



UNITED INDEPENDENT SCHOOL DISTRICT

AGENDA ACTION ITEM

TOPIC: Board Travel for the Month of May and June 2010

SUBMITTED BY: Mr. Roberto J. Santos **OF:** Superintendent

APPROVED FOR TRANSMITTAL TO SCHOOL BOARD: _____

DATE ASSIGNED FOR BOARD CONSIDERATION: May 19, 2010

RECOMMENDATION:

It is recommended that the Board of Trustees approve the Board Travel for the Month of May and June 2010.

RATIONALE:

BUDGETARY INFORMATION:

BOARD POLICY REFERENCE AND COMPLIANCE:

BBG (LOCAL) Board Members: Compensation and Expenses

BOARD MEMBER TRAVEL EXPENSES

Region One School Board Association Annual Spring Conference May 13-16, 2010 South Padre Island Convention Center						
TRUSTEE	HOTEL	MILEAGE	CAR RENTAL/ SHUTTLE	MEALS	REGISTRATION COSTS	TOTAL
William Johnson	\$487.23	\$224.26		\$168.00	\$165.00	\$1,044.49
Ricardo Molina	\$487.23	\$224.26		\$168.00	\$165.00	\$1,044.49
2010 Summer Leadership Institute Marriott Rivercenter San Antonio, TX June 9 - 12, 2010						
TRUSTEE	HOTEL	MILEAGE	CAR RENTAL/ SHUTTLE	MEALS	REGISTRATION COSTS	TOTAL
Pat Campos	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
Ricardo Molina	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
William Johnson	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
Ricardo Rodriguez	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
Judd Gilpin	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
* Juan Roberto Ramirez	\$604.95	\$154.50		\$198.00	\$325.00	\$1,282.45
* Mr. Juan Roberto Ramirez needs to attend this conference because he is delegate with TASB(Legislative Advisory Council) This would be his 6th trip.						

**Region One
School Board
Association**



1900 W. Schunior
Edinburg, TX 78541
Phone: 956-984-6032
Fax: 956-984-7649

Cameron County

Brownsville ISD
Harlingen CISD
La Feria ISD
Los Fresnos CISD
Point Isabel ISD
Rio Hondo ISD
San Benito CISD
Santa Maria ISD
Santa Rosa ISD
South Texas ISD

Hidalgo County

Donna ISD
Edcouch-Elsa ISD
Edinburg CISD
Hidalgo ISD
La Joya ISD
La Villa ISD
McAllen ISD
Mercedes ISD
Mission CISD
Monte Alto ISD
Progreso ISD
PSJA ISD
Sharyland ISD
Valley View ISD
Weslaco ISD

Jim Hogg County

Jim Hogg County ISD

Starr County

Rio Grande City CISD
Roma ISD
San Isidro ISD

Webb County

Laredo ISD
United ISD
Webb CISD

Willacy County

Lasara ISD
Lyford CISD
Raymondville ISD
San Perlita ISD

Zapata County

Zapata County ISD

MEMORANDUM

To: Superintendent Addressed
From: Mr. Antonio Lara Jr., Deputy Director
Region One ESC
Date: February 22, 2010
Re: Region One School Board Conference

The officers of the Region One School Board Association would like to extend a sincere invitation to you and your district's Board Members to attend the annual Region One School Board Association Spring Conference held at the South Padre Island Convention Center on May ~~14-15~~, 2010.

13-16

The hotel accommodations for the individual board members and Superintendents are the responsibility of each school district. For reservations contact the reservations department as soon as possible and tell them that you are part of the **RGV School Board Association group**. The hotel telephone numbers are as follows:

- * • Sheraton South Padre Island... (800) 222-4010 150 Rooms blocked \$149.00 + tax
- Holiday Inn Express Hotel... (888) 772-3222 50 Rooms blocked \$ 109.00 + tax
- La Copa Inn Resort..... (956-761-6000 50 Rooms blocked \$ 85.00 + tax

Simply supply the chosen hotel with a purchase order, first night's deposit, or credit card number to guarantee you room(s). The **deadline for making reservations** at the Sheraton is April 13, (Group code is R1E14A); April 14th for the Holiday Inn Express Hotel & Suites (Group Code RGV School Board), and April 14th for La Copa Inn Resort. After these dates, rooms will be reserved on an "availability" basis only.

Please note that the Region One School Board Association's Annual Spring Conference will require a registration fee of \$150.00 per participant. April 16, 2010 will be the deadline for pre-registration. Late registration fee will be \$165.00 per participant.

We anticipate a very successful conference and look forward to this opportunity to come together for the purpose of providing our students with the best educational opportunities available.

cc: Jack C. Damron
ROSBA Officers

2010 SUMMER LEADERSHIP INSTITUTE

Weds.	4-7 p.m.	Registration for Thursday-Saturday Attendees • 4-7 p.m.	
Thursday	7-8 a.m.	Registration for Thursday-Saturday Attendees and Continental Breakfast (<i>Included in registration fee</i>) • 7-8 a.m.	
	8-9:15 a.m.	General Session • 8-9:15 a.m.	
	9:30-10:45 a.m.	In-Depth Sessions (<i>Choose one.</i>) 9:30 a.m.-12:15 p.m.	Breakout Sessions (<i>Choose one.</i>) 9:30-10:45 a.m.
	11 a.m.-12:15 p.m.		Breakout Sessions (<i>Choose one.</i>) 11 a.m.-12:15 p.m.
	12:15-1:15 p.m.	Lunch (<i>Included in registration fee</i>) • 12:15-1:15 p.m.	
	1:30-2:45 p.m.	In-Depth Sessions (<i>Choose one.</i>) 1:30-4:15 p.m.	Breakout Sessions (<i>Choose one.</i>) 1:30-2:45 p.m.
	3-4:15 p.m.		Breakout Sessions (<i>Choose one.</i>) 3-4:15 p.m.
Friday	7-8 a.m.	Registration and Continental Breakfast (<i>Included in registration fee</i>) • 7-8 a.m.	
	8-9:15 a.m.	General Session • 8-9:15 a.m.	
	9:30-10:45 a.m.	In-Depth Sessions (<i>Choose one.</i>) 9:30 a.m.-12:15 p.m.	Breakout Sessions (<i>Choose one.</i>) 9:30-10:45 a.m.
	11 a.m.-12:15 p.m.		Breakout Sessions (<i>Choose one.</i>) 11 a.m.-12:15 p.m.
	12:15-1:15 p.m.	Lunch (<i>Included in registration fee</i>) • 12:15-1:15 p.m.	
	1:30-2:45 p.m.	In-Depth Sessions (<i>Choose one.</i>) 1:30-4:15 p.m.	Breakout Sessions (<i>Choose one.</i>) 1:30-2:45 p.m.
	3-4:15 p.m.		Breakout Sessions (<i>Choose one.</i>) 3-4:15 p.m.
Saturday	7:30-8:30 a.m.	Continental Breakfast (<i>Included in registration fee</i>) • 7:30-8:30 a.m.	
	8:30-9:45 a.m.	In-Depth Sessions (<i>Choose one.</i>) 8:30-11:15 a.m.	Breakout Sessions (<i>Choose one.</i>) 8:30-9:45 a.m.
	10-11:15 a.m.		Breakout Sessions (<i>Choose one.</i>) 10-11:15 a.m.

