





# TABLE OF CONTENTS

<b>President’s Welcome Letter</b> .....	<b>2</b>
<b>Executive Director’s Welcome Letter</b> .....	<b>3</b>
<b>2018 AASA National Conference on Education Program-at-a-Glance</b> .....	<b>4</b>
<b>2018 NCE Conference Partners</b> .....	<b>6</b>
<b>I Love Public Education</b> .....	<b>8</b>
<b>Communities in Schools</b> .....	<b>9</b>
<b>Social Media Lounge</b> .....	<b>10</b>
<b>School of the Future</b> .....	<b>12</b>
<b>A–Z Conference Information</b> .....	<b>14</b>
<b>AASA Awards</b> .....	<b>18</b>
<b>Sponsor Award Acknowledgments</b> .....	<b>28</b>
<b>The AASA National Superintendent Certification Program®</b> .....	<b>30</b>
<b>The AASA Aspiring Superintendents Academy®</b> .....	<b>31</b>
<b>The Urban Superintendents Academy®</b> .....	<b>32</b>
<b>Thursday Conference Sessions-at-a-Glance</b> .....	<b>34</b>
<b>Thursday Conference Session Details</b> .....	<b>36</b>
<b>Friday Conference Sessions-at-a-Glance</b> .....	<b>52</b>
<b>Friday Conference Session Details</b> .....	<b>54</b>
<b>Saturday Conference Sessions-at-a-Glance</b> .....	<b>70</b>
<b>Saturday Conference Session Details</b> .....	<b>71</b>
<b>AASA Roundtable Presentations</b> .....	<b>78</b>
<b>Exhibitor Listings by Alpha</b> .....	<b>94</b>
<b>Exhibitor Listings by Booth</b> .....	<b>108</b>
<b>Floorplan</b> .....	<b>110</b>
<b>Meetings and Functions Index</b> .....	<b>111</b>
<b>AASA Leadership</b> .....	<b>112</b>
<b>Speaker Index</b> .....	<b>118</b>





# PRESIDENT'S WELCOME LETTER



Welcome to the AASA National Conference on Education in Nashville! We are in a place often referred to as “Music City,” but this week, the city will be filled with the sounds of education and the voices of educators.

This great city draws music lovers because of its reputation as a place to visit and get inspired, a city where you can hone your musical skills and grow as a professional. At the 2018 AASA National Conference on Education, those who love public education will find a similar opportunity, as we network with colleagues and become inspired by the great things happening in schools across this nation.

Conference attendees will hear from experts in the field of education and attend sessions that will help them increase their knowledge and skills around critical topics in our profession. Putting it all together, we can create a new track for public schools as we redefine, redesign and reimagine education – it will top the charts!

Let’s prepare to learn and grow together as we tap into the variety of activities and opportunities at AASA’s 2018 National Conference on Education. This year’s theme, “Education in the Digital Age,” is very relevant to the innovative work being done in our public schools across the nation. Enjoy the general sessions, personalize your learning by selecting from a multitude of breakout sessions, learn about great resources by visiting the NCE Marketplace, and spend time reconnecting with old friends and making new ones.

Just as AASA is proud of our rich history, celebrating 153 years of leadership in education, Nashville celebrates its interesting past, which includes the 125-year-old Ryman Auditorium and the Nashville Symphony, which boasts being 70 years old. This week we get to celebrate both Nashville and AASA’s past and present. Enjoy what the conference and the city have to offer!

As we learn and grow together at NCE, we must not forget to celebrate our schools and our great educational leaders. Please share the good news about why you love public education via Twitter at [#ILovePublicEducation](https://twitter.com/ILovePublicEducation).

I love public education because of you – the hardworking superintendents and educational leaders who are redefining, redesigning and reimaging education to ensure we meet the needs of each and every student!

**I am honored to serve you.**

Sincerely,

**Gail Pletnick**

*President*  
AASA, The School Superintendents Association



# EXECUTIVE DIRECTOR'S WELCOME LETTER



Dear Colleagues,

Welcome to Nashville! We are thrilled that you've made the journey to Music City, USA, to be part of the 2018 National Conference on Education.

As school system leaders, you represent the face of public education. Using this gathering as a platform, I invite you to say to the rest of the world, "Public education is the best it's ever been!"

Leaders of public education have been convening at our annual gathering for generations. It's critical that you're here because your voice carries well beyond the boundaries of your school districts, communities and states.

Using the hashtag #NCE18, we encourage you to share the concepts, ideas, solutions and strategies you learn here with your networks.

We are in a new era in education. Themed "Education in the Digital Age," our conference will tap into the current research and trends to help you advance your career and, most importantly, to address the immediate needs of your students.

Last year, AASA launched its "I Love Public Education" campaign — an initiative to help ensure that all students have access to a high-quality public education. On behalf of the 50 million students attending America's public schools, it is an honor to have our nation's foremost thought leaders in public education — superintendents — with us in Nashville.

Once again, through AASA's Conference Daily Online (<http://nce.aasa.org/conference-daily-online/>), we will share the wealth of information and insights that will be generated at our conference not only for those attending, but the entire education community from coast to coast.

As you take advantage of the myriad networking opportunities in the days ahead, please keep in mind that there is no better time than now to reframe the current national dialogue on public education — the bedrock of our society and the lifeblood of our democracy.

You are all champions for children. Once again, thank you for joining us.

Sincerely,

A handwritten signature in cursive script that reads "Daniel A. Domenech".

**Daniel A. Domenech**  
*Executive Director*

AASA, The School Superintendents Association



# CONFERENCE PROGRAM-AT-A-GLANCE

## WEDNESDAY, FEBRUARY 14

Bookstore Hours . . . . . 2 – 5pm

## THURSDAY, FEBRUARY 15

Registration Hours . . . . . 7:30am – 4:15pm

Bookstore Hours . . . . . 7:30am – 7:30pm

NCE Marketplace Coffee Break . . . . . 7:45 – 9am

NCE Marketplace Hours . . . . . 7:45am – 4pm

Educational Sessions . . . . . 9 – 10am

Thought Leader Sessions . . . . . 9 – 10am

- Featuring Leslie Anderson, Steve Flynt, Tricia McManus and Nicholas Pelzer
- Featuring Richard Rothstein
- Featuring Ken Kay and Aaron Spence

Educational Sessions . . . . . 10:15 – 11:15am

Thought Leader Sessions . . . . . 10:15 – 11:15am

- Featuring Heidi Hayes Jacobs
- Featuring Meredith O'Connor

Federal Relations Luncheon . . . . . 12noon – 1:30pm

- Featuring Mara C. Tieken

Thought Leader Sessions . . . . . 12:45 – 1:45pm

- Featuring Sharon Contreras, LaRuth Gray, Shawn Joseph and Matthew Utterback
- Featuring Peter Dewitt

NCE Marketplace Snack Break . . . . . 1:45 – 3pm

Thought Leader Session . . . . . 2 – 3pm

- Featuring Stephen Fink and Mort Sherman

Educational Sessions . . . . . 3 – 4pm

Thought Leader Session . . . . . 3 – 4pm

- Featuring Khalid Mumin and Josh Starr

General Session . . . . . 4:15 – 6:15pm

- Featuring Doris Kearns Goodwin

Welcome Reception . . . . . 6:15 – 7:15pm



## FRIDAY, FEBRUARY 16

Registration Hours	7:30am – 5pm
Bookstore Hours	7:30am – 5pm
Educational Sessions	8 – 9am
Job Central	8am – 3pm
I Love Public Education Rally	9 – 9:30am
Second General Session	9:30am – 12noon
<ul style="list-style-type: none"> <li>• Featuring Todd Rose</li> </ul>	
Volunteer Backpack Stuffing	12noon – 12:45pm
Dr. Effie H. Jones Memorial Luncheon	12noon – 2pm
<ul style="list-style-type: none"> <li>• Featuring Catherine E. Lhamon</li> </ul>	
NCE Marketplace Hours	12noon – 4:45pm
Educational Sessions	12:45 – 1:45pm
Thought Leader Sessions	12:45 – 1:45pm
<ul style="list-style-type: none"> <li>• Featuring Traci Davis and Stephanie M. Jones</li> <li>• Featuring William Daggett</li> </ul>	
NCE Marketplace Snack Break	1:45 – 2:15pm
Educational Sessions	2:30 – 3:30pm
Thought Leader Sessions	2:30 – 3:30pm
<ul style="list-style-type: none"> <li>• Featuring Jaime Casap</li> <li>• Featuring Dan Domenech and Tom Gentzel</li> </ul>	
Educational Sessions	3:45 – 4:45pm

## SATURDAY, FEBRUARY 17

Registration Hours	7:30am – 12noon
Bookstore Hours	7:30am – 12noon
Educational Sessions	8 – 9am
Educational Sessions	9:15 – 10:15am
Closing General Session	10:30am – 12noon
<ul style="list-style-type: none"> <li>• Featuring Sal Khan</li> </ul>	

# THANKS TO OUR CONFERENCE PARTNERS



**FRED  
MAKONNEN**



**redefining / standards®**

- AXA has been helping families and businesses take small, manageable steps toward financial security since 1859. As a leading provider of retirement savings products and services, AXA is committed to getting its clients, and your employees, "retirement ready." AXA is one of the nation's leading providers of annuities, consumer life insurance and related financial services.



**JIM YALE**



**Horace Mann®**

*Founded by Educators for Educators*

- Horace Mann is an insurance and financial services company that is committed to helping educators achieve financial success. We help identify existing resources and savings opportunities to fund financial goals. By reducing or eliminating student loan debt, securing classroom funding and finding savings through insurance program reviews, we work to maximize educators' hard-earned dollars and help develop a path to a successful financial future.



**DWIGHT JONES**



**MICHAEL PUJUL**



**Education**

- McGraw-Hill Education is a learning science company that delivers personalized learning experiences that help students, parents, educators and professionals improve results. McGraw-Hill Education has offices across North America, India, China, Europe, the Middle East and South America, and makes its learning solutions available in nearly 60 languages.



**MONICA  
MORRELL**



**NAVIANCE**

by HOBSONS

- Naviance by Hobsons is a comprehensive college and career readiness solution that helps middle and high school students identify their strengths, explore careers, create individualized academic plans and match to best-fit post-secondary institutions.



Apptegy’s mission is to help school leaders tell the story of every student. We build simple tools that make it easy to manage a school’s online presence across web, mobile, social and alerts. In a competitive school market, it has never been more important to take control of your school’s brand by providing a great digital experience for your audience. We’re here to help your school craft a unique identity built around the stories of student accomplishment.



