



MINNESOTA SCHOOL BOARDS ASSOCIATION
Where School Boards Learn to Lead

Student Achievement: **Passion, Perseverance, and Possibility**



97th Annual Leadership Conference
January 11-12, 2018
Minneapolis Convention Center

- Learning to Lead – School Board Basics: Phase I, January 9, Hilton Minneapolis
- Leadership Foundations – School Finance and Management: Phase II, January 10, Hilton Minneapolis
- Charter School Board Member Training, January 10, Hilton Minneapolis
- Evening Early Birds, January 10, Minneapolis Convention Center

CONFERENCE AT A GLANCE

Tuesday, January 9

6:30 p.m. – 9:00 p.m. Learning to Lead – School Board Basics: Phase I (Hilton Minneapolis)

Wednesday, January 10

8:45 a.m. – 4:00 p.m. Leadership Foundations – School Finance and Management: Phase II (Hilton Minneapolis)

8:30 a.m. – 4:00 p.m. Charter School Board Member Training (Hilton Minneapolis)

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

- Designing an Effective Superintendent Evaluation
- Data Privacy and Data Breaches – Are You Prepared? Do You Know What to Do?

Thursday, January 11

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. Opening Session (doors open)

- Keynote: Mark Lindquist: “8 Steps to Reignite Your Passion to Lead”

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: “Education Finance Update”



Friday, January 12

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

8:00 a.m. Round Tables

9:15 a.m. Workshops

10:15 a.m. Closing Session (doors open)

- Keynote: Manny Scott: “The Power of One: Perseverance and Possibility”

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Visit www.mnmsba.org/LeadershipConference for more details.

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 11

Mark Lindquist

"8 Steps to Reignite Your Passion to Lead"

Gain an understanding of the importance of a school culture that is dedicated to the development of an individual's strengths. Reignite a person's passion to allow them to make major contributions to your district. Many of us feel "stuck" from time to time as we progress through our working lives. Whether it is your first year on the board or you are a veteran member, you will leave this session with a new vision for the future that will propel you out of a rut and into an exciting journey toward a passion-filled life in all areas – at work and at home.

Biography

Mark has performed live for over 2.5 million people in 22 countries and 44 states throughout his career. He has performed for Grammy winning artists, Academy Award nominated actors, foreign dignitaries around the world, as well as staffers at the White House. Mark has shared the stage with former U.S. Attorney General Janet Reno, Senator John McCain, Magic Johnson, Edward James Olmos, Grammy Award winning artist Rihanna, and others.

Currently, Mark travels the country delivering keynote addresses for businesses at their annual conferences. He also performs the National Anthem for collegiate and professional sports teams. He is author of two books, *Passion! 8 Steps to Reignite Yours* and *Service: My Way of Life*.

Mark founded Mark J. Lindquist Enterprises, Inc. in order to bring smiles to the faces of people and ignite passion all over the world. Mark is a former AmeriCorps member, as well as a former Sergeant in the United States Air Force and an Afghanistan War Veteran, who currently lives in Fargo, North Dakota.



Friday, January 12

Manny Scott

"The Power of One: Perseverance and Possibility"

By age 16, Manny's story was almost over: his father was incarcerated, he missed 60-90 days of school annually, he dropped out of school at age 14, he lived in 26 places by age 16, and his best friend was brutally murdered. Then, a complete stranger took a risk and connected with him, encouraged him, and inspired him to write a different story – to create a new life. That day, he returned to school with a new attitude and purpose and ended up in a group now known as the Freedom Writers. He started a new chapter in his life with healing, hope, perseverance, and possibility. He wants to inspire school board teams to find that same sense of possibility for all students.

Biography

Through hard work, Manny has achieved many of his journaled dreams. In 2007, he founded Ink International, Inc., an educational consulting team that is preventing thousands of suicides, raising student achievement, and improving teacher effectiveness. Through Ink's online Professional Speaker Academy, Manny is training people how to survive and thrive as professional speakers. He has authored two books: *Your Next Chapter* and *How to R.E.A.C.H. Youth Today*. He is married, a doting father of three, a successful entrepreneur, a Ph.D. student, and one of the nation's most sought-after speakers.

