

74th
Annual
Conference



NSBA

NEW ORLEANS

APRIL 5-7, 2014



ADVANCING THE EDUCATION OF AMERICA'S CHILDREN

TRANSFORMING LEADERSHIP

Register Now!
www.nsba.org/conference

EMPOWER

YOURSELF

THREE DAYS OF ESSENTIAL PRESENTATIONS AND EXPERIENCES TO ENERGIZE YOU AND YOUR DISTRICT.

Align your conference sessions with the content that fosters growth and supports you, your staff, and your students.

With sessions organized into focus areas, it's easy for your team to find the content that best benefits your district.

Governance and Executive Leadership



Effective leadership skills are necessary to transform public education. Learn how to align resources to achieve district standards and priorities and understand education reform.

Innovations in District Management



Learn how to deal with economic challenges, manage local bond initiatives, and deal with hot topics such as common core standards and data-driven decisions.

Legal and Legislative Advocacy



Shape the debate: Learn about current national topics that are affecting education leaders and impacting local control and governance.

Professional and Personal Development



Take in knowledge designed specifically for you and your personal development – from leadership skills and managing people to making better personal use of technology.

School Board/Superintendent Partnerships



Learn the different roles and responsibilities of the board and superintendents, and how to collaborate and develop long-term successful relationships inside and outside the system.

Student Achievement and Accountability



Understand the factors which set conditions to optimize teaching and learning, narrow or eliminate the achievement gap, accountability, and continuous improvement within a system.

Technology + Learning Solutions



Hands-on sessions, workshops, and site visits on how technology is transforming school districts with relevant knowledge for technology directors, administrators, and board members.

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The National School Boards Association is a not-for-profit organization representing state associations of school boards and their member districts from across the United States. Its mission, working with and through state associations, is to advocate for equity and excellence in public education through school board leadership. NSBA Annual Conference complements the state-specific professional development opportunities provided by the state associations.

INSPIRE



KEYNOTE: Friedman



Goyal



Maiers



KEYNOTE: Robinson

GENERAL SESSION SPEAKERS

Gain insight into our global challenges with these instrumental thought leaders.

Saturday, April 5

8:00 AM – 9:30 AM

THOMAS L. FRIEDMAN

Bestselling author of *The World is Flat* and columnist for *The New York Times*, Tom Friedman is renowned for his direct reporting and sophisticated analysis of complex issues facing the modern world. According to *Foreign Policy* magazine, "Friedman doesn't just report on events; he helps shape them." Winner of three Pulitzer Prizes, he has covered monumental stories from around the globe for *The New York Times* since 1981.

Sunday, April 6

10:00 AM – 11:30 AM

SIR KEN ROBINSON

Sir Ken Robinson, PhD, is an internationally recognized leader in the development of education, creativity, and innovation. The videos of his famous 2006 and 2010 talks to the prestigious TED Conference have been seen by an estimated 200 million people in over 150 countries. He speaks to audiences throughout the world on the creative challenges facing business and education in the new global economies.

Designed to be thought provoking, groundbreaking, and mind-blowing, these three presenters will share their innovative strategies for moving education forward for America's school children. No wallflowers allowed — bring your passion to share with these insightful leaders.

Monday, April 7

8:00 AM – 9:00 AM

MORNING GENERAL SESSION

NIKHIL GOYAL

Education Author & Speaker

Lauded by the *Washington Post* as a future U.S. Secretary of Education, at age 17, Nikhil Goyal is the author of *One Size Does Not Fit All: A Student's Assessment of School*, by the Alternative Education Resource Organization. His work has appeared in *The New York Times*, *Wall Street Journal*, *Washington Post*, MSNBC, NPR, FOX and Friends, FOX Business, NBC Nightly News, *The Globe and Mail*, *Huffington Post*, *Fast Company*, *Psychology Today*, and *Education Week*. In 2012, Goyal was named one of the "World Changers" for Dell #Inspire 100. He is also 2013 Forbes 30 Under 30: Education and *ORIGIN* Magazine: The Nation's Top Creatives.

ANGELA MAIERS

Educator, Author, & Speaker

Whether she is addressing an auditorium full of educators or sitting on the floor helping first graders find their way into the pages of a great book, Angela Maiers' message is the same: literacy changes lives. As a teacher educator, author, and consultant, Angela has spent the past 22 years working diligently to help learners of all ages succeed by recognizing their power as readers, writers, and global communicators.

Monday, April 7

2:00 PM – 3:30 PM

CLOSING GENERAL SESSION

Make sure you don't miss this closing session! We will finish the Annual Conference with inspiration and reflection to feed our passion and purpose as we return to our homes energized and mobilized!



EDUCATE

PRE-CONFERENCE WORKSHOPS • FRIDAY, APRIL 4

Start your learning experience early with a thorough examination of issues important to you.

Morning Sessions • 9:00 AM – Noon

#1 What Every School Board Member Should Know About School Law Issues Today



Recognized school law experts from the NSBA Council of School Attorneys will provide an informative introduction to key concepts, legal standards, and principles that school board members must understand before making decisions about two hot topics – religion in the schools and employee rights. Walk away with a better awareness of the questions you should be asking your school attorney before problems arise.

Presenters: Jay Worona, General Counsel, New York State School Boards Association; Nancy Fredman Krent, Partner, Hodges, Loizzi, Eisenhammer, Rodick & Kohn, LLP

#2 Reinventing Your School Board from the Ground Up



What if your school board could reinvent itself? Would it look as it does now? Join us for this thought-provoking session and learn how Coherent Governance®, a state-of-the-art governance operating system, can position your board to lead with integrity, pride, and coherence to achieve systemic and systematic focus on student achievement. Discover how to forge a governance culture that represents what you and your colleagues believe your job really is and how it should be done.

Presenters: Randy Quinn and Linda Dawson, The Aspen Group International, LLC

#3 Evaluating the Board and the Superintendent: Stop, Look, Listen, Act



High-performing school districts are led by school boards and superintendents that value and practice continuous improvement, align their work, and hold themselves accountable for improving student achievement. Join us in an interactive session where you will learn how to align the evaluation process to the strategic improvement plan and how to apply the simple principles of “stop, look, listen, act” to create a culture of excellence.

Presenters: Tony Arasi, Director of Professional Development; Mark Willis, Assistant Executive Director, Georgia School Boards Association; Wanda Creel, Superintendent, Barrow County Schools

#4 Follow the Blueprint for a Successful Strategic Planning Process



From readiness to celebration, get a nine-step blueprint that includes tools for visioning, values identification, crowd sourcing, climate and culture management, data-driven decision-making, budgeting, goal-setting, and superintendent evaluation. Learn to help your district reduce resistance to change and infuse your plan with confidence-building protocols, and how to avoid certain brain-based biases to increase staff motivation, community engagement, and student success.

Presenters: Peggy Holstedt, Director of Policy Services and Board Development; Steve Lamb, Board Development and Policy Services Specialist; Renee Sessler, Board Development Specialist, Oregon School Boards Association

#5 Understanding the Key Work of School Boards



Research on school board governance has demonstrated that leadership teams in districts with higher student achievement are significantly different in knowledge, beliefs, and actions from the boards in lower achieving districts. Take an interactive walk through the *Key Work of School Boards Guidebook* and explore eight systematic thinking action areas designed to keep achievement at the heart of the conversation.

Presenters: Edward Shirley and Ann Meyer, The Legacy Group

#6 When Reporters Call... And When They Don't: Getting Your Message Out



The image of a school board and a district can be lifted or damaged depending on coverage in the news media. One element to better coverage happens when leaders do better interviews. But districts can't depend on media coverage alone to tell their success stories. Participants in this workshop will build new interview skills – including seeing live mock interviews – and learn about non-media avenues to get information to the community at large.

Presenter: Brad Hughes, Director Member Support, Kentucky School Boards Association

#7 Education Content for the iPad



iPad is changing the learning experience, making it more engaging, interactive, and completely mobile. Get an overview of amazing apps for teaching and learning, see interactive iBooks textbooks built with iBooks Author, and learn how iTunes U gives educators powerful tools to develop and distribute courses featuring audio, video, books, and other content. Discover how iPad is changing the classroom and what you need to know to understand today's digital revolution. iPads will be used in the session with pre-loaded applications. Please do not bring your own iPad.


Limited to 20 participants.



Cost for each half-day morning and afternoon session is \$170 for National Connection districts, Technology Leadership Network districts, and CUBE districts. \$195 for all others.