Aramark (NYSE: ARMK) proudly serves Fortune 500 companies, world champion sports teams, state-of-the-art healthcare providers, the world’s leading educational institutions, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. Our 270,000 team members deliver experiences that enrich and nourish millions of lives every day through innovative services in food, facilities management and uniforms. We operate our business with social responsibility, focusing on initiatives that support our diverse workforce, advance consumer health and wellness, protect our environment, and strengthen our communities. Aramark is recognized as one of the World’s Most Admired Companies by FORTUNE, as well as an employer of choice by the Human Rights Campaign and DiversityInc.



BetterLesson is the leader in personalized professional development. We provide high-quality coaching that helps educators shift instructional practice to create learner-centered classrooms. Coaching is supported by proven instructional strategies and an iterative, learn-by-doing methodology that supports their implementation — in a way that is personalized to the needs of your teachers and students. With BetterLesson, teachers get the competencies, resources and motivation required to prepare students for a rapidly changing world.



As the leading food and support services company — named to the 2017 *Forbes* list of the World’s Best Employers — Compass Group North America is a family of companies building one-of-a-kind experiences for all of our customers. As part of this family, SSC and Chartwells bring unmatched expertise to the education industry. SSC partners to provide quality integrated facilities services including custodial, maintenance and grounds, and Chartwells provides nutritious and delicious food to hundreds of school districts and college campuses nationwide. Each is a powerful solution on its own, but together they maximize budgets and ensure a safer, cleaner and healthier environment. This collective commitment to student success and well-being allows our partners to focus on their core objective: educating our future.



MyOptions, a non-profit education organization, is the nation’s largest college and career planning program. Through its specialized platforms such as myCollegeOptions and myCareerOptions, it offers free assistance and valuable resources to millions of students, their parents, and high school faculty and staff nationwide. These programs provide high school students critical access to post-secondary opportunities, career development programs and the tools and resources they need to succeed.



Panorama Education partners with schools and districts to collect and analyze data about social-emotional learning, school climate, family engagement and more. With research-backed surveys and a leading technology platform, Panorama helps educators act on data and improve student outcomes. Panorama has supported more than 5 million students in 6,500 schools across 40 states, including those in the New York City Department of Education, Dallas Independent School District, Seattle Public Schools and San Francisco Unified School District.





**I ♥ PUBLIC  
EDUCATION**

[www.LovePublicEducation.org](http://www.LovePublicEducation.org)

## The AASA I Love Public Education Campaign

<http://lovepubliceducation.org/>

The AASA I Love Public Education campaign is an initiative that highlights the critical role public schools play to ensure students lead successful lives.

Equity is at the center of our campaign, with the long-term goal of ensuring all communities have access to a high-quality public school. Our multi-pronged campaign permeates all aspects of our work: Advocacy, Children's Programs, Leadership Development and Membership Services, as well as the support and services we provide our members.

### **AASA NATIONAL CONFERENCE ON EDUCATION AND I LOVE PUBLIC EDUCATION RALLY**

**Friday, February 16 | 9 – 9:45am | Music City Center**

The rally will send a signal to educators, policymakers, business leaders, media and parents that they must speak out about the value of public education and the important roles schools play to lead, shape and grow a community.

Rally facilitators are Megan Barry, the Mayor of Nashville; Shannon Hunt, President & CEO of the Nashville Public Education Foundation; Dan Domenech, AASA Executive Director; Gail Pletnick, AASA President and Superintendent of Dysart School District in Phoenix, AZ; Shawn Joseph, Superintendent of Metro Nashville Public Schools; and Lizzie Sider, American Singer/Song Writer and Bully Prevention and Public School Advocate.

### **Wear your I Love Public Education T-shirt to the rally!**

Each conference participant will receive an I Love Public Education T-shirt. Turn in the ticket provided in your registration materials at one of three kiosks in AASA Registration and the NCE Marketplace.







Communities  
In Schools

# In schools to empower educators.

Poverty shouldn't stand in the way of student success. That's why Communities In Schools partners with schools and educators across the country to help at-risk students, like Alina, succeed.

Our staff is in more than 2,300 schools every day, connecting students and families to vital resources. By helping students focus on their future, we empower educators to focus on great teaching. In communities with the greatest needs, our evidence-based model works: More than 90 percent of our seniors graduate and 99 percent of our K-11 students stay in school.

Learn how we can empower your school district. | [cisonline.org/AASA2018](https://cisonline.org/AASA2018)





# Join AASA staff and Twitter-savvy superintendents at the **SOCIAL MEDIA LOUNGE**

Stop by or make yourself at home at AASA's third annual Social Media Lounge, located in the NCE Marketplace. Attendees will get on-the-spot, hands-on assistance with the latest social media tools and platforms, as well as ample opportunities to learn from education leaders who are embracing and dominating the social media landscape. Whether you're a social media newbie or a seasoned pro, the Social Media Lounge has something for everyone, from our live-streaming video corner to our selfie wall. Be sure to come by, snap a pic, send a tweet and learn something new. [Check out the schedule for more information!](#)



### CONFERENCE TWITTER FEED

Share your experiences and observations of the national conference with others by contributing to the official conference Twitter feed using **#NCE18**.





**WEDNESDAY, FEB. 14 | LOCATION: CUMBERLAND 3, OMNI NASHVILLE**

**6:30pm | SOCIAL MEDIA RECEPTION**

Join your colleagues offline for a social media reception, hosted by Discovery Education, to kick off the conference!

**THURSDAY, FEB. 15 | MARKETPLACE HOURS 7:45AM – 4PM**

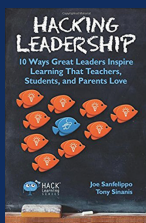


**8:30 – 9:30am | SOCIAL MEDIA LOUNGE**

Coffee Meet & Greet with Meredith O'Connor, NCE18 Thought Leader

**10 – 11am | SOCIAL MEDIA LOUNGE**

What's New in Social Media



**11:30am – 12:30pm | KNOWLEDGE EXCHANGE THEATER**

Training and Developing the Next Generation of Leaders: Why Social Media Plays an Important Role

**1 – 2pm | SOCIAL MEDIA LOUNGE**

Changing Your District's Narrative: The Culture of Sharing with Joe Sanfelippo (Book signing to follow inside the Social Media Lounge)

**2 – 3pm | SOCIAL MEDIA LOUNGE**

Equity Thought Bubbles | #SUPTS4EQUITY

**3 – 4pm | KNOWLEDGE EXCHANGE THEATER**

Connecting the Millennial Mindset with Your District's Vision

**FRIDAY, FEB. 16 | MARKETPLACE HOURS 12NOON – 4:45PM**



**12:30 – 1:30pm | SOCIAL MEDIA LOUNGE**

Coffee Meet & Greet with Jaime Casap, NCE18 Thought Leader

**2 – 2:30pm | SOCIAL MEDIA LOUNGE**

Using Social Media to Promote Diversity in Schools

**2:30 – 3pm | SOCIAL MEDIA LOUNGE**

Making the Most of LinkedIn

**FOCUS GROUP: SATURDAY, FEB. 17, 7AM | LOCATION: CUMBERLAND 1, OMNI NASHVILLE**

Before you head home from the conference, join AASA leadership and Social Media Lounge experts for a special focus group session at 7am. Plan to bring your ideas, thoughts and suggestions for how we can help you achieve your social media goals and make you a more connected leader. A light breakfast will be served and attendees will receive a small participation gift.





# SCHOOL OF THE FUTURE

The School of the Future strives to provide superintendents with a futuristic approach to all aspects of education: Methodology & Curriculum, Technology, Food & Beverage, and Materials & Furniture. The School of the Future encourages new, out-of-the-box ways of thinking that allow students to reach their full potential with the products provided and showcased during the AASA National Conference on Education.

## THURSDAY, FEBRUARY 15

8 – 8:30am

### ED LEADERSHIP SIMS

Booth 500

#### **SIMULATIONS: EFFECTIVE LEADER PD AND A TOOL TO BUILD AND SUSTAIN A POSITIVE CLIMATE**

Computer-based simulations harness the power of storytelling and experience to enable a highly engaging and collaborative tool for superintendents to enhance the climate in their districts and facilitate effective leadership PD for their leadership teams. Because the decision-making minefield in our schools is constantly shifting and the consequences for leaders manifest clearly in leadership churn data, experience is the best way that leaders can get better at making good decisions. Good experience is often the result of making mistakes — of failing — and simulations provide a “safe place” in which to “Fail Forward.”

8:30 – 9am

### iTUTOR.COM

Booth 529

#### **SPARK ACCELERATED LEARNING WITH DIFFERENTIATED INSTRUCTION: A PLAN FOR REACHING EACH STUDENT EVERY DAY**

With growing teacher attrition rates, districts need to train new cohorts of novice teachers each year. The greatest challenges they face include classroom management and engaging all learners. Novice teachers tend to lead whole-group instruction, teaching to the middle. This results in disenfranchised students at both ends of the bell curve. iTutor’s School of the Future presentation, “Spark Accelerated Learning with Differentiated Instruction: A Plan for Reaching Each Student Every Day,” lays out a turn-key solution.

11:30am – 12noon

### ACTIVE SCHOOLS

Booth 302

#### **SUPPORTING ACTIVE SCHOOLS IN YOUR DISTRICT: BECAUSE ACTIVE KIDS DO BETTER**

Active Schools is a national movement to increase education systems and schools’ ability to provide physical education and before-, during- and after-school physical activity.

12noon – 12:30pm

### LITTLEBITS

Booth 805

#### **BRINGING HANDS-ON STEAM AND INVENTION-BASED LEARNING INTO YOUR DISTRICT OR CLASSROOM**

To prepare students for the future, many districts are now integrating STEAM and coding into their programs. But two key questions remain for many educators: 1) where to start and 2) how to bring STEAM and coding into curriculum without taking time away from other core subjects. In this session, Dr. Azadeh Jamalian discusses best practices on bringing hands-on coding and STEAM into your school and reviews pilot and case studies examining STEAM implementation in elementary and middle schools.



2 – 2:30pm

### ED LEADERSHIP SIMS

Booth 500

#### USING SIMULATIONS FOR DIFFICULT LEADERSHIP DECISIONS: THE TRANSGENDER STUDENT SCENARIO

The decision-making minefield in our schools has become increasingly difficult to successfully navigate. Effective judgment is key to navigating, as perceptions and perspectives of different stakeholders are not aligned. Decisions relating to topics such as transgender students are inherently complex, and they are further complicated by the seemingly zero-sum perceptions of different stakeholders. By capturing realistic and engaging scenarios in a collaborative setting, simulations enable leaders to practice exercising judgment, to experience the consequences of their decisions, and to get feedback without the pain of the “school of hard knocks.”

