



Texas MAP Suite User Conference

**Education Service Center Region 20
San Antonio, TX**

October 30, 2025

Fall Texas MAP User Conference

Education Service Center Region 20, San Antonio, TX

Schedule at a glance

Registration check-in

7:30-9:00 a.m.

Continental Breakfast

8:00 – 9:00 a.m.

Opening Session

9:00–9:40 a.m.

Panel

9:40–10:10 a.m.

Breakout Session 1

10:30–11:30 a.m.

Lunch

11:30 a.m.–12:10 p.m.

Breakout Session 2

12:10–1:10 p.m.

Breakout Session 3

1:20–2:20 p.m.

Breakout Session 4

2:30–3:30 p.m.

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PRESENTERS

Name	Full	Company Name	Title
Rachel	Roepke	Bastrop ISD	Director of Accountability and Compliance
Shawn	Smith	Bastrop ISD	Coordinator of Data Analytics
LeAnne	Gisler	Boerne ISD	K–12 Science Coordinator
Amanda	Pelletier	Boerne ISD	Coordinator
Brooke	Graves	Castleberry ISD	Teacher
Jennifer	Mayo	Celina ISD	Instructional Coach
Kendric	Smith	Celina ISD	Associate Principal
Jessica	Buchanan	Harmony Hills Elementary	Instructional Math and Science Coach
Alicia	Meredith	Hays CISD	Teacher
Marissa	Cisneros	LaJoya ISD	Teacher
Michelle	Dennis	Liberty Middle School	Instructional Coach
Ellen	Gay	Medina Valley ISD	Gifted/Talented Specialist
Emily Rial	Fulwood	Royse City ISD	Director of School Improvement & Accountability
June	Conti	YES Prep Public Schools	1st Grade Mentor Teacher
Corbin	Edginton	NWEA, Center of Model Schools	Director of Professional Learning
Tracie	Gibson	NWEA	Account Executive
Susan	Klassen	NWEA	Senior Account Manager
Miranda	Madden	NWEA	Senior Account Manager
Ashley	Patterson	NWEA	Early Learning Solutions Strategist
Sarah Beth	Stagg	NWEA	Account Manager
Jenna	Talos	NWEA	Implementation Manager
Yolanda	Wallace	NWEA	Director of Professional Learning
Adam	Withycombe	NWEA	Principal Content Designer

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AGENDA

Schedule is subject to change.

Visit our HMH/NWEA Partners from 8:00 a.m. – 9:00 a.m. for a chance to win prizes.

Continental Breakfast

8:00 – 9:00 a.m.

Foyer Area

Opening Session

Time | 9:00 – 9:40 a.m.

Session | [Introduction to MAP Growth: Test design 101](#)

Location | Atacosa/Bandera/Bexar/Frio/Kendall

Presenter | Dr. Adam Withycombe, NWEA

Target Audience | All

Devices Needed | No device needed

Session Summary | This session is part of the Introduction to MAP® Growth™ series and is intended to provide a basic and nontechnical introduction to MAP Growth's design and delivery. No psychometrics or content development background required! Participants will gain a better understanding of the key design and item-selection considerations central to a MAP Growth test. Participants will also get an inside look at the adaptive nature of item selection to ensure all students get a just-right experience.

Time | 9:40 – 10:10 a.m.

Session | Panel discussion with experts in the field

Location | Atacosa/Bandera/Bexar/Frio/Kendall

Presenter |

Facilitator | Tiffany Arce

Target Audience | All

Devices Needed | No device needed

Session Summary |

Breakout: Round 1

Time | 10:30 – 11:30 a.m.

Session | [MAP to mastery: A Domain IIA targeted growth protocol](#)

Location | Atacosa/Bandera

Presenter | Emily Christensen Fulwood, Royse City ISD

Facilitator |

Target Audience | Middle school educators, high school educators, instructional coaches, building level leaders

Devices Needed | Tablet/Laptop

Session Summary | Struggling to identify, support, and grow students at ALL proficiency levels? This session offers a systematic protocol using MAP Growth projections, local assessment, performance level descriptors, and Domain IIA to form, monitor, and act on student target groups. Walk away with a clear, actionable plan to drive meaningful growth for all students.

