

## Registration

Online registration begins Monday, November 29 and closes at 5 p.m., Friday, February 18. After February 18, attendees may register on-site at the conference.

Before you register on-line, be sure to access the complete list of session offerings posted on-line to determine which sessions you will submit with your registration. Registrations will not be processed without sessions selected.

After reviewing session offerings, complete the session selection form and return it to your superintendent or designee so that he/she may complete your registration. If registering yourself, be sure to have payment information before beginning the on-line registration process.

To speed up the process and to ensure accuracy, register through MyTASB Event Registration, an enhanced meeting registration process that automatically pulls individual and district information from the TASB membership database.

If you need to register on-site, complete the on-site registration form before coming to the conference to help speed up the process once you arrive.

To find either the session selection or on-site registration form, go to [tts.tasb.org](http://tts.tasb.org) and click on "Winter Governance and Legal Seminar."

Before you log on to register, be sure that sessions have been pre-selected by each registrant and that a district purchase order or credit card is available for payment. Registrations will not be processed without payment information and sessions selected.

Registration Option 1—\$320 for Thursday morning through Saturday afternoon, which includes the following:

- Breakfast Saturday
- Breakfast Saturday
- Up to 3.525 hours of continuing education credit

Registration Option 2—\$245 for Friday morning through Saturday afternoon, which includes the following:

- Continental breakfast and lunch Friday
- Breakfast Saturday
- Breaks both days
- Up to 9.25 hours of continuing education credit

The results of TASB's address issues through relating to Texas public schools, and provide practical and useful ideas and examples.

Rodney Cavers, former superintendent, Evable ISD

## Cancellation

All registrations must be prepaid by check or credit card or include a district purchase order. If you sign up but are unable to attend, the following terms will apply:

For a full refund, your cancellation must reach TASB by Friday, February 11. If your cancellation reaches TASB after that date but by Friday, February 18, 50 percent of your registration fee will be refunded. No refunds will be provided after February 19, but another representative from your district or organization may attend in your place.

If TASB must cancel the event, TASB will refund the registrations in full but will not be responsible for any indirect, special, or consequential damages (including transportation, lodging, and meal costs) sustained by the registrant.

You must use the TASB cancellation form to have your registration cancellation processed correctly. You can find a PDF of the cancellation form by going to [tts.tasb.org](http://tts.tasb.org) and clicking on "Winter Governance and Legal Seminar" or call 800.580.8272, extension 2219 to have a copy of the form e-mailed to you.

## Hotel Reservations

### Housing is Open!

TASB has secured a block of rooms at the Omni Bayfront Hotel at a rate of \$138\* for single or \$146\* for double rooms. Make reservations directly with the Omni by calling the hotel at 361.887-1600 or central reservations at 800.843.6664 and inform the hotel reservations department that you will be attending the 2011 Winter Governance and Legal Seminar/TASB. The cutoff date to make reservations is Wednesday, February 2, 2011; however, this does not guarantee that there will still be rooms available at this price on February 7. (You know for sure that your board and superintendent plan to attend, make their reservations as soon as possible. \*Rates do not include applicable city and county tax.)

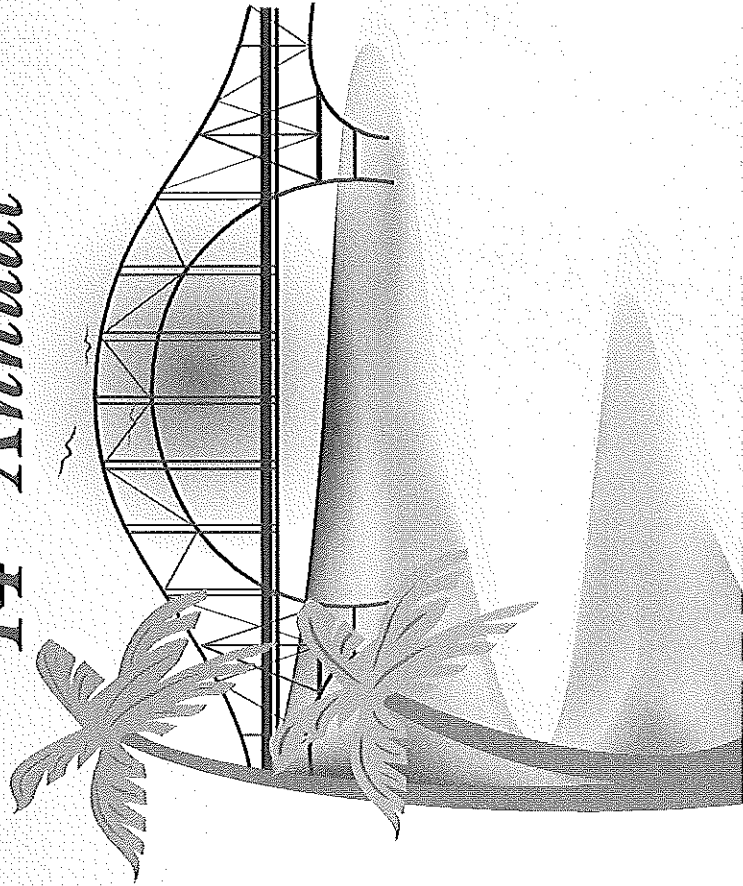
### Check-in

- Present an original tax-exempt form at check-in for each room reserved.
- Hotel Check-in is 3 p.m.