2:30 – 3pm

### SCRIBLE + GOOGLE: A POWERFUL SOLUTION TO THE RESEARCH AND WRITING SKILLS CRISIS

Sixty percent of secondary students struggle with research. Fifty percent of high school grads aren't ready for college writing. We're changing that. Scribe Edu is a revolutionary, Google-integrated research and writing platform for students and teachers. It lets students curate, annotate, manage and collaborate on articles in the Cloud. It provides writing capabilities, including citations, bibliographies and a Google Drive integration for writing papers in Google Docs. Students use advanced tools to scaffold and organize their work. Teachers use novel analytics to support personalized learning for the vital research and writing skills students need for college and career success.

## FRIDAY, FEBRUARY 16

### PEER-TO-PEER SESSIONS IN THE SCHOOL OF THE FUTURE PAVILION

Meet with fellow superintendents to discuss the unique issues facing school districts in the future. Hear how others are tackling concerns and help brainstorm solutions for the School of the Future.

12noon – 12:30pm

### I LOVE PUBLIC EDUCATION BECAUSE...

Join in a post-rally peer-to-peer discussion on the importance of this campaign.

1:30 – 2pm


### CHALLENGES OF THE FUTURE

Participate in a peer-to-peer discussion on how to overcome challenges facing students in the near future and beyond.

2 – 2:30pm

### PERSONALIZATION IN THE CLASSROOM

Share your experiences with fellow superintendents on how you personalize the classroom experience for your students.



**AASA APP**

Download the AASA mobile app (available in iTunes and Google Play) for up-to-the-minute AASA conference news, session updates and program changes.



# A-Z CONFERENCE INFORMATION

## AASA APP



Stay connected with the official AASA app powered by Blackboard. Blackboard, supporting student success through the New Learning Experience.



Sponsored by **Blackboard**

## AASA BOOKSTORE

Be sure to stop at the Bookstore to peruse the latest education-related titles. The Bookstore can be found on the Level 3 Concourse near AASA Registration.

Sponsored by **NJPA**  
National Joint Powers Alliance

The Bookstore is open the following hours and hosts the following book signings:

Wednesday, February 14 . . . . . 2 – 5pm  
 Thursday, February 15 . . . . . 7:30am – 7:30pm  
 Friday, February 16 . . . . . 7:30am – 5pm  
 Saturday, February 17 . . . . . 7:30am – 12noon

### Book-Signing Schedule

#### Thursday, February 15

10:15 – 10:45am . . . . . Richard Rothstein  
 11:30am – 12noon . . . . . Anthony Kim  
 2 – 2:30pm . . . . . Mara C. Tiekens  
 6:15 – 6:45pm . . . . . Doris Kearns Goodwin

#### Friday, February 16

12noon – 12:30pm . . . . . Todd Rose  
 1:30 – 2pm . . . . . Paul Houston  
 2 – 2:30pm . . . . . Michael Lubelfeld

#### Saturday, February 17

12noon – 12:30pm . . . . . Sal Khan

## AASA INTERNET STATION

Located on the floor of the NCE Marketplace  
 Stay connected with your office and family while you are away at the AASA Internet Station.

## AASA SOCIAL MEDIA LOUNGE

Located on the floor of the NCE Marketplace  
 Be sure to stop by the AASA Social Media Lounge. It's the go-to place for on-the-spot, hands-on assistance with Twitter, Facebook, Voxer, Periscope and so much more. See page 10 for more info.

## AWARDS

AASA award and scholarship programs recognize excellence, profile best practices in public education, and honor leaders from inside and outside the field of school administration whose contributions have made a significant impact on the lives and learning of children. See pages 18–28 for the winners of this year's awards.

## BADGES

Please wear your conference name badge at all times while in the Nashville Music City Center. Room monitors and security personnel have been instructed to deny entry to those without a badge. If your badge is incorrect or has been misplaced, visit the Badge Corrections and Reprints Counter in the AASA Registration Area, Level 3 Concourse, Nashville Music City Center.

## BUSINESS CENTER

**Thursday, February 15 . . . . . 9am – 5pm**  
**Friday, February 16 . . . . . 9am – 5pm**  
**Saturday, February 17 . . . . . 9am – 12noon**

A full-service business center is located inside the Nashville Music City Center at the 6th Ave./Demonbreun St. entrance (under escalator across from parking garage).

## CONFERENCE BAGS

Each registered attendee is allowed one conference bag. Bags can be picked up at the Materials Pick-Up Counter in the AASA Registration Area, Level 3 Concourse, Nashville Music City Center.

THANKS TO AASA PARTNERS





## CONFERENCE DAILY ONLINE


AASA provides daily coverage of key speakers, topical sessions and award presentations, along with a photo gallery of the conference, Twitter feed, video clips and conference blog with daily postings from several AASA members. An e-newsletter is distributed daily and the AASA website is updated with conference news throughout the three days at [nce.aasa.org/conference-daily-online](http://nce.aasa.org/conference-daily-online).

## DR. EFFIE H. JONES MEMORIAL LUNCHEON (\$70)

Room 202, Nashville Music City Center

**Friday, February 16 . . . . . 12noon – 2pm**

To purchase a ticket for this lunch, see the Onsite/Assisted Registration Counter in the AASA Registration Area, Level 3 Concourse, Nashville Music City Center. Onsite tickets are sold on a first-come, first-served basis and are subject to sellout. See page 58 for details.

Sponsored by 

## EDUCATIONAL SESSIONS

Choose from more than 100 Educational Sessions, Thought Leader Sessions and General Sessions. See session descriptions for more details about speakers. All sessions take place at the Nashville Music City Center unless otherwise noted.

## FEDERAL RELATIONS LUNCHEON (\$70)

Room 202, Nashville Music City Center

**Thursday, February 15 . . . . . 12noon – 1:30pm**

To purchase a ticket for this lunch, see the Onsite/Assisted Registration Counter in the AASA Registration Area, Level 3 Concourse, Nashville Music City Center. Onsite tickets are sold on a first-come, first-served basis and are subject to sellout. See page 44 for details.

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## FIRST AID

If you have a medical emergency, please pick up the nearest house phone to be connected with the facility’s operator. If you are in need of non-emergency assistance, a first aid station is located in Room 213, Nashville Music City Center.

## FOOD SERVICE

A variety of food stations are available in the NCE Marketplace, Hall A, Nashville Music City Center.

## GENERAL SESSIONS

General Session speakers are selected to help you take your leadership to new heights so you can move your district and community forward. All General Sessions take place at the Nashville Music City Center, Grand Ballroom.

**Thursday, February 15 . . . . . 4:15 – 6:15pm**



*Doris Kearns Goodwin, Presidential Historian and Pulitzer Prize-Winning Author, Concord, MA*

**Leadership Lessons from the White House:**

**Doris Kearns Goodwin on the American Presidents**

**Friday, February 16 . . . . . 9:30am – 12noon**



*Todd Rose, President and Co-Founder, Center for Individual Opportunity, Burlington, MA*

**The End of Average**

**Saturday, February 17 . . . . . 10:30am – 12noon**



*Sal Khan, Founder and CEO, Khan Academy, Mountain View, CA*

**Education Reimagined**

## HOTEL INFORMATION

### Official Conference Hotels

#### Headquarters Hotel

##### Omni Nashville

50 5th Avenue S, Nashville, TN 37203  
(615) 782-5300

#### Cambria Hotel & Suites Nashville Downtown

118 8th Avenue S, Nashville, TN 37203  
(630) 715-9211

#### Doubletree by Hilton Nashville Downtown

315 4th Avenue N, Nashville, TN 37219  
(615) 244-8200

#### Hampton Inn & Suites Nashville Downtown

310 4th Avenue S, Nashville, TN 37201  
(615) 277-5000

#### Hilton Garden Inn Nashville Downtown/Convention Center

305 Korean Veterans Boulevard, Nashville, TN 37201  
(615) 251-3013

#### Hilton Nashville Downtown

121 4th Avenue S, Nashville, TN 37201  
(615) 620-1000





## HOTEL INFORMATION (CONT.)

### Homewood Suites by Hilton Nashville Downtown

706 Church Street, Nashville, TN 37203  
(615) 742-5550

### Hyatt Place Nashville Downtown

301 3rd Avenue S, Nashville, TN 37201  
(615) 687-9995

### Renaissance Nashville Hotel

611 Commerce Street, Nashville, TN 37203  
(615) 255-8400

### Sheraton Nashville Downtown

611 Commerce Street, Nashville, TN 37203  
(615) 259-2000

### The Westin Nashville

807 Clark Place, Nashville, TN 37203  
(615) 248-2800

## HOUSING

A representative from AASA Housing is available to answer questions about hotels and reservations during registration hours at the Housing Desk in the AASA Registration Area, Level 3 Concourse, Nashville Music City Center. This representative can help you locate friends and colleagues who made their reservations through AASA's housing service.

## I LOVE PUBLIC EDUCATION CAMPAIGN

### I LOVE PUBLIC EDUCATION RALLY

**I ♥ PUBLIC EDUCATION** Join us for the I Love Public Education Rally on Friday, February 16, at 9am in the Grand Ballroom at the Nashville Music City Center! Also, don't forget to pick up your free T-shirt at booth 352 or booth 522 in the NCE Marketplace. The campaign will also be stuffing backpacks with schools supplies for Nashville Schools on Friday from 12noon to 12:45pm.

## JOB CENTRAL

### SEARCH FIRMS AND STATE ASSOCIATIONS

Job Central provides efficient opportunities for state school board associations and potential job seekers to share information about opportunities within specific states and about the characteristics boards are seeking in candidates. The Job Fair is open Friday, February 16, 8am – 3pm. Search firms and state associations can be found at Job Central, Room 208A, Nashville Music City Center. Job Central also has its own Focus Zone for Educational Sessions on topics such as career planning, interview skills and contract negotiations. When looking through the program book, look for sessions marked with "JC" to note Job Central sessions.