Time | 10:30 – 11:30 a.m.

Session | [MAPping success: A year of strategies for newcomers](#)

Location | Bexar

Presenter | Jennifer Mayo, Kendric Smith, Moore Middle School

Facilitator | Susan Klassen

Target Audience | Middle school educators

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Discover how our campus transformed MAP testing from a logistical challenge into a schoolwide driver of growth—in just one year. Learn how we created a smooth testing schedule, prepared students and parents in advance, and engaged all staff, including electives, in analyzing and using MAP data. See how goal-setting documents empowered students to own their progress and how a data wall motivated achievement. Leave with practical strategies, templates, and a proven process you can implement immediately to streamline testing, strengthen instructional practices, and build a shared culture of student success.

Time | 10:30 – 11:30 a.m.

Session | [Using MAP data and goal setting to achieve student growth goals](#)

Location | Frio/Kendall

Presenter | Alicia Meredith, Hays CISD

Facilitator | Tiffany Arce

Target Audience | Elementary educators, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Attendees will learn how to use MAP Growth data to set individual goals for students and create meaningful small groups with intentional lessons that move all students forward.

Time | 10:30 – 11:30 a.m.

Session | **Creating the conditions for success: Why are some schools more successful than others?**

Location | Maverick/Real

Presenter | Corbin Edginton, NWEA, Center for Model Schools

Facilitator |

Target Audience | Building level leaders, district leaders, chief academic officers/curriculum & instruction directors, assessment directors

Devices Needed | No device needed

Session Summary | All schools have commonalities: students, teachers, standards, curriculum, assessments, family involvement, etc. But, why do some schools achieve greater academic and growth success than others? We know this answer—and have the research to back it! Engage in this collaborative session as we unpack the challenges that prevent schools from having the success they wish they had. Leave with a plan of action so that you are ready to activate your actions into transformational change.

Time | 10:30 – 11:30 a.m.

Session | **Building vocabulary, comprehension, and writing**

Location | Laurel

Presenter | Yolanda Wallace, NWEA

Facilitator |

Target Audience | Elementary educators, middle school educators, instructional coaches, building level leaders

Devices Needed | Tablet/Laptop

Session Summary | Building Vocabulary, Comprehension, and Writing is a professional learning session for that gives a sneak peek into 3 of our Science of Reading high-impact offerings—Improving Vocabulary and Morphological Knowledge (IVMK), Cultivating Comprehension and Knowledge (CCK), and Foundations of Writing (FOW)—to build students’ academic language and disciplinary literacy. Participants will explore how word and world knowledge grow together, how to teach for depth in comprehension and vocabulary, and how writing can be used to extend learning across content areas. This session emphasizes metacognition, morphology, and meaningful practice to strengthen students’ reading, thinking, and writing in complex texting Comprehension and Knowledge and Foundations of Writing.

Time | 10:30 – 11:30 a.m.

Session | [The ABC's of MAP Growth](#)

Location | Magnolia

Presenter | Tracie Gibson, NWEA

Facilitator |

Target Audience | Elementary educators, middle school educators, high school educators, instructional coaches

Devices Needed | No devices needed

Session Summary | This session introduces the essentials of MAP Growth, a K–12 assessment that measures student achievement and growth over time. Attendees will learn how the assessment adapts to each student's learning level, supports instructional planning, and provides actionable data. The presentation includes a high-level overview of available reports and how they inform teaching and learning, making it ideal for educators new to MAP Growth or seeking a refresher.

Lunch: 11:30 a.m. – 12:10 p.m.

Location | Foyer Area

Breakout: Round 2

Time | 12:10 – 1:10 p.m.