QUESTIONS? Visit [tts.tasb.org](http://tts.tasb.org) for details, or contact TASB at 800.580.8272:

- Housing or special needs, extension 6104, or e-mail [mandy.begley@tasb.org](mailto:mandy.begley@tasb.org)
- Registration, extension 2219, or e-mail [registrar@tasb.org](mailto:registrar@tasb.org)
- Program, extension 6171, or e-mail [kathy.dundee@tasb.org](mailto:kathy.dundee@tasb.org)

# 14<sup>th</sup> Annual



## WINTER GOVERNANCE & Legal Seminar

*From One Room to One World*



Omni Bayfront Hotel • Corpus Christi, Texas  
February 24–26, 2011

## Introduction

The 14th Annual Winter Governance and Legal Seminar (WGLS) will offer focused training for both new and experienced board members. In addition, a strand of sessions will be offered again this year to specifically address the needs of small and rural districts.

### Seminar Benefits

- **Training:** Earn up to 15.25 hours of training credit
- **Registration:** Affordable price that includes some meals and breaks
- **Accommodations:** Affordable hotel cost
- **Venue:** Smaller crowd and ease of movement between sessions
- **Networking:** Meet trustees and administrators from across Texas
- **Small District Strand:** Focused on districts with 1,000 or lower ADA
- **Topics:** Timely and relevant to current tasks on the leadership team's to-do list

### Registration Fees

Registration fees include some meals, breaks, and materials:

- Option 1—\$330 Thursday-Saturday • Earn up to 15.25 CEC hours**
- Option 2—\$245 Friday-Saturday • Earn up to 9.25 CEC hours**

## Agenda

### THURSDAY, FEBRUARY 24

- Registration and Continental Breakfast (Option 1) 7–8 a.m.  
 8–9:15 a.m.  
 First General Session 9:30–10:45 a.m.  
 Breakout Sessions 9:30 a.m.–12:15 p.m.  
 In-Depth Session 11 a.m.–12:15 p.m.  
 Breakout Sessions 12:15–1 p.m.  
 Lunch 1:15–2:30 p.m.  
 Breakout Sessions 1:15–4 p.m.  
 In-Depth Session 2:45–4 p.m.  
 Breakout Sessions

### FRIDAY, FEBRUARY 25

- Registration and Continental Breakfast (Option 2) 7–8 a.m.  
 8–9:15 a.m.  
 Second General Session 9:15–10:30 a.m.  
 Breakout Sessions 9:15 a.m.–noon  
 In-Depth Sessions 10:45 a.m.–noon  
 Breakout Sessions Noon–1:24:45 p.m.  
**Student Panel on Friday** 1:24:45–1:50 p.m.  
 Breakout Sessions 1:45–2 p.m.  
 In-Depth Sessions 1:45–4:30 p.m.  
 Breakout Sessions 3:15–4:30 p.m.

### SATURDAY, FEBRUARY 26

- Breakfast 7:30–8:30 a.m.  
 Breakout Sessions 8:30–9:45 a.m.  
 In-Depth Session 8:30–11:15 a.m.  
 Breakout Sessions 10–11:15 a.m.

## From One Room to One World

FROM one room TO one world

From its roots in the one-room schoolhouse, American education has always been both shaped by and responsive to the communities it served. The one-room schoolhouse was a response to America's desire for an increasingly educated youth, in a world of sparsely populated communities and limited forms of transportation and communication. With a concentration on literacy and an eye toward the agrarian calendar, education in these schoolhouses was necessarily a cooperative affair, using older children to engage the younger while the teacher delivered direct instruction to small groups.

Today's education system must respond to a world of unprecedented technological growth that has broken down geographic boundaries. The community today is a world community, in which economic realities are changing, opportunities are shifting, and cooperation can take more forms than the mind can imagine. The 21st century school will be shaped by a world of increased globalization that must be responsive to a world of greater specialization. And it must continue to educate all children without regard to race, ability, or location.

The challenges are enormous as we attempt to identify and preserve those values nurtured by and in the one-room schoolhouse that any community, agrarian or global, must cultivate to thrive. The task for members of a board of trustees—as community leaders—is to lay the groundwork for change that preserves values and is responsive to the global world of today's student.

