quality education, but many are denied this right based on their home address. Through implementing a universal enrollment system for the 2016–2017 school year, the Camden City School District, NJ, has worked to break down superficial barriers and create an equitable application and enrollment system. Learn how Camden created a system that provides families with access to information about their school choices and with the ability to easily apply to schools, resulting in thousands of students receiving placement at their desired school, often in their neighborhood. Examine how Camden engaged traditional district, Renaissance and charter schools and the community throughout the design and implementation process.

**PRESENTER:** **Kevin Shafer**, *Chief Innovation Officer, Camden City School District, Camden, NJ*

**CI ROOM 214**  
**A GLOBAL SCHOOL DESIGN FOR 21ST-CENTURY SUCCESS: A FRAMEWORK FOR BUILDING CAPACITY TO PROVIDE A DEEPER LEARNING EXPERIENCE FOR ALL STUDENTS**

Faced with preparing students for the complexities of 21st-century careers and lives, districts and schools must develop skillsets and mindsets that will adequately prepare them to be globally competitive. Using the Global School Design Model, Asia Society's International Studies Schools Network partners with districts and schools across the country to provide an innovative learning environment for teachers and students. Learn more about this model through a case study of Fort Vancouver High School Center for International Studies in Vancouver, WA, which has been highly successful at implementing a model that embraces diversity with an asset-based approach. Schools in the network often see increased teacher and student engagement, improved graduation rates and increased enrollment and family satisfaction, ultimately providing students with a distinct competitive advantage. Engage with district and school leaders while exploring how elements from this global school design could be applied in your districts/schools.

**PRESENTERS:** **Allison Darke**, *Assistant Principal, Fort Vancouver High School Center for International Studies, Vancouver, WA*; **Kate Farmer**, *Associate Director, School Partnerships, Asia Society International Studies Schools Network, New York, NY*; **Jody Videlco**, *Principal, Fort Vancouver High School Center for International Studies, Vancouver, WA*; **Steven Webb**, *Superintendent, Vancouver Public Schools, Vancouver, WA*

**DE ROOM 203**  
**WHAT'S NEXT IN SOCIAL MEDIA FOR SUPERINTENDENTS?**

Learn about the latest trends in social media and how you can leverage these tools to promote communication and connectivity in your districts.

**PRESENTERS:** **Mike Lubelfeld**, *Superintendent, Deerfield School District 109, Deerfield, IL*; **Nick Polyak**, *Superintendent, Leyden High School District 212, Franklin Park, IL*

**CI ROOM 204**  
**ALABAMA RISING: A SUPERINTENDENT'S INITIATIVE TO INCREASE GRADUATION RATES**

This session describes the collaborative efforts of the Alabama State Department and School Superintendents Association that resulted in an increase in graduation rates from 72% in 2012 to 89% in 2015. Explore the supports needed to enable students to graduate in four years and to recover students who have dropped out, with a particular focus on increased graduation rates in high-poverty school districts.

**PRESENTERS:** **Daniel Boyd**, *Superintendent, Lowndes County Schools, Hayneville, AL*; **Jacqueline Brooks**, *Superintendent, Macon County Schools, Tuskegee, AL*; **Merrienne Dyer**, *Learning Supports Implementation Lead, Alabama State Department of Education Office of Learning Supports, Montgomery, AL*; **Trey Holladay**, *Superintendent, Athens City Schools, Athens, AL*

9:15 – 10:15am

**EC ROOM 205**  
**BUILDING A COALITION TO IMPROVE MENTAL HEALTH SERVICES FOR STUDENTS**

More and more students are exhibiting mental health issues ranging from school-phobia to drug and alcohol dependence to anger management. The Northwestern Connecticut Youth and Adolescent Mental Health Coalition — which is made up of school superintendents, administrators, state and local elected officials, mental health providers and other youth-based organizations — operates at no cost to taxpayers. The Coalition's goals are to: advocate for legislation and policies that support the availability of mental health services to area youth, improve outreach and communication to increase public awareness of available services, promote and share the best practices, improve access to quality services for all youth in crisis and create a network of resources. In 2015, it was awarded a Project AWARE federal grant and received \$350,000 over the next three years to train stakeholders in mental health first aid.

**PRESENTERS:** **Richard Carmelich**, *Director of Finance and Operations, Regional School District No. 7, Winsted, CT*; **Jonathan Costa**, *Assistant Executive Director EdAdvance, EdAdvance (RES), Litchfield, CT*; **Judith Palmer**, *Superintendent of Schools, Regional School District No. 7, Winsted, CT*

9:15 – 10:15am (cont.)

**DE ROOM 217**  
**BLENDED LEARNING FROM SCRATCH —**  
**SUCCESSFUL IMPLEMENTATION FROM THE**  
**BEGINNING**

West Valley SD, WA, went from having a poor network infrastructure system with lab-based, malfunctioning computers to instituting a solid network with state-of-the-art filtering, districtwide COWS (computers on wheels) and a blended learning environment for students in just over two years. How did they do it? What was the level of commitment required? How did they sell the move from the industrial model of teaching/learning to a blended teaching/learning model? This interactive session features a member of the AASA Digital Learning Consortium who not only answers these questions, but also provides strategies for replication.

**PRESENTER: Michael Brophy, Superintendent, West Valley SD #208, Yakima, WA**

**CI ROOM 212**  
**PROMISE INDIANA: A COMMUNITY-DRIVEN,**  
**STATE-SUPPORTED COLLEGE & CAREER**  
**READINESS MODEL**

Learn about Promise Indiana, a state initiative transforming a community culture and increasing college attainment rates. Find out how, over the next two years, this community-driven, state-supported effort will provide 32,000 elementary students with college and career awareness and get the community to open 16,000 new 529 college savings accounts with the goal of positively influencing parents' and children's college expectations and savings behavior.

**PRESENTERS: Jason Callahan, Superintendent, Wabash City Schools, Wabash, IN; Jeremy Gulley, Director of Teacher Effectiveness, Jay School Corporation, Portland, IN; Tim Long, Superintendent, Jay School Corporation, Portland, IN**

10:30am – 12noon

**GENERAL SESSION**

**GREAT HALL A**  
**SINGING SUPERINTENDENTS PERFORMANCE**

**AASA PRESIDENT-ELECT ADDRESS**

**PRESENTER: Gail Pletnick, Superintendent, Dysart Unified School District, Surprise, AZ**

**LE KEYNOTE PRESENTATION**  
**ALL'S FAIR: LOVE, WAR AND POLITICS**

One of America's best-loved political couples — James Carville and Mary Matalin — give audiences an enlightening and entertaining look at today's most important political issues, the 2016 race for the White House and a behind-the-scenes look at politics inside Washington. Matalin and Carville are key players on the national political stage — they each have over 30 years of experience in politics and have individually worked for Presidents Ronald Reagan, George H.W. Bush, Bill Clinton and George W. Bush. They combine their unique experiences to provide audiences with a stimulating, candid and provocative conversation from both sides of the political aisle.

**PRESENTERS: James Carville, Political Icon, New Orleans, LA; Mary Matalin, Celebrated Conservative Voice and Former Presidential Advisor, New Orleans, LA**

12noon – 1pm

SHUTTLE SERVICE AVAILABLE

# AASA LEADERSHIP SERVICES & AWARDS

## Developing and Supporting School System Leaders

We support school district leaders, from the most experienced to those aspiring to be superintendents. Our programs are based in exceptional professional networking, supportive colleagues, thought leader practitioners, mentors, and expertise. Visit [www.aasa.org/Leadership-and-Professional-Development](http://www.aasa.org/Leadership-and-Professional-Development) or call 703-528-0700.

### Aspiring Superintendents Academy

Prepare for success as a superintendent with this Academy designed for building-level and district-level leaders.

**Apply for the 2017-18 cohort at**  
[www.aasa.org/aspiring-academy.aspx](http://www.aasa.org/aspiring-academy.aspx)

### National Superintendent Certification Program

For early-career superintendents, AASA's National Superintendent Certification Program sharpens the skills that successful superintendents need in today's complex education environment. **Apply for the July 2017 cohort: [www.aasa.org/superintendent-certification.aspx](http://www.aasa.org/superintendent-certification.aspx)**

### AASA Collaborative

The Collaborative addresses challenges of school improvement, transformation and accountability through site visits, consultations, conferences, and professional learning for school district leaders. **Apply: [www.aasa.org/AASACollaborative.aspx](http://www.aasa.org/AASACollaborative.aspx)**

### Personalized Learning Cohort

The Personalized Learning Model puts students' needs and learning front and center in educational decision-making. This cohort allows participants to discover, plan for and share how personalized learning can have a positive impact in a district. **Apply: [www.aasa.org/personalized-learning.aspx](http://www.aasa.org/personalized-learning.aspx)**



### Urban Superintendents Academy

AASA/Howard University

The AASA/Howard Urban Academy is a cross-institutional partnership that offers a dynamic approach to urban superintendent preparation and certification. The 2017-18 Academy begins in August with monthly in-person sessions at the AASA Headquarters. **Apply: [www.aasa.org/content.aspx?id=36289](http://www.aasa.org/content.aspx?id=36289)**

AASA/USC

The AASA/USC Urban Academy builds on USC's great success in online programs, offering live synchronous and asynchronous online courses, and includes in-person immersion sessions and mentoring. **Apply: [www.aasa.org/content.aspx?id=37483](http://www.aasa.org/content.aspx?id=37483)**

### Early Childhood Learning Cohort

One of AASA's newest cohorts, the Early Childhood Learning Cohort will challenge and inspire participants to think of new and different ways to address and implement early childhood education. **Apply to the inaugural cohort in June 2017 by visiting the Leadership Services and Awards tab: [www.aasa.org](http://www.aasa.org).**

### AASA Digital Consortium

AASA Digital Consortium supports school district leaders in working with their peers and digital pioneers in pursuing innovation, creativity, and effective technology use. **Apply: [www.aasa.org/DigitalConsortium.aspx](http://www.aasa.org/DigitalConsortium.aspx)**

### AASA STEM Leadership Consortium

AASA and JASON Learning, an award-winning leader in STEM education, have partnered to enhance teaching and learning excellence in science, technology, engineering, and mathematics, using the latest technology to bring experts from throughout the world to our classrooms. **Learn more: [www.aasa.org/content.aspx?id=37543](http://www.aasa.org/content.aspx?id=37543)**

### Redefining Ready!

Redefining Ready! is AASA's national campaign introducing new research-based metrics to more appropriately assess that students are college ready, career ready, and life ready. **Apply: [www.redefiningready.org](http://www.redefiningready.org)**



AASA offers several additional leadership learning and sharing opportunities in Women's Initiatives, Equity Issues in Education, Rural Education, and in the Large, Countywide and Suburban District Consortium. For more information on these programs, please visit <http://www.aasa.org/Leadership-and-Professional-Development/>

For questions or further information on any of our programs, please contact: Mort Sherman, AASA Associate Executive Director, Leadership Services and Awards, at [msherman@aasa.org](mailto:msherman@aasa.org) or 703-875-0726.