Afternoon Sessions • 1:30 PM – 4:30 PM

#8 The Student Support Card: Measuring What Kids Need to Achieve

 Are you getting results from your investments in family engagement, caring and connected school, and social-emotional learning programs? Students who come to school with a rich developmental ecology perform better in school; but talking with families about their shared responsibility can make schools sound defensive and judgmental. Learn how the Student Support Card, a measurement tool, takes the risk out of measuring the support a student receives from school and beyond.


Presenter: Derek Peterson, Founder, International Institute for Student Support

#9 The Data Made Me Do It! Using Data to Make Difficult Decisions in Difficult Times

 Data is fundamental to effective school board governance. Explore how school boards can use the data cycle — a data decision making process — to set goals, align resources, support effective programs and practices, and measure results in terms of improved student outcomes. Learn to apply the data cycle to implementing high standards, including the common core, and to evaluating and increasing teacher effectiveness. This workshop was developed by NSBA's Center for Public Education in partnership with state school boards associations in California, Illinois, and Michigan.

Presenters: Patte Barth, Director, Center for Public Education, National School Boards Association; Nesa Brauer, Consultant, Board Development, Illinois Association of School Boards; Sandra Kwasa, Director, Board Development, Illinois Association of School Boards


#10 Being a Q2 High-Performing District Leadership Team: Using the Eight Characteristics of Effective School Boards to Improve Student Learning and Achievement

 Every high-performing educational system has unique processes and structures that allow it to perform at higher levels in Q2. Examine the governance practices used by the Forest Park School District 91 and how the leadership team used NSBA's Eight Characteristics of Effective School Boards to achieve high student achievement. Learn their culture and planning cycle, and how they stay in Q2.

Presenters: Jeffery Cohn, Director of Field Services, Illinois Association of School Boards and Certified in FranklinCovey Inspiring Trust™; Louis Cavallo, Superintendent; Frank Mott, Board President; Mary Win Connor, Board Vice President, Forest Park District 91


Pre-registration and an additional fee, including for guests, are required for all Pre-Conference Workshops. See registration form on page 23 for all fees.

#11 School Safety Choices: Proactive Mindfulness or Messy Crisis Response

 Students can only achieve their potential if schools provide a safe learning environment that parents and staff can trust. Acquire strategies and skills for developing a prevention-focused school culture that incorporates mindfulness and developmental assets theory used by progressive school districts. Receive a customizable crisis plan template; acquire an evidence-based approach for conducting school/community stakeholder-driven student threat assessment; and more.


Presenters: Winton Goodrich, School Safety Consultant; Pat Messerle, School Psychologist and Consultant

#12 When Reporters Call...and When They Don't: Getting Your Message Out

 A repeat of the morning session #6 pre-conference, sign up for only one.


Presenter: Brad Hughes, Director Member Support, Kentucky School Boards Association

#13 Invent to Learn

 Join other Board members for a day of hard fun and problem solving — where computing meets tinkering and design. The workshop begins with the case for project-based learning and an exploration of how making, tinkering, and engineering are the best ways to support the Common Core and the Next Generation Science Standards. You will view examples of children engaged in complex problem solving with new game-changing technologies and identify the lessons for district policy. Participants will have the chance to tinker with a range of exciting new low- and high-tech construction materials that can amplify the potential of students in every subject, grade level, and socio-economic status. The workshop will give you first-hand experience that will be invaluable as you grapple with the coming changes to education in the 21st century.

Presenter: Dr. Gary Stager, Writer and Consultant, CA


#14 Education Content for the iPad

 A repeat of the morning session #7 pre-conference, sign up for only one. *Limited to 20 participants.*

Full-Day Session • 9:00 AM – 4:30 PM

Cost for full-day session is \$270 for National Connection districts, Technology Leadership Network districts, and CUBE districts. \$320 for all others. (Lunch on your own NOON – 1:30 PM.)

#15 Superintendent Evaluation: Improving School Board Capacity for Objectivity and Fairness

 Superintendent evaluation can be a challenging endeavor. New research reveals what board members actually consider when conducting superintendent evaluation. Explore how this affects the validity and fairness of the outcomes. Discover ways to offset bias and substantiate ratings for an objective evaluation of superintendent performance. Learn how to incorporate an annual evaluation cycle with clear and agreed upon goals and understanding of success.

Presenters: Phil Gore, Director of Leadership Development Services, Washington State School Directors' Association; Roberta Kramer, Superintendent, Riverside School District

INNOVATE

FOCUS ON...

Expand your perspective through the experiences and lessons of renowned educational thought leaders.



Best



Burmark



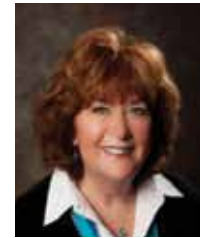
Domenech



Gentzel



Goodrich



Silver

Saturday, April 5

10:00 AM – 11:30 AM

The Leader of the Future



What is required to be a highly effective leader in 2014? Does it require respect, vision, honesty, communication, teamwork, integrity, and ethics? Yes and more! This will focus on the characteristics, skills, attitudes, and behaviors that are demanded by top talent of leaders they willingly follow.

Presenter: John Spence, Author of *Awesomely Simple – Essential Business Strategies for Turning Ideas Into Action*

1:30 PM – 2:45 PM

Focus on...Educational Inequity



Charles Best, founder of education crowdfunding platform DonorsChoose.org, explains why teachers at half of all the public schools in America have created projects on this nonprofit website. He'll also share "big data" insights about which resources teachers most need, and recount how his mother's pear dessert sparked a movement that has channeled \$180 million in giving to public school classrooms.

Presenter: Charles Best, Founder and CEO, DonorsChoose.org

1:30 PM – 2:45 PM

The New Normal: Dealing Effectively with Change



Anytime there is economic or organizational turmoil and you are faced with significant change, it is absolutely critical to help people understand how to effectively embrace change and move forward proactively towards the "new normal." Learn about the emotional cycle that people move through as they struggle with change and learn specifically what must be done to create an organization that can deal successfully with change.

Presenter: John Spence, Author of *Awesomely Simple – Essential Business Strategies for Turning Ideas into Action*

3:45 PM – 5:00 PM

They Snooze, You Lose: 10 Shots to Caffeinate Your Presentations



Have you fallen into the PowerPoint trap, reading bullet points to a dozing audience? In this engaging multimedia session, discover quick-and-easy fixes for the presentation you're giving tomorrow. Get fun, replicable tips on involving your audience (such as using popcorn to boost retention 10–50%) and links to awesome free resources! Plus, enter to win fabulous prizes, including an LCD projector!

Presenter: Lynell Burmark, Associate, Thornburg Center

3:45 PM – 5:00 PM

Focus on...School Board and Superintendent Relations



A discussion with the Executive Directors of the National School Boards Association (NSBA) and the American Association of School Administrators (AASA) about school board and superintendent relations. Learn how the two organizations can work together towards the accomplishment of common goals.

Presenters: Thomas Gentzel, National School Boards Association; Dan Domenech, American Association of School Administrators

Sunday, April 6

8:00 AM – 9:30 AM

Reaching Common Ground with Difficult People: Strategies for Making High Stakes Leadership Team Decisions



Participants will acquire new skills for dealing with challenging board member, administrator, and citizen behaviors. This workshop will give school leaders insight into WHY people react the way they do, and will provide tools for dealing with difficult interpersonal dynamics. Exciting facts on the latest brain research will help individuals understand what occurs within the body during the stress of decision making. Attendees will acquire deeper insight about the needs and desires of other leadership team members through a simple communication and decision-making survey process.

Presenter: Winton I. Goodrich, Goodrich Consulting and Facilitation Co.



Spellos




Spence



1:30 PM – 2:45 PM


Focus on... Teaching Kids to Succeed: Fall Down 7 Times, Get Up 8

 Do you ever hear “Just how am I supposed to motivate kids?” The real question is how do we get them to motivate themselves? Learn surprising new findings about fundamental ways we can change teaching practices to help kids become self-motivated. Come prepared to have your thinking challenged and to receive a multitude of strategies that help learners develop internal motivation and resiliency.