Over the coming year, TASB Leadership Team Services (LTS) will explore the challenges and our collective response. Look for speakers and sessions at our conferences that address the challenge of bringing our successful one-room past into a world we have yet to imagine.

**NEW!**

### Student Panel on Friday

We are excited to announce a new addition to the WGLS program. Several Texas high school students, representing Corpus Christi area districts, will participate on what we hope to be an informative and fun panel.

"WGLS is a great opportunity to network with fellow board members and superintendents from small school districts."  
 Dennis Mike, trustee, Karnes City ISD

## General Session Speakers

### THURSDAY, FEBRUARY 24: FROM ONE ROOM...



*The Debate on the Role of Public Education in America*  
**Thomas Jefferson and Patrick Henry**

Seven years his junior and still a student of law in Williamsburg, Thomas Jefferson witnessed Patrick Henry's defiant stand in opposition to Great Britain's Stamp Act during the May 1765 session in the House of Burgesses.

Both men championed the colonists' rights as English citizens: Henry—vocally in fiery and passionate language—and Jefferson—on paper, writing with elegance, succinctness, and essence. Both served in public office: Henry 30 years and Jefferson 40 years. They both held the office of governor of Virginia, were elected to the Virginia House of Burgesses, served as delegates to the Continental Congress (Henry 1774–75, Jefferson 1775–76), and both were national symbols of the American fight for liberty against British tyranny.

They began as friends and close collaborators, but after the beginning of the war for independence, Jefferson and Henry began to differ in opinions relative to a central government versus states rights, relationships between church and state, and what became known as the conflict in Federalist versus Antifederalist politics.

Take a step back in time and listen to a debate on the role of public education as our founding fathers envisioned it—as the cornerstone for community prosperity and democracy's survival. The views of these two famous gentlemen will be examined and the audience will be invited to join them in this conversation.

"I have indeed two great measures at heart, without which no republic can maintain itself in strength: (1) that of general education, to enable every man to judge for himself what will secure or endanger his freedom and (2) to divide every county into hundreds, of such size that all the children of each will be within reach of a central school in it." —*Thomas Jefferson to John Tyler, 1810*

"I have but one lamp by which my feet are guided, and that is the lamp of experience. I know of no way of judging of the future but by the past." —*Patrick Henry, Speech to Virginia Convention, March 1775*

*"Corpus Christi, weather is like a box of chocolates...but no matter what we get weather-wise, I am always able to bring useful information and energy back to my district. I am already looking forward to next year!"*  
 Lillie Huff, trustee, Gramercy ISD

## FRIDAY, FEBRUARY 25: ...TO ONE WORLD



*Making Decisions Today that Prepare Us for Tomorrow*  
**Steve Barkley**

Steve Barkley, executive vice-president of Performance Learning Systems Inc., began his career in education 30 years ago as an elementary teacher. For the past 20 years, he has served as a consultant to school districts, teacher organizations, state departments of education and school board associations, and colleges throughout the United States and Canada. Barkley's short- and long-term professional development trainings are designed for teachers and administrators of all levels. This author and international speaker has extensive experience guiding districts through the process of school restructuring and site-based management, and working with both teachers and students to develop school-to-work programs.

Barkley, an authority on developing and sustaining quality school mentoring and coaching programs, is a highly motivational and riveting speaker with extraordinary knowledge about life in the classroom. A catalyst for growth, he is a true role model who practices what he teaches. His session, *Making Decisions Today that Prepare Us for Tomorrow*, will show how it is critical that today's education leaders create an environment that fosters continuous innovation and constant improvement. Attendees will learn how to recognize an environment where information flows freely, where members develop deep and diverse relationships, and where a common vision is evident. They also will explore the psychological effects of change upon people and identify strategies leaders can use to manage the change process.

## Leaders in Literacy Book Drive

"At the dawn of the 21st century, where knowledge is literally power, where it unlocks the gates of opportunity and success, we all have responsibilities as parents, as librarians, as educators, as politicians, and as citizens to instill in our children a love of reading so that we can give them a chance to fulfill their dreams." —*President Barack Obama*

Join fellow WGLS participants in a book drive for children living in local homeless shelters. According to the Library of Congress, "Young people who read are not only more knowledgeable, they are also better citizens and more engaged in the world around them. Help ensure this special group of children has the tools for success. Bring new or gently worn books—appropriate for children and young people ages five through 18 years old—and put them in the boxes marked "Leaders in Literacy" in the registration area.



Texas Association of School Boards

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## Leadership Team Services

### Winter Governance and Legal Seminar Registration

#### Registration

Online registration opens on November 29, and closes at 5 p.m. February 18. After February 18, attendees may register on site at the conference.