# AASA Roundtable Presentations

This format is meant to be highly interactive. Each session is geared toward a specific topic so please read the descriptions carefully and come prepared to participate! Presentations last 30 minutes, are limited to eight participants and are run back to back. Check the times below carefully and be sure to reference the table number.

All Roundtables take place in the NCE Marketplace.

THURSDAY, MARCH 2

9 – 9:30am (sessions repeat 9:30 – 10am)

## DE TABLE #1 ICONNECT K–12: DIGITAL ACCESS FOR ALL IN A TRANSFORMED LEARNING ENVIRONMENT

All K–12 students in Duxbury Public Schools, MA, have 1:1 access to technology during the school day. Join a panel from Duxbury to learn how to provide the foundations of infrastructure and sustainability while maximizing technology as a tool to transform teaching. Duxbury’s K–12 iConnect program formally began in 2014. This presentation focuses on outlining the approach to creating a common vision, planning professional development, securing infrastructure, building sustainability and transforming the learning environment. Members of Duxbury’s leadership team outline the district’s journey and share its many resources and tools for creating a digital learning environment across an entire K–12 school system.

**PRESENTER:** Laurie Hunter, Assistant Superintendent, Duxbury Public Schools, Duxbury, MA

## EC TABLE #2 TRANSGENDER STUDENTS: SCHOOLS’ RESPONSIBILITIES AND BEST PRACTICES

Schools strive to create and sustain inclusive, supportive, safe, nondiscriminatory communities for all students. In recent years, the U.S. Departments of Justice and Education have received an increasing number of questions from parents, teachers, principals and school superintendents about civil rights protections for transgender students. Guidance issued in May 2016 addresses a school’s legal obligations regarding transgender students and explains how the Departments evaluate a school’s compliance with these obligations. Join this roundtable to discuss the guidance and related best practices for school districts.

**PRESENTERS:** Maree Sneed, Partner, Hogan Lovells US LLP, Washington, DC; Michelle Tellock, Senior Associate, Hogan Lovells US LLP, Washington, DC

## CI TABLE #3 DISCIPLINING STUDENTS TO UNDERSTAND PRECISELY WHAT’S EXPECTED FOR SUCCESS!

Imagine a classroom where students respond to your request the first time and where a noncompliant student learns to self-correct. Wouldn’t it be great if you could stop spending so much time on correcting low-level behavior and more time doing what you love... teaching? There is a simple solution, and it’s not one that involves trendy gimmicks or paying students to behave. It simply involves clear communication and expectations and eliminating the repeated warnings and requests. The techniques provided during this roundtable will increase the time you spend on academics while empowering your students to take responsibility for their actions and achieve success.

**PRESENTER:** Dawn Miller, National Trainer, Consultant, Center for Teacher Effectiveness, Altamonte Springs, FL

## PI TABLE #4 PERCEPTION IS REALITY: ADVANCING PRINCIPAL PRACTICE WITH 360-DEGREE DATA

Great principals seek feedback to improve their work. Many school districts are using 360-degree surveys as a cost-effective method for broad-spectrum principal feedback because 360-degree surveys capture and compare perspectives from teachers, supervisors and principals on the quality of leadership practice in schools. This roundtable provides a hands-on demonstration of the Vanderbilt Assessment of Leadership in Education (VAL-ED), an online, research-backed, standards-aligned 360-degree survey of principals’ instructional leadership practices. Learn how the Prince George’s County School District, MD, effectively managed VAL-ED implementation and uses VAL-ED as a strategic tool in their principal growth process.

**PRESENTERS:** Doug Anthony, Director, Talent Management, Prince George’s County School District, Upper Marlboro, MD; Matthew Clifford, Principal Researcher, American Institutes for Research, Washington, DC

## LE TABLE #5 AN INNOVATIVE APPROACH TO BUILDING LEADERSHIP CAPACITY FOR EQUITY

In this roundtable, participants engage in a “Leadership in Equity” simulation scenario that demonstrates an innovative technology-driven approach that builds superintendents’ leadership capacity and provides an engaging PD tool they can use with their teams. Experience is really the only way leaders can get better at making good decisions and good experience is often the result of making mistakes and having the wherewithal to learn from them. This session demonstrates how simulations provide leaders with the opportunity to fail forward and increase their leadership capacity while at the same time building collaboration among their teams.

**PRESENTER:** Ken Spero, CEO, ELS, Bala Cynwyd, PA

## LE TABLE #6 CSI – MONITORING SCHOOL DISTRICT PERFORMANCE

Superintendents must provide a robust vision for school improvement. In Newburgh ECSD, NY, our strategic blueprint is a living document that provides coherence for our leaders and connects all stakeholders. This roundtable highlights the key actions taken to get community buy-in and sustain commitment.

**PRESENTER:** Roberto Padilla, Superintendent, Newburgh Enlarged City School District, Newburgh, NY

## CI TABLE #7 BEYOND ZERO-ENERGY: DISCOVERY ELEMENTARY AND ITS COMMUNITY OF EXPLORERS

Have you ever walked through a new school and thought “Wow, I wish I could have gone to a school like this”? None of us are too old to forget the child inside that responds to color, variety, joy and wonder. What if that same school produced all of its own power, eliminating over \$100,000 in annual operating costs? As a “net-zero” building, Discovery School is carbon neutral and serves as an example solution to the global climate crisis. The designers and educators of Discovery Elementary are eager to share their stories about the successful creation of this large net-zero-energy school. The example of sustainability set by the building has shown up in a multitude of teaching and learning activities, demonstrating what a great learning environment can and should be.

**PRESENTERS:** John Chadwick, Assistant Superintendent, Facilities and Operations, Arlington Public Schools, Arlington, VA; Wyck Knox, Associate Principal, VMDO Architects, Charlottesville, VA; Patrick Murphy, Superintendent, Arlington Public Schools, Arlington, VA; Erin Russo, Principal, Discovery Elementary School, Arlington Public Schools, Arlington, VA

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## SR TABLE #8 THE IMPACT OF COACHING ON CALIFORNIA SUPERINTENDENTS

Dr. Michelle Harmeier presents the results of her Brandman University dissertation on the impact of coaching on selected California superintendents, which details the benefits of individualized, job-embedded professional development. Harmeier’s dissertation provides data supporting the use of a blended model from a trusted, experienced and confidential coach. Harmeier used the AASA Professional Standards to guide focused interviews with active superintendents currently receiving coaching and explored the impact of coaching on board-superintendent relations. This roundtable provides current and future superintendents with qualitative research on the use of coaching for the leaders of today’s complex districts.

**PRESENTER:** Michelle Harmeier, Director of Human Resources, San Mateo-Foster City School District, Foster City, CA

## LE TABLE #9 THE TEACHER TALENT MODEL: RECRUITING AND RETAINING EFFECTIVE EDUCATORS

Educational leaders, including pre-service teacher preparation practitioners, school district superintendents and campus principals, acknowledge the absolute importance of recruiting and retaining strong teachers from diverse backgrounds. This consensus is supported by research demonstrating that having an effective teacher in a classroom is the single most important factor in determining student outcomes. However, school districts often struggle to recruit high-quality teachers and an unintended consequence of the recent economic recovery is a growing teacher shortage whose roots are structural and unlikely to improve in the short-term. This roundtable asks participants to consider the viability of the Teacher Talent model, an effective process for recruiting and retaining diverse novice and veteran teachers. The program is the product of a private-public research practice partnership among the University of Texas at Austin, a small “startup” firm and a group of pilot districts varying in size and demographics.

**PRESENTER:** Michael Barnes, Researcher, University of Texas – Austin, Edcouch, TX

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9 – 9:30am (sessions repeat 9:30 – 10am)

**PI** **TABLE #10**  
**ARE YOUR SCHOOLS SAFE AFTER THE DISMISSAL BELL?**

The majority of schools have security measures in place during the school day, but what are the action plans after the dismissal bell? Safe Sport Zone has trained thousands of school officials regarding after-school activities since 2009. The program covers team building, assessments, school-based emergency plans, evaluations, effective supervision, evacuations and command post/reunification centers. This roundtable prepares school districts to keep schools secure even after the dismissal bell rings.

**PRESENTER: Jay Hammes, CMAA, President, Safe Sport Zone LLC, Racine, WI**

**LE** **TABLE #11**  
**DON'T PLAN MORE CHANGE THAN YOUR ORGANIZATION CAN HANDLE**

"Too much change!" is a refrain every leader has heard. Most leaders work to discern the difference between expected "carping" and what is truly more change than the organization can handle. This roundtable shares a method for quantifying the amount of change your organization can handle and appropriate responses to feedback about change initiatives.

**PRESENTER: Laurence Spring, Superintendent, Schenectady City School District, Schenectady, NY**

**LE** **TABLE #12**  
**PRINCIPAL SELECTION: EQUITY THROUGH OBJECTIVE METHODS**

How school district leaders select principals is a critical component of ensuring school and student success. This roundtable presents recent research on superintendents' principal selection practices to open a dialogue on the use of objective selection methods to help improve student achievement.

**PRESENTER: Brandon Palmer, Director of Research, Principal Research Center, Inc., Tehachapi, CA**

1 – 1:30pm (sessions repeat 1:30 – 2pm)

**PI** **TABLE #1**  
**LEADERSHIP INTELLIGENCE**

Across the country, both beginning and veteran administrators share that the most challenging thing they have to do in their jobs is have difficult conversations with other adults, singly or in groups. Moreover, the current literature is replete with discussions regarding not only the need for capable leaders but also for those leaders to be well versed in the soft/people skills necessary to navigate the organizations they lead toward success. This roundtable covers the five critical factors we refer to as Leadership Intelligence, which undergird the knowledge, skills, abilities and dispositions leaders need and their followers expect.

**PRESENTERS: Rob Benson, Superintendent, King George County Schools, King George, VA; Margaret "Peggie" Constantino, Executive Associate Professor and Director, Executive Ed.D. Program, The College of William and Mary, Williamsburg, VA; Steve Constantino, Superintendent, Williamsburg-James City County Schools, Williamsburg, VA; Wanda Maulding, Associate Professor of Educational Leadership, University of South Alabama, Mobile, AL**

**DE** **TABLE #2**  
**STEAL BACK TIME: GOOGLE & LEADERSHIP**

Not enough time in the day to do everything? How would you like to steal back a few precious hours to maximize your effectiveness and efficiency? This Roundtable explores ways one superintendent uses Google to increase collaboration and communication among his district team to save time.

**PRESENTER: Chris Marczak, Director of Schools/ Superintendent, Maury County Public Schools, Columbia, TN**

**DE** **TABLE #3**  
**TWEET THIS: SUPERINTENDENTS CAN ROCK TWITTER**

Superintendents have a powerful tool at their disposal for engaging and communicating with staff, students, parents and the community at large. Leveraging the power of Twitter can turn the ordinary superintendent into a rock star able to highlight the district, show off teachers and classroom learning, interact with students and engage others in professional learning 24/7. This roundtable highlights what two Twitterheads do to maximize time with the power of Twitter and provides practical ideas to implement immediately.