YOU MAY WANT TO PACK A JACKET OR SWEATER FOR THIS EVENT. SESSION ROOMS ARE SET AT 70°F.

Session Descriptors

As you're making your selections for this year's Summer Leadership Institute (SLI), be sure to note that each session has information at the end of the descriptor noting the session's primary focus to better assist you in meeting your continuing education needs. The meaning of each abbreviation is noted in the legend below. Additional information noted includes the student population of presenting districts.

LEGEND

Sessions at SLI are primarily for school board members, but many of the topics are appropriate for ALL audience types and experience levels unless noted with an "N" for newly elected school board members or "P" for school board presidents.

The following topic notations have been added at the end of each descriptor to provide attendees with a quick glimpse of the session's focus:

FAC	Facilities	LV	Leadership/Vision
FIN	Finance	STA	Student Achievement
GOV	Governance	TCH	Technology

THURSDAY, JUNE 10: SAN ANTONIO

8–9:15 a.m. General Session

General session and lunch will be automatically added to attendee's personal agenda based upon the registration fee selected.

9:30 a.m.–12:15 p.m. In-Depth Session: New Board Members

ET110 Boardsmanship Basics (TASB ISD) • Especially designed for first-year board members, this 2.5-hour workshop, presented by TASB staff is an overview of the job of a school board member. Participants will discuss how to handle the personal and public demands that come with their new job. They'll also learn the board's basic roles and responsibilities and how their duties differ from those of the superintendent. • **N, GOV**

— OR —

Board Presidents

ET120 Board President's Legal Duties and Responsibilities (Board Presidents' Academy) • The good news is you've been elected school board president. The bad news is there's a lot to learn! Join a TASB attorney who will identify key legal duties and offer practical tips to help you succeed in your leadership role. • **P, GOV**

— — — — — OR — — — — —

Breakout Sessions: All Audiences 9:30–10:45 a.m. (Choose one.)

ET210 Learning @ Every Student: Meeting Federal and State Mandates • The reauthorization of No Child Left Behind and the realignment of state accountability tests based on HB 3 will cause all districts to rethink how instruction is delivered to students and how student achievement growth is measured and reported. This session, presented by *Plano ISD (51,080 ADA)*, will provide insight to an innovative personalized student portal designed to provide access to instructional resources and adaptive student achievement growth measures used by students, teachers, and parents to individualize the learning environment. • **STA, TCH**

ET215 Processing Negative Feelings, Diagramming Emotions for High-Risk Youth • This session will discuss a successful program to show board members and administrators a proven method designed to work with high-risk youth. Used in schools for both prevention and intervention, the program has been effective at the high school and middle school levels and on alternative learning campuses with students who have been expelled from their home schools. • **STA**

ET220 The Changing Face of the Texas Labor Market •

The Texas economy is in a constant state of flux, and the recent recession has caused hardships for businesses and workers alike. Gain a better understanding of these business dynamics and how they will influence job creation and skill needs as the economy recovers. Prospects for likely job growth, current demand occupations, and future skill needs by industry and occupation will be discussed, in addition to the complexities of linking public education to state labor market needs. • **LV**

ET225 Prepared and Informed • Many school districts have implemented electronic agenda preparation as a productivity tool and means of reducing printing costs. These same tools can help board members prepare for meetings more efficiently and help the district keep the community informed. Come see the variety of ways districts are using these tools. Board members whose districts are currently using BoardBook™ also will have a chance to see the latest version of the program and the added tools it provides. • **GOV**

ET230 Social Media Primer for Board Members •

Facebook® and Twitter™ are not just for teenagers anymore, and it is becoming more and more important for local boards to understand the social media landscape. This session will offer basic definitions and glimpses of social media, including MySpace™, wikis, and on and on. • **LV**

ET235 The Board and Budget Adoption: What Kinds of Information Are Useful? •

If the superintendent's job is to prepare the recommended budget, what exactly is the board supposed to do when it's time to adopt it? Take a look at the kinds of budget information that will help the board know if the district is going in the right direction without getting lost in the mind-numbing details. We'll look at the kinds of information some districts get and discuss any special issues board members should be thinking about when reviewing the budget for 2010–11. *(Repeats Saturday, 10 a.m., S340.)*

• **FIN**

ET240 Whose Decision Is It? •

Whose decision is it—the superintendent, the board, or both? It depends. Through interactive technology, audience members will respond to real-life board-superintendent decision-making scenarios, compare their responses with those of their peers, and discuss how different situations may require different responses. • **GOV**

ET245 Here I Am, Stuck in the Middle with You •

Feeling like “clowns to the left of you, jokers to the right”? Focusing on leading from the middle, learn how to get “unstuck” as you develop ways to give new meaning to your board service and enliven the experience of leadership. Completed TASB ISD, but not ready for the Board Presidents' Academy? Oftentimes the midlevel board member has the most to offer a new board member in terms of learning the organization's structure, culture, and methods. • **GOV** *(Repeats Saturday, 10 a.m., S335.)*

ET250 Defending Your Honor: Strengthen Public

Confidence One Conversation at a Time • Critics, malcontents, and self-proclaimed “transformers” have hijacked the debate about public education, casting wide-spread accusations of failure to promote their agendas. Board members are wondering if their efforts make a difference. Due to lack of awareness or a simple lack of resources, board members sit idly by while their core passion (public education) is defamed. This session inspires board members to take individual action, offering practical strategies for leading a more productive conversation about public education. • **LV**

ET255 Commonsense Forecasting: Questions Board

Members MUST Know and Ask • Student achievement depends on good financial management. Board members must know what questions to ask to plan for the future. What is your staff-to-student ratio? What is your daily ridership per bus? Seen a four-year projection of your district's financial health? The future depends on you knowing this information. Board members will gain a better commonsense understanding of school finance and forecasting to help improve their planning and decision-making skills. • **FIN, STA**