Session | [Moving the middle: How to drive growth for students already at benchmark](#)

Location | Atacosa/Bandera

Presenter | Amanda Pelletier, Mrs. LeAnne Gisler, Boerne ISD

Facilitator | Sarah Beth Stagg

Target Audience | Elementary educators, instructional coaches, building level leaders, district leaders

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Presentation, collaboration, handouts, strategies

Too often, students performing “on grade level” become invisible in the data conversation. They are not flagged for intervention, nor are they pushed to accelerate, and as a result, many stall out just when they are ready to soar.

This session tackles one of the most overlooked challenges in public education: how to ensure that students in the 41st to 75th percentile range on MAP Growth assessments continue to grow. Participants will learn how to translate MAP Growth data into meaningful actions that move these students beyond mere proficiency. The session will explore tools for personalized goal setting, strategies for deepening Tier I instruction, and practical frameworks for enrichment that go far beyond busy work. Whether you're a teacher, coach, or campus leader, this session will equip you with everything you need to keep the middle moving forward.

Time | 12:10 – 1:10 p.m.

Session | **From “I can’t” to “watch me”: First-graders owning their growth with MAP data**

Location | Bexar

Presenter | June Conti, YES Prep Public Schools

Facilitator |

Target Audience | Elementary educators, instructional coaches, building level leaders, district leaders

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Can first-graders really own their MAP Growth goals? Absolutely—and with joy. In this session, explore how to use MAP data to build a growth mindset culture where young learners set ambitious goals, celebrate progress, and understand their own learning. You’ll learn how to implement color-coded trackers, sticker charts, and student-led data talks that build confidence and agency. Walk away with practical tools, classroom-tested strategies, and evidence that even our youngest students, especially those often underestimated—can thrive when trusted with high expectations and meaningful data.

Time | 12:10 – 1:10 p.m.

Session | **Let’s rip off the Band-Aid: It’s time to talk about informational text**

Location | Frio/Kendall

Presenter | Dr. Adam Withycombe, NWEA

Facilitator |

Target Audience | Elementary educators, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Teachers often favor literary texts, novel studies, and great works but find informational texts more challenging to teach. Join us for an engaging session on instructional strategies tailored to informational texts. This hands-on workshop will immerse attendees in authentic texts, allowing them to experience and overcome common obstacles firsthand. We will explore the unique difficulties posed by informational texts and then delve into research-based strategies to effectively manage complex grade-level informational texts, focusing on understanding text structure and features. Additionally, we will guide attendees in interpreting MAP Growth score reports to identify opportunities for individuals, groups, and the entire class.

Time | 12:10 – 1:10 p.m.

Session | [MAP Growth: supporting student and teacher growth beyond the lesson plan](#)

Location | Maverick/Real

Presenter | Marissa Cineros, Miranda Madden, LaJoya and NWEA

Facilitator |

Target Audience | Elementary educators, middle school educators, high school educators, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Learn how MAP Growth data can drive both student success and teacher growth. This interactive session shows educators how to turn data into actionable strategies for instruction, SEL, and personal professional development.

Time | 12:10 – 1:10 p.m.

Session | [The ABC's of MAP Reading Fluency](#)

Location | Laurel

Presenter | Ashley Patterson, NWEA

Facilitator |

Target Audience | Elementary educators, instructional coaches, building level leaders, district leaders

Devices Needed | Tablet/Laptop, MAP login

Session Summary | New to MAP Reading Fluency™? This session is designed for educators who want to build a strong foundation in understanding the assessment. Participants will explore how the assessment is designed, what it measures, and how to interpret the results. We'll also look at ways to use MAP Reading Fluency data to gain a more complete picture of students' reading skills and support informed instructional decisions.

Time | 12:10 – 1:10 p.m.

Session | [Reports basics for Teachers](#)

Location | Magnolia

Presenter | Susan Klassen, NWEA

Facilitator |

Target Audience | Elementary educators, middle school educators, high school educators, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Are you new to MAP Growth or in need of a refresher on reports? Bring your laptop and MAP login and we will explore the top MAP Growth reports for teachers. Participants will learn how to access their reports, analyze their data, and develop an action plan to maximize student growth and inform instruction in the classroom.