**PRESENTER: Dan Lawson, Director of Schools/Superintendent, Tullahoma City Schools, Tullahoma, TN**

**SR** **TABLE #4**  
**FIVE STRATEGIES TO BUILD A MORE EFFECTIVE GOVERNANCE TEAM**

This roundtable addresses your questions on superintendent-school board relationships and provides five specific strategies to enhance this vital relationship that you can immediately implement upon returning to your district. Learn what superintendents and board members really need in order to develop and maintain a positive, productive relationship.

**PRESENTER: Nathan McCann, Superintendent, Ridgefield School District, Ridgefield, WA**

**PE** **TABLE #5**  
**LEVERAGING TECHNOLOGY IN PERSONALIZED EDUCATION**

Do you want to empower your instructors to use technology to personalize their students' learning? Our educational experts have identified tools you can use to help your instructors effectively implement personalized learning in blended classes. Find out ways to assist your instructors in designing personalized paths that support all students regardless of their academic levels. Learn how technology can help in tracking student progress, communicating this progress effectively, enabling competency-based learning and adapting instruction based on student performance.

**PRESENTERS: Pam Birtoloi, President, Global Personalized Academics, Orlando, FL; Kelly Gianstane, Digital Education Consultant, Global Personalized Academics, Orlando, FL**

**PI** **TABLE #6**  
**EVIDENCE-BASED PRINCIPAL SUPERVISION: PRACTICES AND MEASURES**

AIR has developed leadership practice instruments that provide principal supervisors and coaches with evidence to improve leadership practice and chart principal growth. Join AIR for this roundtable about how to use the leadership assessment suite to improve coaching and supervision.

**PRESENTERS: Matt Clifford, Principal Researcher, American Institutes for Research, Chicago, IL; Marc Gee, Superintendent, Preston School District, Preston, ID; Tammie Knights, Principal TA Consultant, American Institutes for Research, Chapel Hill, NC**

**PE** **TABLE #7**  
**MEETING WHOLE-CHILD REQUIREMENTS OF ESSA THROUGH YOGA/MINDFULNESS-BASED SCHOOL PROGRAMS**

Stress among students knows no boundaries of age, ethnicity or socioeconomic circumstances and nothing is more personal than increasing a child's ability to self-regulate emotions and have better self-control. Attend this roundtable to learn about a program that supplements traditional PE by teaching students stress reduction, self-regulation and personal awareness skills through mindfulness and yoga-based exercises.

**PRESENTER: Terry Grier, Executive Director, Pure Edge, Inc., Wilmington, NC**

**CI** **TABLE #8**  
**WHEN DONE WELL!**

Authentically engaging learners is the hallmark of student success. In this roundtable, learn about and discuss project-based learning, quality teacher-made performance assessments and a language-immersion program that have significantly contributed to deeper student learning in two high-poverty districts. The increase in student achievement was accomplished at minimal costs but through great fidelity, and the approach can be replicated in any school district.

**PRESENTERS: David Mathis, Superintendent, Saluda County Schools, Saluda, SC; Patrick Miller, Superintendent, Greene County, Snow Hill, NC**

**LE** **TABLE #10**  
**MAINTAINING GENDER-EQUITY THROUGHOUT YOUR DISTRICT – THE BROAD REACH OF TITLE IX**

This roundtable session provides an overview of the broad range of issues and school district activities covered by the prohibition of sex discrimination in Title IX of the Civil Rights Act, including equity in athletics, single-sex classrooms, sexual harassment and issues of sexual orientation and gender identity.

**PRESENTERS: John Borkowski, Partner, Husch Blackwell, Chicago, IL; Elizabeth Samples, Senior Counsel, Husch Blackwell, Kansas City, MO**

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1 – 1:30pm (sessions repeat 1:30 – 2pm)

**CI** **TABLE #11**  
**LOOKING AND LISTENING FOR SUCCESSFUL MATHEMATICS INSTRUCTION IN TODAY'S CLASSROOMS**

"Common Core Standards," "Standards for Mathematical Practice," "Problem Solving," "Higher Order Thinking," — we've all heard the buzzwords, but what do they mean? To teach and learn mathematics for long-term success, we have to look beyond the lingo and recognize that there are no gadgets, gimmicks or quick fixes to things that will help all of us — teachers, students, families and administrators — move forward together. This roundtable shares information and strategies for recognizing and fostering the characteristics of high-quality, contemporary mathematics instruction along with the research supporting those characteristics so that school leaders know how to best equip and support their teachers and students for long-term mathematical success.

**PRESENTERS:** **Jennifer Fillingim**, District Math Curriculum Coordinator, Madison County Schools, Ridgeland, MS; **Alissa Murray**, District Math Specialist, Madison County Schools, Ridgeland, MS; **Pamela Rayburn**, District Math Specialist, Madison County Schools, Ridgeland, MS; **Elizabeth Wells**, District Math Specialist, Madison County Schools, Ridgeland, MS

**PE** **TABLE #12**  
**SIX KEY STEPS TO SUCCESSFUL CHANGE MANAGEMENT**

We frequently hear that EdTech projects go awry. That's because more often than not school leaders underestimate implementation challenges and don't pay enough attention to the importance of change management. Join this roundtable to hear technology leaders from several districts in Indiana and Texas share their insights about how to guide and drive successful instructional and technological changes to make high-level, districtwide learning and teaching goals achievable. Each district has adopted a new platform for transforming curriculum, assessment and instruction. These technology leaders share the six key steps they took to help ensure the success of this process in their distinctive districts.

**PRESENTERS:** **Mike Jamerson**, Director of Technology, Bartholomew Consolidated School Corporation, Columbus, IN; **Lenny Schad**, Chief Technology Information Officer, Houston Independent School District, Houston, TX

2:45 – 3:15pm (sessions repeat 3:15 – 3:45pm)

**CI** **TABLE #1**  
**USING TEACHER EVALUATION DATA TO DRIVE PROFESSIONAL GROWTH**

To drive school improvement, administrators and teachers need evaluation data that can deliver actionable insights on how they are performing and how to improve. This means building a comprehensive, real-time teacher evaluation program that fosters a feedback-rich culture for continuous growth throughout the school year. This roundtable helps you: identify what criteria to use in evaluating teachers, develop feedback-rich cultures, gather actionable insight and use data to enhance teacher performance. While teacher evaluations should certainly help teachers in your organization, the acid test of an effective evaluation program is its impact on students. We guide you in how to make that impact a significant one for the educators and students entrusted to you.

**PRESENTERS:** **Dennis Stockdale**, Superintendent, East Washington School Corporation, New Perkin, IN; **Todd Whitlock**, CEO, Standard For Success, Cloverdale, IN

**PI** **TABLE #2**  
**HOW WELL DO YOUR PRINCIPALS KNOW INSTRUCTION?**

Improving student achievement rests first and foremost on our ability to improve the quality of teaching, so school leaders must have the instructional expertise necessary to support teachers in the improvement process. This roundtable provides a powerful assessment tool along with the latest research illustrating the level of instructional expertise among school and district leaders across the country. One district shares how it uses the assessment results to guide the hiring and on-going support of principals. Participants are provided a comprehensive instructional framework and rubric for analyzing the quality of teaching across five key categories and 13 sub-dimensions that they can use for classroom observation.

**PRESENTER:** **Stephen Fink**, Executive Director, Affiliate Professor, Center for Educational Leadership, University of Washington, Seattle, WA

**CI** **TABLE #3**  
**IMPROVING THE EFFECTIVENESS AND COST-EFFECTIVENESS OF SPECIAL EDUCATION**

Often children with special needs struggle academically despite being provided significant resources. Fortunately, some districts have implemented proven best practices that have raised achievement and reduced costs. This roundtable shares one district's experiences implementing a best-practice-based, cost-effective approach to special education that increased the number of students being helped and the quality of the staff providing the support. Tips for winning support from parents and the school board are shared as well as lessons learned for overcoming pushback and a list of the 10 highest impact strategies for raising achievement and reducing costs.

**PRESENTERS:** **Nathan Levenson**, President, District Management Council, Boston, MA; **Jeff Ronneberg**, Superintendent, Spring Lake Park Schools, Spring Lake Park, MN

**PI** **TABLE #4**  
**CREATING INSTRUCTIONAL LEADERSHIP TEAMS FOR COMPLEX SYSTEM SUCCESS**

This roundtable shares how one school district undertook a bold leadership initiative to reverse a decade-long slump in scores by empowering teachers and principals to lead their schools through a distributed instructional leadership team model. Learn how teams of six teachers join principals and assistant principals in developing expertise, enhancing and leading building and district professional development and becoming "go to" experts in the four core subjects, special education and technology integration. The program's goals include: increasing the educational outcomes for every child through creating first-rate classrooms staffed by dynamic and engaged teachers, nurturing the unique culture of each school, developing bench depth for succession planning through creating meaningful leadership opportunities, increasing morale and expertise through relevant and rigorous professional development, and providing at-the-elbow coaching in a safe environment that rewards bold action.

**PRESENTERS:** **David Baugh**, Superintendent, Centennial School District, Warminster, PA; **Joe O'Connor**, Teacher/President of Centennial Education Association, Centennial School District, Warminster, PA

**LE** **TABLE #5**  
**ETHICS IN CRISIS: A SUPERINTENDENT'S RACIAL TEXTS AND MORAL INTERROPECTION**

In 2013, the 6,000-student Coatesville School District, PA, was rocked to its core when inflammatory racial texts between the superintendent and the athletic director were published. After widespread turmoil, those involved resigned. Three years later, the wounds have not completely healed. This roundtable focuses on analyzing the disconnect between the superintendent's outer persona and apparently deeply held prejudices and solicits dialogue to formulate a grounded theory about the importance of authentic ethics in the superintendency.

**PRESENTER:** **Terrance Furin**, Affiliate Professor, Educational Leadership, Saint Joseph's University, Philadelphia, PA

**PE** **TABLE #6**  
**VIRTUAL ROUNDS: AN INNOVATIVE APPROACH TO PROFESSIONAL LEARNING**

High-quality professional learning is collaborative, relevant, cost-effective and timely. Virtual Rounds are an innovative approach to proactively examine teacher practice and support principal professional learning. The purpose of a Virtual Round is to engage educators in a focused conversation pertaining to specific pedagogy. Using a digital platform and a strict discussion protocol, Virtual Rounds are on-demand professional learning opportunities in which a school or district identifies a problem, identifies a model classroom, establishes educators who will participate and then allows them to collaborate. This roundtable discusses the benefits of Virtual Rounds for educators and the schools they serve.

**PRESENTERS:** **Alvin Freeman**, Assistant Superintendent, Long Branch Public Schools, Long Branch, NJ; **Michael Salvatore**, Superintendent of Schools, Long Branch Public Schools, Long Branch, NJ

**PE** **TABLE #8**  
**USING AN ACADEMY APPROACH TO IMPROVE LEADERSHIP AND INSTRUCTION**

Beginning in 2004, Haysville USD, KS, initiated Leadership Academies for Aspiring Administrators, Teacher-Leaders, Classified Staff and Athletic Coaches. These academies are selective and meet seven days during the course of the year. Experts from outside and inside the district provide learning activities to help academy members learn and grow. The results are amazing and the cost is low!