Presenter: Debbie Silver, Speaker, Humorist, Author of *Fall Down 7 Times, Get Up 8: Teaching Kids to Succeed*

1:30 PM – 2:45 PM


Smart Phones...Smarter Business

 Have you unlocked all of the killer tools from your smart phone? Are you really using your iPad (or other tablet) to help enhance your productivity? Jim Spellos is a certified Microsoft Office Specialist (MOS) and President of Meeting U, a company specializing in teaching technology applications. This interactive session will provide ideas for learning what these smart devices can do for all your business needs and help you maximize their use and your productivity. Attendees are encouraged to bring their devices and share best practices with their favorite mobile tools and apps.

Presenter: Jim Spellos, President, Meeting U

3:30 PM – 5:00 PM

Reaching Common Ground with Difficult People: Strategies for Making High Stakes Leadership Team Decisions


 A repeat of the morning session from 8:00 AM – 9:30 AM.

Presenter: Winton I. Goodrich, Goodrich Consulting and Facilitation Co.

Monday, April 7

9:30 AM – 10:45 AM


Social Tsunami: How to Drink from the Information Fire Hose Using a Straw

 Are you overwhelmed with information? Can't keep up with the tidal wave that comes from different tech resources? Take control of the Social Tsunami by learning about content curation. Curation makes you a content publisher, and provides the tools to manage the information flow that comes into your computer, tablet, or smart phone. These tools are the critical time savers and information managers every business person needs.

Presenter: Jim Spellos, President, Meeting U

12:30 PM – 1:45 PM

Google-licious: How to Find Anything on the Internet

 Back by popular demand, Jim Spellos will present his Google-licious session that has been so overwhelmingly popular since being introduced in 2009. This session is for everyone, from Google novices to pros interested in learning how to use various search tools to find what you need, when you need it.

Presenter: Jim Spellos, President, Meeting U

SUCCESS

“It’s rewarding to hear other districts’ success stories, to meet board members from across the nation and to be part of the nation’s bigger picture.”

Ruth Greco, Ritenour, Missouri

CULTIVATE

NEW SCHOOL BOARD MEMBER BOOT CAMP

For new board members in need of essential skills and understanding, NSBA's Board Member Boot Camp has a proven and praised curriculum — from ethics and decision making to financial oversight and basic regulations.

Friday, April 4

PRE-CONFERENCE

1:30 PM – 4:30 PM

New School Board Member Boot Camp Pre-Conference Session: Ethics, Board Meetings, and the Role of a School Board Member



Ethical and appropriate behavior for school board members is expected. Yet, problems arise during meetings that can interfere with the important work getting accomplished. Interact with your colleagues in a mock school board meeting conducted by members of the NSBA Board Member Boot Camp Faculty to examine what works and what doesn't in your meetings.

Facilitated by: Kitty Blumsack, Director of Board Development, Maryland Association of Boards of Education; Terry McCabe, Consultant and Former Associate Executive Director, Maine School Boards Association

Advance registration and an additional \$75 fee are required for the pre-conference Board Member Boot Camp session. See registration form on page 23.

Saturday, April 5

10:00 AM – 11:30 AM

The Key Work of School Boards — An Overview



The Key Work of School Boards framework provides school board members with tools and information for improving their leadership skills and raising student achievement. Learn about the eight Key Action Areas for school leaders and how to apply them to your own district.

Presenter: Kitty Blumsack, Director of Board Development, Maryland Association of Boards of Education

1:30 PM – 2:45 PM

Data-Driven Decision Making



Data matters. Education data, used well, can help school board members make good decisions — ones based not on the loudest voices or the latest theories, but on the facts about what students need and how they are currently doing. Learn how to ask board-level questions regarding data, including how can and should data inform decision making?

Presenters: Sandra Kwasa, Director, Board Development; Nesa Brauer, Consultant, Board Development, Illinois Association of School Boards

3:45 PM – 5:00 PM

Basic Parliamentary Procedure for NEW Board Members



Lots can happen (and happen very quickly) during a school board meeting that will prevent you from obtaining your desired outcomes. A basic understanding of Robert's Rules of Order for your meetings is a critical tool for every new school board member.

Presenter: Paul Krohne, Executive Director, South Carolina School Boards Association

Sunday, April 6

8:00 AM – 9:30 AM

Federal Advocacy: The Legislative Process, The Issues, & Your Important Role as an Advocate



Federal legislation has direct policy and financial impacts on local public schools. Students and federal legislators need to hear the local impact directly from you, their constituent. Learn the basics of how Capitol Hill works, some of the latest issues facing school board members, and the important role that board members can play as a voice for their school district.

Presenter: Kathleen Branch, Director, National Advocacy Services, National School Boards Association

1:30 PM – 2:45 PM

The Basics of Financial Oversight



Oversight of school district financial matters is an essential board responsibility, one that all board members must develop an appropriate level of understanding about. Increased public and regulatory scrutiny during difficult economic times demands that boards develop strategies that allow them to fulfill their oversight responsibility without micromanaging.

Presenter: Barry J. Entwistle, Director of Leadership, New York State School Boards Association

3:45 PM – 5:00 PM

Student Aspirations: The Role of Your School Board



Everyone talks about the need to improve student aspirations, but the Quaglia Institute for Student Aspirations (QISA) has researched the eight conditions necessary to raise student aspirations and partnered with Maine School Management Association to develop a handbook to guide this process. Learn the role of your board in improving the aspirations of your students and leave with a copy of the handbook *School Board Members: Reflect...Inspire...Make a Difference*.

Presenter: Terry McCabe, Consultant and Former Associate Executive Director, Maine School Boards Association

ADVOCATE


EXPANDING YOUR KNOWLEDGE AND SKILLS

Expand your understanding of national issues and how they impact your district. Then learn how to get involved and advocate for public education in your state.

Saturday, April 5

3:45 PM – 5:00 PM

Maximizing Your Meetings with Members of Congress

 In this interactive session, learn how to get the most out of face-to-face meetings with members of Congress. View NSBA's video on How to Lobby Your Members of Congress, and learn strategies for gaining control of the meetings and getting a stronger commitment from your members of Congress.


Presenters: Federal Advocacy and Policy Staff, National School Boards Association



Sunday, April 6

8:00 AM – 9:30 AM


The 2014 NSBA School Law Docket: A View from the High Court

 Join NSBA General Counsel Francisco M. Negrón, Jr., for a survey of cases impacting public schools in 2014 in the United States Supreme Court and across the national school law docket. Take an inside look at the High Court's decisions and at current cases, including the Court's continuing struggle with racial diversity in student bodies, and learn about trends in bullying, speech, and employment law matters with implications for public schools across the country.

Presenter: Francisco M. Negrón, Jr., General Counsel, National School Boards Association

3:45 PM – 5:00 PM

National Education Spotlight: Federal Legislative Update

 Join NSBA's advocacy staff to learn about new Congressional education initiatives impacting student achievement and school delivery of educational services. Expand your knowledge about federal legislation and policy and find out how you can get involved.

Presenters: Federal Advocacy and Policy Staff, National School Boards Association


EMPOWER

A DEEPER LOOK: TURNING CHALLENGES INTO OPPORTUNITIES

Saturday, April 5

2:00 PM – 5:00 PM

12 Strategies High-Poverty Schools Can Use to Become High-Performing Schools


 Recent case studies from high-performing/high-poverty schools coupled with two decades of research provide compelling insight into what it takes to make a dramatic turnaround. Learn 12 specific strategies that provide an essential foundation for success in any underperforming school. Through better understanding of how high-performing/high-poverty schools achieve success, board members will acquire specific strategies and identify action steps to best support their district's students.

Presenter: William Parrett, Director, College of Education, Boise State University

Sunday, April 6

2:00 PM – 5:00 PM

School Improvement Using the Eight-Step Process

 The Eight-Step Process is a continuous improvement process with a systematic approach to school improvement using research-based principles to promote equity and excellence for all. It gives board members, along with a leadership team of central office, principals, and teachers, a plan for improving student achievement, changing the pattern of random acts of school improvement. Presenters have 10 years of data from around the country demonstrating real results within one year. Bring a team!

Presenters: Peggy Hinckley, Peggy Hinckley Consulting LLC; Patricia Davenport, Patricia Davenport Consulting LLC

ADVANCE

TECHNOLOGY + LEARNING

Experience a variety of choices for up-to-the-minute development in technology.



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FOR YOU



Saturday, April 5

10:00 AM – 11:30 AM

NSBA's Annual Technology Innovation Showcase Showdown

This fast-paced session will introduce new approaches to old problems from emerging companies identified by NSBA's Technology Leadership Network. Each company will have only five minutes to tell you what they are solving and give a snapshot of their solution. Audience insights and reactions are key to this interactive session designed for those who embrace innovation!