Breakout: Round 3

Time | 1:20 – 2:20 p.m.

Session | [Data to action: Empowering growth through informed instruction](#)

Location | Atacosa/Bandera

Presenter | Brooke Graves, Castleberry ISD

Facilitator | Miranda Madden

Target Audience | Elementary educators, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | This session guides educators in using instructional area scores and the Learning Continuum to make data-informed instructional decisions. Participants will learn to identify learning gaps, preteach priority standards, and design enrichment opportunities for advanced learners. The goal is to support achievement, promote student growth, and close performance gaps for all students through targeted, responsive instruction.

Time | 1:20 – 2:20 p.m.

Session | [Bastrop ISD: Our map for the MAP Growth assessments](#)

Location | Bexar

Presenter | Rachel Roepke, Shawn Smith, Bastrop ISD

Facilitator | Sarah Beth Stagg

Target Audience | Building level leaders, district leaders, chief academic officers/curriculum & instruction directors, instructional coaches

Devices Needed | Tablet/Laptop, MAP login

Session Summary | This session will provide practical examples and data-backed proof of concept. We will specifically explore how Bastrop ISD utilized in-house metrics to validate the relationship between MAP projections and state-level performance calculations, building teacher trust and demonstrating the assessment's value. Attendees will leave with a clear roadmap for fostering a data culture and empowering educators to use formative assessment data for targeted, student-level instructional decision-making.

Time | 1:20 – 2:20 p.m.

Session | **Master planning for MAP: How we built time, structure, and buy-in for better data conversations**

Location | Frio/Kendall

Presenter | Michelle Dennis, Liberty Middle School

Facilitator |

Target Audience | Middle school educators, high school educators, instructional coaches, building level leaders

Devices Needed | No device needed

Session Summary | This session will showcase how one secondary campus transformed MAP testing from a stressful, inconsistent process into a streamlined, well-planned system. By building an advisory period into the master schedule, implementing an alternate bell schedule for MAP days, and structuring PLCs around focused data conversations, we created a predictable and equitable testing environment for all students. Participants will see the exact steps, tools, and communication strategies that built staff buy-in and protected instructional time. Attendees will leave with sample schedules, PLC agendas, and planning templates to design their own MAP master plan and drive better data-informed instruction.

Time | 1:20 – 2:20 p.m.

Session | **The Transformative 10: Driving high growth for all students**

Location | Maverick/Real

Presenter | Jenna Talos, NWEA

Facilitator |

Target Audience | Middle school educators, high school educators, instructional coaches, building level leaders

Devices Needed | Tablet/Laptop, MAP login

Session Summary | This session explores NWEA's Transformative 10 research, which identifies ten key practices that consistently accelerate student growth. Participants will learn what sets high-growth schools apart and how these findings can be applied to their own contexts. Through data, examples, and collaborative discussion, leaders and educators will gain strategies to ensure all students, regardless of starting point, experience meaningful academic growth. Leave with practical actions to strengthen your school's culture of learning and make high growth for all students an achievable reality.

Time | 1:20 – 2:20 p.m.

Session | **MAP Reading Fluency with Coach= Give a “high 5” to your MTSS system**

Location | Laurel

Presenter | Ashley Patterson, NWEA

Facilitator |

Target Audience | Instructional coaches, building level leaders, district leaders, chief academic officers/curriculum & instruction directors

Devices Needed | Tablet/Laptop

Session Summary | Let’s strengthen your schools/district’s MTSS system by introducing MAP Reading Fluency with Coach into your classrooms! MAP Reading Fluency with Coach has become a game changer for MTSS, allowing educators to assess and progress monitor students’ foundational and oral reading skills (including multilanguage learners), while Coach AI tutor, Maya, provides in-the-moment micro interventions on the skills students are actively practicing. Learn how MAP Reading Fluency with Coach provides the timely data needed around evidence-based interventions aligned to the science of reading and how you can leverage the “5 I’s” to create an effective MTSS system that supports students’ progress.