### Alabama Association of School Boards

**Terry Jenkins**, *Search Consultants*  
(334) 277-9700 | tjeryjnkns@gmail.com

### BWP & Associates

**Debra Hill**, *Managing Director*  
(847) 204-0462 | drmomaka29@gmail.com

### Mark Friedman, *President*

(708) 361-4997 | friedman.mark@gmail.com

### ECRA/HYA

**Stacey E. Adams**, *Senior Associate*  
(847) 318-0072 | staceyadams@ecragroup.com

### William Adams, *East Coast Regional President*

(609) 471-4046 | billadams@ecragroup.com

### Carolyn McKennan, *West Coast Regional President*

(831) 685-8142 | carolynmckennan@ecragroup.com

### Therese Meyer, *Director of Operations*

(847) 318-0072 | theresemeyer@ecragroup.com

### Illinois Association of School Boards

**Catherine Finger**, *Executive Searches IASB*  
(217) 299-5820 | cfinger@iasb.com

### Jim Helton, *Executive Searches IASB*

(217) 299-5820 | jhelton@iasb.com

### Tom Leahy, *Executive Searches IASB*

(217) 299-5820 | tleahy@iasb.com

### J.G. Consulting

**James Guerra**, *President & CEO*  
(214) 934-5537 | james@jgconsulting.us

### Kentucky Association of School Administrators

**Janice Lantz**, *Superintendent Selection Services*  
(502) 249-2022 | jan@kasa.org

### Owens Saylor, *Director of Program Development*

(859) 684-0190 | owens@kasa.org

### McPherson & Jacobson, LLC

**Thomas Jacobson**, *Consultant*  
(402) 943-7540 | t\_jacobson@macnjake.com

### National School Boards Association

**Stephanie Hyder**, *Director of Executive Searches*  
(405) 528-3571 | stephanieh@ossba.org

### North Carolina School Boards Association

**Allison Schafer**, *Legal Counsel, Director of Policy*  
(919) 931-1063 | aschafer@ncsdba.org

### Tanya Giovanni, *Consultant*

(919) 539-8181 | tgiovanni@ncsba.org



**Ray & Associates**

**Gary Ray**, *President, Consultant*  
(319) 393-3115 | glr@rayassoc.com

**Ryan Ray**, *Consultant*  
(319) 393-3115 | glr@rayassoc.com

**Virginia School Boards Association**

**Gina Patterson**, *Executive Director*  
(434) 9817334 | gina@vsba.org

**Western Illinois University**

**Lora Wolff**, *Job Fair Host; Assistant Professor*  
(319) 670-8717 | ll-wolff@wiu.edu

**LOST AND FOUND**

Turn in any items you may find at the AASA Information Kiosk, located in the AASA Registration Area.

**MEETINGS AND FUNCTIONS**

See the index on page 111 to see which state associations and organizations are hosting events at the conference.

**NCE MARKETPLACE**

**MAKING THE JOB OF SCHOOL SYSTEM LEADERS EASIER**

*Exhibit Hall AB, Nashville Music City Center*

**Thursday, February 15 . . . . . 7:45am – 4pm**  
**Friday February 16 . . . . . 12noon – 4:45pm**

Your schedules are full and your budgets are tight but your job still requires you to address your day-to-day school system needs. As the ultimate decision maker, you owe it to yourself to seek out the abundant resources available within the NCE Marketplace. Not a sales pitch, it is an avenue to invigorate your perspective on what is possible, what is new and cutting edge, and what can be applied or retooled to fit your unique K-12 community.

**PHOTOGRAPHY**

**PRINTING PROVIDED BY LIFETOUCH FOR SCHOOL ADMINISTRATOR MAGAZINE.**

AASA's official photographer



As the official photographer for AASA, Lifetouch Photography would like to share the images captured during NCE. You will find the images at <http://smu.gs/2iuYAjf>. Please feel free to download (no need to log on or purchase) and share with family, friends and school district leaders and on social media. If you have any questions, please contact Heather Dehn at [hdehn@lifetouch.com](mailto:hdehn@lifetouch.com) or by phone at **(763) 238-0105**.

**PROGRAM CHANGES**

AASA will post any program changes to the Conference Daily Online website at [nce.aasa.org/conference-daily-online](http://nce.aasa.org/conference-daily-online).

**REGISTRATION**

*Level 3 Concourse, Nashville Music City Center*

**Thursday, February 15 . . . . . 7:30am – 4:15pm**  
**Friday, February 16 . . . . . 7:30am – 5pm**  
**Saturday, February 17 . . . . . 7:30am – 12noon**

**SCHOOL OF THE FUTURE**

The School of the Future strives to provide superintendents with a futuristic approach to education. It showcases products that allow students to reach their full potential in each of the designated areas: Methodology & Curriculum, Technology, Food & Beverage, and Materials & Furniture. Be sure to check the schedule of programming on pages 12-13.

**SHUTTLE SERVICE**

Shuttle service to and from the Sheraton Nashville Downtown, Doubletree by Hilton Nashville Downtown and Homewood Suites by Hilton Nashville Downtown is available. Shuttles run during the following days and times:

**Thursday, February 15 . . . . . 7 – 9am & 6:45 – 7:45pm**  
**Friday, February 16 . . . . . 7 – 9am & 4 – 5:30pm**  
**Saturday, February 17 . . . . . 7 – 9am & 12noon – 1pm**

All shuttles arrive at and depart from the 6th and Demonbreun entrance of the Nashville Music City Center.

**SOCIAL MEDIA**

Share your experiences at the National Conference on Education on Twitter! Add this to your tweet: #NCE18. Also, be sure to check out page 10 of the program book for a complete listing of all of AASA's social media coverage and options at the conference.

**WIRELESS INTERNET**

Wireless internet is available by connecting to "MCC Wifi" on your device.



# AASA AWARDS

**THURSDAY, FEBRUARY 15 | 4:15 – 6:15PM GENERAL SESSION**

## NATIONAL SUPERINTENDENT OF THE YEAR® AWARD

The National Superintendent of the Year Program has enabled Americans to recognize and honor U.S. superintendents for the contributions they make every day advocating for public education, our nation's children and our country's future. Now in its 30th year, the National Superintendent of the Year Program, co-sponsored by First Student, Inc., VALIC and AASA, celebrates the leadership of these outstanding public school superintendents. One of the four finalists will be named National Superintendent of the Year and will represent colleagues and the profession over the next 12 months.

Sponsored by **First Student** **VALIC**  
Caring for students today, tomorrow, together.



**WENDY ROBINSON**  
 Fort Wayne  
 Community Schools,  
 Fort Wayne, IN

**Currently:** Superintendent, Fort Wayne Community Schools, July 2003–present

**Previously:** Deputy Superintendent, Fort Wayne Community Schools

**Academic Degrees:** Ed.D. in Educational Administration from Ball State University; Master of Science in School Administration from Indiana University–Purdue University Fort Wayne; Master of Science in Elementary Education from Indiana University–Purdue University Fort Wayne; Bachelor of Science in Elementary Education from DePauw University

**Accomplishments:** Wendy Robinson is a tireless advocate of public education; in her more than four decades in public education, she has developed close working relationships with some of the most prestigious educational organizations in the country. Robinson was one of the members of the inaugural class of Broad Center Fellows, a program designed to prepare and challenge urban school leaders. She is nationally recognized for her expertise in improving urban education and is frequently asked to speak at conferences and events hosted by organizations such as Learning Forward, the Wallace Foundation, AASA and the New York City Leadership Academy. Robinson has received numerous awards, including the National Alliance of Black School Educators 2009 Joseph E. Hill Superintendent of the Year award. She was also named a 2016 Education Week Leader to Learn From.



**DAVID SCHULER**  
 High School  
 District 214,  
 Arlington Heights, IL

**Currently:** Superintendent of Schools, High School District 214, July 2005–present

**Previously:** Superintendent of Schools, Stevens Point Public Schools

**Academic Degrees:** Ph.D. in Educational Leadership and Policy Studies from the University of Wisconsin; Master of Science in Educational Administration from the University of Wisconsin; Bachelors of Arts in History and Secondary Education from Carroll University

**Accomplishments:** David R. Schuler, a national education leader and superintendent of the second largest high school district in Illinois, is passionate about preparing students to be college, career and life ready. Schuler launched Redefining Ready!, a national campaign that introduces research-based metrics to demonstrate post-secondary readiness, during his time as the 2015–16 president of AASA, The School Superintendents Association. He believes that students are more than just a test score, the traditional indicator of readiness. Schuler has testified about college and career readiness before the U.S. Senate Committees on Health, Education, Labor and Pensions and before the House Committees on Education and the Workforce. In 2009, he was named a Top Educator Under 40 by Scholastic Administrator magazine, and in 2015 he was recognized as one of the Top 30 Technologists, Transformers & Trailblazers by the Center for Digital Education. Schuler was also the recipient of the 2016 Bob Grossman Leadership in School Communications Award for envisioning and executing an innovative plan to better engage the community through outreach, public affairs, communications and alumni efforts.



**MARY SIEU**  
ABC Unified  
School District,  
Cerritos, CA

**Currently:** Superintendent, ABC Unified School District, June 2012–present

**Previously:** Deputy Superintendent, ABC Unified School District

**Academic Degrees:** Ph.D. in Education from the University of California, Los Angeles; Master of Arts in Education from California State University; Bachelor of Arts in Social Science from George Williams College

**Accomplishments:** Mary Sieu has been with ABC Unified School District since 1989 and has served as superintendent since 2012. She has served in a variety of leadership positions in the district, including deputy superintendent and assistant superintendent of academic services. Dr. Sieu is the daughter of an immigrant family from mainland China. Although she grew up in the back of a laundry, she loved the world of learning in Chicago Public Schools. Dr. Sieu learned English as a second language along with her four siblings and was inspired by the wonderful teachers and principals in her schools. By eighth grade, she was president of the Future Teachers of America. While working as an administrator in ABCUSD, Dr. Sieu also worked as an adjunct professor at the Rossier School of Education at USC for eight years. Although she obtained her Ph.D. in education at UCLA, she supports both the Bruins and the Trojans and refers to herself as a “Brojan.” Dr. Sieu is the founder and creator of the ABC Parent Leadership Academy and Conference, which earned the National School Boards Association’s Magna Grand Prize Award in 2015. During Dr. Sieu’s tenure as superintendent of ABCUSD, all five middle schools have been honored as Schools to Watch/National Model Middle Schools. In addition, four high schools and nine elementary schools have been recognized as California Gold Ribbon Schools. Dr. Sieu has been instrumental in obtaining 16 Golden Bell Awards for exemplary programs in ABCUSD from the California School Boards Association since 2002. In 2012, Dr. Sieu was honored with the Woman of Distinction Award by California State Senator Alan Lowenthal. In 2016, she was honored by State Senator Tony Mendoza as a 2016 Woman of the Year. The Community Family Guidance Center honored Dr. Sieu in 2016 with its Protector of Children Award for creating a multi-tiered system of support in dealing with the socio-emotional needs of students.



**MIKE WINSTEAD**  
Maryville City  
Schools,  
Maryville, TN

**Currently:** Director of Schools, Maryville Public Schools, January 2014–present

**Previously:** Assistant Director of Schools, Maryville City Schools

**Academic Degrees:** Ph.D. in Education from the University of Tennessee Knoxville; M.S. in Applied Mathematics from the University of Virginia; B.S. in Mathematics from East Tennessee State University

**Accomplishments:** Mike Winstead became the director of Maryville City Schools on January 1, 2014, after serving for six years as assistant director of schools. During his short tenure as director, Winstead has implemented iReach, a K–12 digital conversion model; hosted the first regional CoSN technology conference; implemented the innovative Spotlight program to celebrate successes and to honor teacher dedication and longevity; organized the K–12 Literacy Council with directives to implement a collaborative, multi-district motivational literacy project (One Book Blitz); designed the first annual family engagement block party (Rebel Ready); and developed a long-range, balanced budget through creative funding, reallocations, and a new teacher and administrative salary scale. Winstead’s positive attitude and approach to servant leadership have fostered unity and positive relationships and have yielded outstanding student achievement and growth data, providing for an optimistic future for Maryville City Schools.