Before you register, be sure to review the [session descriptors](#) to determine the sessions that will be included with your registration. *Registrations will not be processed without session selections.*

After reviewing session offerings, complete the [Session Selection Sheet](#) and return it to your superintendent or designee so that he or she may complete your registration. If registering yourself, be sure to have payment information before beginning the online registration process.

To speed up the registration process and ensure accuracy, register through Your registration experience will be greatly improved if submitted through [MyTASB](#). Using MyTASB to register ensures the following:

- Less data entry
- Preentered names and district information
- Name badge accuracy
- Accurate information for continuing education credit reporting

#### *Option 1*

\$330 for Thursday morning through Saturday afternoon, which includes the following:

- Continental breakfasts and lunches Thursday and Friday
- Breakfast Saturday
- Breaks all three days
- Up to 15.25 hours of continuing education credit

#### *Option 2*

\$245 for Friday morning through Saturday afternoon, which includes the following:

- Continental breakfast and lunch Friday
- Breakfast Saturday
- Breaks both days
- Up to 9.25 hours of continuing education credit

#### Cancellation

All registrations must be prepaid by check or credit card or include a district purchase order. If you register but are unable to attend, the following terms will apply: For a full refund, your cancellation  (pdf) must reach TASB by Friday, February 11. If your cancellation reaches TASB after that date but by February 18, 50 percent of your registration fee will be refunded. No refunds will be provided after February 18, but another representative from your district or organization may attend in your place.

If TASB must cancel the event, TASB will refund the registrations in full but will not be responsible for any indirect, special, or consequential damages (including transportation, lodging, and meal costs) sustained by the registrant.

# Introduction


## Don't forget!

Before you select sessions, make a note of the student population of presenting districts, the focus of the session as identified using the legend below, and whether the session has been identified as a small district session\* for schools with student populations around 800 and below.

## Legend

Sessions at WGLS are primarily for school board members and the topics are appropriate for ALL audience types and experience levels unless noted with an "N" for newly elected school board members.

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.

<b>FAC</b>	<b>Facilities</b>	<b>FIN</b>	<b>Finance</b>
<b>GOV</b>	<b>Governance</b>	<b>LV</b>	<b>Leadership/Vision</b>
<b>STA</b>	<b>Student Achievement</b>	<b>TCH</b>	<b>Technology</b>
	<b>From One Room to One World</b>		

\*Sessions specifically geared toward small school districts: ET610, F210, F220, F315, and S220

## Thursday, February 24

### 8–9:15 a.m. General Session

General session, continental breakfast, 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.

**ET110 Boardmanship 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—

### BREAKOUT SESSIONS: ALL AUDIENCES

#### 9:30–10:45 a.m. (Choose one.)

**ET210 What Every School Leader Should Know about Instruction: The Fundamental 5** • Education leaders with experience in both the state and the national arenas will present a dynamic overview of the five fundamental practices of exceptional instruction. These practices, identified through field-

based research, have been adopted by hundreds of campuses and have been shown to dramatically increase student success and campus performance. Discussion will center on how to implement and support these practices on any campus in any district. • LV, STA

#### **ET215 Risk Management: What Is It and Why It Matters** •

This session provides board members of all experience levels with fundamental risk management (RM) information. RM is an ongoing process of identifying and dealing with the exposures and risks that districts face. Find out why having an effective RM program in your district can help conserve resources, save money, increase test scores, and so much more. Make your school district better with comprehensive risk management solutions. • GOV

#### **ET220 Wrenches, Typewriters, and Curling Irons: Career and Technology Education—It's Not What It Used to Be (Master Mind Series Session #1)** •

Find your place at the table for this unique series. Participants will discuss and interact with a panel of experts on career and technology education. All cynics and fence setters please find another session to attend. This series is for motivated board members who desire practical information, professional expertise, and ongoing networking. Don't miss this new interactive session. Seating is limited. • GOV, LV • This is the first in the series and each session focuses on a different topic. Also see sessions **ET325, F225, and F325**.

#### **ET225 Breaking Up Is Hard to Do: What's Next?** •

Trustees from Granbury ISD (6,790 ADA) will discuss the maze of responsibilities in the superintendent search process, their experiences in deciding on whether to use a search firm, and some of the benefits as well as obstacles. They also will share the application they used, tips for the interview and selection process, and how to best introduce a new superintendent to the community. • GOV

#### **ET230 Open Meetings: Ripped from the Headlines** •

You've had Open Meetings Act training, and you know what the law requires. So how do well-informed boards still go wrong? Why is it so important to follow these rules? A TASB Legal Services attorney will explore real court cases and newspaper stories involving alleged violations of the act to find practical lessons on how to stay out of the headlines. • GOV