Time | 1:20 – 2:20 p.m.

Session | **Reports basics for leaders**

Location | Magnolia

Presenter | Susan Klassen, NWEA

Facilitator |

Target Audience | Building level leaders, district leaders, chief academic officers/curriculum & instruction directors, assessment directors

Devices Needed | Tablet/Laptop, MAP login

Session Summary | Are you new to MAP Growth or in need of a refresher on reports? Bring your laptop and MAP login and we will explore the top MAP Growth reports that school leaders should utilize to evaluate school growth. Participants will learn how to access their reports, analyze their data, and develop an action plan to maximize student growth in their school.

Breakout: Round 4

Time | 2:30 – 3:30 p.m.

Session | [A math renovation project](#)

Presenter | Jessica Buchanan, Harmony Hills Elementary

Location | Atacosa/Bandera

Facilitator | Tiffany Arce

Target Audience | Elementary educators, instructional coaches, building level leaders, district leaders

Devices Needed | Tablet/Laptop, MAP login

Session Summary | During this session, attendees will see how our campus moved away from using a prepaced curriculum and began using the MAP Learning Continuum to pace math instruction and focus their lessons. Pulling small groups just isn't enough to get growth, so I will also share the process and results of implementing a school-wide formative assessment system to track the effectiveness of Tier I and Tier II instruction. This system allowed our teachers to target the right skills and track student progress. The results: our teachers are being more effective with less work.

We will also explore ways to turn math instruction into targeted and memorable math "experiences" for our students. It's way easier than traditional models of instruction.

What do these three initiatives have in common?

We relied on specific MAP reports to get us started and track our progress.

These initiatives helped our Title I campus to reach the High Growth/ High Achievement status on the MAP assessment and to accomplish an A rating from TEA.

Where math has held us back before, it has propelled us to new levels of success this year.

Time | 2:30 – 3:30 p.m.

Session | [Mapping the outliers: Using NWEA data to support exceptional learners](#)

Location | Bexar

Presenter | Ellen Gay, Medina Valley ISD

Facilitator | Tracie Gibson

Target Audience | Instructional coaches, building level leaders, district leaders, chief academic officers/curriculum & instruction directors

Devices Needed | No device needed

Session Summary | When examining student data, it's essential to remember that not all students who score in the "blue" range on MAP Growth have the same needs. Some learners may simply be on grade level, while others are true outliers performing far beyond their peers. In this session, we will dive into MAP Growth data and norming information to uncover strategies for recognizing these high-achieving students and supporting their continued growth. Participants will explore how to use MAP insights to better inform instructional decisions, design meaningful challenges, and ensure even our highest fliers have the opportunity to soar.

Time | 2:30 – 3:30 p.m.

Session | **Speaking MAP: Tailoring data conversations across every level of your district**

Location | Frio/Kendall

Presenter | Sarah Beth Stagg, NWEA

Facilitator |

Target Audience | Instructional coaches, building level leaders, chief academic officers/curriculum & instruction directors

Devices Needed | No device needed

Session Summary | In this interactive workshop, participants will learn how to identify what different audiences value most, practice reframing MAP reports into messages that resonate, and build a personal toolkit to bring back to their districts. Through hands-on activities and real examples, attendees will explore how the same data can tell multiple stories depending on the listener. Walk away with strategies, language, and a ready-to-use guide that make MAP conversations more relevant, persuasive, and impactful at every level.

Time | 2:30 – 3:30 p.m.