**PRESENTERS:** **John Burke**, Superintendent, Haysville Unified School District #261, Haysville, KS; **Penny Schuckman**, Director of the Learning Center, Haysville Unified School District #261, Haysville, KS; **Teresa Tosh**, Assistant Superintendent for Learning Services, Haysville Unified School District #261, Haysville, KS

**LE** **TABLE #9**  
**ENSURING EXCELLENCE AND EQUITY FOR ALL STUDENTS IN STEM EDUCATION**

A true commitment to equity and excellence in STEM education demands a visionary and systematic approach. In this roundtable, learn about the innovative and systemic approaches being used by district and site leaders to provide high-quality STEM learning experiences for more than 5,000 students. Discussion includes a research-based framework for school improvement that helps participants reflect on their current practices and set goals to ensure excellence and equity in STEM instruction for all students.

**PRESENTERS:** **Eric Forseth**, Associate Superintendent, Fallbrook Union Elementary School District, Fallbrook, CA; **Leonard Rodriguez**, Director of Instructional Technology, Fallbrook Union Elementary School District, Fallbrook, CA

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2:45 – 3:15pm (sessions repeat 3:15 – 3:45pm)

**DE** **TABLE #10**  
**CREATING A DIGITAL "VISION FOR LEARNING"**

The leadership of Klein Independent School District, TX, a member of the Texas ASA High Performing Schools Consortium, determined they should develop an operational plan for integrating instruction and technology. This roundtable shares how the plan became an outline for districtwide conversion to a digital learning environment that resulted in a remarkable amount of alignment throughout the district, which allowed departmental leaders to create clear and actionable goals and strategies.

**PRESENTERS:** **Jenny McGowen**, *Associate Superintendent of Teaching and Learning, Klein ISD, Spring, TX*; **Glenn Meeks**, *Consultant, Meeks Professional Services, Morrisville, NC*; **Robert Robertson**, *Associate Superintendent, Klein ISD, Spring, TX*

**PI** **TABLE #11**  
**SCHOOLS ENGAGING COMMUNITIES THROUGH SITE ASSESSMENTS AND EMERGENCY PLANNING**

Community involvement is a feature of strong and accountable school systems. This roundtable explains how school leaders and their staffs can foster relationships with parents, local business leaders, healthcare professionals and other citizens by involving them in teams working to create safe and healthy learning environments for students and plan for emergency situations.

**PRESENTERS:** **Travis Dunlap**, *Research Associate, George Washington University, Education Facilities Clearinghouse, Newport News, VA*; **Victor Hellman**, *Research Project Director, George Washington University, Education Facilities Clearinghouse, Newport News, VA*

**CI** **TABLE #12**  
**EVERYDAY SOCIAL-EMOTIONAL LEARNING IN THE CLASSROOM**

It is challenging to build social-emotional learning (SEL) into a school's culture authentically across disciplines not just as a separate add-on. This roundtable describes the benefits of SEL; explains how to integrate the strategies not just in the classroom but across the entire school and district and highlights how doing so develops a positive climate and culture that simplifies classroom management and provides students with the social-emotional strategies they need to be successful in and out of the classroom now and in the future.

**PRESENTERS:** **Anne Bowers**, *Director of Special Education, Woodridge School District 68, Woodridge, IL*; **Brian Hastings**, *Principal, SAU #9 Conway, NH, Conway, NH*; **Carla Tantillo-Philibert**, *Founder, Mindful Practices, Oak Park, IL*; **Greg Wolcott**, *Assistant Superintendent, Woodridge School District 68, Woodridge, IL*

**LE** **TABLE #13**  
**MAKERSPACES — CUSTOMIZING IMPLEMENTATION THROUGH PERSONALIZATION**

Risk takers. Explorers. Those with passion, grit and a "can-do" attitude. These are the teachers and students with the maker mindset who are key to starting successful makerspaces. Finding innovative teachers who support tinkering, understand failure as one more iteration towards success and who readily embrace creativity and collaboration is the first step toward bringing makerspaces to schools. Teachers and students then need time, physical and mental space and resources to create. Roundtable participants will learn how the Dysart Unified School District, AZ, prioritized choice for students and teachers as an important component of launching makerspaces. Come tinker with us and create a plan for personalizing the implementation of makerspaces in your organization.

**PRESENTERS:** **Michelle Benham**, *Director of Instructional Technology, Dysart Unified School District, Surprise, AZ*; **Teresa Heatherly**, *Director of Curriculum, Instruction, and Assessment, Dysart Unified School District, Surprise, AZ*; **Gail Pletnick**, *Superintendent, Dysart Unified School District, Surprise, AZ*; **Stephen Poling**, *Assistant Superintendent, Dysart Unified School District, Surprise, AZ*

**FRIDAY, MARCH 3**

10:45 – 11:15am (sessions repeat 11:15 – 11:45am)

**PE** **TABLE #2**  
**FIRST STEPS IN PERSONALIZATION FOR HIGH SCHOOLS**

Many leaders are struggling to fit personalized learning into the structure of existing traditional high schools. The Dysart Unified School District, AZ, has created a personalized learning continuum and taken initial steps to create a flexible learning environment within each of its four comprehensive high schools, which required implementation of digital curriculum, changes in the physical environment, new responsibilities for teachers and modification of some internal systems and processes. This roundtable shares how these steps toward personalized learning are solving problems related to credit recovery, teacher shortages and on-time graduation rates.

**PRESENTERS:** **Michelle Benham**, *Director of Instructional Technology, Dysart Unified School District, Surprise, AZ*; **Teresa Heatherly**, *Director of Curriculum, Instruction, and Assessment, Dysart Unified School District, Surprise, AZ*; **Gail Pletnick**, *Superintendent, Dysart Unified School District, Surprise, AZ*; **Stephen Poling**, *Assistant Superintendent, Dysart Unified School District, Surprise, AZ*

**PE** **TABLE #3**  
**HIDDEN GRIEF**

What causes African American students to consistently score below their white counterparts? Studies show attempts to correct variations in quality of schools, conditions of poverty and socioeconomic status do not erase the problem. This roundtable discusses why "hidden grief" seems to be the underlying cause of this achievement gap.

**PRESENTER:** **Charlese Brown**, *Author, 1959, New Orleans, LA*

**SR** **TABLE #4**  
**"PLEASE PRESS 1 FOR THE SUPERINTENDENT"**

This roundtable is "ALL IN" on superintendent and board collaborative leadership. Given by the 2015 AASA Pennsylvania Superintendent of the Year, the 2015 AASA New Jersey Superintendent of the Year, the 2015 AASA Kentucky Superintendent of the Year and members of their leadership teams, this roundtable provides no-nonsense tips for leading in challenging times and difficult situations. Real-life case scenarios are shared, along with tips for hitting home runs with your board, your administrative team and your faculty and staff.

**PRESENTERS:** **James P. Capolupo**, *Associate Dean — College of Education, West Chester University, Wayne, PA*; **Timothy Purnell**, *Superintendent, Somerville Public Schools, Somerville, NJ*

**LE** **TABLE #5**  
**COMMUNITYWIDE, OBSERVABLE ENGAGEMENT IN YOUR SCHOOL DISTRICT**

Learn how to foster engagement among students, staff, parents and volunteers. We don't wait to catch our students (and parents and staff) being good. We consistently give them a plan to display the kind of citizenship we desire. We don't rely on random acts of kindness. We have a plan for consistent and intentional validation. Find out how we launched, promoted and continue to support this program and the rationales behind it.

**PRESENTER:** **Sam Stecher**, *Superintendent, East Butler Public Schools, Brainard, Nebraska, Kearney, NE*

**PI** **TABLE #7**  
**CATCH THE INSTRUCTIONAL THIEF**

This roundtable looks into how students' instructional time is neglected and forfeited when instructional leaders address classroom disruptions from an unhealthy perspective without scholarly preventive and intervening strategies. Learn how to compute missed instructional time by class sessions over a duration of a semester and how maximizing teaching time increases when direct instruction is both protected and respected. The "Time to Teach" model addresses: teacher self-control, teaching appropriate student behavior, redirecting students, positive regards and the ecology of classroom design and arrangement. Find out how 30 days after implementation, instructional time increases by 50% and disciplinary infractions decrease by 30% daily.

**PRESENTER:** **D. Conrad Roselle**, *National Educational Consultant, The Center for Teacher Effectiveness, Carson, VA*

**CI** **TABLE #8**  
**LITERACY SUCCESS FOR ALL SCHOOLS IN THE WORLD OF HIGHER STANDARDS**

The new generation of standards are more rigorous and place an emphasis on student literacy across all disciplines. Evaluation studies of K-12 schools demonstrating high literacy success identified the high-impact literacy practices that all schools can replicate to achieve the same success. Learn about specific high-impact literacy practices and compare them to your school's current practices.

**PRESENTER:** **David Davis**, *Education Consultant, Greer, SC*

**CI** **TABLE #9**  
**HIGH SUCCESS IN HIGH-POVERTY SCHOOLS**

How did a high-poverty school listed as one of the 30 worst in their state turn adversity into achievement? Discover the instructional framework that helped reduce the performance gap between economically disadvantaged and non-disadvantaged students by 35%, while at the same time more than doubling the number of economically disadvantaged students passing state math and reading standards. These remarkable results were achieved within just three years of implementation of specific high-yield strategies. Learn how to replicate specific strategies in your own school to motivate, engage and increase achievement for all your students.

**PRESENTER:** **Carol Gardner**, *Instructional Specialist, Instructional Specialist, Edenton, NC*

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10:45 – 11:15am (sessions repeat 11:15 – 11:45am)

12:30 – 1pm (sessions repeat 1 – 1:30pm)

**CI** **TABLE #10**  
**WHAT'S HOT & WHAT'S NOT: GROWING AND SHRINKING TRENDS IN EDUCATION**

This roundtable examines the research on growing and shrinking trends in education. Learn what's new in the field of personalized learning, active learning ecosystems and emerging innovative technologies. Discover strategies you can implement to economize your delivery of services and be alerted to the innovations you might want to think twice about.

**PRESENTERS:** **Elizabeth Freeman**, *Director of Innovative Learning, Teaching and Technology, Fremont School District 79, Mundelein, IL*; **Jill Gildea**, *Superintendent, Fremont School District 79, Mundelein, IL*

**PI** **TABLE #11**  
**ADDRESSING THE ROOT CAUSES OF ACADEMIC FAILURE TO ACCELERATE LEARNING**

Almost all schools have students that are one, two, three years or more below grade level. At issue is how most schools support students that are behind. Schools that are increasing learning the fastest and most successfully are addressing the root causes of academic failure, which is why they are closing the achievement gap faster and with significant long term results. In this session, discover how specific acceleration practices catch kids up who are below grade level. Note: remediation alone does not catch kids up! So, what does?

**PRESENTER:** **Donald Marlett**, *Retired Administrator, Boone, NC*

**PI** **TABLE #12**  
**DESIGNING SCHOOL CHANGE: LESSONS FROM EXEMPLARY LEADERS**

What does it take to be an exemplary school year after year? What are the top schools doing that typical schools aren't? Now you can find out! And you can quickly move from being a typical school, or even a good school, to an exceptional school. Learn the strategies and practices gleaned from research about what leaders in exemplary schools do to increase achievement by over 35 points in one to three years. Discover how you can exceed your own expectations by replicating real-world exemplary leadership practices quickly and effectively.