ET260 Building the Relationship with Your Board •

Seventy-five regional and state Superintendents of the Year were surveyed to find out what they consider their “best practices” for building a positive working relationship with board members. This presentation includes survey results and short presentations from current superintendents and Superintendent of the Year winners. This interactive session offers ways to best build YOUR team of eight. • **GOV**

— **AND** —

**Breakout Sessions: All Audiences
11 a.m.–12:15 p.m. (Choose one.)**

ET310 Beyond the Big Top: Reaching for the Brass Ring •

Due to changes in state funding formulas and continued limits in the state budget, state funds have declined considerably. An education foundation is a solution to alternative revenue sources. A foundation can provide educational opportunities for students and faculty beyond what is provided in the district budget and reward innovation in the classroom. Funds can be used to facilitate student achievement and skill development, recognize and encourage staff excellence, and expand community involvement. Presented by *Rockwall ISD (12,691 ADA)*. • **FIN**

ET315 How Equity Conscious Is Your School Board? •

The session will focus on School Board Equity Consciousness, a concept developed from 15 years of research on school districts in Texas, North Carolina, and Ohio that have had long-term success in raising achievement for all students and in closing achievement gaps. Participants will receive an Equity Consciousness self-assessment tool to use with their own leadership team. • **STA**

ET320 Enhancing College Access • This program is designed to enhance a board member's knowledge of best practices for increasing college access for high school students. • **STA, LV**

ET325 What School Board Members Need to Know about Special Education Law • Gain a better understanding of federal special education law and what board members can do to work effectively within that framework. Learn how special education law evolved from the 1960s to today and what board members can do to ensure legal compliance and reduce the risk and cost of legal expenses. • **GOV**

ET330 Get the Lead Out! • This in-depth discussion delves into the background and health effects caused by lead exposure. Review the history of regulations and take an in-depth look into new federal regulations that went into effect April 2010 regarding renovations, repairs, and painting rules. • **FAC**

ET335 If the Horse Is Dead: A Cowboy's Guide to Board Leadership • Sometimes, school boardin' is like reinin' in the wild horses. There are so many interests pullin' the board in different directions. This session, presented by TASB Leadership Team Services staff, offers tips on how to keep your board work focused on your corral. • **LV**

ET340 Smart Moves, Smart Classrooms • Inspired by

Smart Moves: Why Learning Is Not All in Your Head by Carla Hannaford, this session will explore classroom design that is agile and promotes improved student success. Explore the importance of whole body and mind integration and social connections and how the built environment can be designed to allow students to move, interact, and succeed. Gain an understanding of how the built environment, when correctly designed or implemented, can improve a student's ability to succeed. • **FAC (Repeats Friday, 9:30 a.m., F260.)**

ET345 The Platinum Rule: A Valuable Tool for Working with People • We all know the Golden Rule, but do you know the Platinum Rule? Learn skills to help you work with people different from yourself—from board members and the superintendent to the parents of the children you serve. Understanding differences will help you be more successful interacting with others and will help you maximize the benefits those differences bring to your work, family, and other groups. • **GOV**

ET350 Proactive Approach to Dealing with Angry, Afraid, or Crazy Stakeholders • Join us for this fresh approach to better communication in your daily work with district stakeholders. Leave this session with quick, easy tips to keep stakeholders in your corner. The key ingredient is being proactive in dealing with people ahead of time instead of dealing with more troubles down the road. • **LV**

ET355 Commonsense School Finance: Understanding the Formula and District Efficiency • Student achievement depends on good financial management. Current state funding formula demands improved districtwide efficiencies to limit personnel reductions and maintain programs at the highest levels possible. Every dollar begins in our classrooms. Inefficient operations embezzle funds from your classrooms. Are you an accomplice? Board members will gain a commonsense understanding of the most important drivers in the school finance formula and how little control they possess regarding revenue. • **FIN, STA**

ET360 Success Is for Life • The Success Center is designed to help students reach their full potential and maximize their opportunities. They have the chance to earn credits toward their diploma and to take part in the work program offered. *Reagan County ISD (742 ADA)* has found a way to decrease student drop outs and increase student achievement. Success is in the details and Reagan County strives to make every detail count. • **STA**

Lunch

12:15–1:15 p.m. (Included with your registration fee.)

Breakout Sessions: New Board Members

1:30–2:45 p.m.

ET410 School Law Basics (TASB ISD) • Especially designed for first-year board members, this session with a TASB attorney highlights the fundamentals of school law. The session covers key information trustees need to know when joining the board, including how to avoid nepotism and financial conflicts of interest and the basics of school district personnel contracts. • **N, GOV**

— **AND** —

3–4:15 p.m.

ET420 An Introduction to the Texas Open Meetings Act

• Designed for new board members, this session is your chance to learn and ask questions about the Texas Open Meetings Act (OMA). A TASB Legal Services attorney covers the OMA requirements relevant to school boards, including posting notices, conducting open meetings, and holding closed meetings. *This presentation has been approved by the Texas Attorney General and satisfies the OMA training requirement found in Texas Government Code Section 551.005.* • **N, GOV**

— **OR** —

Breakout Sessions: Board Presidents

1:30–2:45 p.m.

ET430 Building Team Relationships (Board Presidents' Academy) • Gain insight into how teams develop and suggest ways they, as team leaders, can enable the board and superintendent team to build, support, and encourage positive working relationships. Especially designed for presidents in their role as liaison between team members and the superintendent, this session will be useful for anyone wanting to enhance team relationships. • **GOV, LV**

— **AND** —

3–4:15 p.m.

ET440 Meeting Preparation Essentials (Board Presidents' Academy) • Experienced board presidents know that the key to conducting productive meetings is adequate preparation. This session will introduce two important tools for that preparation: an agenda calendar and a customizable background information form for agenda items. Also receive tips for reviewing draft agendas. Especially designed to assist new board presidents, even experienced board presidents will find

the tips and tools valuable. • **P, GOV**

— — — — — **OR** — — — — —

Breakout Sessions: All Audiences

1:30–2:45 p.m. (Choose one.)

