

UNLEASHING THE HEROES!

IN YOUR MIDST



95th Annual Leadership Conference

January 14–15, 2016

Minneapolis Convention Center

- Phase I Workshop - January 12, Hyatt Regency Minneapolis
- Phase II Workshop - January 13, Hyatt Regency Minneapolis
- Charter School Board Member Training - January 13, Hyatt Regency Minneapolis
- Evening Early Birds - January 13, Minneapolis Convention Center

CONFERENCE AT A GLANCE

Tuesday, January 12

6:30 p.m. – 9:30 p.m. Phase I Orientation (Hyatt Regency Minneapolis)

Wednesday, January 13

8:30 a.m. – 4 p.m. Charter School Board Member Training (Hyatt Regency Minneapolis)

8:45 a.m. – 4 p.m. Phase II Orientation (Hyatt Regency Minneapolis)

7:00 p.m. – 9:30 p.m. Early Bird Sessions (Minneapolis Convention Center)

- Designing an Effective Superintendent Evaluation
- The Easiest Catch: Don't Be Another Fish in the 'Net

Thursday, January 14

7:30 a.m. Registration

8:00 a.m. Exhibit Hall opens

8:15 a.m. Board Skills Sessions

8:15 a.m. Board Chair Q & A with MSBA

9:00 a.m. Doors Open for General Session – Jim Bearden: “Unleashing the Heroes in Your Midst”

11:00 a.m. Exhibit Hall time

11:00 a.m. Show and Tell

11:30 a.m. Recognition Luncheon

12:50 p.m. Director District Discussions

1:30 p.m. Round Tables

2:30 p.m. Workshops

3:45 p.m. Workshops

4:50 p.m. Tom Melcher, Minnesota Department of Education Finance Director: “School Finance Update”

Friday, January 15

7:30 a.m. Registration & Exhibit Hall opens

8:00 a.m. Round Tables

9:15 a.m. Workshops

10:15 a.m. Doors Open for Closing Session – Yong Zhao: “World Class Learners: Educating Creative and Entrepreneurial Students”

Noon Adjourn

Visit www.mnmsba.org/LeadershipConference for a complete agenda and workshop descriptions. Visit www.mnmsba.org/LeadershipConferenceHousing to register for housing online or call 888-947-2233 between 9:00 a.m. and 3:00 p.m.

**Thank you to Ratwik, Roszak and Maloney, P.A.,
for supporting the printing and mailing of this conference brochure.**

FEATURED SPEAKERS



Thursday, January 14

Jim Bearden

“Unleashing the Heroes in Your Midst”

Most people want to make a difference; they want to be contributing members of successful teams. Drawing on his 40-plus years in leadership positions and facilitating leadership development, Jim will spell out specific things that leaders can do to create and sustain what he calls “Hero-Friendly Cultures,” ones in which employees will become and remain more engaged in crucial district processes. With his upbeat, interactive keynote presentation and his aggressive follow-up process, Jim will provide a fresh and unique perspective on district leadership behavior for “Unleashing the Heroes in Your Midst.”

Biography

Jim Bearden’s many rich life experiences form the basis for his anecdotes, his humor and his insights. He is a decorated Vietnam veteran, where he served as a Marine combat unit commander; a top sales producer and sales manager; a corporate Vice President (most recently 2001–2004); founder of his own successful business, Bearden Resource Group; past President of the National Speakers Association Heart of Texas Chapter; author of over 300 feature articles; producer of a radio program, *The Competitive Edge*; and, his most valuable learning experience, the father of three children.



Friday, January 15

Yong Zhao

“World Class Learners: Educating Creative and Entrepreneurial Students”

“College and career readiness” is the mantra in the global education reform circle. But at a time when college degrees do not guarantee gainful employment or a meaningful life, what is the point of preparing someone to be ready for college? Zhao found five main factors to improve student success that include ending common, homogenous and standardized educational experiences; creating opportunities for mass entrepreneurship; ending test score-based education that stifles creativity; shifting from employee-oriented education to entrepreneur-oriented education; and pushing teaching of creativity and entrepreneur-oriented education.

