



SCHOOL BOARD MEETING REPORT

Board Meeting Date: 9/20/2016 **Superintendent:** Dave Valenzuela

Administrator/Staff: Debbie Simons

Type of Item: *Informational* *Action*

Please state your proposal briefly and clearly. What do you want the board to know, discuss, or decide?

I am seeking permission as the president-elect of OSPA (Oregon School Personnel Association) to travel to Orlando, Florida October 10-14, 2016 to attend the National AASPA Conference. There is no cost to the district.

Provide history/background information on your proposal:

The AASPA Annual Conference is one of the most important gatherings for school Human Resource administrators and professionals.

List the advantages of your proposal:

This opportunity would allow me to chance to join over 500 colleagues to learn and share best practices, hands-on training and to learn about new laws and trends in HR.

List possible disadvantages of your proposal:

List possible alternatives that could also offer a solution to your proposal. Why were they not recommended?

Superintendent's recommendation(s):

Approve: Yes No


[Home](#)
[Register](#)
[Travel & Lodging](#)
[Conference Program](#)
[Exhibit](#)
[What's Happening](#)

Keynotes 2016

Wednesday, October 12

Leading a Culture of Service Excellence: *Lessons from the Mouse*

In today's competitive market, developing a service excellence strategy is an important part of any leader's role. Beyond developing the strategy, however, there is the challenge of executing the plan. It's in the execution that service excellence strategies become a reality or simply another "flavor-of-the-month" program. Employees watch to see how committed the organization truly is to customer service and take their cues directly from their leaders. In order to effectively implement an organization-wide service excellence strategy, today's leaders must rely on the skills of a facilitator and idea champion and must walk the talk of service excellence.

Based on the leadership principles Dennis learned, lived, and taught during his 20-years with Walt Disney World, this presentation highlights specific leadership behaviors that bring a service strategy to life and describes how to "hardwire" service excellence into an organization's culture.

Participants will learn:

- The behaviors that will define your organization's service culture.
- Hiring processes that ensure that service-oriented individuals are recruited and selected for employment.
- New-hire and ongoing training practices that reinforce your organization's service culture.
- Effective communications strategies that keep employees focused on the customer experience.
- Techniques for involving employees in the forward movement of the organization and empowering customer-focused decision making.
- Accountability processes that ensure that service excellence is non-negotiable.

Dennis Snow



Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company. There, he developed his passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today.

He began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization.

Dennis launched a division of the Disney Institute responsible for consulting with some of the world's largest companies including ExxonMobil, AT&T, General Motors

and Coca Cola. During this time, he presented to audiences in diverse locations around the world, such as South Africa, Australia, Mexico, England and Argentina. This division quickly became the fastest growing venture of the Disney Institute and experienced repeat business of nearly 100%.

He also spent several years with the Disney University, teaching corporate philosophy and business practices to cast members and the leadership team. While there, he coordinated the Disney Traditions program, which is universally recognized as a benchmark in corporate training. In his last year with Walt Disney World, Dennis' leadership performance was ranked in the top 3% of the company's leadership team.

Today, Dennis is a full-time speaker, trainer and consultant who helps organizations achieve goals related to customer service, employee development and leadership. Some of his clients include American Express, Johns Hopkins Medicine, ExxonMobil, and Nationwide.

His articles appear in a number of industry publications and he is a featured guest "expert" on customer service, on several business news-talk radio shows. He is the author of the book, *Unleashing Excellence: The Complete Guide to Ultimate Customer Service*, which has been used in organizations around the world as a blueprint for organizational excellence. His newest book has just been released, titled, *Lessons From the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life.*

Thursday, October 13

[BACK TO TOP >>](#)

Crossing the Generational Divide Unlocking the Power of Generations

For the first time in history, four generations are working side by side - and a fifth generation is one the way. Each generation brings different strengths, values and communication styles to the workplace. These differences can be challenging or a strategic opportunity depending on how leaders respond. In *Crossing the Generational Divide*, Alicia Rainwater entertainingly reveals each generation's workplace mindset and strengths. She shares surprising statistics, laugh-out-loud stories, and frontline-tested strategies that quickly drive results across generations. Attendees will leave motivated to act with ready-to-use tools they can apply immediately.