—AND—

### BREAKOUT SESSIONS: ALL AUDIENCES

#### 11 a.m.–12:15 p.m. (Choose one.)

#### **ET310 Broke to Better: The Secret of Rapid Improvement** •

Lead by education leaders with experience in both the state and the national arenas, this interactive discussion will focus on the critical practices required to rapidly move a campus from struggling to successful. Based on field-tested practices in multiple districts, the presentation will outline critical steps that must be undertaken, strategies necessary for ensuring implementation, and common mistakes to avoid. Learn how when the going gets tough, the tough get better. • LV, STA

**ET315 Building a Health Science Career Pathway from Start to Flourish** • A successful CTE program involves thoughtful planning, stakeholder participation, and tremendous opportunities for students. Walk through the development of a health science career pathway from the start of an idea eight years ago to the present. Discover what it takes to develop a program from an idea to a fully functioning vital part of your school district. Find out the pros and cons of student certifications, articulation, and development of dual-credit classes in cooperation with a local community college. Learn what a district and a community needs to do to buy in to the development of such a program. • **STA**

**ET320 Kemp ISD's Formula for Successful Bonds and TREs** • Even in these difficult economic times, *Kemp ISD (1,566 ADA)* has been able to pass the largest bond in the history of the district and has just had a successful TRE. Come and find out Kemp's formula for success! • **FIN**

**ET325 Bricks, Mortar, and an Architectural Plan: School Facilities—So Many Questions, So Little Funding (*Master Mind Series Session #2*)** • Find your place at the table for this unique series. Participants will discuss and interact with a panel of experts on all aspects of school facilities. All cynics and fence setters please find another session to attend. This series is for motivated board members who desire practical information, professional expertise, and ongoing networking. Don't miss this new interactive session. *Seating is limited.* • **GOV, LV** • *This is the second in the series and each session focuses on a different topic. Also see sessions ET220, F225, and F325.*

**ET330 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 looks at legal options for reducing expenses, including reducing compensation and positions. The discussion focuses on ways to lower costs while avoiding a reduction in force (RIF), as well as how to successfully apply the district's RIF policy when necessary. • **FIN, GOV**

## LUNCH

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

## IN-DEPTH SESSION: NEW BOARD MEMBERS


**1:15–4p.m.**

**ET410 Teamwork Basics (*TASB ISD*)** • Especially designed for first-year board members, this 2.5-hour session, presented by TASB staff, 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—

## BREAKOUT SESSIONS: ALL AUDIENCES

**1:15–2:30 p.m.** (*Choose one.*)

**ET510 Leading a Technology Adventure and Loving Every Minute of It: One to One** • Employing curriculum aligned to state standards, one-to-one technology integration helps teachers improve their teaching skills to make education more than books, blackboards, and erasers. Using uniquely creative, academically rigorous teaching strategies makes education relevant to all students and creates a brighter future while putting the fun back into education. *Groesbeck ISD (1,583 ADA)* is making a bold statement with one-to-one technology for K–12. **STA, TCH,** 

**ET515 Are Your Facilities Ready for the Future?** • Determining if your facilities are ready for the future is not as easy as looking into 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 districts prepare their facilities for the future. • **FAC**

**ET520 Saving Your School Money with the Right Type of Refinancing and Looking at Cost Saving Options for New Capital Plans** • Interest rates are hovering near 30-year lows. Find out if a refinancing is possible for your school district. Hear from a panel of financial experts about the good, the bad, and the ugly of these savings opportunities. Discussion will focus on bond elections and tax impacts on local schools. • **FIN**

**ET525 School Challenges: A Café-Style Discussion with Leadership TASB Graduates** • Accept the Leadership TASB (LTASB) challenge to continue to engage and grow at high levels of service. Join fellow LTASB graduates in a focus on strategies to advocate for all districts and learn about local, regional, and statewide initiatives to improve Texas education. In this café-style format, discussion will center on topics of interest to audience members. Come prepared to share collective wisdom on successes in your district and seek advice on areas of concern. • **GOV, LV**

**ET530 Resolving Grievances** • Are grievances becoming a challenge for your district? This session with a TASB Legal Services attorney will review TASB's model grievance policies and provide legal and practical advice for board members and administrators applying these policies. A checklist and sample script will allow you to handle grievances with confidence. • **GOV**

—AND—

## BREAKOUT SESSIONS

**2:45–4 p.m.** (*Choose one.*)

**ET610 Commonsense Forecasting: Questions Board Members MUST Know and Ask—What Do *Small and Rural* Districts Need to Know (*Small District Session*)** • 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, GOV**

**ET615 Returning to Civil Discourse** • Tired of the hostile language and basic disrespect that may occur in your community, district, and country? Sometimes public debate can become counterproductive and even toxic. In this session, presented by TASB Leadership Team Services staff, you will learn to define and identify when communication becomes unhealthy. You will learn how to deal with topics you might disagree with in a more persuasive manner. This workshop will be your opportunity to restore some civility to political and personal discourse. • **LV**