Presenter: Ann Flynn, Director, Education Technology, National School Boards Association

1:30 PM – 2:45 PM

Serious Games, Serious Learning

Get a global perspective about how serious games are changing learning in schools, industry, and the military and hear how students who develop their own STEM-related games are excelling in districts across the country.

Presenters: Jim Brazell, Founder, VentureRAMP, Inc., TX; Worldwide Workshop Representative

3:45 PM – 5:00 PM

Where Invention and Design Meet Tomorrow's Technology

Board members will learn how technological game-changers, such as 3D printing, robotics, and computer programming, can be a vital part of 21st-century learning in STEM and across the curriculum K-12. From the author of the definitive book on this topic, *Invent to Learn – Making, Tinkering, and Engineering in the Classroom*, this session provides an overview of the tools, skills, and pedagogical practices that not only amplify student potential, but support the Next Generation Science Standards and the Common Core.

Presenter: Dr. Gary Stager, Writer, and Consultant, CA



Sunday, April 6

8:00 AM – 9:30 AM

Mobile Learning: The Intersection of Policy & Practice

Mobile devices are transforming student learning in the U.S. and around the world, yet serious concerns remain. How does a district ensure equity? What policies need to be in place to both support and protect students and faculty?

Presenter: Dave Eisenman, Minnetonka Public Schools, MN

1:30 PM – 2:45 PM

Teachers: Who to Hire? Who to Keep?

Join this interactive session to see how your perceptions of a high-quality instructor match up with the predictive analysis incorporated into new screening tools designed to identify applicants who have the skills and characteristics to raise student achievement. Plus, see how a new generation of teacher evaluation tools are bringing consistency and equity across districts.

Presenters: Dr. Donald J. Fraynd, CEO, TeacherMatch, IL; Michael Moody, Founder & CEO, Insight Education Group, CA; Cheryl Williams, Executive Director, Learning First Alliance

3:45 PM – 5:00 PM

Global Learning: From the Virtual World to the Real World

Join one of NSBA's "20 to Watch" educators to explore how the power of multimedia supports development of the global competencies necessary for students to succeed in the workplace of the 21st-century. Educators translate virtual learning experiences to the real world through local and global collaborative peer projects that develop those competencies and support core content areas.

Presenter: Jenny M. Buccos, Series Creator of ProjectExplorer.org

Monday, April 7

9:30 AM – 10:45 AM

The State of Digital Content: What Is It, Where Do You Find It, What Does It Cost?

The shift from print to digital is a complex process with many moving parts. This lively dialogue will address the successes, challenges, and future innovations through the lens of education thought leaders, content and infrastructure providers, and school board members.

12:30 PM – 1:45 PM

Questions Board Members Should Ask to Avoid Being the Next "Hacked" Headline

Districts store incredible amounts of sensitive, personal data for students and faculty yet, often, have far fewer security practices in place than major corporations who have made headlines when their systems have been hacked. Hear one district's story and learn the types of questions school leaders should be asking to ensure their districts aren't vulnerable.

Presenters: Keith Bockwoldt, Director of Technology, Township High School; Judy Grisson, Superintendent; Phil Hardin, Executive Director, Technology, Rowan-Salisbury School System, NC

"The NSBA Annual Conference is the most comprehensive, high level one of the year — no others compare. I return as a more educated and motivated board member with a tremendous amount of value-added information."

Lydia Tedone, Simsbury, Connecticut

MOTIVATION

INSPIRE

SITE VISITS: EXPERIENCES TO TAKE HOME

Gain hands-on experience from these leaders in technology.

All workshops and events on this page require additional fees. See page 23 for fees and registration.

Friday, April 4

9:30 AM – 4:30 PM

Louisiana Lagniappe (lan-yap): Site Visit to St. Charles Parish Public Schools

Lagniappe means a little something extra, which is exactly what you'll experience during your day in St. Charles Parish Public Schools, one of the state's top districts. Visit a newly renovated, technology rich, community-oriented elementary school and immerse yourself in the Wetland Watcher experience, a nationally recognized service learning program for wetlands conservation managed by middle school students. After a taste of south Louisiana cuisine, conclude your visit at the district's unique Satellite Center, where cutting-edge technologies create an authentic learning environment for students to work alongside actual clients as they explore future careers.

Lunch and transportation provided.

Saturday, April 5

11:45 AM – 3:30 PM

National World War II Museum: Learning Across the Curriculum

Much of today's technology had origins in World War II. Learn how the National World War II Museum staff created education resources available to districts across the country that bring the science and technology of War II to life for students. Plus, hear the latest about the museum's photo and oral history digitization project and efforts to involve students in the collection of oral histories in their hometowns.

Lunch, admission, and transportation provided.



Sunday, April 6

NOON – 5:00 PM

STEM in Action — Pumping Up the Students!

After Katrina, the U.S. Army Corps of Engineers built the world's largest pumping station. Tour this amazing structure and hear how the U.S. Army Corps of Engineers is investing in science technology, engineering, and math (STEM) curriculum materials to engage your students and support the emerging field of Geomatics that combines high tech tools with remote sensing.

Lunch and transportation provided; no skirts/dresses and closed toe shoes required; limited to 50.

2:15 PM – 5:30 PM

Southeastern Louisiana University Program: Transforming Science through Hands-on Learning

Explore the wetlands by boat with the Southeastern's Turtle Cove Environmental Research Station that provides educators and students with problem-based, real-world science learning opportunities. Experience firsthand how instruction must change to support next-generation science standards.

Lunch, transportation, and supplies provided.

Monday, April 7

8:30 AM – 2:00 PM

Building for the Future: Going Green

After the devastation of Katrina, Global Green, in partnership with Brad Pitt, made a commitment to sustainable building as the city recovered. Tour the Holy Cross Project Visitor Center, a home in the lower Ninth Ward, to learn about its green elements and systems. Get ideas for your own district with a school visit that incorporates "green" strategies to support healthier classrooms, protect the environment, reduce carbon emissions, and save the district money.

Lunch, transportation, and admission provided.

9:00 AM – 2:30 PM

Weather as a Lesson: NOAA Tour

Tour the National Oceanic and Atmospheric Administration (NOAA), a federal agency focused on the condition of the oceans and the atmosphere, and discover the multitude of resources they have developed to support K-12 education. Plus, hear a presentation by school leaders about the technology policies and practices they put in place to successfully weather storms that have struck their districts.

Lunch and transportation provided.

IGNITE

NATIONAL CONNECTION

Take away practical insights from these unique breakout sessions, as well as learn about the new National Connection resources available to your district. Sessions are open to all conference participants.

The NSBA National Affiliate program has a new name for 2014: National Connection

Brought to you in partnership with state school boards associations, National Connection brings new and expanded resources to keep your board/superintendent team on the leading edge of American public education.

Sign up for National Connection services today and bring your district the full slate of new resources. National Connection districts receive a discount on Annual Conference registration fees.

For more information, visit www.nsba.org/getconnected.

Saturday, April 5

10:00 AM – 11:30 AM

Education in the Year 2025



The world of learning continues to evolve toward a resilient learning ecosystem in which “school” will take many forms, learners and their families will create individualized learning playlists, and radical personalization of learning approaches and supports will become the norm. What does the emergence of a vibrant and adaptive learning ecosystem mean for the way you operate your schools, how teachers teach, and how school leaders interact with their communities? What are the opportunities? Join us as we explore the future and see how it unfolds in the vast world of education.

Presenter: Katherine Prince, Senior Director of Strategic Foresight, Knowledge Works

1:30 PM – 2:45 PM

Why Engaging the Public Is Imperative — Messaging on the Value of Public Education — Public Engagement Toolkit



Feeling frustrated when you try to communicate to your community the great work your school district is doing? Is the press telling a story that focuses on what’s wrong and not on what’s right in public education? Learn how to positively influence the conversation and build support for your district’s efforts, what it takes to improve the community mindset about public education, and how you can make a difference.

Presenters: Staff, National School Boards Association

3:45 PM – 5:00 PM

The Big Legal-Easy: Timely Analysis with NSBA’s Legislative and Legal Experts — Federal Insider



Laws, regulations, rules, and rulings coming out of the federal government are impacting school districts with increasing frequency, and it’s important for school boards to be aware of, influence, and efficiently implement these mandates. Get an update on current federal mandates and learn how *Federal Insider*, available to all National Connection districts, will help you monitor federal happenings, participate in the process, and effectively comply with federal mandates.