# AASA AWARDS

**THURSDAY, FEBRUARY 15 | 4:15 – 6:15PM GENERAL SESSION**

## AASA DR. EFFIE H. JONES HUMANITARIAN AWARD

The Dr. Effie H. Jones Humanitarian Award honors the memory of Effie H. Jones, a school administrator, teacher, counselor, organizer of the Office of Minority Affairs at AASA, and a champion of women and minorities in educational leadership. Equity and opportunity were the hallmark of her life's work, and closing the academic, health and social gap between children who have and those who don't was one of the cardinal intents of her rigorous efforts to increase the number of women and minority school system leaders. Because of her vision and commitment, AASA's focus on equity, on superintendent pipeline issues, and on vulnerable children and youth is sharp and unrelenting.

The Dr. Effie H. Jones Memorial Luncheon will be Friday, February 16, 12noon – 2pm.

*Tickets are required and can be purchased at registration for \$70.*

Sponsored by



## PROGRAM CHANGES

AASA will post conference program changes as quickly as possible to the Conference Daily Online at <http://nce.aasa.org/conference-daily-online/>.



## CONFERENCE BLOGGERS

Four AASA members are blogging about their experiences at the 2018 National Conference on Education. You can find their daily posts, which are part of the Conference Daily Online, at <http://nce.aasa.org/conference-daily-online/>.







## THE 2018 RECIPIENTS ARE:



**MARTHA  
JAMES-HASSAN,**  
PH.D.

○ **Policy Chair, Board of School Commissioners, Baltimore City Public Schools;  
Assistant Professor, Morgan State University, Baltimore, MD**

Dr. Martha James-Hassan is a researcher, teacher and leader with 25 years of experience in PreK–21 urban education. Currently, she serves as the Resolutions and Policy Chair for the Council of Urban Boards of Education Steering Committee, as Secretary on the Executive Leadership Team for the Maryland Association of Boards of Education, as Chair of the SHAPE America Diversity and Inclusiveness Group, and as Chair of the Social Justice and Diversity Task Force for the National Association of Kinesiology in Higher Education. She developed Cultural Fluency as a framework to engage young people, pre-professionals, and in-career individuals and groups in developmentally appropriate reflective experiences exploring identity, privilege and oppression with the intentional objective of promoting historical understandings, individual agency and institutional equity. Dr. James-Hassan earned her undergraduate degree from the University of Wisconsin–Madison in kinesiology, her Master of Education from Hamline University in St. Paul, Minnesota, and her Doctorate in critical pedagogy from the University of St. Thomas in Minneapolis



**DENNIS P. O'HARA,**  
PH.D.

○ **Superintendent, Hauppauge Public Schools, Hauppauge, NY**

Dedicated to the field of education for over 26 years, Dennis O'Hara is widely known for his noteworthy contributions to the betterment of the students and faculty in his care. He launched an interdepartmental program in collaboration with the counseling and athletic departments aimed at improving the academic performance of student-athletes. As a principal, he created a college awareness program that ignited a college-going culture, and he ensured through creative fundraising that all students could participate in college visits. Dr. O'Hara received a Doctorate of Education from the University of Pennsylvania Graduate School of Education, a Professional Diploma in educational administration from Dowling College School of Education, a Master of Science in technological systems management from SUNY at Stony Brook School of Engineering, and a Bachelor of Science in biology and secondary education from SUNY College at Old Westbury.



**VALERIA S. SILVA,**  
ED.S.

○ **Educational Consultant, NYC Leadership Academy, New York, NY;  
Superintendent-in-Residence, AASA, The School Superintendents Association**

During her seven years as superintendent of Saint Paul Public Schools, Valeria Silva made racial equity the foundation for the district's "Strong Schools, Strong Communities" strategic plan. As former Chair of the Council of the Great City Schools, she led the charge on the Council's commitment to address racial equity issues. In 2017, the Council of Great City Schools created a Valeria Silva Award for Outstanding Contributions to English Language Learner Achievement. Ms. Silva facilitates the AASA/Puerto Rico Leadership Academy, which provides professional development for current and aspiring district leaders with the goal to assist the Secretary of Education in her effort to transform the educational system throughout Puerto Rico. In the summer of 2017, she was the onsite coordinator in Puerto Rico and remained to do this important work even after Hurricane Maria devastated the island's infrastructure. Ms. Silva holds B.A. degrees in elective art studies and elementary education from Minnesota's St. Cloud State University and the Pontificia University of Chile, and has M.A. and ED.S. degrees in educational administration from the University of Minnesota.



# SUPERINTENDENT OF THE YEAR

The highest performing state-level, Canadian and association for the advancement of international education winners will also be honored.

- ALABAMA
  - ALASKA
  - ARIZONA
  - ARKANSAS
  - CALIFORNIA
  - COLORADO
  - CONNECTICUT
  - DELAWARE
  - FLORIDA
  - GEORGIA
  - IDAHO
  - ILLINOIS
  - INDIANA
  - IOWA
  - KANSAS
  - KENTUCKY
  - LOUISIANA
  - MAINE
  - MARYLAND
  - MASSACHUSETTS
  - MICHIGAN
  - MINNESOTA
  - MISSISSIPPI
  - MISSOURI
  - MONTANA
  - NEBRASKA
  - NEVADA
  - NEW HAMPSHIRE
  - NEW JERSEY
  - NEW MEXICO
  - NEW YORK
  - NORTH CAROLINA
  - NORTH DAKOTA
  - OHIO
  - OKLAHOMA
  - OREGON
  - PENNSYLVANIA
  - RHODE ISLAND
  - SOUTH CAROLINA
  - SOUTH DAKOTA
  - TENNESSEE
  - TEXAS
  - UTAH
  - VERMONT
  - VIRGINIA
  - WASHINGTON
  - WEST VIRGINIA
  - WISCONSIN
  - WYOMING
  - CANADA
  - INTERNATIONAL
- WARREN CRAIG | Poncey Jefferson County Board of Education
  - JOHN CONWELL | Unalaska City School District
  - DOUG WILSON | Marana Unified School District
  - JON COLLINS | West Memphis School District
  - MARY SIEU | ABC Unified School District
  - WALT COOPER | Cheyenne Mountain School District 12
  - JAMES THOMPSON, JR. | Bloomfield Public Schools
  - VICTORIA GEHRT | New Castle County Vocational Technical School District
  - MICHAEL GREGO | Pinellas County Schools
  - STEVE BARKER | Coweta County School System
  - ROBERT DONALDSON | Independent School District No. 1
  - DAVID SCHULER | Township High School District 214
  - WENDY ROBINSON | Fort Wayne Community Schools
  - GREG EBELING | Pella Community School District
  - JOHN ALLISON | Olathe Public Schools
  - JAMES EVANS, JR. | Lee County Schools
  - HOLLIS MILTON | West Feliciana Parish Public Schools
  - TIMOTHY DOAK | RSU 39 (Caribou, Limestone and Stockholm) and RSU 86 (Fort Fairfield)
  - D'ETTE DEVINE | Cecil County Public Schools
  - JULIE HACKETT | Taunton Public Schools
  - JEANICE SWIFT | Ann Arbor Public Schools
  - DEB HENTON | North Branch Area Public Schools
  - BARRY AMACKER | Jackson County School District
  - STEPHEN KLEINSMITH | Nixa Public Schools
  - TAMMY LACEY | Great Falls Public Schools
  - JOHN SKRETTA | Norris School District
  - PAT SKORKOWSKY | Clark County School District
  - JAMES C. MORSE, SR. | Oyster River Cooperative School District
  - KATHLEEN TAYLOR | Ocean City School District
  - BILL GREEN | I.S.D.#1 Reserve Schools
  - ROBERT IKE | Palmyra-Macedon Central School District
  - JANET MASON | Rutherford County Schools
  - PAUL STREMICK | North Border School District #100
  - PAUL IMHOFF | Upper Arlington City Schools
  - DON RALEIGH | Pryor Public School
  - KAREN FISCHER GRAY | Parkrose School District No. 3
  - MICHAEL SNELL | Central York School District
  - KAREN TARASEVICH | West Warwick Public Schools
  - W. BURKE ROYSTER | The School District of Greenville County (Greenville County Schools)
  - DAN LEIKVOLD | Lead-Deadwood School District
  - MIKE WINSTEAD | Maryville City Schools
  - LATONYA GOFFNEY | Lufkin ISD
  - DAVID STYLER | Millard School District
  - JAY NICHOLS | Franklin Northeast Supervisory Union
  - AARON SPENCE | Virginia Beach City Public Schools
  - FRANK HEWINS | Franklin Pierce School District
  - DEBORAH AKERS | Mercer County Schools
  - PATRICIA GRECO | School District of Menomonee Falls
  - GERRY CHASE | Johnson County S.D. #1
  - JOHN MALLOY | Toronto District School Board
  - PAUL FOCHTMAN | Frankfurt International School, Germany



# AASA, The School Superintendents Association, First Student and VALIC take great pleasure in announcing the 2018 National Superintendent of the Year® Finalists.