ET510 Implementation of a Bullying Prevention Curriculum • Is your district prepared to be accountable for the safety of your students when bullying occurs? How does your district address bullying prevention without sacrificing time for teaching academics and focusing on academic improvement? *Longview ISD (7,505 ADA)* is entering its second year of a successful bullying prevention curriculum, and the data collected will surprise you! The integration of a bullying prevention curriculum into the regular English language arts curriculum can systematically improve students' self-management skills while simultaneously improving students' reading comprehension, vocabulary development, and writing skills. • **STA**

ET515 Sexting: It's Not for Your Eyes Only • The media is ablaze with stories about the new teen phenomenon known as "sexting." Attend this session presented by *West Orange-Cove ISD (2,255 ADA)* to learn helpful tips on how to prevent/stop sexting in your district, what policies you should have in place, and how you can effectively educate students (and their parents) to avoid making costly mistakes and keep themselves safe. Legal and personal implications for students, schools, and districts are featured. • **GOV**

ET520 Choose Respect—Teen Dating Violence • HB 121 mandates that public schools create awareness of dating violence. This student and parent program model can be used to fulfill this legal requirement. It provides critical information on the signs and prevention of verbal, physical, and sexual dating violence. The program uses humor and cartoons to introduce this difficult topic to teens and adults. • **GOV**

ET525 Success Stories and Lessons Learned from Teacher Performance Pay Initiatives • The University of Texas System Administration has partnered with the Texas Education Agency to provide technical assistance to support the Texas Educator Excellence Grant Programs. The program provides guidance to schools and districts on the development of performance award plans. This session will provide targeted information addressing these issues and discuss program implementation, workshops available to districts, change management, and sustainability. • **LV**

ET530 Reintegration of Delinquent At-Risk Youth: An Open Discussion • The education and reentry of youth from secure juvenile facilities is a concern for many local school boards. This session outlines the education and vocational program offered to the state's juvenile offenders and how this program prepares students for reentry into public schools. State directors will discuss the best support of these at-risk youth, followed by a question-and-answer session addressing concerns and support of reentry. Texas Youth Commission state board members will attend as schedules allow. • **STA**

ET535 What Every Board Member Needs to Know about Instruction • Get an overview of the five fundamental practices of effective instruction. These practices, which are the core instructional focus in schools across the state, transcend all content, all grade levels, and all student ability levels. Participants will be able to take a more active role in any instructional conversation and will be better equipped when making policy decisions that affect instruction. • **STA**

ET540 Indoor Air-Quality and Staph Exposure • Explore good indoor air-quality practices. Discuss mold regulations in Texas and how districts must operate within these regulations. Learn practices to minimize staff and student exposure to bacterial (e.g., staph infections) and viral issues through hygiene and custodial practices. • **FAC**

ET545 Dealing with Difficult People • Acquire new skills for dealing with difficult coworkers, board members, administrators, and citizens. This interactive session, presented by TASB Leadership Team Services staff, puts into practice useful strategies for dealing with difficult behaviors. Participants will acquire a simple hands-on, group-dynamics assessment tool that will amaze friends and baffle difficult behavior challenges. • **LV, GOV** (*Repeats Friday, 3 p.m., F640.*)

ET550 Board Operating Procedures: 'Are You Smarter Than a Fifth Grader?' • Test your knowledge of board operating procedures in a lively, interactive game format based on the popular TV show. Discover how operating procedures promote efficient, respectful deliberations. Identify key content, consequences, and caveats in board operating procedures. All board members can adopt best practices in crafting procedures that support your board's mission. First game question: "Are board operating procedures legally binding?" Come find out! • **GOV**

ET555 School Board Café Conversations (Small Districts) • Join board members from comparable-size districts for a chat at the local café. During this session, board members will sit together and explore common challenges, share collective wisdom, and gain insight on topics of shared concern. Seating is limited in the Café. *This session is designated for districts with student populations of up to 999.* • **GOV, LV**

— **AND** —

Breakout Sessions: All Audiences
3–4:15 p.m. (Choose one.)

ET610 Making Dreams into Reality: How CTE Can Help All Students Be Successful • At the Career and Technical Education (CTE) Center in *Frisco ISD (30,797 ADA)*, teachers use innovative curricula to provide academically rigorous and personally relevant educational instruction. Students select one or more advanced career and technical education courses of interest to their future goals. This coursework is aligned to state curricular standards and to what higher education or industry partners in each curricular area require for future employment. Frisco ISD is committed to academically connecting students to their passion and future. • **LV, STA**

ET615 Education's Greatest Tragedy • This session will identify the greatest tragedy in education today. But, first, we will review with humor what are not the greatest problems associated with our career choice. Problems that are inherent to our profession will be addressed with a "tongue-in-cheek" style. We will poke fun at the myriad problems that stress educators and board members today. Emphasis will be on the need for development of a synergistic education environment that uses collaboration to enhance learning. The session ends with a proclamation of our greatest tragedy, but final summary will affirm why educators and board members continue to faithfully serve. Come with an open mind, and depart with a lighter heart. • **LV**

ET620 Effective Teacher Incentive Models: Success Stories from Texas' TAP System • The Texas TAP System is a comprehensive research-based reform model that provides differentiated compensation for teachers and principals based on teachers' classroom performance and the academic performance of their students. TAP is dedicated to attracting, developing, motivating, and retaining high-caliber educators to raise achievement levels for all students. TAP provides incentives for career advancement (multiple career paths), ongoing applied professional development, instructionally focused

accountability, and performance pay to maximize effective teaching. Come hear the success stories of Texas' TAP schools. • **LV**

ET625 The Truth behind High-Performance Schools • This session explores the components of high-performance schools and identifies the possible benefits and paybacks associated with each. Implementation examples will be shared with the group, as well as options for achieving high-performance design and renovation of schools. • **FAC, STA**

ET630 Broke to Better: Measurable Improvement in Four Semesters or Less • Get an overview of the key practices and strategies that drive rapid academic improvement, regardless of campus size or setting. The success of these practices in number of schools and districts across the state will be highlighted. Participants will be better equipped to lead meaningful and rapid change in their district. Come with an open mind, because the conversation begins with the responsibilities of leadership. • **LV, STA**

ET635 Understanding and Explaining Your District's Accountability Ratings to the Community • "Advocacy" includes explaining your district's situation, challenges, and successes to your community. Helping your community understand your campus and district accountability ratings and your district's plans to address its accountability challenges is an important part of being an effective advocate for your district. This session will discuss tools TASB has developed to help you explain your district's accountability ratings to your community. • **LV**

ET640 Holding an Effective Bond Election • This session will walk you through steps to conducting an effective bond election. How do you identify the needs and resulting projects of your district? Does your district understand the current local political landscape? What is the financial effect of the election to your district? How does your district create a strategic election campaign? Participants will receive information on these important questions and other strategies to use when holding a bond election. • **FAC, FIN**

ET645 Board Member Communications: Voicing Your Opinion • What can you say and when can you say it? You were elected to the board to represent your community and get your point across, but that can be tricky in the digital age when you are avoiding open meetings violations and restrictions on political advertising. This session with a TASB Legal Services attorney will help you understand the legal issues

related to being heard, both in and out of board meetings. • **GOV**

ET650 District Emergency Management Update: What Is Required and When • TASB Loss Prevention Services staff will present a must-attend session that centers on mandatory emergency management and security requirements that affect every Texas school district. This session focuses on the latest statutory requirements enacted by the 81st Texas Legislature, available planning and training resources, and how to evaluate where your district stands in meeting current emergency management and security challenges. • **GOV**

ET655 Superintendent Leadership for Effective Instruction and Achievement through Collective Efficacy • This session will summarize lessons from collective efficacy research that school board members and superintendents can use to improve leadership, instruction, and student achievement in their districts. The session will explain the central role of collective efficacy beliefs in district success and discuss approaches to assessing and improving levels of collective efficacy in schools. The presenter has worked previously on these issues with several school districts and education organizations nationally and internationally. • **LV**

FRIDAY, JUNE 11: SAN ANTONIO

8–9:15 a.m. General Session

General session and lunch will be automatically added to attendee's personal agenda based upon the registration fee selected.