Biography

Yong Zhao currently serves as the presidential chair and director of the Institute for Global and Online Education in the College of Education, University of Oregon, where he is also a professor in the Department of Educational Measurement, Policy, and Leadership. His works focus on the implications of globalization and technology on education. He has published over 100 articles and 20 books, including *Who’s Afraid of the Big Bad Dragon: Why China Has the Best (and Worst) Education System in the World*; and *Catching Up or Leading the Way*. Zhao was born in China’s Sichuan Province. He received his B.A. in English Language Education from Sichuan Institute of Foreign Languages in Chongqing, China in 1986. After teaching English in China for six years, he came to Linfield College as a visiting scholar in 1992. He then began his graduate studies at the University of Illinois at Urbana-Champaign in 1993. He received his A.M. in Education in 1994 and Ph.D. in 1996.



Registration begins 30 minutes before each workshop.

Phase I Orientation Workshop

6:30 p.m. – 9:30 p.m., Tuesday, January 12

Hyatt Regency Minneapolis

Tuition is \$95. Walk-ins add \$10.

Help new board members hit the ground running with this session. Phase I covers the role of the school board, the role of the superintendent, the leadership team relationship, and common scenarios facing new board members.

Visit www.mnmsba.org/Phase-I-Workshop for more information and to register.

Phase II Orientation Workshop

8:45 a.m. – 4:00 p.m., Wednesday, January 13

Hyatt Regency Minneapolis

Tuition is \$175. Walk-ins add \$20.

Presented by MSBA staff and state experts. Phase II includes the training school boards are required to have by state law. The session covers core topics such as the budget, school finance, local levies, policies, significant laws affecting school boards, collective bargaining, and personnel issues.

Visit www.mnmsba.org/Phase-II-Workshop for more information and to register.

Charter School Board Member Training

8:30 a.m. – 4:00 p.m., Wednesday, January 13

Hyatt Regency Minneapolis

Tuition is \$175. Walk-ins add \$20.

Presented by MSBA staff. This training covers the three state-mandated areas for charter school board members: governance, employment and finance. Charter school board members are required to start these trainings within six months of election to a charter school board and complete the trainings within one year.

Visit www.mnmsba.org/CharterSchoolBoardTraining to register.

PRE-CONFERENCE EXTRAS: EVENING EARLY BIRDS



Sandy Gundlach

Designing an Effective Superintendent Evaluation

7:00 p.m. – 9:30 p.m., Wednesday, January 13
Minneapolis Convention Center
Tuition: \$95. Walk-ins add \$10.

Presenters: Sandy Gundlach, Director of School Board Services, Minnesota School Boards Association; and Amy Fullenkamp-Taylor, Associate Director of Management Services, Minnesota School Boards Association

Note: School board-superintendent teams are encouraged to attend this training together, and participants should bring a copy of their school district's strategic plan.

Leadership is important, and evaluating the superintendent's performance and its own performance are two of the school board's most important duties. Whether the school board is evaluating its own performance or the performance of its superintendent, the evaluation can be a powerful tool for growth and professional development. In addition, having a positive working relationship, both among school board members and between the school board and its superintendent, is critical to accomplishing a school district's mission and priorities. One way to develop this relationship is by having effective, constructive evaluation processes and procedures that help drive school district improvement efforts.

Workshop participants will preview the principles of effective evaluation, become familiar with the MSBA/MASA "Superintendent Evaluation: A Resource for School Board Members and Superintendents," and work with team members to identify a focus area and draft both a superintendent evaluation and a school board evaluation goal and objective.



Amy Fullenkamp-Taylor

Easiest Catch: Don't Be Another Fish in the 'Net

7:00 p.m. – 9:30 p.m., Wednesday, January 13
Minneapolis Convention Center
Tuition: \$95. Walk-ins add \$10.