## THE FOUR FINALISTS FOR THE 2018 NATIONAL SUPERINTENDENT OF THE YEAR® ARE:

*Wendy Robinson, Fort Wayne Community Schools, Ft. Wayne, Ind.*

*Mary Sieu, ABC Unified School District, Cerritos, Calif.*

*David Schuler, Township High School District 214, Arlington Heights, Ill.*

*Mike Winstead, Maryville City Schools, Maryville, Tenn*

## 2018 STATE SUPERINTENDENTS OF THE YEAR WINNERS

<b>ALABAMA</b> <b>Warren Craig Pouncey</b> Jefferson County Board of Education	<b>IOWA</b> <b>Greg Ebeling</b> Pella Community School District	<b>NEW HAMPSHIRE</b> <b>Dr. James C. Morse, Sr.</b> Oyster River Cooperative School District	<b>SOUTH DAKOTA</b> <b>Dan Leikvold</b> Lead-Deadwood
<b>ALASKA</b> <b>John Conwell</b> Unalaska City School District	<b>KANSAS</b> <b>John Allison</b> Olathe Public Schools	<b>NEW JERSEY</b> <b>Kathleen Taylor</b> Ocean City School District	<b>TENNESSEE</b> <b>Mike Winstead</b> Maryville City Schools
<b>ARIZONA</b> <b>Doug Wilson</b> Marana Unified School District	<b>KENTUCKY</b> <b>Dr. James Evans, Jr.</b> Lee County Schools	<b>NEW MEXICO</b> <b>Bill Green</b> I.S.D.#1 Reserve Schools	<b>TEXAS</b> <b>LaTonya Goffney</b> Lufkin ISD
<b>ARKANSAS</b> <b>Jon Collins</b> West Memphis School District	<b>LOUISIANA</b> <b>Hollis Milton</b> West Feliciana Parish Public Schools	<b>NEW YORK</b> <b>Robert Ike</b> Palmyra-Macedon Central School District	<b>UTAH</b> <b>David Styler</b> Millard School District
<b>CALIFORNIA</b> <b>Mary Sieu</b> ABC Unified School District	<b>MAINE</b> <b>Timothy Doak</b> RSU 39 (Caribou, Limestone and Stockholm) and RSU 86 (Fort Fairfield)	<b>NEVADA</b> <b>Pat Skorkowsky</b> Clark County School District	<b>VERMONT</b> <b>Jay Nichols</b> Franklin Northeast Supervisory Union
<b>COLORADO</b> <b>Walt Cooper</b> Cheyenne Mountain School District 12	<b>MARYLAND</b> <b>D'Ette Devine</b> Cecil County Public Schools	<b>NORTH CAROLINA</b> <b>Janet Mason</b> Rutherford County Schools	<b>VIRGINIA</b> <b>Aaron Spence</b> Virginia Beach City Public Schools
<b>CONNECTICUT</b> <b>James Thompson, Jr.</b> Bloomfield Public Schools	<b>MASSACHUSETTS</b> <b>Julie Hackett</b> Taunton Public Schools	<b>NORTH DAKOTA</b> <b>Paul Stremick</b> North Border School District #100	<b>WASHINGTON</b> <b>Dr. Frank Hewins</b> Franklin Pierce School District
<b>DELAWARE</b> <b>Victoria Gehrt</b> New Castle County Vocational Technical School District	<b>MICHIGAN</b> <b>Jeanice Swift</b> Ann Arbor Public Schools	<b>OHIO</b> <b>Paul Imhoff</b> Upper Arlington City Schools	<b>WEST VIRGINIA</b> <b>Deborah Akers</b> Mercer County Schools
<b>FLORIDA</b> <b>Michael Grego</b> Pinellas County Schools	<b>MINNESOTA</b> <b>Deb Henton</b> North Branch Area Public Schools	<b>OKLAHOMA</b> <b>Don Raleigh</b> Pryor Public School	<b>WISCONSIN</b> <b>Patricia Greco</b> School District of Menomonee Falls
<b>GEORGIA</b> <b>Steve Barker</b> Coweta County School System	<b>MISSISSIPPI</b> <b>Barry Amacker</b> Jackson County School District	<b>OREGON</b> <b>Dr. Karen Fischer Gray</b> Parkrose School District No. 3	<b>WYOMING</b> <b>Gerry Chase</b> Johnson County S.D. #1
<b>IDAHO</b> <b>Robert Donaldson</b> Independent School District No. 1	<b>MISSOURI</b> <b>Stephen Kleinsmith</b> Nixa Public Schools	<b>PENNSYLVANIA</b> <b>Michael Snell</b> Central York School District	<b>CANADA</b> <b>John Malloy</b> Toronto District School Board
<b>ILLINOIS</b> <b>David Schuler</b> High School District 214	<b>MONTANA</b> <b>Tammy Lacey</b> Great Falls Public Schools	<b>RHODE ISLAND</b> <b>Karen Tarasevich</b> West Warwick Public Schools	<b>SUPERINTENDENT OF THE YEAR:            INTERNATIONAL WINNER</b> <b>Paul Fochtman</b> Frankfurt International School, Germany
<b>INDIANA</b> <b>Wendy Robinson</b> Fort Wayne Community Schools	<b>NEBRASKA</b> <b>John Skretta</b> Norris School District	<b>SOUTH CAROLINA</b> <b>W. Burke Royster</b> The School District of Greenville County (Greenville County Schools)	

AASA, First Student K-12 Education, and VALIC stand together to salute our nation's outstanding contributors to public education. Our heartfelt thanks for your dedication, talent, and ability to make education more accessible and more meaningful to America's students. First Student and VALIC thank our partner, AASA, for their unfailing support, leadership, and commitment to the Superintendent of the Year Program.



## FRIDAY, FEBRUARY 16 | 9:30AM – 12NOON GENERAL SESSION

### WOMEN IN SCHOOL LEADERSHIP AWARD

The Women in School Leadership Award, sponsored by Horace Mann and AASA, pays tribute to the talent, creativity and vision of outstanding women educational administrators in the nation's public schools. Any female superintendent, assistant superintendent, aspiring superintendent, central-office director, school principal or classroom teacher in the United States who plans to continue in the profession may apply. The award program is designed to recognize the exceptional leadership of active, front-line women in school leadership who are making a difference in the lives of students every day. One Women in School Leadership Award will be given in each category.

Sponsored by  **Horace Mann**  
Founded by Educators for Educators

### The 2018 Finalists in the School-Based Category Are:

**FRAN GLICK** | Coordinator, Baltimore County Public Schools, Baltimore, MD

Fran Glick is a career educator in Baltimore County Public Schools. In her three decades in education, her experience as an elementary classroom teacher, elementary and high school library media specialist, and central-office professional has shaped her passions in instructional technology, school libraries, and teaching and learning.

**KAREN RUBICAN** | Counselor, Canon-McMillan School District, Canonsburg, PA

As a high school counselor at Canon-McMillan School District in southwestern PA, Karen Rubican works with over 400 students in grades 9–12. She holds a bachelor's degree in psychology from California University of Pennsylvania, master's degrees from Duquesne University in education with emphasis on community counseling services and K–12 education administration, and K–12 school counselor certification and a certificate of advanced graduate studies.

### The 2018 Finalists in the Central Office/Principal Category Are:

**SHARON SURITSKY** | Assistant/Deputy Superintendent, Upper St. Clair School District, Upper St. Clair, PA

Sharon Suritsky began her nearly 30-year career in education as a special education teacher at both the elementary and the secondary level. She joined the Upper St. Clair School District's administrative staff in 1996 as supervisor of special education. In 2009, acting assistant to the superintendent for curriculum and instruction was added to her responsibilities, and in 2012 she was elevated to assistant superintendent. Dr. Suritsky has served in her current capacity as assistant/deputy superintendent since July 2014.

**TANIA TONG** | Director of Special Education and Student Services, Medford School District, Medford, OR

Tania Tong is a champion for equity. As a disadvantaged youth who attended 13 schools before graduating high school, she knows how difficult it can be to succeed in school. She supported herself while attending college by working as a hotel maid, pizza maker, office gopher, trail guide and wildland firefighter. She has dedicated the past 20 years to supporting at-risk learners and finding inroads for equitable and inclusive practices.

### The 2018 Finalists in the Superintendent Category Are:

**LAURIE BARRON** | Superintendent, Evergreen School District, Kalispell, MT

Laurie Barron is in her 22nd year in education, serving as a high school English teacher, a middle school assistant principal, and nine years as a middle school principal. Since 2013, she has served as the superintendent of the Evergreen School District in Kalispell, MT. She is currently participating in the AASA National Superintendent Certification Program®. Dr. Barron is a National Board Certified Teacher and Teacher of the Year and STAR Teacher. She was also the 2013 National Middle School Principal of the Year. Most importantly, Dr. Barron believes that building relationships with staff and students while celebrating what staff and students do right is the key to success in any school.

**BLONDEAN DAVIS** | Superintendent, Matteson School District 162/Southland College Prep Charter High School, Richton Park, IL

Blondean Davis is a 21st century, no-nonsense educator and visionary whose mustard seed faith has grown into a top-notch college preparatory high school that began seven years ago as a dream. Dr. Davis is recognized nationally as an educational leader who believes that every child has a right to learn and can achieve the skills needed for success. She is the CEO and founder of the Southland College Preparatory Charter High School in Richton Park, IL, and the superintendent of Matteson School District 162. In 2016, she was recognized by the National Alliance of Black School Educators (NABSE) with the Ida B. Wells Risk Taker Award for her contributions in educating African-American students.



**FRIDAY, FEBRUARY 16 | 9:30AM – 12NOON**

### **AASA DISTINGUISHED SERVICE AWARD**

AASA honors exceptional educational leaders as well as the immediate past president of the association with the Distinguished Service Award. These educational leaders are recognized by AASA for bringing honor to themselves, their colleagues and their profession; rendering exemplary service to their state or national professional association; and contributing to the education field through writing, public advocacy or other activities.

### **The 2018 Recipients Are:**

#### **TACY ASHBY**

Tacy Ashby currently serves as the Senior Vice President of Strategic Educational Alliances at Grand Canyon University (GCU) in Phoenix, Arizona. In that role, she has helped the university become a leader in providing programs for K-12 outreach and support. She retired as Superintendent of Public Instruction for the Arizona Department of Education (ADE). A passionate education advocate, Dr. Ashby has also been a teacher, national Blue Ribbon School principal and university professor. She has used her expertise and collaborative skills to advance school administration success and leadership development through initiation of the Arizona LEADS project at the ADE and the Arizona Superintendents Collaborative Network at GCU, supporting new Arizona superintendents with training and mentors. Dr. Ashby has chaired the boards for the WestEd Educational Research, Development and Service Agency and the Arizona Center for Afterschool Excellence, and she serves on the City of Phoenix Youth and Education Commission as well as the Arizona Commission for Postsecondary Education. She is known for her work in educational advocacy, promoting and mentoring women in leadership, equity and equality for all students, and service to Arizona educators and AASA.

#### **ALTON FRAILEY**

Alton Frailey is a 33-year veteran professional educator. Frailey retired in 2016 after serving as superintendent of the nearly 74,000-student Katy Independent School District near Houston, TX, for nine years. He has served as superintendent of the DeSoto Independent School District near Dallas and as Superintendent of Schools for Cincinnati Public Schools in Cincinnati, OH. A classroom veteran, Frailey began his career working with special needs and elementary-aged students in Baytown, TX. He served as a building principal and in various central office positions in the Spring Branch Independent School District in Houston. Frailey has held numerous professional elected leadership positions, including president of the School Superintendents Association (AASA), president of the Texas Association of School Administrators (TASA), president of the Urban Superintendents Association of America (USAA), and president of the Texas Association of Suburban/Mid-Urban Schools (TAS-MUS). He has served on numerous civic boards and in 1999 was elected to the Cypress-Fairbanks Independent School District Board of Trustees, which was selected as the 2002 Texas Honor Board. In 2015, Texas Governor Gregg Abbott appointed Frailey to the Stephen F. Austin State University Board of Regents for a six-year term.