In-Depth Session: New Board Members 9:30 a.m.–12:15 p.m.

F110 District Policy Basics (TASB ISD) • Especially designed for first-year board members, this 2.5-hour session, presented by TASB Staff highlights the board's policymaking role that is so critical to good governance. Participants will discuss how to institutionalize the board's priorities and preferences in policies that guide administration's activities and will practice making decisions about revising policies and implementing new policies. • **N, GOV**

— OR —

In-Depth Session: Board Presidents 9:30 a.m.–12:15 p.m.

F120 Practical Parliamentary Procedure (Board Presidents' Academy) • When used appropriately, parliamentary procedure can turn your school board meetings into the efficient, civil, decision-making events you only dreamed were possible. But a good president doesn't need to know every detail of *Robert's Rules of Order* to manage meetings effectively. This session reviews the basics of the rules that apply to boards, covers strategies for moving on when discussion bogs down, and tells you how to handle challenges to the process. *A must for new board presidents or anyone who hopes to be one someday.* • **P, GOV**

— OR —

In-Depth Session: All Audiences
9:30 a.m.–12:15 p.m.

F130 Now That's a Problem! • Any group that approaches a problem really has two problems—the problem itself and the problem of working together. The Kirton Adaption-Innovation Inventory (KAI) provides insight into how people solve problems and interact while decision making. Come learn your problem-solving style and how you can strengthen the team by contributing from your unique perspective. • **LV, GOV**

— — — — — OR — — — — —

Breakout Sessions: All Audiences
9:30–10:45 a.m. (Choose one.)

F210 Kemp High School Gets 'SAC'ed • "SAC" is the word at *Kemp ISD's (1,496 ADA)* high school. The Superintendent's Student Advisory Council (SAC) is a unique approach for students to take ownership of their high school careers. See how Kemp High School students work with their superintendent to affect policies and procedures to improve the learning environment and climate for the campus. This is a great way to teach respect, responsibility, and leadership skills for students of all backgrounds. • **LV, STA**

F215 Summer Camps on a Shoestring • Looking for a way to serve your students in the summer without blowing the budget? Consider summer camps to keep kids occupied, teach them new things, and give teachers an opportunity to teach things they can't get to during the school year. Community members with special talents can become involved, making it a win-win experience for everyone in town! Join the award-winning *Vidor ISD (4,500 ADA)* Community Education Program to find out how to bring your ideas to life. • **STA**

F220 What District Leadership Should Do to Provide Powerful Instructional Leadership • Improving scores for diverse groups of students through instructional leadership is one of the most important responsibilities for the district leadership. This session will provide simple but powerful, research-based strategies to help board members and superintendents understand how to do high-quality instructional leadership that improves scores for ALL student groups. The research-based strategies that will be covered are leadership, professional development, instructional coaching, professional learning communities, and administrative support systems for these strategies. • **LV, STA**

F225 Emerging Trends in 21st Century Learning: A Studio, Stage, and Community • Come hear about and see firsthand how students and teachers are engaging in learning using the latest tools and technologies. Hear about how these new learning environments are changing the ways learning occurs and what the latest research is suggesting school leaders do to maximize student learning. • **LV, STA, TCH**

F230 School District Police Departments: Laws, Rules, and Governance Issues • This session will familiarize school board trustees and administrators on Texas statutes and commission rules related to the establishment and operation of a school district police department. Requirements related to ISD police chiefs, hiring of peace officers, record keeping, policy and liability issues, and continuing education will be discussed, as well as governance issues among the board, school administrators, and police administration. • **GOV**

F235 The Very Latest on Grading Issues • In 2009, the Legislature passed a statute that has been interpreted by some to limit school boards' policymaking authority regarding student grades. In this session, experienced school attorneys will review the latest interpretations of the statute by the Texas Education Agency, TASB, and teacher groups, as well as provide an update on the ongoing litigation over the statute. The session also will address other common grading issues, such as the state regulations requiring standardized formulas for calculating class rank, local honors versus state rankings, and an update on the 10 percent rule. • **GOV**

F240 The Superintendent/CEO Search Process • TASB Executive Search Services staff will present the elements of the search process, including the board's involvement, consultant responsibilities, advantages of using an external consultant, and board member

perspectives. Participants will be encouraged to ask questions about the search process. • **GOV**

F245 Energy Management for Your District • Many school districts face the challenge of lowering energy costs through reduced electricity rates, energy efficiency projects, or fuel budgeting. Gain insight into procurement options for electricity, energy planning for efficiency and conservation, and fuel budgeting through fixed-rate fuel contracts. Attendees will leave with an understanding of the different options for energy upgrades for their district, electricity contract terms specific for their district, and a fuel program designed to reduce budget volatility. • **FAC**

F250 Conversations across the Fence: The Ongoing Process of Superintendent Evaluation • Searching for a way to do superintendent evaluation as an ongoing process throughout the year rather than a one-shot effort once a year? For years, state law has required that boards do at least one formative evaluation of their superintendent. This session addresses why this is an important function of the board and offers suggestions for how boards can use this as a tool for improving student achievement. • **GOV**

F255 A Student-Managed TV Station as a District Communication Tool • The use of a local cable access channel by the *Cleveland ISD (3,322 ADA)* High School video production class has allowed the district to effectively communicate with its patrons and offers a unique elective opportunity. See highlights of the video production classes and TV station, along with the process involved in its creation. Costs, facility needs, and logistical aspects will be presented. • **TCH**

F260 Smart Moves, Smart Classrooms • *(See descriptor Thursday, 11 a.m., ET340.)*