Presenters: Lucy Gettman, Director, Federal Programs; Mark Blom, Staff Attorney, National School Boards Association

Sunday, April 6

1:30 PM – 2:45 PM

What Would You Do? School Board Leadership Resource Center



Here’s an opportunity to learn from others and test your ideas. Guided by a facilitator, you’ll be presented with real issues and challenges faced by local school boards every day and asked to talk about how you would handle these difficult situations. A panel of trainers will offer guidance and provide resources to help you deal with these situations in the future.

This interactive session is sponsored by American School Board Journal.

Facilitator: Kathleen Vail, Director, Editorial Services, National School Boards Association

Monday, April 7

9:30 AM – 10:45 AM

Grant Writing Nuts & Bolts — Money-Saving Resources



Obtaining grant funding requires the right mix of focus, concept, creativity, and the ability to follow rules. Scott Tracy, founder of RocketFunding, will highlight resources available through this grants workshop and provide hands-on training to help your district secure the funding you need to make a difference in the lives of your students.

Presenter: Scott Tracy, Founder, RocketFunding

12:30 PM – 1:45 PM

Success Factors for School Board Governance School Board Leadership Resource Center



What does good governance look like? It takes on many forms. Explore good governance and what it means for the success of a school district and its mission. Hear from school districts about their success, along with the editors from *American School Board Journal* who have explored these districts and analyzed their successes.

Presenters: Various School Districts and *American School Board Journal* Editors

CUBE programming will focus on key issues in urban school board governance and advocacy ranging from the dropout crisis to making urban voices heard at all levels of government.



Forte-Brown



Henderson



Singleton

Saturday, April 5

11:45 AM

Welcome

Minnie Forte-Brown, Chair, CUBE Steering Committee, NSBA Director and Member, Durham (N.C.) Public Schools Board of Education

11:45 AM – 1:45 PM

Lunch & Keynote Presentation

From Brown v. Board to Race to the Top: An Overview of the State of Public Education

This session is for CUBE registrants only – pre-registration and additional fee are required.

Wade Henderson, President & CEO, Leadership Conference on Civil and Human Rights and the Leadership Conference Education Fund

It has been 60 years since the watershed Supreme Court decision in *Brown v. Board of Education*. Where do we stand now? What are the strengths of urban education today, and what are the best strategies for facing current challenges as we move forward?

2:30 PM – 4:30 PM

Using Data to Identify Student At-Risk for Dropping out of School

Open to all NSBA Annual Conference attendees.

While progress on dropout rates is encouraging, a deeper look at the data reveals that gains in graduation rates and decline in dropout rates occurs unevenly across states and subgroups of students (e.g., economically disadvantaged, African American, Hispanic, students with disabilities, and students with limited English proficiency). As a result, large “graduation gaps” remain in many districts among students of different races, ethnicities, family incomes, disabilities, and limited English proficiencies. In this session, participants will learn how to identify the warning signs for students at risk of dropping as early as the sixth grade. In addition, you will be provided successful intervention strategies for addressing high school dropout rates and increasing the high school graduation rate.

This session is a joint endeavor of NSBA’s Council of Urban Boards of Education (CUBE), National Black Caucus (NBC), National Hispanic Caucus (NHC), and National Caucus of American Indian/Alaska Native (NCAIAN).

5:30 PM – 9:00 PM

CUBE Urban Night Out

This event is for CUBE registrants only. Personal invitations will be sent prior to this event.

Sunday, April 6

8:00 AM – 9:45 AM

CUBE Annual Business Meeting and Breakfast

This session is for CUBE registrants only – pre-registration and additional fee are required.

During this session, CUBE districts meet to consider nominations, elect new Steering Committee members, and discuss issues of concern to the membership. CUBE members and district members interested in learning more about CUBE are encouraged to attend.

2:45 PM – 5:00 PM

Keynote Presentation With All Deliberate Speed: Enacting Board Policy to Achieve Racial Equity

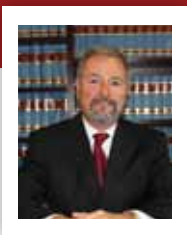
This session is for CUBE registrants only – pre-registration and additional fee are required.

Glenn Singleton, President/CEO, Pacific Educational Group

Sixty years after the U.S. Supreme Court handed down its unanimous and historic ruling in *Brown v. Board of Education* (1954), schools in this country remain separate and unequal when it comes to meeting the needs of ALL students. Sadly, racial disparities in achievement, suspension and graduation rates are as present today as they were when eight-year old Linda Brown was first denied access to her Topeka, Kansas, neighborhood school in 1954. In some urban school districts, however, we are witnessing an intentional, unapologetic focus on achieving racial equity. In this session, internationally recognized author and educator Glenn Singleton will facilitate a Courageous Conversation that spotlights effective school board-led policies and practices from across the nation that keep the spirit of “Brown” alive and the promise of racial equality a priority.

All of CUBE programming will be held at the New Orleans Ernest N. Morial Convention Center. Pre-registration and additional fee are required for CUBE’s Saturday luncheon, Urban Night Out, and Sunday all day programming. See page 23.

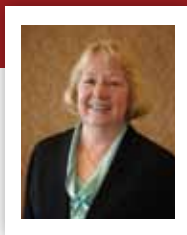
The NSBA Council of School Attorneys (COSA), the national network of attorneys representing K-12 public school boards, presents its annual School Law Seminar at the New Orleans Marriott April 3-5, 2014. School attorneys convene at the Seminar to discuss the latest legal issues facing public schools.



Guercio



Lhamon



Schafer

Kicking off this year's Seminar will be a keynote address given by U.S. Department of Education Assistant Secretary for Civil Rights **Catherine Lhamon**. She heads the Department's Office for Civil Rights, which enforces federal civil rights laws applicable to public schools.

Attendees will see COSA's mission in action as highly respected school attorneys provide leadership in legal advocacy for public schools through interactive sessions on hot topics in education law geared toward school attorneys. Attorneys can earn up to 11.5 hours CLE, including 1.5 hours of ethics.

Join COSA Chair **Allison Schafer** of the North Carolina School Boards Association, and COSA Chair-Elect **Greg Guercio** of Guercio & Guercio, LLP, for a deep look at complex school law issues facing school attorneys. Live seminar sessions are supported by written papers, which are invaluable resources for school attorneys.

The School Law Seminar will begin with work-alike group meetings and early bird sessions on Thursday, followed by the opening general session featuring Assistant Secretary Lhamon starting at 4:30 PM. Sessions will continue through noon on Saturday. Our speakers will tackle breaking school law issues such as:

- The National School Law Docket and NSBA Advocacy Work on Behalf of Public Schools
- Labor Relations and Collective Bargaining
- Contracting and Procurement
- Voucher Litigation
- Student Records
- Accommodating Students with Disabilities
- Special Education Due Process
- Bullying and Harassment
- Religion and Public Schools
- Legal Ethics
- And much more!

All programming is hosted at the New Orleans Marriott, 555 Canal Street. Watch for new session information on the Council's website at www.nsba.org/cosa.

Thursday, April 3

8:30 AM – 2:00 PM

NSBA Member State Association Counsel Luncheon Meeting

10:00 AM – 2:00 PM

In-House Counsel Luncheon Discussion Meeting

2:30 PM – 4:15 PM

Concurrent Early-Bird Sessions

4:30 PM – 6:00 PM

Opening General Session – Keynote Address by Catherine Lhamon, Assistant Secretary for Civil Rights, U.S. Department of Education

Friday, April 4

7:30 AM – 9:00 AM

Continental Breakfast

8:15 AM – 4:30 PM

Morning General Session and Afternoon Concurrent Sessions

4:45 PM – 6:00 PM

School Law Seminar Reception

Saturday, April 5

7:30 AM – 9:00 AM

Continental Breakfast

8:15 AM – 12:15 PM

COSA Business Meeting, Elections, & Morning General Session



MOTIVATE

DINE AND DISCOVER

Pre-registration is required for all meal events. See registration form on page 23.

Saturday, April 5

NOON – 2:00 PM

National Caucus of American Indian/Alaska Native School Board Members Luncheon

Hilton New Orleans Riverside
Check the Website for updates.