**PRESENTER:** **Shannon Thompson**, *President, Learning-Focused Solutions, Blowing Rock, NC*

**SR** **TABLE #1**  
**FACTORS CONTRIBUTING TO CONSTRUCTIVE SUPERINTENDENT/BOARD RELATIONS: RESEARCH AND PRACTICE**

The quality of education for our students begins with positive superintendent/board relations. Learn about the major factors that contribute to constructive superintendent/board relations and those factors that undermine positive relations based on a recent dissertation study.

**PRESENTERS:** **Carol Cary**, *Superintendent, Marple Newtown School District, Newtown Square, PA*; **Brenda Gilio**, *Associate Professor/K-12 Educational Leadership, Widener University, Brigantine, NJ*; **Gregory Puckett**, *High School Principal, Marple Newtown High School, Newtown Square, PA*

**LE** **TABLE #2**  
**LEADERSHIP CIRCLE: CREATING AUTHENTIC LEARNING FOR ASPIRING ADMINISTRATORS**

Learn about the Leadership Circle, a year-long workshop designed to provide aspiring administrators (teachers, counselors and others) with the opportunity to learn and grow as leaders through authentic experiences and dialogue. Future leaders attend monthly support meetings where they hear from guest speakers in the field and new and veteran administrators who share their leadership stories and their daily experiences. The culminating activity in May is an intense mock interview session with feedback and resume support. Several Leadership Circle Alumni are now in the field or are pursuing administrative credentials.

**PRESENTERS:** **Kristine Cvar**, *Director, Elementary Education, Norwalk – La Mirada Unified School District, Norwalk, CA*; **Shannon Baker**, *Director, Curriculum, Instruction & Assessment, Norwalk – La Mirada Unified School District, Norwalk, CA*; **Jessica Kwek**, *Director, Secondary Education, Norwalk – La Mirada Unified School District, Norwalk, CA*

**DE** **TABLE #3**  
**WHY NOT US? A SCHOOL DISTRICT'S JOURNEY TO A ONE-TO-ONE iPad INITIATIVE**

This roundtable shares lessons learned, resources utilized and best practices in implementing a one-to-one iPad initiative in pre-K through grade 12. Presenters share materials, visioning documents and timelines for replication.

**PRESENTERS:** **Kristin Brown**, *Curriculum and Instruction Director, Lyford CISD, Lyford, TX*; **Eduardo Infante**, *Superintendent, Lyford CISD, Lyford, TX*

**DE** **TABLE #4**  
**ENHANCING INSTRUCTIONAL LEADERSHIP THROUGH SOCIAL MEDIA**

This roundtable explores ways to use social media as an instructional tool to digitize education. Participants create a social media profile and acquire the skills needed to use social media as a platform to engage with stakeholders. Participants should bring their own devices so they can collaborate and share social media best practices that enhance instructional leadership capacity.

**PRESENTERS:** **William Blake**, *Principal, Prince George's County Public Schools, Camp Springs, MD*; **Sito Narcise**, *Chief of Schools, Metro Nashville Public Schools, Nashville, TN*

**LE** **TABLE #5**  
**EQUITY THROUGH OWNERSHIP: SYSTEMS THINKING FOR INNOVATION AND EXCELLENCE**

Several years ago, the Freehold Regional High School District, NJ, developed a strategic plan that viewed mandates through a mission statement focused on equity of access to challenging opportunities. To implement this plan, the district has developed innovative data analysis strategies, overhauled curricula, realigned school improvement and professional development structures and changed how teachers and administrators pursue goals – all within the context of new standards, new assessments and a new evaluation regime. During this roundtable, administrators from Freehold Regional discuss the role of systems thinking in protecting strategic priorities from comprehensive and expensive mandates and share strategies for getting schools organized, supporting principals in fostering ownership, marshalling human capital and managing message and politics

**PRESENTERS:** **Nicole Hazel**, *Chief Academic Officer, Freehold Regional High School District, Englishtown, NJ*; **Shanna Howell**, *Director of Guidance & Operations, Freehold Regional High School District, Englishtown, NJ*; **Jeffrey Moore**, *Director of Curriculum & Instruction, Freehold Regional High School District, Englishtown, NJ*; **Charles Sampson**, *Superintendent, Freehold Regional High School District, Englishtown, NJ*

**CI** **TABLE #6**  
**INNOVATE SALISBURY 180: UNIQUE PROFESSIONAL LEARNING FOR SYSTEMIC CHANGE**

A prominent question for many school and district leaders is what conditions do we need to create to promote the scaling of identified classroom innovations? Learn how one district scaled innovation through the Innovate Salisbury Team, a professional learning cohort of 15 teachers. Leave with a framework and key principles to use in designing and supporting a district-level professional learning cohort to implement new ideas and innovations in the classroom.

**PRESENTERS:** **Lynn Fuini-Hetten**, *Assistant Superintendent for Teaching and Learning, Salisbury Township School District, Allentown, PA*; **Randy Ziegenfuss**, *Superintendent, Salisbury Township School District, Allentown, PA*

**PE** **TABLE #7**  
**NAVIGATING THE CHANGE PROCESS TO PERSONALIZED AND BLENDED LEARNING**

Join district leaders from a small suburban Pennsylvania school as they describe their journey toward revolutionizing teaching and learning. Their change process, driven by Kotter's framework, involves a grassroots efforts among the forward-thinking staff, school board and community. Learn how a shared vision was created by empowering teachers, building enthusiasm and equipping the staff with confidence and practical skills to transition to a personalized learning environment. The team shares inspirational stories, professional development opportunities, student successes and a plan for full-scale implementation.

**PRESENTERS:** **Jay Burkhart**, *Superintendent, East Pennsboro Area School District, Enola, PA*; **Corey Groff**, *Supervisor of Curriculum, Instruction, and Assessment, East Pennsboro Area School District, Enola, PA*; **Greg Milbrand**, *Assistant Superintendent, East Pennsboro Area School District, Enola, PA*



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**12:30 – 1pm (sessions repeat 1 – 1:30pm)**

**PI** **TABLE #8**  
**THE DECADE OF THE PRINCIPALSHIP AND NEW PRINCIPAL COMPETENCIES**

Principals are the key to reform, especially now, as public education is trying to adapt to new workplace requirements and perpetual advances in technology. In this roundtable, learn specific skills and competencies effective principals will need over the next decade. Topics include a new principal evaluation rubric and a new system for evaluating principals that accurately assesses their competencies and supports their professional development and growth.

**PRESENTER: Mike Miles, Former Dallas Superintendent, Third Future Consultants, Colorado Springs, CO**

**CI** **TABLE #9**  
**UTILIZING STUDENT DATA TO ENHANCE STUDENT ACHIEVEMENT IN THE CLASSROOM**

The Jay School Corporation (JCS), IN, uses data walls in elementary and middle school buildings and an electronic spreadsheet for the high school. Learn how JCS is using data to drive instruction and improve student performance as presenters share the journey taken by their corporation to create positive change in the classrooms, schools and at the district level.

**PRESENTER: Trent Paxson, Assistant Superintendent of Testing and Assessment, Jay School Corporation, Portland, IN**

**LE** **TABLE #10**  
**PROJECT MOMENTUM: A FOCUSED AND DIFFERENTIATED MODEL OF DISTRICTWIDE SCHOOL IMPROVEMENT**

Hear from Fairfax County Public Schools, VA, about their model for school improvement, Project Momentum, and explore the results from its first three years. This project is based on tight focus, strategic deployment of resources and removal of barriers to student achievement, all in a differentiated framework. By hearing about the history of the project and its current state, learn how you can help improve results at struggling schools in your district.

**PRESENTERS: Brendan Menuey, Executive Principal for School Improvement, Fairfax County Public Schools, Falls Church, VA; Evangeline Petrich, Executive Principal for School Improvement, Fairfax County Public Schools, Falls Church, VA**

**PE** **TABLE #11**  
**PLANTING SEEDS: BUILDING COMMUNITY THROUGH A LITERACY FOUNDATION**

Collaborating with community partners has never been more important for schools. As we shift college and career preparation ever downward to middle and elementary schools, literacy and supports for families and at-risk learners has become even more crucial. During this roundtable, find out how the Champaign County Schools, OH, worked with key partners to plan a literacy foundation to sustain family education, support pre-K through grade 5 with grant and budget assistance, and transform how a community thinks about literacy.

**PRESENTER: Kirk Koennecke, Community Power Through a Literacy Foundation, Graham Local Schools, Saint Paris, OH**

**SR** **TABLE #12**  
**A COMPREHENSIVE AND EVIDENCE-BASED STRATEGIC PLANNING MODEL FOR IMPROVED STUDENT LEARNING IN SMALL AND MID-SIZED SCHOOL DISTRICTS**

Learn how the Byron CUSD No. 226, IL, with 1,500 students employs a comprehensive and evidenced-based strategic planning model for advancing student learning that draws from the work of Mike Schmoker, McREL, the Harvard Graduate School of Education and the Center for Educational Leadership at the University of Washington. The components of the model include: evidenced-based goals for mathematics and reading, alignment of curriculum based on Common Core standards, alignment of formative assessments, instructional practice improvement through post-observation conferences and frequent instructional coaching, alignment of support systems, data-driven decision making, use of the PELP Coherence Framework, instructional coaching and progress monitoring.

**PRESENTER: James Hammack, Superintendent, Byron CUSD 226, Byron, IL**

**2:45 – 3:15pm (sessions repeat 3:15 – 3:45pm)**

**CI** **TABLE #1**  
**ADDRESSING THE ROOT CAUSES OF ACADEMIC FAILURE TO ACCELERATE LEARNING**

Almost all schools have students who are one, two, three or more years below grade level. At issue is how most schools support those students. The schools increasing learning the fastest and most successfully are addressing the root causes of academic failure. Discover how specific acceleration practices catch kids up. Spoiler alert: remediation alone does not work.

**PRESENTER: Donald Marlett, Retired Administrator, Boone, NC**

**LE** **TABLE #2**  
**AGENTS OF CHANGE: CREATING AND/OR MAINTAINING A POSITIVE CULTURE**

During this roundtable, explore four leadership styles, determine your own style and learn why this understanding is important for change agents. Discuss your institutional culture and learn about the benefits of establishing a positive culture and strategies for doing so.

**PRESENTERS: Mary Beth Scullion, Assistant Superintendent, Tonawanda CSD, Tonawanda, NY; James Newton, Superintendent of Schools, Tonawanda CSD, Tonawanda, NY**

**PE** **TABLE #3**  
**NEUROSCIENCE NUGGETS – TEACHING & REACHING THE YOUNG BRAIN**

This fast-paced and fun roundtable shares the latest research regarding differences between the young brain and mature brain and effective strategies for increasing critical thinking, literacy, achievement and social-emotional skills.