#### **DARLENE PIERCE**

Darlene Pierce began her education career teaching the second-grade children of migrant workers in West Sacramento, California. After raising a family, she took over as director for the National Teacher of the Year Program at the Council of Chief State School Officers (CCSSO) from 1981-1990, boosting the award ceremony from a low-key, inner office presentation to the national stage of the White House Rose Garden, with the award first presented by the First Lady and then the U.S. President. In 1987, she moved to AASA, where she helped develop the National Superintendent of the Year Program and served as director of the program until 2009. During her 30+ years at AASA she served as Special Projects Manager, Director of the Award and Recognition Programs, Associate Director of AASA's Leadership for Learning Foundation, and Director of Development. Over 40+ years serving public education, she has served on numerous selection committees, including the Disney Salute to the American Teacher. She also helped establish the Teacher of the Year Program in the former Soviet Union (still going on in Russia), as well as a teacher recognition program in Japan. Pierce has, in fact, served as a consultant to most education award programs in the United States. She believes international learning, including travel, is pivotal to an understanding of the world and allows the greatest of our public education professionals an opportunity to share and explore new ideas. Some of these professional explorations with Superintendent of Year award recipients included China, Eastern Europe and Western Europe. With Teacher of the Year award recipients, these experiences included Japan and the Soviet Union with the 1989 National Teacher of the Year, Mary Bicovarious. In 2010, Pierce moved to the National Association of Elementary School Principals (NAESP), where she was a key part of development projects, retiring in July 2017.



## 2018 Recipients (Cont.)

### JERRY WEAST

A veteran of education leadership, including 35 years as a superintendent of school districts in five states, Jerry Weast is committed to ensuring all students graduate prepared and inspired for success in college and careers. Founder and president of the Partnership for Deliberate Excellence, through which he works with school districts across the United States to improve the leadership and quality of public education. Dr. Weast's groundbreaking approaches to improving public education are the subjects of case studies by the Harvard Business School, the Pew Foundation, the Foundation for Child Development, the Panasonic Foundation, and the Carnegie Foundation for the Advancement of Teaching, and of the book *Leading for Equity*. Analyses of his successful leadership are featured in several books: *Improbable Scholars*, *Team Turnarounds and Respect*; the early childhood education initiatives Dr. Weast led in Montgomery County, MD, are discussed in the book *Building Blocks*. Dr. Weast led Montgomery County Public Schools to achieve the highest graduation rate among the nation's largest school districts for four consecutive years and the highest academic performance ever in MCPS as the non-English-speaking student population more than doubled and enrollment tipped toward low socioeconomic demographics. During Dr. Weast's tenure, MCPS received the Malcolm Baldrige National Quality Award for management excellence [2010] and was a 2010 finalist for the Broad Prize in Urban Education.

### JANE WESTERHOLD

Jane Westerhold has been an educator for more than 40 years. She retired from Community Consolidated School District 62 in Des Plaines, IL, in 2016 after serving as superintendent for 11 years. One of her many major accomplishments was overseeing the successful completion and opening of a comprehensive early learning center, which was named in her honor in 2015 as the Jane L. Westerhold Early Learning Center. Dr. Westerhold is also passionate about preparing students to be globally competitive and became the driving force behind the digital transformation in teaching and learning in District 62. Dr. Westerhold has served many community and educational organizations. She was the 2015 President of IASA, served on the AASA Governing Board, serves on the National Board for NCERT, and is a past Executive Committee member for DALI. Dr. Westerhold currently is serving as the interim superintendent in North Shore School District 112, Highland Park, IL. In addition to being named Illinois Superintendent of the Year in 2013, her other honors include the Illinois "Those Who Excel" Award of Excellence (2013), the School Business Officials Presidential Award (2015) and the Illinois National School Public Relations Association Distinguished Service Award (2013).

## SATURDAY, FEBRUARY 17 | 10:30AM – 12NOON GENERAL SESSION

### AASA EDUCATIONAL ADMINISTRATION SCHOLARSHIP AWARD

The AASA Educational Administration Scholarship was created in 1949 to provide incentives, recognition and financial assistance to outstanding graduate students in school administration who intend to make the school superintendency a career. AASA selects recipients on the basis of their experience and excellence in school administration, personal essays and recommendations from university faculty. Each recipient receives a \$2,500 scholarship given in honor of AASA's former executive directors: Sherwood D. Shankland, Worth McClure, Finis E. Engleman, Forrest E. Connor, Paul B. Salmon, Richard D. Miller and Paul D. Houston.

### The 2018 Scholarship Recipients Are:

**Julia Carlson**, Fall River Public Schools  
**Richard Cruz**, Houston Independent School District  
**Scott Hurwitz**, Glastonbury Public Schools  
**Cory Irwin**, Bloomington High School North  
**John Newport**, Vigo County School Corporation  
**Devon Roberts**, Jefferson County Public Schools  
**Cade Smith**, Georgetown Independent School District

### VH1 Save The Music

This award for distinguished support of music education is sponsored by the VH1 Save The Music Foundation in collaboration with AASA. The award is given to a superintendent or chief executive officer who is committed to ensuring that music education is part of the core curriculum in all schools in his or her school district.



#### THE 2018 RECIPIENT IS:

**Nancy Sarra**, Superintendent, The Consolidated School District of New Britain, New Britain, CT





**AASA's Children's Programs Department** is centered on work that drives systems change and increases educational equity. We are committed to equity in educational opportunities and outcomes, reducing racial disparities, and aiding and assisting those children most in-need. Our work supports superintendents and school system leaders to drive meaningful change at the district-level by improving and redesigning educational policies, practices, and structures.

**Thursday,**  
February 15

**12:45 p.m. -**  
**1:45 p.m.**  
**Room 201**

## THOUGHT LEADER SESSION

### **Equity and Justice in Education: Access, Inclusiveness and Opportunity**

With Superintendents Shawn Joseph (Metro Nashville), Sharon Contreras (Guilford County NC) and AASA 2017 Nat'l Supt. of the Year Matthew Utterback (North Clackamas OR)

## DR. EFFIE H. JONES MEMORIAL LUNCHEON

- FRIDAY, FEBRUARY 16, 2018
- 12 P.M. - 2 P.M., ROOM 202

### **What's Going on? How Our Nation is Moving Towards Education Equality**

*Keynote Speaker: Catherine E. Lhamon, Chair of the U.S. Commission on Civil Rights and former. Asst. Secretary for Civil Rights, Department of Education, under President Obama.*



## CONCURRENT SESSIONS

### **Thursday, February 15, Room 203**

- Enhancing Equity through Reforming Discipline  
9 a.m. - 10 a.m.
- Teaching Kindness: An Uncommon Solution to Common Middle School Challenges  
10:15 a.m. - 11:15 a.m.

### **Friday, February 16, Room 203**

- Creating Safe and Supportive Environments for LGBTQ+ Students in Health Education Programming and Services  
8 a.m. - 9 a.m.

## AREAS OF IMPACT

- ✓ CHILDHOOD HUNGER
- ✓ CHILDREN'S HEALTH INSURANCE
- ✓ INNOVATIVE PROFESSIONAL DEVELOPMENT
- ✓ INTEGRATED STUDENT SUPPORTS
- ✓ MENTAL HEALTH AND TRAUMA
- ✓ SCHOOL CLIMATE AND SEL
- ✓ SCHOOL DISCIPLINE POLICY/PRACTICE
- ✓ SCHOOL HEALTH
- ✓ WOMEN AND MINORITY SCHOOL SYSTEM LEADERS



Twitter: @AASATotalChild  
#NCE18 #Supts4Equity  
<http://www.aasa.org/Childrens-Programs/>



# SPONSOR AWARD ACKNOWLEDGMENTS

AASA acknowledges and expresses sincere appreciation to our award sponsors:

## NATIONAL SUPERINTENDENT OF THE YEAR® AWARD



## DR. EFFIE H. JONES HUMANITARIAN AWARD



## WOMEN IN SCHOOL LEADERSHIP AWARD



## VH1 SAVE THE MUSIC AWARD





## HELPING KIDS PROGRAM MINI GRANT

For several years, AASA has awarded cash grants to a select number of school districts to help address hardships faced by individual students and families. Co-sponsored by the National Joint Powers Alliance (NJPA), AASA's premier School Solutions partner, more than 80 school system leaders have been able to meet the urgent health, social service, academic and/or related family needs of their student population. In the wake of Hurricanes Harvey, Irma and Maria, AASA is awarding 28 school districts a \$2,000 mini grant to help meet some of the immediate health, social service, or academic needs of students and their families.

AASA is grateful for NJPA's support, which is helping us help you assist children and families who are suffering from the effects of these devastating hurricanes. For more than a decade, NJPA and AASA have been partnering to help school districts better leverage national volume cooperative purchasing pricing in areas such as school supplies, technology, maintenance supplies, equipment, furniture and facility construction projects.

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### THE FLORIDA DISTRICTS ARE:

**Jeff Eakins** | Hillsborough County Public Schools  
**Mark T. Porter** | Monroe County School District  
**Patricia S. Willis** | Duvall County Public Schools  
**Michael Grego** | Pinellas County Schools  
**Kamela K. Patton** | Collier County Public Schools  
**Gregory K. Adkins** | Lee County School District  
**Todd Bowden** | Sarasota County Schools  
**Diana Greene** | Manatee County School District

### THE TEXAS DISTRICTS ARE:

**Joseph T. Patek** | Aransas County Independent School District  
**Mark Kemp** | Aransas Pass Independent School District  
**Roland Hernandez** | Corpus Christi Independent School District  
**Paul Clore** | Gregory-Portland Independent School District  
**Troy Craig Mircovich** | Ingleside Independent School District  
**Sharon McKinney** | Port Aransas Independent School District  
**Joe Rafael Lopez** | Taft Independent School District  
**Suzanne Nelson** | Tulo-so-Midway Independent School District  
**Melissa Gonzales** | Refugio Independent School District  
**Wanda Bamberg** | Aldine Independent School District  
**Greg Smith** | Clear Creek Independent School District  
**Keith Moore** | Crosby Independent School District  
**Mark Henry** | Cypress-Fairbanks Independent School District  
**Angi Williams** | Galena Park Independent School District  
**Randal O'Brien** | Goose Creek Consolidated Independent School District  
**Benny Soileau** | Huffman Independent School District  
**DeeAnn Powell** | Pasadena Independent School District  
**Scott Muri** | Spring Branch Independent School District  
**Rodney Watson** | Spring Independent School District  
**John Frossard** | Beaumont Independent School District

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The AASA National Superintendent Certification Program® sharpens the skills that successful superintendents identify as essential for leading in today's complex and challenging education environment. The certification program offers three regional cohorts: East Coast – Virginia; Midwest – Illinois; and West Coast – California. The next certification program cohort will begin in July 2018 in Alexandria, VA.