**ET620 ETHICS for School Trustees** • Is it okay to accept gifts during school board appreciation month? Can you talk to the coach about your daughter's playing time now that you are on the board? Should you intervene on behalf of a friend to ensure that they get an interview for a position in the district? Board decisions can lead to ethical dilemmas. What are some of these dilemmas and how would your leadership team (board and superintendent) handle them? In this session, participants will examine scenarios of some school board situations and use audience response technology to determine the best course of action. Then they will discuss the ethical principle demonstrated, possible consequences from the actions, and suggestions for better ways to handle the situations. • **GOV**

**ET625 School Finance Update** • The presenter will provide a summary of legislative activity and TEA regulations affecting public school finance. An overview of the TASB school finance plan and its status during the 82<sup>nd</sup> Legislative Session also will be presented. • **FIN**

**ET630 Legal Update** • What is fun, informative, and full of the latest school law news? It's the TASB Legal Services annual legal update! Join us for an overview of recent legal developments related to public school governance, personnel, purchasing, student issues, and more. You can count on TASB Legal Services to cover today's hot topics in an entertaining format. • **GOV**

## Friday, February 25

### 8–9:15 a.m. General Session

*General session, student panel, continental breakfast, and lunch will be automatically added to attendee's personal agenda based upon the registration fee selected.*

## IN-DEPTH SESSION: NEW BOARD MEMBERS

9:15 a.m.–noon

**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 ones. • **N, GOV**

—OR—

## BREAKOUT SESSIONS: ALL AUDIENCES

9:15–10:30 a.m. (Choose one.)

**F210 'To Be or Not To Be' Drama in Small Districts (Small District Session)** • Presenters from Austwell-Tivoli ISD (161 ADA) will present an overview of the importance and benefits gained from fine arts programs. They'll show how the fine arts program (in this case, drama) can be a reality even in small districts. Examples of what takes place in the Austwell-Tivoli district also will be shared. • **STA**

**F215 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, GOV**

**F220 Freedom 11: Student Astronaut Program Enters 10<sup>th</sup> Year (Small District Session)** • Since April 2002, Leon ISD (732 ADA) students have looked forward to entering the fifth grade because they have the opportunity to be a part of the annual space shuttle program. Join us at mission control as we follow the journey of the latest Freedom 11 space mission, complete with a realistic-looking shuttle that students enter for 48 hours as they use their training and technology to solve problems encountered in outer space. • **STA, TCH, **

**F225 E-Mail Blasts, Paper Trails, and Talking Heads: Communicating with the Community—The Good, the Bad, the Difficult (Master Mind Series Session #3)** • Find your place at the table for this unique series. Participants will discuss and interact with a panel of experts on communicating with your community. All cynics and fence setters please find another session to attend. This series is for motivated board members who desire practical information, professional expertise, and ongoing networking. Don't miss this new interactive session. *Seating is limited.* • **GOV,**

**LV** • *This is the third in the series and each session focuses on a different topic. Also see sessions ET220, ET325, and F325.*

**F230 Digital Communication: What's Public and What's Not** •

Are your e-mails private? Are text messages on a district phone subject to the Public Information Act (PIA)? Are notes passed between board members at a meeting public information? Even the most experienced board members can have trouble answering these questions, especially in the digital age. This advanced course, presented by a TASB Legal Services attorney, examines the application of the PIA to various records commonly used by board members, including e-mails, text messages, letters, and casual notes. • **GOV**

—AND—

**BREAKOUT SESSIONS: ALL AUDIENCES**

**10:45 a.m.–noon** (Choose one.)

**F310 No Kidding: Student Ad Hoc Board Members!** • *Kemp ISD's (1,566 ADA) Superintendent Student Advisory Council (SSAC) is moving to the next level! SSAC members are ad hoc members at board meetings. Discover the benefits of involving students at this level. It doesn't have to be scary and it doesn't have to be risky. The benefits are fantastic! Come and meet Kemp ISD's newest ad hoc board members.* • **LV**

**F315 Revitalizing Rural Education (Small District Session)** • Geographic separation often can create chasms of economic disparity, cultural divides, and limited resources for districts nestled in rural America. With a centralized focus on the community-to-school relationship and an assets-based approach to continuous school improvement, this case study outlines key attributes to making a successful learning environment. Participants will see the layered tapestry of critical attributes used to revitalize *Waelder ISD (264 ADA)* from academically unacceptable to academically acceptable. • **STA**

**F320 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 knowledge that will improve district operations efficiency. • **FIN, GOV**