— **AND** —

Breakout Sessions: All Audiences
11 a.m.–12:15 p.m. *(Choose one.)*

F310 How District Leadership Creates Highly Effective Teacher Professional Learning Communities • Everyone claims to have teacher professional learning communities (PLCs) or teacher teaming. However, few of those doing PLCs have been trained on how to conduct their PLCs so they successfully lead to improved student scores, even though the research shows that PLCs done incorrectly are a waste of time and money. This session will provide an understanding of how to

create PLCs that successfully lead to improved student scores for all student groups. • **LV, STA**

F315 From Unacceptable to Recognized and Exemplary in High School Student Performance • *Bryan ISD (13,926 ADA)* has been through a systemic reform process to move high school performance from unacceptable to recognized and exemplary. The work required a united effort from every level of the district. It began with a shift to a collaborative culture, the development of an aligned curriculum, and an instruction and assessment model focused on measurable results. Systems-thinking with a clear vision of where the district wanted to be allowed for dramatic improvements in student performance. The presentation will focus on strategies used by the district- and campus-level teams to monitor their goals and action plans. • **STA**

F320 Leadership for Student Learning: Quality University Preparation Linked to Leadership Performance • School leadership preparation programs continue to proliferate within larger districts, colleges, universities, and corporate-university hybrids. When districts hire leaders, a critically important decision, they will have applicants from different programs. In the past, differentiating between programs was difficult; however, recent research has identified the characteristics of preparation programs that produce leaders who do much better in raising the achievement of all student groups. • **LV, STA**

F325 Essential Elements of Your District's Risk Management Program • This session provides board members of all experience levels with fundamental risk management information. Risk management is an ongoing process of identifying and dealing with the exposures and risks that districts face. Board members will gain a better understanding of and broader perspective on risk management and how the TASB Risk Management Fund assists districts in mitigating exposure, risk, and financial loss. • **GOV**

F330 Attracting and Keeping a Great Superintendent/CEO • Do you currently have a great superintendent/CEO? Are you currently or about to be looking for the next stellar leader for your district? Learn why money is not the only key to the superintendent/CEO puzzle. This session will provide the top 10 things board members need to know to attract and keep high-quality leaders. • **LV, GOV**

F335 Reducing Personnel Costs • The biggest item in any school district budget is the cost of personnel. In difficult financial times, districts look for ways to cut this

cost. This presentation by a TASB Legal Services attorney and TASB HR Services will look at legal options for reducing expenses, including reducing compensation and positions. We will discuss ways to lower costs while avoiding a reduction in force (RIF) and how to successfully apply the district's RIF policy when necessary. • **GOV**

F340 Advocacy 101 for School Board Members • It is the legal responsibility of school board members to advocate on behalf of their students and districts. This session will teach school board members about the legislative process and effective methods for influencing legislation and regulations to improve education in Texas. Trustees will receive step-by-step instructions and proven strategies for establishing and leveraging relationships with lawmakers to become better advocates for public education. • **LV**

F345 This Used to Be the Future • Does myfacetwitterbook have you confused? Well that's just part of the story. Join us for a panel discussion about emerging trends in education technology, focusing on the pedagogical shift from traditional learning environments to blended, online, and collaborative ones. This presentation taps the collective knowledge of educators changing practice, the innovation of technology companies, and academics who are shaping the 21st century student and educator. • **TCH**

F350 The Road to Broad • The *Aldine ISD (56,091 ADA)* superintendent and board members will share the strategies that have been developed and implemented over the years that contributed to the district's improvement in closing the achievement gap and ultimately winning the Broad Prize for Urban Schools in 2009. Alignment is the key and curriculum, instruction, assessment, administrative policy, board policies, and board governance strategies will be shared. • **STA**

F355 Wait! Wait! I Know That! It's the Good Governance Award! • You, too, can earn TASB's Good Governance Award. This session—presented by *College Station ISD (9,193 ADA)*, modeled after the popular NPR program, "Wait! Wait! Don't Tell Me!"—offers an enjoyable, interactive opportunity to learn about the award. You'll learn the requirements, board audit procedures, process, and benefits of working toward this goal. Past winners will share their secrets to success. Lightning round question: How hard is it to win? Come find out. (*Hint: You can do it, and it's worth it!*) • **GOV, LV**

F360 School Board Café Conversations (Small to Midsize Districts) • Join board members from comparable-size districts for a chat at the local café. During this session, board members will sit together and explore common challenges, share collective wisdom, and gain insight on topics of shared concern. Seating is limited in the Café. *This session is designated for districts with student populations of 1,000–2,499.* • **GOV, LV**

Lunch

12:15–1:15 p.m. (Included with your registration fee.)

In-Depth Session: New Board Members

1:30–4:15 p.m.

F410 Teamwork Basics (TASB ISD) • Especially designed for first-year board members, this 2.5-hour session includes a look at why it is important for trustees to act as a board rather than as individuals, what makes a team effective, and how each member can contribute to that effectiveness. Key team procedures, communication strategies, and ethical behavior are explored as ways to help new board members gain trust and get things accomplished quicker. • **N, GOV**

— OR —

In-Depth Session: Board Presidents

1:30–4:15 p.m.

F420 Effective Facilitation Skills (Board Presidents' Academy) • The board president is responsible for ensuring that board meeting discussions stay on track and result in effective board decisions. The activities in this session will teach basic facilitation techniques not found in *Roberts' Rules of Order* that the board president may use to effectively guide board discussion and address situations that could prevent the board from accomplishing its business. • **P, GOV**

— OR —

In-Depth Session: Experienced Board Presidents

1:30–4:15 p.m.

F430 Moving the Team Forward as a Leadership Body (Board Presidents' Academy) • The duties of a board president are outlined in policy, and all experienced board members know many of the other tasks that fall to a board president—coordinating with the superintendent, keeping the board in line, serving as spokesperson for the board. But what about the board president's role in moving the board forward as a

leadership body? And what might the board president do to put the board in the position to lead the community? Explore ways a board president can move the whole team forward to be true leaders in the community. • P, GOV

— — — — — OR — — — — —

Breakout Sessions: All Audiences

1:30–2:45 p.m. (Choose one.)