NOON – 2:00 PM

Best Practices for School Leaders Luncheon

New Orleans Convention Center
Learn about leadership and district best practices with the winners of the 2014 Magna Awards. Sponsored by Sodexo, the Magna luncheon celebrates the spirit of innovation and excellence in public education. Attend this special event and be inspired to take what you hear and learn back to your districts. This is a highly popular luncheon so be sure and register early!



NETWORKING

“Great conference, a MUST for any board member. You will find helpful sessions and “you are not alone” with what you face within your school system. The networking is great!

Steve Templeton, Boone County, Kentucky

Sunday, April 6

8:00 AM – 9:30 AM

National Hispanic Caucus of School Board Members Breakfast

New Orleans Convention Center



For 25 years, **Maria Hinojosa** has helped tell America’s untold stories and brought to light unsung heroes in America and abroad. Serving as anchor and managing editor of her own long-running weekly NPR show, *Latino USA*, and anchor of the Emmy Award-winning talk show *Maria Hinojosa: One-on-One*, she has informed millions of Americans about the fastest growing demographic in our country.

Throughout her career, she has helped define the conversation about our times and our society with one of the most authentic voices in broadcast.

NOON – 2:00 PM

National Black Caucus of School Board Members Luncheon

Hilton New Orleans Riverside



Acclaimed *Washington Post* reporter, journalist, and biographer **Wil Haygood** has explored the social and historical dynamics of this country as few modern chroniclers have done, in books, magazine articles, and award-winning newspaper coverage. His most recent project, *The Butler*, which stars eight Oscar-winning actors, is the story of White House butler Eugene Allen, who had served no less than eight presidents, from Harry Truman to Ronald

Reagan — and in so doing became a “discreet stagehand who for three decades helped keep the show running in the most important political theatre of all.”

NOON – 2:00 PM

Education Technology Luncheon: School 2.0: Building the Schools We Need

New Orleans Convention Center



Chris Lehmann, Founding Principal of the Science Leadership Academy in Pennsylvania, will share his insights.

Hosted by the Technology Leadership Network.

NETWORK

MAKE A DIFFERENCE, HAVE AN IMPACT.

BECOME A CAUCUS MEMBER!

Special offers for New Caucus Members when you join with your NSBA Annual Conference registration.

NSBA has established three Caucuses to foster national level leadership and attention to the achievement issues faced by so many students today. Caucus membership is open to anyone interested in meeting and addressing the educational needs of racial and ethnic students in our communities.

National **School Boards** Association



Black Caucus of School Board Members

NEW! Special conference offer:

Become a member through
June 30, 2014, for just \$30.

National **School Boards** Association



American Indian/Alaska Native
Caucus of School Board Members

NEW! Special conference offer:

Become a member through
June 30, 2014, for just \$15.

National **School Boards** Association



Hispanic Caucus of School Board Members

NEW! Special conference offer:

Become a member through
June 30, 2014, for just \$30.

This caucus membership special offer is open only in conjunction with Conference Registration until March 21, 2014. This discounted rate is offered only to school board members who have not previously belonged to the respective caucus being joined. After March 21, 2014, membership fees will be charged at the regular rate. Membership status is granted from the join date until June 30, 2014. For more information about each Caucus, please visit www.nsba.org/caucuses.

National **School Boards** Association



Council of Urban Boards of Education

The Council of Urban Boards of Education (CUBE) is NSBA's program supporting urban school boards and fostering effective leadership for excellence and equity in public education, with a specific focus on underrepresented students. CUBE provides educational opportunities that engage urban school districts and district leaders, working through their state school boards association, while addressing challenges in urban centers.

National **School Boards** Association



Council of School Attorneys

The Council of School Attorneys (COSA) is the only national advocacy organization comprised of attorneys representing school boards. COSA has nearly 500 of the nation's most influential school attorneys, most of whom are in private practice and represent multiple districts.

EXPLORE

YOUR "BACK TO SCHOOL" EXPERIENCE

Be sure to visit this year's NSBA Exhibit Hall, newly transformed into the NSBA Campus.

THE NSBA EXPOSITION



PLAN AHEAD!

To find out who's going to be at the NSBA Exposition, visit the Annual Conference website at www.nsba.org/conference for a comprehensive list of companies as well as a searchable database by product.

SATURDAY, APRIL 5

10:00 AM – 4:00 PM

Exclusive Exhibit Hall Only:

11:30 AM – 1:30 PM

2:45 PM – 3:45 PM

SUNDAY, APRIL 6

11:30 AM – 4:00 PM

Exclusive Exhibit Hall Only:

11:30 AM – 1:30 PM

2:45 AM – 3:45 PM



EXCITING NEW CAMPUS FORMAT!

YOU'LL FIND EXCITING NEW AREAS TO LEARN AND COLLABORATE:

Student Union

Relax and recharge in between learning experiences.

Study Halls

Pop in for an interactive 30-minute upload of the latest knowledge on hot topics, led by experts and their school district clients. We've more than doubled the number of Study Halls held from 2013 and will offer sessions during exclusive hours.

Drum Circle — Sponsored by Namm Foundation **Back by popular demand!** Join us for an interactive drum circle experience. Revive, renew, and realize your own creative potential through the power of music. Experience some basic facilitation techniques used for building camaraderie and support, reducing stress, and empower student achievement. No experience necessary.



BACK BY POPULAR DEMAND!

Relaxation Station

Take a break at the Relaxation Station and enjoy a complimentary massage!

The Green Zone

The Green Zone has expanded in 2014 to include over 28 booths! Discover how greening your schools doesn't just save money, but fundamentally changes how students learn. Find out how you, as a school leader, can make a commitment to advance a green initiative in your school and engage your community at the same time.

Music and Arts Main Street

Waltz down to find companies who will offer arts and music programs that you can establish in your district. No need to cut these valuable programs when you will find cost-saving alternative solutions here!

Technology Innovation Pavilion

The education market is bursting with new products driven, in part, by Common Core Standards. Don't miss your chance to meet emerging businesses and take home ideas you won't see anywhere else! Make a visit to the Technology Innovation Pavilion a top priority.

Cutting-Edge AveNew

Be the first in your district to meet the newest companies and see the latest and greatest products on the block! This special area is dedicated to start-up businesses that have never exhibited at a national trade show and want to debut their state-of-the-art products and services to you specifically!

Marketplace

Finally, do some shopping at the ever-popular NSBA Marketplace — the only location on the exhibit floor where you can purchase and take home the products these specific vendors are offering.



"It's a great thing! Love meeting with people from different parts of the country, learning new skills, techniques, strategies. Excellence in the Classroom begins with Excellence in the Boardroom!"

Maureen Cotter, South Kingstown, Rhode Island

EXCELLENCE

Schedule-at-a-Glance

Friday, April 4

8:00 AM – 6:00 PM	Registration
9:00 AM – NOON	Pre-Conference Half-Day (Morning) Workshops
9:00 AM – 4:30 PM	Pre-Conference Full Day Workshop
1:30 PM – 4:30 PM	Pre-Conference Half-Day (Afternoon) Workshops

Saturday, April 5

6:30 AM – 5:00 PM	Registration
8:00 AM – 9:30 AM	General Session, Thomas Friedman
10:00 AM – 11:30 AM	Sessions
10:00 AM – 4:00 PM	Exhibit Hall
Exclusive Hours: 11:30 AM – 1:30 PM; 2:45 PM – 3:45 PM	
NOON – 2:00 PM	Luncheons
1:30 PM – 2:45 PM	Sessions
3:45 PM – 5:00 PM	Sessions

Sunday, April 6

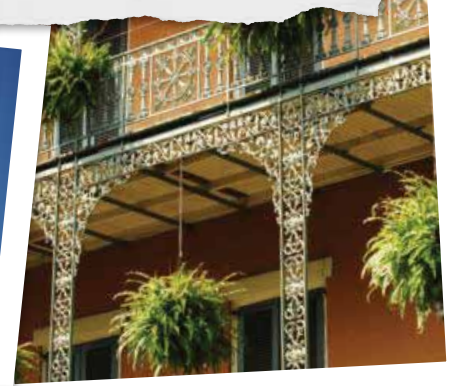
7:30 AM – 4:30 PM	Registration
8:00 AM – 9:30 AM	Breakfast Event
8:00 AM – 9:30 AM	Sessions
10:00 AM – 11:30 AM	General Session, Sir Ken Robinson
11:30 AM – 4:00 PM	Exhibit Hall
Exclusive Hours: 11:30 AM – 1:30 PM; 2:45 PM – 3:45 PM	
NOON – 2:00 PM	Luncheons
1:30 PM – 2:45 PM	Sessions
3:45 PM – 5:00 PM	Sessions
5:15 PM – 5:45 PM	Drum Circle

Monday, April 7

7:30 AM – NOON	Registration
8:00 AM – 9:00 AM	Morning General Session
9:30 AM – 10:45 AM	Sessions
11:00 AM – NOON	Table Topics
12:30 PM – 1:45 PM	Sessions
2:00 PM – 3:30 PM	Closing General Session

For the most up-to-date conference information, visit www.nsba.org/conference

IMAGINE



NEW

ORLEANS

Imagine meeting in a city where cultures collide in a brilliant explosion of flavors, emotions, and sounds.