**F325 Sacred or Sacrificial: The Fine Arts—Should We Keep Them or Cut Them? (Master Mind Series Session #4)** • Find your place at the table for this unique series. Participants will discuss and interact with a panel of experts on the value of fine arts, both for your students and your community. All cynics and fence setters please find another session to attend. This series is for motivated board members who desire practical information,

professional expertise, and ongoing networking. Don't miss this new interactive session. *Seating is limited.* • **GOV, LV** • *This is the fourth in the series and each session focuses on a different topic. Also see sessions ET220, ET325, and F225.*

**F330 Social Networking: What You Need to Know** • Should a school district employee be held responsible at work for content on his or her personal Web page? Should a student be punished at school for texting inappropriate photos to friends on the weekend? Should teachers and students be "friends" on line? Can you check out prospective employees by searching the Web for their personal postings? This session offers a TASB Legal Services attorney's perspective on these challenging and evolving questions. • **GOV**

**LUNCH**

**Noon–12:45 p.m.** (Included with your registration fee.)

**STUDENT PANEL**


**12:45–1:30 p.m.** (Will be added automatically to attendee's personal agenda based upon the registration fee selected.)

**BREAKOUT SESSIONS**

**1:45–3 p.m.** (Choose one.)

**F510 Fine Arts Education: Extra or Essential—What Research Says about the Effect of the Arts on Student Success and Community Connections** • This session examines the effect of the arts on attendance, standardized test scores, and student success. The session also will look at how to build a stronger connection between the district and the community through the arts. • **STA**

**F515 Board Officer Elections: Sticky Issues Addressed** • Board officer elections are essential to board success, but they can be difficult and divisive. Sustain board effectiveness and avoid negative fallout by reviewing best practices in officer elections. Learn how to create a legal and transparent election process, use closed sessions, assess officer qualifications, determine the superintendent's role, deal with term limits, educate new board members about elections, develop time lines, and establish procedures to support the officer election process. • **GOV**

**F520 Educating English Language Learners in 21st Century Schools: An Overview of Critical Concepts and Programs** • Board colleagues will receive an introduction to basic concepts and common practices associated with the education of ELLs in Texas schools. The presentation will focus on the scope of the language and cultural diversity challenge in today's schools, socio/cultural characteristics of ELLs, and the basic theories, research, and major policies that drive state programs for ELLs. Using *Denton ISD's (22,825 ADA)* exemplary dual-language program, presenters will highlight the common programs for ELLs in effect today. This session will be presented by experienced public school and university teachers. • **STA**, 



**F525 Moving the Team Forward as a Leadership Body** • The duties of a board are outlined in policy and all experienced board members know many other tasks that fall to them—coordinating with the superintendent, keeping the board in line, and advocating for schools in the community. But is there a board role in being instrumental in transforming the community? And what might the board do to be in the position to lead the community? Explore ways a true governing board can move from reactive to proactive to become true leaders in the community. • **LV**

**F530 Financial Responsibility: What Do You Really Need to Know?** • Board members are not called “trustees” by accident. You hold the district’s rights and obligations “in trust” for the children of your school district. Legally and ethically, you are responsible for overseeing the district’s financial management. How can you meet this obligation, even if you have no formal financial training? Start by attending this session to learn more about school district financial management and the role individual trustees play in creating a culture of accountability and trust for the financial well-being of your district. • **FIN, GOV**

**F535 CSCOPE 101** • The CSCOPE 101 training session will be conducted for school board members and other interested participants who need a deeper understanding of the CSCOPE curriculum components, related processes, and historical perspective. This session will benefit board members whose districts have already implemented the CSCOPE Curriculum or that plan to do so for the upcoming school year. • **STA**

—AND—

## BREAKOUT SESSIONS

**3:15–4:30 p.m. (Choose one.)**

**F610 The Role of Board Committees to Facilitate More Efficient Operation of the Board** • The *Northside ISD—Bexar County (92,335 ADA)* Board has established five standing committees: Academics, Building, Finance, Policy and Intergovernmental Relations, and Technology. These committees are charged with reviewing proposals and recommendations from administrative staff, studying other matters that come before them, and recommending board action based upon findings. Learn how committees such as these can facilitate more efficient operation of the board and more efficient use of time at board meetings. • **GOV, LV**

**F615 Good Governance Award: You CAN Win!** • Only 10 districts in the state have earned TASB’s coveted Good Governance Award. It’s not won in a contest. All board-and-superintendent teams can earn the award by meeting the requirements based on recognized standards of good governance. In a lively, interactive format, learn the requirements, board audit procedures, process, and benefits of working toward this goal. Past winners share their secrets to success. You, too, can be a winner! • **GOV**

**F620 Impact of Technology on Learning** • This presentation focuses on the supposition that technology in education has had a profound effect on how young people learn. A couple recent studies suggest the Internet may be changing cognitive patterns in a way that decreases our ability to focus and accomplish higher-level thinking. This session will openly discuss the pros and cons of that issue. • **STA**