F510 A Readers' Theater: The History of Public School Funding in Texas • "Secede!" Did you know Mexico's failure to provide an adequate education "despite boundless resources" was one of many reasons given as Texas declared its independence from Mexico in 1845? Graduates of the 2009 Leadership TASB Class will weave together the significant historical events concerning funding in an engaging Readers' Theater format answering the main question, "How did we get to where we are today?" • FIN

F515 The Board's Call to Greatness • Participants will learn from *Canton ISD (1,932 ADA)* administrators and board members how they can encourage and support the conditions in which teachers inspire their students to reach for greatness. • LV, STA

F520 Expanding College and Career Pathways in a Midsize District • *Splendora ISD's (3,133 ADA)* board was named a TASA Honor Board in October 2009. Over the past three years, the board has worked with the staff and community to implement not only an Early College High School, but a successful Career and Technology Academy. The administration will share the story of how the board's vision and planning has brought PK–16 academic success opportunities to all students. • LV, STA

F525 Building and Sustaining College- and Career-Readiness Cultures in Our Schools • Collaboration among educators, administrators, and school boards is the key to building college- and career-readiness cultures in our schools. Enhance your ability to evaluate and promote programs to help students set high goals and pursue postsecondary opportunities. Resources will be provided to assist schools in creating environments that promote college- and career-readiness for all students. Strategies for promoting these programs within school districts will be discussed. • STA

F530 The Secrets to Better Board Policies • Are you clear on the difference between a (LOCAL) and (LEGAL) policy? Do you understand the difference between a

regulation and board policy? This session will bring policy into focus by providing an overview of the district's policy manual. See how important it is to develop effective and usable policies as the foundation to guide district practice. A TASB Policy Service consultant will provide the basic tools for understanding the district's policy manual. • GOV

F535 Legal Issues in Social Networking and Other Technology Use • Today's students and employees are at home in cyberspace. Social networking sites and similar applications are often their first choice for communicating and learning. Should teachers and students be "friends" on line? Should a district employee be held responsible at work for content on his or her personal Web page? What responsibility does the district have to protect students from bullies and predators on the Web? A TASB Legal Services attorney offers tips on how to manage the risks while still taking advantage of the many benefits technology offers in the school setting. • TCH

F540 On the Street, in the Mall, at the Game: Trustees on the Spot • A chance encounter with an acquaintance in the grocery store can become an awkward exchange when you're asked questions about district business. Being caught off guard on the street by a dissatisfied citizen can be even more uncomfortable. You have three options: (1) never leave home, (2) go out in disguise, or (3) be prepared to handle inquiries appropriately. Come listen to your colleagues tell their stories and share their helpful advice. Never be afraid to leave home again. • GOV

F545 Performance Pay for the Superintendent: Texarkana's Model • Should superintendents be rewarded for their performance? If so, how? *Texarkana ISD (6,600 ADA)* has grappled with these questions and developed a performance rewards package for the superintendent based on strategic objectives, board evaluation, student performance, and data-driven measures. This session will discuss the issues involved in performance pay for the superintendent and explain why and how *Texarkana ISD* came up with the system the district has used for several years. • GOV

F550 Board Operating Procedures: Tips for Getting Started • Well-defined board operating procedures are absolutely necessary for a high functioning board. *Pflugerville ISD (20,335 ADA)* will share with attendees the process it used to develop and update procedures, issues that should be addressed in board operating procedures, and documentation. • GOV

F555 School Board Café Conversations (Midsize Districts) • Join board members from comparable-size districts for a chat at the local café. During this session, board members will sit together and explore common challenges, share collective wisdom, and gain insight on topics of shared concern. Seating is limited in the Café. *This session is designated for districts with student populations of 2,500–7,499.* • **GOV, LV**

— **AND** —

Breakout Sessions: All Audiences
3–4:15 p.m. (Choose one.)

F610 Social Media: Friend, Follower, or Casual Observer? • Communicators are embracing social media tools, and why not? Social media is an intrinsic part of our students' lives and quickly being welcomed by many adult constituents. Where does your district stand? Explore the options, review the successes, and examine the challenges from the perspective of the administrator, educator, and community. • **GOV**

F615 How Can Trustees Change How Education Happens? • Learn some practical steps to take now to start the conversation with your board, superintendent, and community about confronting the challenges that are part of delivering a 21st century education even within the challenges of the current system. See how Texas school districts are turning the principles of TASA's Visioning Institute into action on campus and in the classroom, creating high-performing citizens for the future of Texas. • **LV**

F620 Maximizing Your Construction Project • Construction and renovation expenditures can seem costly and confusing. Gather information on the basics of the construction process, from contracts and delivery methods to expectations of trustees and school personnel. Participants will learn strategies to help make the most of their construction and facilities budgets while maximizing the investment in their facilities. • **FAC**

F625 Staffing Controls for Public Schools • Personnel costs consume more than 80 percent of your district's operating budget. Controlling these costs requires an understanding of the staffing patterns your district really needs compared to the number and type of employees you actually have. Examine how to evaluate your district's staffing, what to look for, and possible solutions to the problems. Topics will include identifying employee categories to review and where to find data, using formulas to guide staffing, examining the effect of

different types of secondary class schedules on personnel needs, and developing accurate budget forecasts. • **GOV**

F630 Legal Update • What is fun, informative, and full of the latest school law news? The TASB Legal Services annual legal update! This session will cover recent court cases and other legal happenings in a lively format. We promise to make it as painless as possible. • **GOV**

F635 Starting Out Right with Your New Superintendent/CEO • The transition process can be a well-defined procedure with all parties informed or it can be something more chaotic. The considerations in planning the transition process include the relationship between the board and superintendent, superintendent and staff, and superintendent and community. TASB Executive Search Services staff will present a plan that integrates all elements into the process. • **GOV**

F640 Dealing with Difficult People • (See descriptor Thursday, 1:30 p.m., ET545.)

F645 SURVIVOR: Texas School Finance • Can you SURVIVE Texas School Finance? Meet the challenge by making alliances with our four tribes. Will you grant immunity for small or large tribes? Will you send Chapter 41 or Chapter 42 to Exile Island? Will your district stay on Education Island? Join our tribal council for an action-packed, fun-filled, interactive session. You WILL acquire SURVIVOR skills. *Presented by graduates of the 2009 Leadership TASB Class.* • **FIN**

F650 Sharing the Green Grass • The Bexar County School Boards' Coalition is a unique unification entity established by neighboring ISDs. This one-of-a-kind model allows districts to focus on improved governance and collaboration across ISDs. It focuses on building the civic capacity of trustees with their fellow trustees, local chambers, education service centers, businesses, and postsecondary education institutions. This session will show how ISDs in the same city, county, or region can improve education opportunities for all students through creating and sharing visions, pursuing common legislative solutions, receiving regionally focused training, and spending time with your neighbor. • **LV**

SATURDAY, JUNE 12: SAN ANTONIO

In-Depth Session: New Board Members
8:30–11:15 a.m.

S110 District Planning and Budget Basics (TASB ISD) • Especially designed for first-year board members and presented by TASB staff, this in-depth session provides an overview of the board's role in district vision and goal setting, planning, and the budget process. It also summarizes the planning and budgeting cycle and key decision points for board members. • **N, FIN**

— — — — — OR — — — — —

Breakout Session: Board Presidents
8:30–9:45 a.m.