PRE-CONFERENCE EXTRAS

Registration begins 30 minutes before each workshop.

Learning to Lead – School Board Basics: Phase I

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

Hilton Minneapolis

Tuition is \$105. Walk-ins add \$10.

Help new board members hit the ground running. This workshop 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.

Leadership Foundations – School Finance and Management: Phase II

8:45 a.m. – 4 p.m. Wednesday, January 10

Hilton Minneapolis

Tuition is \$185. Walk-ins add \$20.

Presented by MSBA staff and state experts, this workshop includes the training school board members 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. – 3:30 p.m. Wednesday, January 10

Hilton Minneapolis

Tuition is \$185 for MSBA Charter Associates; \$250 for Non-Associates. 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



Amy Fullenkamp-Taylor



Steve Niklaus

Designing an Effective Superintendent Evaluation

7:00 p.m. – 9:00 p.m. Wednesday, January 10

Minneapolis Convention Center

Tuition: \$105; walk-ins add \$10

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

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 between 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 an effective, constructive evaluation process and procedures that help drive school district improvement efforts.

Workshop participants will review the principles of effective evaluation and become familiar with the *MSBA/MASA Superintendent Evaluation: A Resource for School Board Members and Superintendents*.



Ryan Cloutier

Data Privacy and Data Breaches – Are You Prepared? Do You Know What to Do?

7:00 p.m. – 9:00 p.m. Wednesday, January 10

Minneapolis Convention Center

Tuition: \$105; walk-ins add \$10

Presenter: Ryan Cloutier, Certified Information Security Professional (CISP)

Data Breaches are becoming ever more prevalent, Equifax being the most recent significant example. It's not a matter of if, but when! Are you prepared to speak with parents and the community about a data breach? Do you know where all of your data is, including non-digital assets? Hear about what steps you need to take to be better prepared and have a more robust, legally defensible posture.



WORKSHOP TOPICS & SPECIAL FEATURES

Workshop topics: In December, view a complete list of workshops with descriptions at www.mnmsba.org/LeadershipConference.

Some of the featured workshops include: Alternatives to the Full-time Superintendent: Interim and Part-time options for School Boards; Immigration and Police Actions Related to Students: What are a school district's obligations?; LGBTQ 101 & Intersectionality for Minnesota K-12 Education Professionals; Board and Superintendent Relations: The Things that Trip us Up; Energy Reductions and Solar Strategies for Schools; Statistics, Stories & Opioid Solutions; United We Won; 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 with 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.

Recognition Luncheon - \$35 registration required

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

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.

Round Tables

Join us for two 20-minute sessions at 1:30 p.m. Thursday, and three rounds of 20-minute sessions at 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: Robert's Rules Basics; School Boards in the Digital Age; Superintendent Search From Start to Finish; Bid Law Basics; Your FFA Advisor Isn't the Only Advisor your School Needs; Managing Crisis for Positive Outcomes; and much more.

RESERVE YOUR HOTEL ROOM TODAY

Housing is open for the 2018 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 Hilton 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 ELECTION RESULTS IN YOUR DISTRICT ARE CANVASSED

How Do I Update My Board Members' Information?

After Election Day, and after election results have been canvassed, visit www.mnmsba.org and click on the Election icon (located toward the top right of the screen) to let us know who your new board member(s) are, which current board members have been re-elected, and which current board members will be leaving your board. You will be asked to enter new board member contact information (address, email address, phone number, etc.).

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.

Registration

The Leadership Conference registration/tuition is FREE as a benefit to your district for being a member of MSBA. Even though the conference is free, please go online to register your attendees.

Other pre-conference and conference-related opportunities to register for:

- Learning to Lead – School Board Basics: Phase I (\$105) – January 9, 2018
- Leadership Foundations – School Finance and Management:
Phase II (\$185) – January 10, 2018
- Early Bird Workshops (\$105) – January 10, 2018
- Recognition Luncheon (\$35) – January 11, 2018

To register for the above-mentioned opportunities, please go to www.mnmsba.org/EventRegistrationHome. All registrations should go through your district office.

Watch for the MSBA Leadership Conference App!

Minnesota School Boards Association

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