Presenter: Mark Lanterman, Chief Technology Officer of Computer Forensic Services

You've read the headlines. Unfortunately, the question now is not if your information is going to be accessed or stolen, but when. Not surprisingly, institutions of learning are not immune to these attacks. In fact, educators may face an increased risk for personal security breaches.

In an effort to inform the attendees of current developments in the digital underground, as well as provide realistic advice for cyber protection, Mark Lanterman will be discussing recent high-profile cybercrime events, including website breaches impacting retailers, banks, Hollywood and government agencies. Mark will discuss particularly dangerous types of threats that might affect individuals, such as phishing, malware, and Wi-Fi attacks.



Mark Lanterman

WORKSHOP TOPICS & SPECIAL FEATURES

Workshop topics: Visit www.mnmsba.org/LeadershipConference for a complete list of workshops with descriptions.

Some of the featured workshops include: Shifts in Referenda Voting and Implications for the Future; Responding to School Crisis; Getting Somali Girls Involved in Activities; Meeting Your World's Best Workforce Goal; Establishing Standards of Behavior for Rogue School Board Members; Teacher Development and Evaluation; The Developing Status of Transgender as a Protected Status; The Impact of Higher Learning Commission Faculty Qualifications on Dual-Enrollment Programs; Sports-Related Concussions; Drone Policies; and nearly 100 other sessions.

SPECIAL FEATURES

Skills Sessions

Join us Thursday morning for special sessions on the nitty-gritty aspects of school boarding: the Open Meeting Law, superintendent contracts, and legislative advocacy. Board chairs can attend a special session to talk to MSBA Executive Director Kirk Schneidawind about what districts need from MSBA.

Show and Tell

Visit with proud Minnesota students and staff, who are showcasing unique programs from their schools.

MSBA Recognition Luncheon

Celebrate the accomplishments of Minnesota's school leaders at Thursday's luncheon. Registration is required.

Round Tables

Join us for two 20-minute sessions 1:30 p.m. Thursday in the Exhibit Hall, and three rounds of 20-minute sessions 8 a.m. Friday in the Exhibit Hall. These informal sessions provide a great opportunity to converse with an expert in a small-group setting.

Topics this year include: Law Changes on How to Fill a Vacancy, The Superintendent Search Process, Broadband's Importance in the Schools, Paperless Board Meetings with BoardBook, Finding a Path for Schools Through the Haze Created by the Medical Marijuana Law, and much more.

Director District Discussions and Elections

Your MSBA Director District representatives will be setting aside time to meet with board members from their region. Director Districts with openings on the MSBA Board of Directors will also have presentations from board members running for those positions. Bring your items of concern to add to the conversation.

RESERVE YOUR HOTEL ROOM TODAY

Housing is open for the 2016 MSBA Leadership Conference. MSBA encourages you to **make your hotel reservation early** at one of our long-time conference hotels (the Hilton Minneapolis, the Millennium Hotel and Hyatt Regency Minneapolis).

Please visit www.mnmsba.org/LeadershipConferenceHousing or click on the Leadership Conference icon at www.mnmsba.org to make your housing reservations as early as possible.



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UPDATE YOUR BOARD MEMBERS' INFORMATION AS SOON AS RESULTS IN YOUR DISTRICT ARE CANVASSED

District office staff should update board members' information with MSBA as soon as the results in the district are canvassed. Updates include contact information for newly elected board members – indicating who was re-elected or who will be leaving your board – and any other information changes.

Why?

Registration for all MSBA events is now online only. Because of this, the MSBA database must be updated before any event registration for new board member(s) can occur. When completed, it will be easy to register your newly elected board member(s) for MSBA's Phase I and II Orientation workshops coming up in December and January, and to register for the MSBA Leadership Conference, the Recognition Luncheon, and Early Bird sessions coming up in January.

How Do I Update Board Members' Information?

After Election Day, please visit www.mnmsba.org and click on the Election icon (located toward the top right of the screen) to let us know who the new board member(s) are and which board members have been re-elected or replaced. Information needed: the new board member(s) contact information (address, e-mail address, phone number, etc.).

Watch for the MSBA Leadership Conference App!

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