New Orleans is the birthplace of jazz, home to Creole cuisine, and rich with history and culture. It is centrally located with a walkable downtown and world-class convention facilities. With more than \$1.57 billion worth of improvements to the city in 2013, New Orleans remains an authentic destination, a place like no other. It's a place of chefs and delectable cuisine and a unique blend of French, Spanish, Caribbean, and African cultural influences in our architecture, food, people, and music. With more than 1,300 restaurants, the city offers one of the most incredible – and incredibly diverse – concentrations of exceptional dining and unforgettable cuisine in the world. Because most of the city's restaurants, attractions, tours, accommodations, and event venues are within walking distance of each other, it's easy to get around the "Big Easy" and is the perfect setting for networking. Within the 12-blocks of the historic French Quarter, come enjoy the charm of New Orleans, all while attending a successful meeting in the Crescent City, Sportsman's Paradise...the Big Easy. New Orleans combines big city choices with the small town friendliness. Your exploration of the many sensory extravaganzas that endure in the unique city of New Orleans begins here — **enjoy the journey and laissez les bons temps rouler — let the good times roll!**

REGISTRATION AND HOUSING INFORMATION

Registration and Housing both open on Wednesday, October 23, at 9:00 AM EST

A streamlined registration and housing reservation process makes it easier on you! Register ONLINE and you can immediately click over to make your hotel reservations with our housing company as long as you are paying your registration fee by credit card.

Conference Schedule:

• Pre-Conference Sessions and Workshops:

Friday, April 4

• Conference begins:

Saturday April 5, at 8:00 AM

• Conference concludes:

Monday, April 7, at 3:30 PM

• CUBE programming:

Begins Saturday, April 5

• COSA School Law Seminar:

Thursday, April 3, 2:30 PM to

Saturday, April 5, 12:15 PM

Top 10 reasons to book in the NSBA Housing Block

1. Official hotels are NSBA-endorsed and inspected.
2. Greater networking opportunities exist in hotels within the block.
3. Reservations within the block are protected from hotel relocation.
4. Housing representatives are available for on-site assistance with official hotels, primarily.
5. Friendly booking terms: No change fees; no FULL pre-payment.
6. Guaranteed rates.
7. Complimentary shuttle service from most official hotels.
8. Attendees have an excellent chance of getting into their choice hotel.
9. It is EASY to make changes.
10. Future housing and registration fees will stay low by booking at the official hotels.

Registration and Housing Instructions:

When paying by credit card

- Go to www.nsba.org/conference, click on Register, and select your payment type
- Log on
- Once logged on, select ONLINE Store/Registration, you'll see the Conference registration link

- Add optional events for the registrant, add the spouse/family member if attending
- Select the payment option
- Once payment is complete, on the receipt page will be a link to proceed to housing to reserve your room(s)

When paying by purchase order

- Go to www.nsba.org/conference, click on Register and select your payment type
- Select your state, then select your district if listed (if not, select the Register link)
- Enter the registration name and contact info
- Select optional events, add the spouse/family member if attending
- Enter the payment information
- Register another if more than one

Note: This option does not allow for immediate housing reservations.

Please allow a minimum of 2-3 days for registration to be processed, after which you will receive a confirmation letter with instructions on how to reserve housing.

To reserve your rooms at a later date or to request a suite, please contact the NSBA Housing Bureau

- Online: Go to www.nsba.org/conference and follow the instructions for hotel information/reservations for immediate processing
- Call: 1-800-616-8210 (U.S./Canada) or 1-415-979-2264 (International), service is available Monday through Friday, 9:00 AM - 9:00 PM EST
- Fax: 1-415-216-2535

If making your hotel reservations at a later date, each individual registrant will need a confirmation ID # to book rooms. Only nine rooms or fewer may be reserved by telephone. If you are reserving 10 or more rooms, please fax, mail, or go to the NSBA Housing Bureau website to arrange for your accommodations online. Housing forms may be downloaded from www.nsba.org/conference.

All reservations should be made prior to March 14, 2014. Room availability and special Conference rates cannot be guaranteed after that date.

NSBA's official housing company is Convention Management Resources (CMR), based in San Francisco, CA. NSBA does not authorize any other housing company or independent broker to make housing reservations for our Conference.

Travel Information:

NSBA has a preferred travel agency for the 2014 Annual Conference. Go to the Conference website www.nsba.org/conference and click on the Hotel & Travel tab for agency contact information.

Discount airfares are available on United, and low car rental rates are available through Hertz and Enterprise. The discounts apply for travel between 3/31/2014 - 4/19/2014. Agents are available for reservations from 8:30 AM - 8:00 PM (EST), Monday through Friday. Some restrictions may apply. Service fees apply.

You may also call your own agency or the vendors directly and refer to the following I.D. numbers:

United Airlines: Zcode: ZR5X
Agreement code: 416277 or call 800-521-4041

Note: When booking on www.united.com, type: ZR5X416277 (no spaces) in the OFFERCODE field in the main flight search box.

Delta: NMGJZ or call 800-328-1111

Hertz: CV#031C0019 or call 800-654-2240

Enterprise: 32H7476 or call 800-593-0505

Dollar: CM0679 or call 800-800-3665

**REGISTER
EARLY AND SAVE**

Early registration discount ends
January 8, 2014.

Visit www.nsba.org/conference or call
1-800-950-6722

Registration constitutes your consent that any picture taken during NSBA-sponsored events can be used for meeting and promotion purpose without remuneration.

HOTEL

MAP



	Hotel	Single	Double	Ext Person		Hotel	Single	Double	Ext Person
1.	Astor Crowne Plaza New Orleans 739 Canal Street 70130	\$185	\$185	\$20	14.	LaQuinta Inn & Suites Downtown-French Quarter 301 Camp Street 70124	\$149	\$149	
2.	Courtyard by Marriott St. Charles 124 St. Charles Avenue 70130	\$175	\$175	\$20	15.	Loews New Orleans 300 Poydras Street 70130	\$235	\$235	\$30
3.	Courtyard New Orleans Downtown/CC 300 Julia Street 70130	\$189	\$189	\$20	16.	New Orleans Marriott** 555 Canal Street 70130	\$225	\$225	\$30
4.	Doubletree New Orleans 300 Canal Street 70130	\$199	\$199	\$20	17.	New Orleans Marriott Downtown Convention Center 859 Convention Center Boulevard 70130	\$225	\$225	\$30
5.	Embassy Suites 315 Julia Street 70130	\$205	\$215	\$10	18.	Omni Royal Crescent Hotel 535 Gravier Street 70130	\$198	\$198	2 ppl max
6.	Hampton Inn & Suites New Orleans Convention Center 1201 Convention Center Boulevard 70130	\$189 \$229	\$189 \$229	\$10 (Rooms) \$10 (Suites)	19.	Renaissance Arts 700 Tchoupitoulas Street 70130	\$219	\$219	\$30
7.	Hampton Inn Downtown/French Quarter 226 Carondelet Street 70130	\$169	\$169	\$10	20.	Renaissance Pere Marquette 817 Common Street 70112	\$199	\$199	\$30
8.	Hilton Garden Inn New Orleans Convention Center 1001 South Peters Street 70130	\$189	\$189	\$10	21.	Residence Inn New Orleans Downtown 345 St. Joseph Street 70130	\$189	\$189	King bed only 2 ppl max
9.	Hilton New Orleans Riverside* 2 Poydras Street 70130	\$225	\$225	\$25	22.	Royal St. Charles 135 St. Charles Avenue 70130	\$149	\$149	\$10
10.	Hyatt Place New Orleans Convention Center 881 Convention Center Boulevard 70130	\$209	\$209	\$20	23.	Sheraton New Orleans 500 Canal Street 70130	\$225	\$225	\$25
11.	InterContinental New Orleans 444 St. Charles Street 70130	\$199	\$199	\$30	24.	Springhill Suites New Orleans Downtown 301 St. Joseph Street	\$189	\$189	\$20
12.	International House 221 Camp Street 70130	\$219	\$219	King bed only 2 ppl max	25.	W New Orleans 333 Poydras Street 70130	\$230	\$230	\$20
13.	JW Marriott New Orleans 614 Canal Street 70130	\$225	\$225	\$30	26.	Westin New Orleans Canal Place 100 Iberville Street 70130	\$209	\$209	\$20
					27.	Wyndham Riverfront New Orleans 701 Convention Center Boulevard 70130	\$205	\$205	\$20