S120 Board Presidents' Roundtable • This session will provide board presidents an opportunity to seek advice from experienced board presidents on a variety of topics for which they are responsible. Discussion will center on topics of most immediate concern to presidents in the audience. *Seating is limited in the Roundtable.* • **P, GOV, LV**

— — — — — OR — — — — —

Breakout Sessions: All Audiences
8:30–9:45 a.m. (Choose one.)

S210 CANCELED Swagga and Scholarship: Supporting Gifted African American Males in the P–20 Pipeline • At a time when so many studies of African American students focus on the factors of failure, this presentation will attempt to fill a conspicuous void in the research literature by focusing on success. A number of key strategies will be offered to administrators, teachers, and school board members who seek viable ways to promote the success of academically gifted African American males. This presentation is based on Fred Bonner's book published in January 2010, *Academically Gifted African American Male College Students*. • **STA**

S215 Customer Service and School Communications • What do people think about your schools? Do they leave feeling happy or discouraged that they came in? Good customer service is about positive communication. By understanding who our customers are, we can better understand how to provide them with the service levels they need. This session will offer techniques to prove that excellent customer service is not magic; we just have to decide it's time to provide it. • **GOV**

S220 A Board Member's Guide to Effectively Handling Grievances • The most common type of hearing a board member faces is an employee or parent grievance, which is often emotional and politically difficult. However, legal problems can be avoided with a few simple, effective strategies and procedures. Presented by experienced school attorneys, this session will offer guidance to board members regarding their legal and policy responsibilities in a grievance, including discussion regarding the board presidents' role. A question-and-answer opportunity will close the session. • **GOV**

S225 Are Your Facilities Ready for the Future? • Determining if your facilities are ready for the future is not as easy as looking into a crystal ball. There are several things school districts must consider, such as student and community demographics, current and future instructional space needs, and the current condition of facilities. Analyzing these areas can help school districts prepare their facilities for the future. • **FAC**

S230 Do-It-Yourself School Bonds: Tools on How to Understand and How to Issue Them • First Public (a subsidiary of TASB and administrator of the Lone Star Investment Pool) staff will explain how school bonds work. Learn how to approach and tackle bond underwriting, including proper questions to ask your financial advisors and bond underwriters to ensure you're getting the best deal. Staff also will discuss the oversight duties for issuing bonds, how to invest bond proceeds, and how provisions of the American Recovery and Reinvestment Act (ARRA) may help your school reduce debt costs. • **FIN, GOV**

S235 Take a Stroll Down the Boardwalk • Ever wondered how school boards in other states go about their work? What are the common concerns? Which have term limits? Who gets paid? Do all of us collect continuing education credit numbers? Which use a system of appointment versus an election? Explore the similarities and differences among Texas school boards and our colleagues in other states. Discover the answers to these and other points of comparison. Use of audience technology allows you to test your impressions with the facts. • **GOV**

S240 Teacher Salary Schedules: Don't Get Stuck on Steps • Does your teacher salary schedule look like an entitlement system? Is that what you want? Teacher pay strategies have evolved in many districts to become more market-based and budget-driven, but salary schedules still look the same

to teachers. This session will examine how some districts are breaking the chains of step schedules and developing more strategic ways to compensate teachers. • **GOV**

S245 School Dropout Factors and Dropout Intervention Programs • The presentation will include a review of national, state, and local research showing factors influencing a student's decision and lifelong consequences associated with dropping out of school. Additionally, *Southwest ISD (10,439 ADA)* has initiated programs geared around increased "student voice," a ninth-grade campus model, and pending career pathways. The vision of increased student participation is expected to result in enhanced student engagement within their high school experience. Thus, the SWISD programmatic development will reduce the numbers and percentages of students dropping out within the district by assisting students toward high school graduation within the four-year expectation, and will positively affect the local, state, and national dropout phenomenon. • **STA**

S250 School Board Café Conversations (Urban and Suburban Districts) • Join board members from comparable-size districts for a chat at the local café. During this session, board members will sit together and explore common challenges, share collective wisdom, and gain insight on topics of shared concern. *Seating is limited in the Café. This session is designated for districts located in urban and suburban areas.* • **GOV, LV**

— **AND** —

Breakout Sessions: All Audiences
10-11:15 a.m. (Choose one.)

S310 Putting Your District in the Spotlight • Does your district have some great success stories to tell? Is it possible to put together an effective communication plan that doesn't break the bank? Having a small budget for your communication and public relations needs is not a problem if you use the right approach. This session will explain how your district can use strong media relations, community interest, internal marketing, electronic communication, and selective print materials to get a positive message across. • **GOV**

S315 Don't Let Your Construction Project Manage You • Many school districts are going through the construction process or will be soon to meet the ever-changing educational environment. With these projects come numerous challenges that can sometimes be

overwhelming. Allowing these challenges to take charge of your project can result in disruption of the educational program, cause time delays, and create budget issues. Effectively managing your construction project can keep your project on time and on budget. • **FAC**

S320 Prekindergarten Collaborations: Building Effective Partnerships • Collaborations with community-based partners such as Head Start and private child care providers are essential for delivery of quality prekindergarten in your school district. Building and sustaining partnerships begins with a comprehensive memorandum of understanding (MOU) and a shared services agreement that meets the needs of all parties. Explore the essential elements of a successful MOU and identify potential pitfalls to avoid. • **LV**

S325 Gangs in Our Communities • Gangs are widespread and adversely affect the quality of life within our communities with violence, drugs, and associated criminal activity. This presentation focuses on warning signs, risk factors, graffiti, street language, and new trends of gang involvement. In addition, profiles of several different gangs—including MS13, Crips, Bloods, Sureno 13, Latin Kings, Tango Blasters, and other security-threat groups—are shared. In particular, participants learn strategies in preventing gang involvement. • **GOV**

S330 Go, T.E.A.M., Go! • People don't act and react in the same way. Most people have one or two dominant working styles that color their actions and reactions. Understanding one another's styles, and the strengths and challenges that accompany those styles, can lead to mutual respect and trust. In this interactive session, participants will complete the T.E.A.M. Personal Inventory and exchange information about each of the four styles that will support participants in better understanding themselves and their board-superintendent teammates. • **GOV**

S335 Here I Am, Stuck in the Middle with You • (See descriptor Thursday, 9:30 a.m., ET245.)

S340 The Board and Budget Adoption: What Kinds of Information Are Useful? • (See descriptor Thursday, 9:30 a.m., ET235.)