

Henry B. Gonzalez
Convention Center
San Antonio
Sept. 27-29



TASA | TASB txEDCON24



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Preconference Sessions

Thursday, Sept. 26, 2024
2-5 p.m.

Pre-registration is required and a non-refundable \$50 registration fee

AI – A Collaboration of Educators, Students, Parents and Policymakers

Artificial Intelligence (AI) have become buzzwords that either inspire fear or excitement. Come lend your voice to this discussion of what it is and what it is not, how it is currently affecting parents, students, educators and school districts and the future uses in education. This session will help you as policymakers to set up guidelines and guardrails that will allow your community to harness the many possibilities this technology offers for reimagining teaching, learning and safety.

Presenter:

Kay Douglas
Senior Board Development Consultant
TASB Board Development Services

Beyond the Meeting: Elevating School Board Communication Strategies and Practices

During this presentation, we will move beyond the overview of a traditional board meeting format to explore innovative ways board members can foster deeper connections with their community and stakeholders. Through interactive activities, we'll delve into practical strategies to:

- **Build Trust and Transparency:** Learn how to create open communication channels that foster a sense of trust with the community. We'll explore ways to ensure clear, accessible information reaches everyone with a stake in the district's success.
- **Proactive Communication:** Discover how to move beyond reactive communication and anticipate community concerns and needs. We will also explore methods for proactive communication to keep the community informed and engaged.
- **Leverage Technology and Social Media:** Harness the power of technology and social media to connect with a wider audience and facilitate two-way communication. We'll discuss best practices for utilizing these tools effectively.
- **Foster Collaborative Dialogue:** Move from simple information sharing to fostering meaningful dialogue with stakeholders. We'll explore techniques to create a space for open discussion, collaboration, and problem-solving.

By participating in this session, participants will gain practical tools and strategies to break down communication barriers, build stronger relationships, and work with superintendents and district administration to create a thriving school district.

Presenters:

Sheleah D. Reed, APR
Chief of Staff
Aldine ISD

Emily Conklin, APR, CPC
Executive Director of Communications and Community Partnerships

Evaluating and Improving Student Outcomes (EISO):

The Board's Role in Continuous Improvement

(fulfills 3-hour biennial requirement)

Focused and engaged school boards make a difference to student learning. This research-informed session highlights practices and tools to help boards understand the current state of student learning, cast a compelling vision with meaningful goals, and oversee the improvement efforts in their districts.

Presenters:

David Koempel and Orin Moore
Senior Board Development Consultants
TASB Board Development Services

Unleashing Potential: Transformative Practices for Tomorrow's Education Leaders

Explore visionary leadership and practical transformation in this dynamic session for Superintendents and Trustees. Delve into proven frameworks from the best-selling "Transforming Education: Building Foundations for Systemic Change," emphasizing strategic planning, stakeholder engagement, and impactful leadership practices. Leading your district from mere competence towards lasting impact, you'll leave equipped with actionable strategies that blend theoretical insights with real-world applications, ready to drive sustainable change in your educational communities!

Presenter:

Dr. Quintin Shepherd
Superintendent
Pflugerville ISD

Questions? Email registrar@tasb.org (<mailto:registrar@tasb.org>).