**PRESENTER: Julie Adams, NBCT, Author, Consultant, Adams Educational Consulting, Rocklin, CA**

**CI** **TABLE #4**  
**IMPROVING LEARNING OUTCOMES WITH COGNITIVE DATA FOR TYPICALLY DEVELOPING LEARNERS**

Join us and discover how a data-driven approach to understanding every student's learning strengths and needs as early as 2nd grade can have a significant positive impact on engagement, learning and achievement measures. New, affordable, online cognitive assessments can objectively measure executive functions, complex reasoning, memory and speed in 1–2 hours. The results can be used by general education teachers to more efficiently and effectively support typically developing and gifted learners, often eliminating the need for extra psycho-educational testing and associated support services.

**PRESENTERS: Wendy Matthews, Psychological Consultant and Private Child Psychologist, Princeton, NJ; Nancy Weinstein, CEO, Mindprint Learning, Princeton, NJ**

**PI** **TABLE #5**  
**G.R.E.A.T. LEADERS MAKE GREAT SCHOOLS**

Developing a principal's leadership capacity for organizational improvement to meet the challenging demands being placed on school leaders and school systems is critical in today's education environment. This roundtable explores the framework G.R.E.A.T. – Goals, Roles, Expectations, Attitude and Tools. Learn how G.R.E.A.T., when used in conjunction with distributive leadership, effective systemic reform practices and data analysis skills during the complex change process, brings about positive, innovative changes in school culture.

**PRESENTER: Ronald Davis, Assistant Superintendent of Secondary Education, Mt. Lebanon School District, Pittsburgh, PA**

**LE** **TABLE #6**  
**EQUITY! NOT THE ONLY PIECE BUT THE MISSING PIECE TO LEADERSHIP**

During this roundtable, participants actively engage in the leadership skills and actions required to lead 21st-century schools and assess their current leadership practices and actions. Topics include an equity implementation rubric and the impact of race and culture on school leadership.

**PRESENTER: Edwin Javius, CEO/President, EDEquity, Inc., San Jose, CA**

2:45 – 3:15pm (sessions repeat 3:15 – 3:45pm)

**SR** **TABLE #7**  
**ALIGNING YOUR BOARD COMMITTEE STRUCTURE TO YOUR STRATEGIC PLAN**

Are you tired of feeling like your committee work is not effectively or efficiently leading to improved student learning? Are you looking for an alternative that helps you and your board provide oversight and clear direction to your administration while discouraging micromanagement? For the past five years, the Hillsborough Board of Education, NJ, has been working collaboratively with its superintendent to develop a committee structure aligned to the district's strategic plan. Sample committee agendas and minutes are presented during this roundtable, along with the bylaws governing the new committee structure.

**PRESENTERS:** *Lisa Antunes, Assistant Superintendent, Hillsborough Township Public Schools, Hillsborough, NJ;* **Jorden Schiff, Superintendent of Schools, Hillsborough Township Public Schools, Hillsborough, NJ**

**DE** **TABLE #8**  
**TO TWEET OR NOT TO TWEET: A GUIDE TO USING TWITTER EFFECTIVELY FOR SCHOOL SUPERINTENDENTS**

This roundtable focuses on the effective use of Twitter for school superintendents. Presenters explore ways to use Twitter to celebrate all things related to your school, participate in weekly free professional development with superintendents from around the globe, lead your own weekly districtwide Twitter chat, communicate with all stakeholders, build a professional learning network, brand your school and more. Includes a Twitter 101 overview for beginners.

**PRESENTERS:** *Denver Fowler, Assistant Professor, University of Mississippi, University, MS;* **John Riley, Teacher-Academy EDU, Tolles Career & Technical Center, Hilliard City Schools-McVey Innovative Learning Center, Hilliard, OH**

**LE** **TABLE #9**  
**TOP TALENT: GETTING AND KEEPING THE BEST PRINCIPALS**

Learn about the latest research and expert opinions on recruiting, developing and retaining visionary principals who will continue to drive teaching and learning. Dive into the new Principal Talent Management Framework for school superintendents from the Bush Institute and hear from superintendents who have improved their own talent pipelines.

**PRESENTERS:** *Eva Chiang, Manager, Education Reform, George W. Bush Institute, Dallas, TX;* **Matthew Clifford, Fellow, George W. Bush Institute, Dallas, TX**

**DE** **TABLE #10**  
**JOURNEY TO DIGITAL TRANSFORMATION: LEAD IT. SUPPORT IT. EVALUATE IT.**

Recognized nationally by Apple, Project Red and the National School Boards Association, Salisbury Township, PA, School District's digital transformation can be summed up in this simple message: Lead it. Support it. Evaluate it. This roundtable discusses each of these areas in detail and provides actionable guidelines for ensuring a successful digital transformation. Takeaways include a template for thoughtfully planning a digital transformation and multiple ways to think innovatively about leadership, support and evaluate the transformation.

**PRESENTERS:** *Lynn Fuini-Hetten, Assistant Superintendent for Teaching and Learning, Salisbury Township School District, Allentown, PA;* **Randy Ziegenfuss, Superintendent, Salisbury Township School District, Allentown, PA**

**CI** **TABLE #11**  
**ADDRESSING THE ROOT CAUSES OF ACADEMIC FAILURE TO ACCELERATE LEARNING**

Almost all schools have students who are one, two, three or more years below grade level. At issue is how most schools support those students. The schools increasing learning the fastest and most successfully are addressing the root causes of academic failure. Discover how specific acceleration practices catch kids up. Spoiler alert: remediation alone does not work.

**PRESENTER:** *Donald Marlett, Retired Administrator, Boone, NC*

# Exhibitor Listing

BY ALPHA

**ABMM FINANCIAL**  
**BOOTH: 511**

**517 Route 1 South, Suite 4100  
 Iselin, NJ 08830**

ABMM, an independent financial services organization founded on 90 years of experience, specializes in retirement and money management strategies for public school, non-profit and governmental employees.

[www.abmmfinancial.com](http://www.abmmfinancial.com)

**ACT, INC.**  
**BOOTH: 637**

**500 ACT Drive  
 Iowa City, IA 52243**

ACT is a non-profit organization providing a continuum of integrated assessment solutions that align with our mission of helping people achieve education and workplace success.

[www.act.org](http://www.act.org)

**aha! PROCESS, INC.**  
**BOOTH: 612**

**P.O. Box 727  
 Highlands, TX 77562**

aha! Process is a training and publishing company that helps address poverty and improve lives by building resources.

[www.ahaprocess.com](http://www.ahaprocess.com)

**ALASKA STRUCTURES**  
**BOOTH: 608**

**9024 Vanguard Drive #101  
 Anchorage, AK 99507**

Alaska Structures is the world's leading provider of fabric buildings used for modular classrooms and school buildings.

[www.alaskastructures.com](http://www.alaskastructures.com)

**ALLIANCE FOR EXCELLENT EDUCATION**  
**BOOTH: 436**

**1201 Connecticut Avenue NW, Suite 901  
 Washington, DC 20036**

The Alliance is dedicated to ensuring that all students, particularly those traditionally underserved, graduate ready for college, for a career and as a citizen.

[www.all4ed.org](http://www.all4ed.org)

**ALLIED POWERS LLC**  
**BOOTHS: 116 & 500**

**9474 Twister Trace Street  
 Las Vegas, NV 89178**

**ALTON FIRST AID**  
**BOOTH: 844**

**2444 Provence Circle  
 Weston, FL 33327**

Alton First Aid provides quality, cost-effective First Aid Bleeding Control Kits for any situation.

[www.altonfirstaid.com](http://www.altonfirstaid.com)

**AMERICAN FIDELITY ASSURANCE COMPANY**  
**BOOTH: 318**

**2000 N. Classen Boulevard  
 Oklahoma City, OK 73106**

Employee benefit programs, IRS Section 125 administration, flexible spending account administration and health care reform implementation support.

[www.afadventure.com](http://www.afadventure.com)

**AMERICAN SCHOOL**  
**BOOTH: 341**

**2200 East 170th Street  
 Lansing, IL 60438**

American School offers accredited middle school and high school courses at an affordable cost.

[www.americanschool.org](http://www.americanschool.org)

**ANATOMAGE INC.**  
**BOOTH: 438**

**303 Almaden Boulevard, Suite 700  
 San Jose, CA 95110**

Anatmage products are used in thousands of clinics and hospitals both in the U.S. and internationally. These include radiology software, imaging and display equipment. Anatmage is dedicated to making the most innovative products.

[www.anatmage.com](http://www.anatmage.com)

**ANONYMOUS ALERTS/K12 ALERTS**  
**BOOTH: 613**

**245 Main Street  
 White Plains, NY 10601**

Anonymous Alerts® empowers students to anonymously report bullying, depression, weapons/threats and more using mobile apps, patent pending. K12 Alerts® patented emergency communications system. B-Notified mobile app builds community and parent involvement.

[www.anonymousalerts.com](http://www.anonymousalerts.com)

**APOLLO AFTER SCHOOL**  
**BOOTH: 437**

**4450 N. Central Avenue  
 Chicago, IL 60659**

The primary focus of Apollo After School is to enrich the lives of children in elementary school. Think of us as a super-charged day-care service; our well-trained educators are conveniently available at your school every day until 6pm, ensuring that what is learned during regular school hours is continued throughout Apollo After School in a fun, meaningful way.

[www.apolloafterschool.com](http://www.apolloafterschool.com)

**ARAMARK K-12 EDUCATION**  
**BOOTH: 113**

**1101 Market Street  
 Philadelphia, PA 19107**

To support the K-12 educational mission, Aramark K-12 Education provides industry-leading food and nutrition, and facilities services programs to over 500 school districts nationwide.

[www.aramark.com](http://www.aramark.com)

**ASPEN AEROSPACE ALLIANCE, INC.**  
**BOOTH: 606**

**235 High School Road  
 Aspen, CO 81611**

STEM AERO nautical educational services for K-12 school districts.

