

# TASA | TASB **txEDCON**

**SEPTEMBER 11-14 2025**  
**HOUSTON TEXAS**

**Texas Association of School Administrators • Texas Association of School Boards**

# THE SCHOOL BOARD'S ROLE IN VISIONARY LEADERSHIP

Presenter: DeSoto ISD, Usamah Rogers, Superintendent & Chasity McKissic, Trustee

1. **Shared Vision:** **School Board should treat each other with respect and curtesy.** The School District is only as strong as the Team of 8.
2. **Policy and Governance:** School Board should establish policies that empower administrators to innovate while maintaining accountability.
3. **Advocacy and Representation:** School Board act as advocates for students and schools, ensuring that diverse community voices are represented in decision-making. **Keeping in mind that they represent various unique cultures.**
4. **Empowering Leaders:** By supporting Superintendents, the school board create a strong systemic environment where administration, principal and teachers transform the district in a positive learning environment. **Less request from Trustees and more leadership.**
5. **Driving Innovation:** **Visionary boards are not distracted by community groups.** They see beyond the problem. They motivate and encourage Superintendent and Administration to do better without finger pointing.
6. **Building Trust and Collaboration:** Effective boards foster trust among stakeholders through transparent communication and community engagement.

# **WHAT YOUR COMPETITION IS DOING RECRUITING YOUR STUDENTS**

Presenter: Spring Branch ISD, Jennefer Blaine, Superintendent

- 1. Student Achievement & Academic Outcomes**
- 2. Organizational Leadership & Management**
- 3. Financial Stewardship & Budget Management**
- 4. Human Resources & Talent Development**
- 5. School Safety & Student Well-being**
- 6. Community Engagement & Communication**
- 7. Board Relations & Governance**
- 8. Vision & Strategic Planning**
- 9. Compliance & Ethical Leadership**

# **CUSTOMER SERVICE EXCELLENCE DRIVE DISTRICT SUCCESS**

Presenter: Spring Branch ISD, Jennefer Blaine, Superintendent

- 1. Strengthens Family Engagement and Student Achievement**
- 2. Builds Community Trust and Confidence**
- 3. Improves District Reputation and Competitiveness**
- 4. Enhances Employee **Morale** and Retention**
- 5. Reduces Conflict and Resolves Issues Faster**
- 6. Supports a Safe and Welcoming Environment**
- 7. Reflects on Values of Respect, Hospitality, and Community**

## **BUILD COMMUNITY SUPPORT**

Presenter: Sunnyvale ISD, Matt Kimball, Superintendent & Brad Cravens, Trustee

- 1. Communicate Clearly, Frequently, and Transparently**
- 2. Engage Parents as Partners**
- 3. Build Strong Relationships with Local Leaders & Organizations**
- 4. Make Superintendent & Board Visible in the Community**
- 5. Highlight Student Successes Early and Often**
- 6. Strengthen School Safety & Communicate it to Community**
- 7. Build a Culture of Customer Service**
- 8. Be Financially Transparent**
- 9. Mobilize the Community Around a Shared Vision**
- 11. Treat Every Campus as the Heart of Its Neighborhood**