Session | **MAP Growth reports for leaders**

Location | Maverick/Real

Presenter | Jenna Talos, NWEA

Facilitator |

Target Audience | Instructional coaches, building level leaders, district leaders, chief academic officers/curriculum & instruction directors

Devices Needed | Tablet/Laptop, MAP login

Session Summary | This session supports school and district leaders in using MAP Growth reports as tools for informed decision-making. Participants will learn to navigate key reports, interpret achievement data, and communicate results with clarity. The session highlights how achievement patterns can reveal strengths, surface gaps, and inform strategic goals. Leaders will leave with practical strategies to connect MAP Growth insights to instructional priorities and improvement plans, equipping them to lead data-driven conversations that move beyond compliance and foster continuous improvement.

Time | 2:30 – 3:30 p.m.

Session | **Building vocabulary, comprehension, and writing**

Location | Laurel

Presenter | Yolanda Wallace, NWEA

Facilitator |

Target Audience | Elementary educators, middle school educators, instructional coaches, building level leaders

Devices Needed | Tablet/Laptop

Session Summary | Science of Reading- Improving Vocabulary and Morphological Knowledge, Cultivating Comprehension and Knowledge and Foundations of Writing.

Time | 2:30 – 3:30 p.m.

Session | **Creating the conditions for success: Why are some schools more successful than others?**

Location | Magnolia

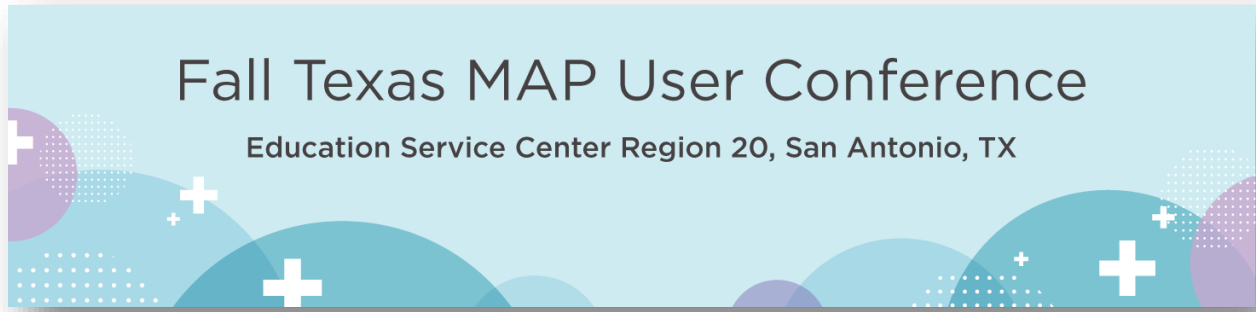
Presenter | Corbin Edginton, NWEA, Center for Model Schools

Facilitator |

Target Audience | Building level leaders, district leaders, chief academic officers/curriculum & instruction directors, assessment directors

Devices Needed | No device needed

Session Summary | All schools have commonalities: students, teachers, standards, curriculum, assessments, family involvement, etc. But, why do some schools achieve greater academic and growth success than others? We know this answer—and have the research to back it! Engage in this collaborative session as we unpack the challenges that prevent schools from having the success they wish they had. Leave with a plan of action so that you are ready to activate your actions into transformational change.



WI-FI

Step 1: Connect to ESC20-Guest

1. Navigate to your wireless settings.
2. Look for “ESC20-Guest” and click connect.

Step 2: Connecting through the guest portal

1. After connecting to the network, you will automatically be navigated to the guest portal opened through your default browser.
 - If you are not automatically redirected, please open your preferred browser and navigate to portal.esc20.net.
2. *Existing users sign on*
 - If you already have a guest account, please sign on with your existing credentials; otherwise please register for an account using the steps below.
 - ESC-20 staff, personal devices can be connected to the ESC20-Guest wireless using your normal login credentials.

Registering for guest access

1. To register for guest access, please click “Or register for guest access.”
2. Create a username of your choice, fill in the remaining fields, and click register. After registering, the account will show your username with a generated password.
3. Click “Sign On” to connect to the wireless network. If you see the Region 20 homepage, you have connected successfully.
4. Your credentials will be emailed to you along with their valid period. Following expiration, your guest account will be deleted. Accounts are valid for five days and can be used on up to five devices.