[www.aspenAERO.org](http://www.aspenAERO.org)

# Exhibitor Listing BY ALPHA

**AXA**  
**BOOTH: 209**  
 525 Washington Boulevard  
 Jersey City, NJ 07310  
[www.axa.com](http://www.axa.com)

**BENCHMARK EDUCATION**  
**BOOTH: 225**  
 145 Huguenot Street, 8th Floor  
 New Rochelle, NY 10801  
 Pre K-8+ supplemental and core literacy materials.  
[www.benchmarkeducation.com](http://www.benchmarkeducation.com)

**BESTVALUECOPY.COM**  
**BOOTH: 534**  
 52-08 Grand Avenue, Suite 204  
 Maspeth, NY 11378  
 Low-cost print services producing custom instructional print materials for districts and schools.  
[www.bestvaluecopy.com](http://www.bestvaluecopy.com)

**BIG IDEAS LEARNING**  
**BOOTH: 503**  
 1762 Norcross Road  
 Erie, PA 16510  
 Big Ideas Math is a complete solution for student success with a variety of math programs available for middle school through high school.  
[www.bigideaslearning.com](http://www.bigideaslearning.com)

**BLACKBOARD INC.**  
**BOOTH: 718**  
 1111 19th Street NW  
 Washington, DC 20036  
 Blackboard's unique approach to K-12 education provides a way for students to learn in a safe, connected and technologically savvy environment. Our platform focuses on three foundational challenges districts face: maintaining a safe and secure space for academic achievement, engaging and informing the entire community, and advancing personalized, competency-based learning.  
[www.blackboard.com/k12/](http://www.blackboard.com/k12/)

**BOARDBOOK**  
**BOOTH: 929**  
 12007 Research Boulevard  
 Austin, TX 78759  
 BoardBook is an online service that streamlines the preparation, distribution, and review of paper or paperless agenda packets.  
[www.boardbook.org](http://www.boardbook.org)

**BOARDWORKS EDUCATION**  
**BOOTH: 410**  
 240 Kent Avenue, Suite B12, 2nd Floor  
 Brooklyn, NY 11249  
 Boardworks provides engaging, interactive teaching and learning resources for K-12, mapped to the Common Core and state standards. Bridge the gap between teachers and technology!  
[www.boardworkseducation.com](http://www.boardworkseducation.com)

**BRENTHAVEN**  
**BOOTH: 514**  
 321 3rd Avenue, Suite 403  
 Seattle, WA 98104  
 The Brenthaven K-12 Education Collection of laptop and tablet cases are designed for the rigors of student life and daily wear. We understand the investment that you make in your 1:1 technology deployment, and keeping your classroom technology safe is our number one concern.  
[www.brenthaven.com/education](http://www.brenthaven.com/education)


**BROADNET**  
**BOOTH: 743**  
 1805 Shea Center Drive, Suite 160  
 Highlands Ranch, CO 80129  
 Broadnet® is a technology innovator offering a complete communications solution that integrates phone, video conferencing, web and social media; enabling clients to effectively engage and understand their audience.  
[www.broadnet.com](http://www.broadnet.com)

**BROCK USA**  
**BOOTH: 607**  
 Address: 3090 Sterling Circle  
 Boulder, CO 80301  
[www.brockusa.com](http://www.brockusa.com)

**BUCKEYE INTERNATIONAL (SYMMETRY)**  
**BOOTH: 925**  
 270 Wagner Place  
 Maryland Heights, MD 63043  
 Hand hygiene and facility maintenance.  
[www.buckeyeinternational.com](http://www.buckeyeinternational.com)

**BUREAU OF LABOR STATISTICS (BLS)**  
**BOOTH: 128**  
 2 Massachusetts Avenue NE  
 Room 2850  
 Washington, DC 20212  
 The Bureau of Labor Statistics is the federal government's principal fact-finding agency for labor economics and statistics. Visit our booth to get free labor information and to learn about our Kids page.  
[www.bls.org](http://www.bls.org)

**CAMBRIDGE EDUCATIONAL SERVICES**  
**BOOTH: 535**  
 2860 S. River Road  
 Des Plaines, IL 60018  
 Cambridge provides research-based turn-key supplemental curriculum, data reports, formative assessments, training and live workshops raising student scores on the SAT, PSAT8/9/10, ACT and WorkKeys exams.  
[www.cambridgeed.com](http://www.cambridgeed.com)

**CAMBRIDGE INTERNATIONAL EXAMINATIONS**  
**BOOTH: 935**  
 295 Madison Avenue, Suite 715  
 New York, NY 10017  
  
 Cambridge International Examinations provides an academically rigorous aligned curriculum, pedagogy and assessment system backed by over 150 years of research. Cambridge emphasizes critical thinking and inquiry-based learning for all students.  
[www.cie.org.uk](http://www.cie.org.uk)

**LEAN FROG**  
**BOOTH 338**  
 • Portable smart DLP LED projector (mini-projector)  
 Winner will be announced at Booth 338 on March 3 at 1pm.

**NATIONAL INVENTORS HALL OF FAME**  
**BOOTH 235**  
 • National Inventors Hall of Fame gift basket  
 Winners will be announced at their booth on March 3 at 1pm.

**SFE — SOUTHWEST FOODSERVICE EXCELLENCE**  
**BOOTH 129**  
 • MasterCard gift card, New Orleans Saints football jersey and a Bullet Blender  
 All three raffle drawings will take place on March 3 at 3:30pm.

**CAREDOX**  
**BOOTH: 226**  
 35 West 35th Street  
 New York, NY 10001  
 CareDox is a non-profit digital health platform for public schools serving over 1.8 million students across the country.  
[www.caredox.com](http://www.caredox.com)

**CATAPULT LEARNING, INC.**  
**BOOTH: 745**  
 Two Aquarium Drive, Suite 310  
 Camden, NJ 08103  
 Leading provider of K-12 education solutions, Catapult Learning offers instructional intervention, alternative education, special education, assessment, school improvement and professional development solutions.  
[www.catapultlearning.com](http://www.catapultlearning.com)

**CELEBRATE STRENGTHS**  
**BOOTH: 639**  
 11830 Hardscrabble Road  
 Roswell, GA 30075  
 Celebrate Strengths offers an online experience that measures hard-wired traits that match critical job factors in over 400 jobs that can be digitally "tried on."  
[www.celebratestrengths.com](http://www.celebratestrengths.com)

**CENTER FOR GLOBAL EDUCATION AT ASIA SOCIETY**  
**BOOTH: 134**  
 725 Park Avenue  
 New York, NY 10021  
 The center offers a variety of professional services to support the development of students' 21st-century skills.  
[www.asiasociety.org/education](http://www.asiasociety.org/education)

**CENTER FOR INSPIRED TEACHING**  
**BOOTH: 840**  
 1436 U Street NW #400  
 Washington, DC 20009  
 Inspired teaching invests in pre-school-12th grade teachers at all stages of their careers. Our internationally celebrated professional development program teaches teachers how to change the school experience for students from compliance-based to engagement-based.  
[www.inspiredteaching.org](http://www.inspiredteaching.org)

**CHARTWELLS K12**  
**BOOTH: 421**  
 105 S. York Street  
 Elmhurst, IL 60126  
 Chartwells K12 is a proud partner to more than 600 school districts nationwide. Our eat. learn. live. philosophy guides our team in delivering our promise from great food (eat) to developing food and nutrition education centered on school gardens (learn), and focusing on the whole child (live).  
[www.chartwellsk12.com](http://www.chartwellsk12.com)

## PROMOTIONAL AND PRIZE DRAWINGS

### STRATEGIC DATA PROJECT BOOTH 407

- Notebook, pen and a water bottle
- Harvard University tote bag
- Amazon Fire Tablet

Winners will be emailed and all three raffle drawings will take place on March 3 at 1pm.

### SUBTEACH USA BOOTH 619

- Tablet

Winner will be announced at Booth 619 on March 3 at 1pm.