Alicia Rainwater

Alicia is a Millennial herself with a reputation as a leader in her own generation.

She holds degrees from the University of Texas at Austin and Boston College. Alicia has extensive experience working firsthand to make the most of generational strengths and differences in a variety of organizations ranging from schools and hospitals to international non-profits.

She is also a Millennial married to a Gen-X'er who she met at Starbucks. Now that is proof that you can bridge generations.

Read more about Millennials, Alicia and The Center for Generational Kinetics at GenHQ.com

Friday, October 14

[BACK TO TOP >>](#)

Leading When Leadership Gets in the Way

Have you had to tweak, shift, break or overhaul traditional, ingrained systems, routines and timelines to inspire relevant change?

Together, let's examine techniques for leading in this new environment.

Consider these questions:

- What is your current ratio of technical vs. adaptive change?
- What is the role of innovation in your organization?
- What new partnerships are you developing to improve your effectiveness? (And are you dating, engaged, married or having kids?)
- What is your definition of success and what does it look like?
- How do you get folks on the Level 5 Leadership bus? (How do you help some folk off the bus?)

Our current complex work demands that we establish strong goals and metrics while nurturing the systems that will sustain our efforts. Success is rising to the next level of leadership while intentionally celebrating every milestone! Oh yeah- and having some fun while doing it.

Carla Santorno



On January 2, 2012, Carla Santorno began the leadership role as superintendent-elect (interim) and on September 13, 2012, she became the Superintendent for the Tacoma School District. Ms. Santorno, who had worked in the deputy role for Tacoma for two years prior, got her start in education in Denver, Colorado. Born in Kansas, she attended Denver Public Schools, where she later spent 28 years of her career as a teacher, principal, and area superintendent. Prior to coming to Tacoma, she worked as the chief academic officer for the Seattle School District.

With her extensive experience working in urban districts, Ms. Santorno has documented success in raising student achievement. She has worked side-by-side with superintendents and top administrators from urban districts across the country to discuss common problems and solutions.

Ms. Santorno's primary goal as superintendent is to increase student achievement. She intends to stay close to teachers and provide them the support they need to effectively educate Tacoma's students.

She brings an extraordinary approach to establishing a united vision for the District. Carrying out her goals through strategic planning, operational improvements and diplomatic leadership, Ms. Santorno continues to open

Carla Santorno's Superintendent Certificate is from Seattle University, and her Principal Certification is from University of Colorado, Boulder. Her MA in Elementary Education is from University of Colorado, Denver, and her BA in Elementary Education is from University of Northern Colorado.

Ms. Santorno is an active member of Washington Association of School Educators, American Association of School Administrators and the Association of Supervision and Curriculum Development.

She frequently participates with community and civic organizations such as the Tacoma NAACP, Tacoma Chamber of Commerce and the Washington Association of Black School Educators.

She is on the Board of Directors for the United Way of Pierce County, Tacoma City Club, the College Success Foundation, Education NW and KTCB.

The first person in her family to graduate from high school, she has learned personally how powerful education can be, and she wants to ensure all children have the same opportunities.

DRAFT: 2016 AASPA Conference Schedule

Monday, October 10

08:00 a.m. – 12:00 p.m. Executive Board Meeting
12:00 p.m. – 01:00 p.m. Executive Board Lunch
01:00 p.m. – 05:00 p.m. Executive Board Meeting
03:30 p.m. – 05:30 p.m. Conference Registration
06:00 p.m. – 10:00 p.m. Executive Board Dinner

Tuesday, October 11

07:30 a.m. – 05:30 p.m. Conference Registration *sponsored by BIB, iteachUS and Kelly Educational Staffing*
07:00 a.m. – 09:00 a.m. Leon Bradley Scholarship 5K Run *sponsored by TeacherMatch*
09:00 a.m. – 04:00 p.m. Pre-Conference Workshops
04:00 p.m. – 04:45 p.m. Minority Caucus Committee
05:00 p.m. – 05:45 p.m. First Time Attendee Reception *sponsored by Appleton and PeopleAdmin*
06:30 p.m. – 09:30 p.m. Welcome Reception *sponsored by PeopleAdmin*