**F625 Legislative Update** • This presentation will provide a summary of filed legislation affecting Texas school districts. Also included will be an overview of the budget outlook and school funding issues. • **GOV (Repeats Saturday, 10 a.m., S310.)**

**F630 An Attitude of Customer Service** • School board members and administrators are on the frontline of customer service in every school district. Dealing with educators, vendors, and community members is a tough job. How do people feel after they’ve interacted with you? Your attitude is dependent upon positive communication and being helpful during those times that you really don’t want to be. Sharing proven tips and strategies for success, this workshop will demonstrate that excellent customer service is not magic; it’s just a decision you make. • **GOV**

**F635 Accountability: Neighbors Need to Know** • Graduates of the 2010 Leadership TASB Class suggest numerous ways of informing educators, policymakers, parents, and community members about the accountability system results for their district. Ways of getting the community involved in schools are suggested, as well as ways to inform everyone of the district’s AEIS and F.I.R.S.T. results. Participants gain new ideas to improve communication and build collaboration between their school district and community. • **STA**

## Saturday, February 26

**7:30–8:30 a.m. Breakfast (Will be added automatically to attendee’s personal agenda.)**

## BREAKOUT SESSIONS: NEW BOARD MEMBERS

**8:30–9:45 a.m. (Choose one.)**

**S110 School Law Basics: Part One (TASB ISD)** • Especially designed for first-year board members, this session with a TASB Legal Services attorney highlights the fundamentals of school law. It will cover key information trustees need to know when they join the board, including how to avoid nepotism and financial conflicts of interest, and the basics of school district personnel contracts. • **N, GOV**

—AND—


10–11:15 a.m.

**S115 School Law Basics: Part Two (TASB ISD)—Introduction to 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 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: ALL AUDIENCES

8:30–9:45 a.m. (Choose one.)

**S210 Tell Me One More Time: Why Do We Do This?** • What are the priorities of public education? Are we to prepare the next generation academically to compete on a global basis for the best jobs? To identify and cultivate the best minds who will solve the difficult problems of the world? To create a viable workforce for the key industries and fast growth markets in order to have higher employment? To nurture young people to help them realize their maximum potential—whether that be science, arts, athletics, or academics? Perhaps we should just follow the money and become “education for hire.” • LV, STA, 

**S215 Strategies for a Successful School Bond Election** • Northside ISD—Bexar County (92,335 ADA) has consistently passed a bond election every three years since 1995. Learn how this district involves its residents in the decision-making process and how it effectively communicates the needs of the district to the community. Also learn the role of the community and specific issues the board and staff must consider during the campaign. These best practices can be applied to all school districts, large and small. • FIN

**S220 Online Learning and Rural/Small Districts: What Can It Do for Me? (Small District Session)** • Online learning is the fastest growing type of distance learning because it offers Internet-based courses to students who would not have direct in-district access to specific courses. Online courses help meet specific student needs, such as opportunities for advance placement, accelerated learning, or allowing homebound students access to more curriculum choices. Learn what options are available, what it takes to manage online learning environments, and what opportunities online learning can bring to your district. • STA, 


**S225 Planning for the Future** • Learn how strategic planning can increase participation in and commitment to excellence in education while providing a road map for the future. Hear how Texas school districts reaped the rewards of stepping up to the challenge of strategic planning. • GOV, LV

—AND—

## BREAKOUT SESSIONS: ALL AUDIENCES

10–11:15 a.m. (Choose one.)

**S310 Legislative Update** (See descriptor Friday, 3:15 p.m., F625.)

**S315 From One Room to One World: A Speculation** • From its roots in one-room schoolhouses, public education has been responsive to the needs of the communities it serves. Today’s education system is dealing with a world of unprecedented technological growth that has broken down geographic boundaries. Looking to the future, how will the education community change to meet these needs? This is a speculative brainstorming session about the options that digital technology has made available to schools, the effect of that technology on the concept of community, and how to be prepared to make the most of those options. • LV, 

**S320 Parenting: The Hardest Job that You Will Ever Love!** • This workshop will identify the complications of being a parent today. We will review with humor what are not the greatest problems associated with raising kids. Parenting difficulties will be addressed with a “tongue-in-cheek” humorous style. We will poke fun at the many problems that stress moms and dads today. The workshop will end with a proclamation of what are the two greatest gifts that we as parents can give to our kids. Parents continue to make a positive, powerful “difference” in their kids’ lives. Come with an open mind; leave with a lighter heart. • STA

**S325 What Do You Do When a Crisis Calls?** • Crises come in every shape and size to every district. Your response to a crisis may make the difference between making national news and having the story quietly disappear. See how districts of all sizes have handled crisis situations. Gain a list of resources, both traditional and innovative, to help you when your district faces the inevitable. • GOV