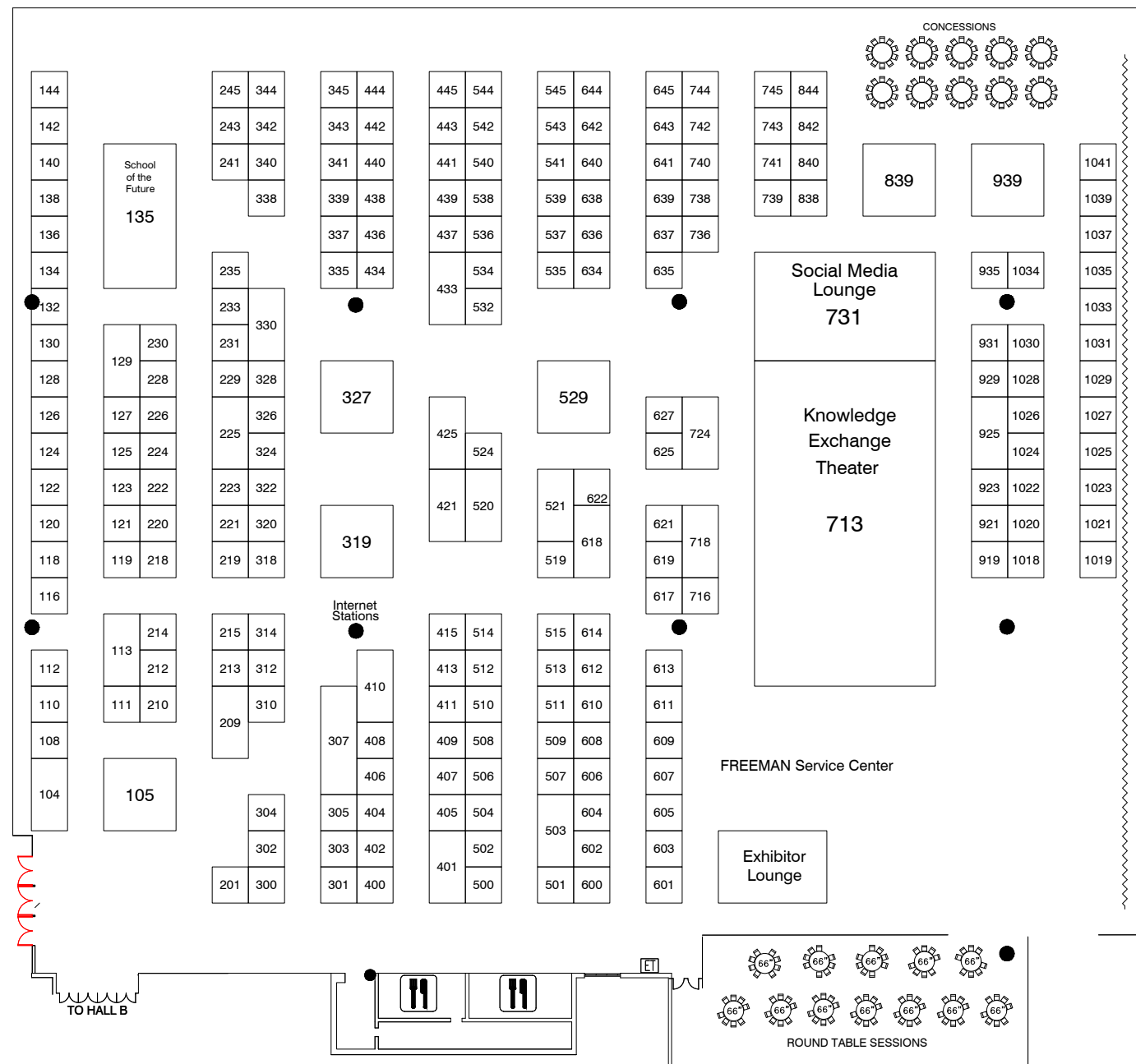


# Exhibitor Listing BY BOOTH

- |   |  |  |   |
|---|--|--|---|
| 104 . . . . . The Horace Mann Companies                             | 304 . . . . . ECRA Group & HYA Executive Search            | 443 . . . . . MasteryPrep  | 614 . . . . . Osmo  |
| 105 . . . . . Naviance by Hobsons                                   | 307 . . . . . McGraw-Hill Education                        | 445 . . . . . PC Matic Pro   | 617 . . . . . QOMO  |
| 111 . . . . . Imagine Learning                                      | 310 . . . . . Voya Financial                               | 500 . . . . . Allied Powers LLC                                      | 618 . . . . . EduSee  |
| 112 . . . . . VALIC   | 318 . . . . . American Fidelity Assurance Company          | 501 . . . . . Outdoor Aluminum, Inc.                                 | 619 . . . . . SubTeachUSA                                   |
| 113 . . . . . Aramark K-12 Education                                | 319 . . . . . GCA Education Services, Inc.                 | 502 . . . . . U.S. Navy Recruiting Command                           | 621 . . . . . ISTE  |
| 116 . . . . . Allied Powers LLC                                     | 320 . . . . . Safestop, Inc.                               | 503 . . . . . Big Ideas Learning                                     | 622 . . . . . Silverback Learning Solutions                 |
| 118 . . . . . SafeDefend, LLC                                       | 322 . . . . . District Administration Magazine             | 504 . . . . . OpenGov, Inc.  | 625 . . . . . Math Teachers Press, Inc.                     |
| 119 . . . . . Polar Breeze  | 324 . . . . . Shmoop                                       | 506 . . . . . University of Pennsylvania Mid-Career Doctoral Program | 627 . . . . . Standard For Success                          |
| 120 . . . . . Yup   | 326 . . . . . Kimco Facility Services                      | 507 . . . . . JASON Learning   | 634 . . . . . YouthTruth Student Survey                     |
| 121 . . . . . NextTier Education                                    | 327 . . . . . Digitalis Education Solutions                | 508 . . . . . Pitsco Education                                       | 635 . . . . . National Joint Powers Alliance                |
| 123 . . . . . Edlio   | 328 . . . . . Nightlock Lockdown Door Barricade            | 509 . . . . . Think Through Math                                     | 636 . . . . . Congressional Medal of Honor Foundation       |
| 124 . . . . . Tappit Technology                                     | 330 . . . . . Ident-A-Kid                                  | 510 . . . . . Lunchtime Solutions Inc.                               | 637 . . . . . ACT, Inc.                                     |
| 125 . . . . . ChatterHigh Communications Inc.                       | 332 . . . . . SunGard K-12                                 | 511 . . . . . ABMM Financial   | 638 . . . . . ProExam                                       |
| 126 . . . . . Kajeet, Inc.  | 335 . . . . . National Peanut Board                        | 512 . . . . . Teachers-Teachers.com                                  | 639 . . . . . Celebrate Strengths                           |
| 127 . . . . . U.S. Selective Service System                         | 337 . . . . . Mindful Practices                            | 513 . . . . . PMA Financial Network, Inc.                            | 640 . . . . . EcoWater — Safe Fountain System               |
| 128 . . . . . Bureau of Labor Statistics (BLS)                      | 338 . . . . . LEAN Frog                                    | 514 . . . . . Brenthaven   | 641 . . . . . College Summit                                |
| 129 . . . . . SFE — Southwest Foodservice Excellence                | 339 . . . . . Edgenuity                                    | 515 . . . . . Forecast5 Analytics                                    | 716 . . . . . Innovative Student Loan Solutions             |
| 130 . . . . . Teachers of Tomorrow                                  | 340 . . . . . littleBits                                   | 519 . . . . . Upslope  | 718 . . . . . Blackboard Inc.                               |
| 134 . . . . . Center for Global Education at Asia Society           | 341 . . . . . American School                              | 520 . . . . . Renaissance Learning                                   | 724 . . . . . Skyward, Inc.                                 |
| 136 . . . . . Share911.com  | 344 . . . . . ViewSonic Corp.                              | 521 . . . . . Education Solutions Services                           | 736 . . . . . Illuminate Education                          |
| 144 . . . . . STEP — Student Teacher Emergenetics Program           | 400 . . . . . Council for Opportunity in Education         | 524 . . . . . USA Scheduler  | 738 . . . . . Scripps National Spelling Bee, Inc.           |
| 201 . . . . . Pearson   | 401 . . . . . Durham School Services                       | 532 . . . . . SourceAmerica  | 739 . . . . . Forrest T. Jones & Co.                        |
| 209 . . . . . AXA   | 402 . . . . . Education Networks of America                | 534 . . . . . BestValueCopy.com                                      | 740 . . . . . International Baccalaureate                   |
| 210 . . . . . Frontline Education                                   | 404 . . . . . U.S. Census Bureau — Statistics in Schools   | 535 . . . . . Cambridge Educational Services                         | 741 . . . . . SafeGuard/IMMI                                |
| 213 . . . . . HP, Inc.  | 405 . . . . . ZOLL Medical Corporation                     | 536 . . . . . Unibind  | 742 . . . . . National Institute for Excellence in Teaching |
| 214 . . . . . K12 Insight   | 406 . . . . . Lego Education                               | 537 . . . . . McREL International                                    | 743 . . . . . Broadnet                                      |
| 218 . . . . . Newsela   | 407 . . . . . Strategic Data Project                       | 538 . . . . . mcSquares  | 744 . . . . . The Marvel Group                              |
| 219 . . . . . Paxton/Patterson LLC                                  | 408 . . . . . NAF: Be Future Ready                         | 539 . . . . . Office of Justice Programs                             | 745 . . . . . Catapult Learning, Inc.                       |
| 220 . . . . . National School Boards Association                    | 409 . . . . . Springboard Education In America             | 542 . . . . . MetLife  | 838 . . . . . Communities in Schools                        |
| 221 . . . . . VH1 Save The Music Foundation                         | 410 . . . . . Boardworks Education                         | 545 . . . . . CrisisGo Inc.  | 839 . . . . . Hellas Construction Inc.                      |
| 222 . . . . . Tetra Analytix  | 411 . . . . . Panorama Education                           | 600 . . . . . Consortium for Educational Change                      | 840 . . . . . Center for Inspired Teaching                  |
| 223 . . . . . School Check IN                                       | 412 . . . . . Educatius International                      | 601 . . . . . Gabriel First Corp.                                    | 842 . . . . . Driven ID Solutions                           |
| 224 . . . . . Measured Progress                                     | 413 . . . . . National School Public Relations Association | 602 . . . . . HMS  | 844 . . . . . Alton First Aid                               |
| 225 . . . . . Benchmark Education                                   | 415 . . . . . IXL Learning                                 | 603 . . . . . Wilson Language Training Corporation                   | 919 . . . . . Fusfoo  |
| 226 . . . . . CareDox   | 421 . . . . . Chartwells K12                               | 604 . . . . . Navajo Jewelry & Crafts                                | 921 . . . . . Infinity Systems                              |
| 228 . . . . . SchoolMint  | 425 . . . . . PeopleAdmin                                  | 605 . . . . . Parchment  | 923 . . . . . CIEE  |
| 229 . . . . . Handwriting Without Tears/Keyboarding Without Tears   | 433 . . . . . SSC Service Solutions                        | 606 . . . . . Aspen AEROSpace Alliance, Inc.                         | 925 . . . . . Buckeye International (Symmetry)              |
| 230 . . . . . FieldTurf Commercial Division                         | 434 . . . . . SCHOOLinSITES                                | 607 . . . . . Brock USA  | 929 . . . . . BoardBook                                     |
| 231 . . . . . Institute for Research and Reform in Education (IRRE) | 436 . . . . . Alliance for Excellent Education             | 608 . . . . . Alaska Structures                                      | 931 . . . . . School Revenue Partners                       |
| 233 . . . . . Learning A-Z  | 437 . . . . . Apollo After School                          | 609 . . . . . NaviGate Prepared                                      | 935 . . . . . Cambridge International Examinations          |
| 235 . . . . . National Inventors Hall of Fame                       | 438 . . . . . Anatomage Inc.                               | 611 . . . . . No Bully   | 939 . . . . . Waterboy by Lifetouch                         |
| 241 . . . . . KI  | 439 . . . . . Quidel                                       | 612 . . . . . aha! Process, Inc.                                     | 1018 . . . . . Sport Court                                  |
| 245 . . . . . International Thought Leaders Network                 | 440 . . . . . FIRST  | 613 . . . . . Anonymous Alerts/K12 Alerts                            | 1030 . . . . . Matific                                      |
|   | 441 . . . . . Education Logistics (EDULOG)                 |  | 1034 . . . . . Ed Leadership SIMS (ELS)                     |

# Floorplan

# Meetings and Functions INDEX



## THURSDAY, MARCH 2

11am – 1pm

**SINGING SUPERINTENDENTS REHEARSAL**  
Hilton Riverside, Trafalgar

11:30am – 1pm

**CENTURY CLUB LUNCHEON**  
Hilton Riverside, Royal

2pm

**HORACE MANN BOARD MEETING**  
Hilton Riverside, Newberry/Ascot

8:30 – 10:30pm

**NEW ENGLAND SUPERINTENDENTS RECEPTION**  
Hilton Riverside, Fulton  
*Sponsored by McGraw-Hill; Edgenuity*

## FRIDAY, MARCH 3

7 – 8am

**MASA STATE BREAKFAST**  
Hilton Riverside, Commerce  
**ANNUAL USAA BREAKFAST FOR MEMBERS**  
Hilton Riverside, Parish

7 – 9am

**ASSOCIATION OF CHRISTIAN ADMINISTRATORS**  
Hilton Riverside, Newberry/Ascot

7:30am

**MISSOURI BREAKFAST**  
Embassy Suites Convention Center

11am – 1pm

**SINGING SUPERINTENDENTS REHEARSAL**  
Hilton Riverside, Trafalgar

11:45am – 1:45pm

**HORACE MANN ANNUAL MEETING**  
Hilton Riverside, Fulton

3 – 4pm

**USAA EXECUTIVE COMMITTEE MEETING**  
Hilton Riverside, Durham

5 – 6:30pm

**NCASA WELCOME RECEPTION**  
Hilton Riverside, Warwick  
*Sponsored by VIF and GCA Services*

5 – 7pm

**CASSA EXL CELEBRATION**  
Hilton Riverside, Chequers  
**NORTHWEST RECEPTION**  
Hilton Riverside, Jackson  
**PROFESSIONAL EDUCATION ALUMNI EVENT WITH ANDRES ALONSO**  
Hilton Riverside, Windsor

5:30 – 7pm

**ILLINOIS RECEPTION HONORING THE 2017 SUPERINTENDENT OF THE YEAR**  
Riverbend Terrace at The Westin New Orleans Canal Place  
*Co-Sponsored by Ameresco, Inc., American Fidelity and ECRA Group, Inc.*

**MISSOURI PRESIDENT'S RECEPTION**  
Hilton Riverside, Canal  
*Sponsored by George K. Baum; PFM Asset Management; EdCounsel, LLC; Guin Mundorf, LLC; Commerce Bank*

**SOUTHWEST STATES RECEPTION**  
Hilton Riverside, Royal

**ALAS RECOGNITION RECEPTION**  
Hilton Riverside, Camp

5:30 – 7:30pm

**PASA PENNSYLVANIA RECEPTION**  
Hilton Riverside, Ascot

## SATURDAY, MARCH 4

7 – 8am

**ARIZONA BREAKFAST**  
Hilton Riverside, Commerce

7:30 – 8am

**INDIANA BREAKFAST**  
Hilton Riverside, Magazine

# MEET THE AASA Leadership

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Elko, NV

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