Wednesday, October 12

06:00 a.m. – 07:00 a.m. Net-Walking and/or Yoga
07:00 a.m. – 05:00 p.m. Conference Registration *sponsored by BIB, iteachUS and Kelly Educational Staffing*
08:00 a.m. – Silent Auction Opens
08:00 a.m. – 09:30 a.m. Continental Breakfast, Opening Ceremony and Keynote Presentation by Dennis Snow
09:30 a.m. – 10:30 a.m. Exhibit Hall Opening Ceremony
09:30 a.m. – 11:30 a.m. Ignite Sessions
10:30 a.m. – 11:30 a.m. Clinic Workshops
11:30 a.m. – 01:00 p.m. Lunch, Awards, Recognition of Sponsors and Phoenix Presentation
(Exhibit hall closed) *sponsored by Aetna*
AASPA Committee Meetings
01:00 p.m. – 01:45 p.m. Consultants' Corner
01:00 p.m. – 03:15 p.m. Clinic Workshops
01:45 p.m. – 02:45 p.m. Ignite Sessions
02:00 p.m. – 04:00 p.m. Break in Exhibit Hall
02:45 p.m. – 03:15 p.m. Clinic Workshops
03:15 p.m. – 04:15 p.m. Regional Meetings
04:15 p.m. – 05:00 p.m. Reception in Exhibit Hall *sponsored by Positive Promotions*
05:00 p.m. – 06:00 p.m. VIP Celebration *sponsored by AASPA, Appleton, Frontline and Teachers-Teachers.com*
07:00 p.m. – 10:00 p.m.

Thursday, October 13

06:00 a.m. – 07:00 a.m. Net-Walking and/or Yoga
07:30 a.m. – 04:00 p.m. Conference Registration *sponsored by BIB, iteachUS and Kelly Educational Staffing*
08:00 a.m. – 10:00 a.m. Presidents Breakfast, Business Meeting, Leon Bradley Scholarship Presentation, Keynote Presentation by Alicia Rainwater *sponsored by Performance Matters*
09:30 a.m. – 11:30 p.m. Exhibit Hall Open
09:30 a.m. – 10:45 a.m. Consultants' Corner
10:00 a.m. – 10:45 a.m. Break *sponsored by Appleton*
10:45 a.m. – 11:45 a.m. Ignite Sessions & Clinic Workshops
10:45 a.m. – 11:45 a.m. State Leaders Meeting
11:30 a.m. – 12:15 p.m. Exhibit Hall Closing, Grand Prize Drawing
12:15 p.m. – 01:15 p.m. Lunch *sponsored by TeacherMatch*
01:15 p.m. – 02:45 p.m. Clinic Workshops
01:15 p.m. – 02:45 p.m. New Board Member Orientation
02:00 p.m. – Silent Auction Closes
03:00 p.m. – 04:00 p.m. Clinic Workshops
04:00 p.m. – 05:00 p.m. AASPA Membership Committee Meeting
05:00 p.m. – 07:00 p.m. State Receptions
07:00 p.m. – 10:00 p.m. Experience Orlando On Your Own!

Friday, October 14

06:00 a.m. – 07:00 a.m. Net-Walking and/or Yoga
07:30 a.m. – 08:30 a.m. Continental Breakfast
07:30 a.m. – 12:00 p.m. Conference Registration *sponsored by BIB, iteachUS and Kelly Educational Staffing*
08:00 a.m. – 09:00 a.m. Clinic Workshops
09:00 a.m. – 10:30 a.m. Clinic Workshops
10:30 a.m. – 10:45 a.m. Break
10:45 a.m. – 12:00 p.m. Closing Ceremony: Keynote Presentation by Carla Santorno
12:30 p.m. – 02:00 p.m. Conference Debrief – Executive Board and Planning Committee
02:15 p.m. – 05:00 p.m. Executive Board Meeting Wrap Up