REGISTRATION FORM

National School Boards Association
 Annual Conference & Exposition
 New Orleans, LA

To Register (Select only one)

- Online:** Go to www.nsba.org/conference
- Mail:** NSBA, P.O. Box 1807, Merrifield, VA 22116-8007
- Call:** 1-800-950-6722 or **Fax:** 1-703-519-6497

PLEASE PRINT

NAME _____

NICKNAME FOR MY BADGE _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

() ()
 DAYTIME TELEPHONE FAX

REGISTRANT EMAIL ADDRESS FOR CONFIRMATION
 Also send confirmation to: _____

EMAIL ADDRESS _____

SCHOOL DISTRICT/ORGANIZATION NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PERSONAL EMERGENCY CONTACT INFORMATION

CONTACT NAME () PHONE NUMBER ()

TITLE FOR BADGE

Board President Board Member

School Attorney Other District Administrator

Superintendent Board Support Professional

Deputy/Assistant Superintendent Technology Director

Other (specify): _____

SPOUSE/FAMILY MEMBER(S) NAME(S)

NAME(S) FOR BADGE (18 AND OVER) _____

NAME(S) FOR BADGE (UNDER 18) _____

METHOD OF PAYMENT (Advanced payment required in U.S. funds)

Check enclosed, made payable to NSBA

Bill my school district, listed above, using
 Purchase Order # _____
 (Required for registration to be processed.)

MasterCard VISA American Express

CARD NUMBER _____ EXPIRATION DATE _____ CVV CODE _____

CARDHOLDER'S NAME (PLEASE PRINT OR TYPE) _____

AUTHORIZED SIGNATURE _____

()
 CARDHOLDER'S TELEPHONE _____

How to Pay

If your district is an NSBA National Connection (NC) or Technology Leadership Network (TLN) district or CUBE district, you pay the reduced fees listed, otherwise pay regular fees. Non-NC Canadian districts pay regular fees. To qualify for the early registration discount, you must register and pay by **January 8, 2014**.

The NSBA Annual Conference is only open to U.S. school districts that hold membership in their state school boards association.

NSBA reserves the right to cancel the registration of any board member or employee of a school district not a member in good standing of their state association. In the event of cancellation, NSBA is not liable for hotel, airfare, or other charges incurred by that registrant.

Registration Fees

	NC/TLN/CUBE		REGULAR		MY TOTAL
	By 1/8/14	After 1/8/14	By 1/8/14	After 1/8/14	
CONFERENCE FEE: Select the fee that applies to you and fill in the total.....	\$725	\$755	\$895	\$945	_____
SPOUSE/FAMILY MEMBER FEE: Fee for each guest 18 years of age and over	\$59	\$59	\$59	\$59	_____

Optional Events (Fees are in addition to full Conference fee above)

	NC/TLN/CUBE		REGULAR		MY TOTAL
	CUBE District	NON-CUBE District	CUBE District	NON-CUBE District	
Pre-Conference Workshops – Friday Morning #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 <input type="checkbox"/> #4 <input type="checkbox"/> #5 <input type="checkbox"/> #6 <input type="checkbox"/> #7 <input type="checkbox"/>	\$170	\$195			_____
Pre-Conference Workshops – Friday Afternoon #8 <input type="checkbox"/> #9 <input type="checkbox"/> #10 <input type="checkbox"/> #11 <input type="checkbox"/> #12 <input type="checkbox"/> #13 <input type="checkbox"/> #14 <input type="checkbox"/>	\$170	\$195			_____
Pre-Conference Workshop – Friday Full Day #15 <input type="checkbox"/>	\$270	\$320			_____
<input type="checkbox"/> School Law Seminar (begins Thursday 2:30 PM)	\$345	\$385			_____
<input type="checkbox"/> No additional fee if you are a Council of School Attorneys member and a full Conference registrant, but please check here if you plan to attend.					
<input type="checkbox"/> New School Board Member Boot Camp Pre-Conference Session – Friday Afternoon ONLY	\$75	\$75			_____
<input type="checkbox"/> Council of Urban Boards of Education Programming – Saturday Luncheon, Urban Night Out, and Sunday all day	\$140	\$250			_____

	NC/TLN/CUBE		REGULAR		MY TOTAL
	CUBE District	NON-CUBE District	CUBE District	NON-CUBE District	
<input type="checkbox"/> Louisiana Lagniappe (lan-yap): Site Visit to St. Charles Parish Public Schools Friday, April 4, 9:30 AM – 4:30 PM	\$140	\$155			_____
<input type="checkbox"/> National World War II Museum: Learning Across the Curriculum Saturday, April 5, 11:45 AM – 3:30 PM	\$125	\$140			_____
<input type="checkbox"/> STEM in Action – Pumping Up the Students! Sunday, April 6, NOON – 5:00 PM	\$105	\$105			_____
<input type="checkbox"/> Southeastern Louisiana University Program: Transforming Science through Hands-on Learning Sunday, April 6, 2:15 PM – 5:30 PM	\$125	\$140			_____
<input type="checkbox"/> Building for the Future: Going Green Monday, April 7, 8:30 AM – 2:00 PM	\$125	\$140			_____
<input type="checkbox"/> Weather as a Lesson: NOAA Tour Monday, April 7, 9:00 AM – 2:30 PM	\$140	\$155			_____

Meal Functions (Fees are in addition to full Conference fee above)

	#	TICKETS	x	PRICE	=
<input type="checkbox"/> American Indian/Alaska Native Caucus Luncheon – Saturday, NOON	_____	x	\$65	=	_____
<input type="checkbox"/> For Board Members only: Join the Native Caucus at special conference rate.					
<input type="checkbox"/> Best Practices for School Leaders Luncheon – Saturday, NOON	_____	x	\$65	=	_____
<input type="checkbox"/> Hispanic Caucus Breakfast – Sunday, 8:00 AM	_____	x	\$50	=	_____
<input type="checkbox"/> For Board Members only: Join the Hispanic Caucus at special conference rate					
<input type="checkbox"/> Black Caucus Luncheon – Sunday, NOON	_____	x	\$65	=	_____
<input type="checkbox"/> For Board Members only: Join the Black Caucus at special conference rate.					
<input type="checkbox"/> Education Technology Luncheon – Sunday, NOON	_____	x	\$65	=	_____

GRAND TOTAL (Conference Fee + Optional Events) in U.S. FUNDS = _____

CANCELLATIONS AND REFUNDS:
 Requests for refunds can be honored only if made in writing to NSBA prior to **March 21, 2014**, and will be subject to a \$125 cancellation fee per registrant. No refunds will be honored after March 21, 2014.

LATE REGISTRATION:
AFTER MARCH 21, 2014
 We suggest that you register on-site at the NSBA On-site Registration Desk at New Orleans Ernest N. Morial Convention Center.

Registrant mailing and email addresses are made available to exhibiting companies for a one-time mailing of useful product information. If you do not wish to receive such mailings, please check here.



Please email sfolks@nsba.org if you have any special needs.



National **School Boards** Association

1680 Duke Street
Alexandria, Virginia 22314-3493

REGISTER EARLY AND SAVE!
www.nsba.org/conference

WHY ATTEND?

TRANSFORM Leadership to focus on every student's success

INSPIRE others with your stories and be inspired in turn

IMAGINE a nation with a dynamic public education system addressing the challenges of preparing its students for achievement in the global marketplace

EMPOWER yourself with knowledge and competencies to better serve your community

74th
Annual
Conference



NSBA

NEW ORLEANS

APRIL 5-7, 2014



Early registration
discount ends January 8, 2014.

Call 1-800-950-6722
or visit www.nsba.org/conference

Ernest N. Morial Convention Center