- Peter Aiken** | *Superintendent*, Manheim Central School District, Manheim, PA
- Jessica Aquilina** | *Superintendent*, Forest City Regional School District, Forest City, PA
- Tony Aylsworth** | *Superintendent*, Pleasantville Community Schools, Pleasantville, IA
- Paul Brennan** | *Superintendent*, Riverside School District, Taylor, PA
- David Buck** | *Superintendent*, Wright City R-II School District, Wright City, MO
- Jay Burkhardt** | *Superintendent*, South Western School District, Hanover, PA
- Shari Camhi** | *Superintendent*, Baldwin Union Free School District, Baldwin, NY
- Frank DeFelice** | *Assistant Executive Director*, Colonial Intermediate Unit 20, Bangor, PA
- Barry DePaoli** | *Superintendent*, Lake Chelan School District 129, Chelan, WA
- Robert Fraser** | *Superintendent*, Council Rock School District, Newtown, PA
- Beth Giese** | *Superintendent*, Cannon Falls Public Schools, Cannon Falls, MN
- Arina Goldring** | *Executive Director*, Los Angeles Leadership Academy Charter, Los Angeles Unified School District, Los Angeles, CA
- Nicholas Guarente** | *Superintendent*, Greenwood School District, Millerstown, PA
- Mark Hansen** | *Superintendent*, Elmbrook School District, Brookfield, WI
- Laurie Heinz** | *Superintendent*, Park Ridge-Niles District 64, Park Ridge, IL
- Melissa Kaczkowski** | *Superintendent*, Roselle School District 12, Roselle, IL
- Trisha Kocanda** | *Superintendent*, Winnetka Public Schools District 36, Winnetka, IL
- Ann Kox** | *Principal*, American School of Valencia, Valencia, Spain
- Bryan Luizzi** | *Superintendent*, New Canaan Public Schools, New Canaan, CT
- Susan Patterson** | *Superintendent*, Cullman City Schools, Cullman, AL
- Ray Queener** | *Superintendent*, Cambridge-Isanti Schools, Cambridge, MN
- Brian Reas** | *Superintendent*, East Haddam Public Schools, Moodus, CT
- Belinda Selfors** | *Superintendent*, Stewartville School District 534, Stewartville, MN
- Marci Shepard** | *Superintendent*, Orting School District, Orting, WA
- Thomas Sisk** | *Superintendent*, Limestone County Schools, Athens, AL
- Peter Stiepleman** | *Superintendent*, Columbia Public Schools, Columbia, MO
- Jeanice Swift** | *Superintendent*, Ann Arbor Public Schools, Ann Arbor, MI
- Danny Tipton** | *Superintendent*, Hogan Preparatory Academy, Kansas City, MO
- Nancy Wagner** | *Superintendent*, River Trails School District 26, Mount Prospect, IL
- David White** | *Superintendent*, King William County Public Schools, King William, VA
- Alena Zachery-Ross** | *Superintendent*, Okemos Public Schools, Okemos, MI
- Randy Ziegenfuss** | *Superintendent*, Salisbury Township School District, Allentown, PA



The AASA Aspiring Superintendents Academy® is a highly interactive year-long program that provides the real-world skills our next generation of superintendents will need to thrive. The next academy will begin in July 2018, in Alexandria, VA.

#### THE AASA ASPIRING SUPERINTENDENTS ACADEMY® GRADUATES:

- Jesse Bacon** | *Principal*, Fleming County Public Schools, Flemingsburg, KY
- Sidney Brown** | *Associate Professor of Educational Leadership*, Lamar University, Montgomery, AL
- Kimberley Cantu** | *Assistant Superintendent-HR*, Mansfield Independent School District, Mansfield, TX
- Keith Chapman** | *Principal*, Regional School District 6, Morris, CT
- Jeffrey Fecher** | *Assistant Superintendent*, Abington Public Schools, Abington, PA
- Shawn Foster** | *Chief Officer for Operations and Student Services*, Aiken County Public Schools, Aiken, SC
- Lynn Fuini-Hetten** | *Assistant Superintendent*, Salisbury Township School District, Allentown, PA
- Erika McCoy** | *Principal*, Haleyville City Schools, Haleyville, AL
- Kristen McNeill** | *Deputy Superintendent*, Washoe County Public Schools, Reno, NV
- Greg Miller** | *Superintendent*, Fleetwood Area School District, Fleetwood, PA
- Dana Monogue** | *Assistant Superintendent for Teaching & Learning*, School District of Elmbrook, Mukwonago, WI
- Anthony Moore** | *Assistant Superintendent for Elementary Education*, Raytown Quality Schools, Raytown, MO
- Terry Oatts** | *Assistant Superintendent/Chief Academic Officer*, Fayette County Schools, Fayetteville, GA
- Joshua Olsen** | *Assistant Superintendent*, Olympia Community Unit School District 16, Stanford, IL
- Stephen Poling** | *Assistant Superintendent for Education*, Dysart Unified School District, Surprise, AZ
- Darlene Pugnali** | *Assistant Director*, International Charter School, North Providence, RI
- Aimee Rainey** | *Principal*, Florence City Schools, Florence, AL
- Sean Scott** | *Assistant Superintendent for Technology & Information Services*, Mansfield Independent School District, Mansfield, TX
- Luis Solano** | *Assistant Superintendent of Curriculum & Instruction*, Collier County Public Schools, Naples, FL
- Wade Steinhoff** | *Assistant Superintendent*, Orchard Farm School District, St. Charles, MO
- Theodore Stevens** | *Director for Curriculum & Instruction*, School City of Mishawaka, Mishawaka, IN
- Jayson Strickland** | *Assistant Superintendent of Secondary Schools*, Kansas City Public Schools 500, Kansas City, KS
- Corey Tafoya** | *Superintendent*, Harvard Community School District 50, Harvard, IL



The Urban Superintendents Academy® is a cross-institutional partnership that offers a dynamic approach to urban superintendent preparation and certification. AASA has launched distinct partnerships with Howard University and the University of Southern California to bolster the effectiveness of school district leadership in our nation's urban areas.

**THE AASA/HOWARD UNIVERSITY URBAN SUPERINTENDENTS ACADEMY® COHORT GRADUATES:**

- William Blake | *Principal*, Maya Angelou Charter Schools, Washington, DC
- Barbara Boakye | *Graduate Student*, Howard University, Washington, DC
- Marilyn D. Brew | *Army Medical Department Colonel (retired)*, U.S. Army Medical Department, Fort Knox, KY
- Jean-Paul J. Cadet | *Principal Ambassador*, U.S. Department of Education, Hyattsville, MD
- Carlton Carter, Sr. | *Executive Director*, Fort Washington, MD
- Angela Chapman | *Instructional Superintendent*, District of Columbia Public Schools, Washington, DC
- Nicole Clifton | *Principal*, Prince George's County Public Schools, Capitol Heights, MD
- Shaneena Cole-McDonnaugh | *Graduate Student*, Howard University, Washington, DC
- Angelica R. Collins | *Regional Human Capital Manager*, DeKalb County School District, Stone Mountain, GA
- Joseph Corazzini | *Director, Community Relations*, Framingham School District, Framingham, MA
- Chase Frazer | *Graduate Student*, Howard University, Washington, DC
- Timothy Gadson | *Educational Consultant*, West Metro Education Program and Education System Management, Inc., New Hope, MN
- Tajah M. Gross | *Principal*, Accelerated Academic Programs, Baltimore, MD
- DeAngela Hill | *Graduate Student*, Howard University, Washington, DC
- Candra Hodges | *Graduate Student*, Howard University, Washington, DC
- Cheryl Jones | *Principal*, Columbus City School District, Worthington, OH
- Cecelia E. Jones-Bowling | *Principal*, Prince George's County Public Schools, Lanham, MD
- Mark E. King | *Deputy Chief, Operations*, District of Columbia Schools, Bowie, MD
- Nardos E. King | *Executive Director, School Support*, Baltimore County Public School District, Towson, MD
- Kristin Latus | *Director, School Support*, Racine Unified School District, Racine, WI
- Nicole MacTavish | *Deputy Superintendent*, Richland School District 400, Richland, WA
- Rushinda McCullough | *Graduate Student*, Howard University, Washington, DC
- Thea Mitchell-Anderson | *Graduate Student*, Howard University, Washington, DC
- Tricia Rock | *Principal*, Fulton County School District, Fairburn, GA
- Duane Ross | *Graduate Student*, Howard University, Washington, DC
- Sekou Sankofa | *Graduate Student*, Howard University, Washington, DC
- Amy Schechter | *Assistant Superintendent*, Riverview Gardens School District, Saint Louis, MO
- Tamara A. Sterling | *Superintendent*, Franklin City Public Schools, Franklin, VA
- Leeson Taylor, II | *Former Superintendent*, Greenville Public Schools, Greenville, MS
- Stephen Thompson | *Superintendent*, Willoughby Eastlake City School District, Willoughby, OH
- Alphonso Warfield | *Principal*, Dallas Independent School District, Plano, TX
- Amber Williams | *Graduate Student*, Howard University, Washington, DC
- Renee T. Willis | *Superintendent*, Richmond Heights Local Schools, Richmond Heights, OH
- Sean Yisrael | *Director*, Maya Angelou Charter Schools, Washington, DC



**THE AASA/USC URBAN SUPERINTENDENTS ACADEMY® COHORT GRADUATES:**

- Mala Ahuja** | *Assistant Superintendent*, Sunnyvale School District, Sunnyvale, CA
- Jason Angle** | *Assistant Superintendent*, Perris Elementary School District, Perris, CA
- Lisa Marie Gonzales** | *Assistant Superintendent*, Dublin Unified School District, Dublin, CA
- Robert Hughes** | *Deputy Superintendent*, Westside Union School District, Palmdale, CA
- Cheryl Jordan** | *Superintendent*, Milpitas Unified School District, Milpitas, CA
- Rebekah Kim** | *District Director of Instructional Supports*, Highline School District 401, Burie, WA
- Jay Mann** | *Chief of Business Operations and Development*, Creighton School District 14, Phoenix, AZ
- Vincent Mays** | *Former Principal*, San Diego Unified School District, San Diego, CA
- Norma D. Moreno** | *Founding Principal*, Clemente Charter School, Monterey Park, CA
- Keith Nuthall** | *Principal*, Escondido Union High School District, Escondido, CA
- Christopher Ortiz** | *Superintendent*, Luther Burbank School District, San Jose, CA
- Erin M. Simon** | *Director of Student Support Services*, Long Beach Unified School District, Redondo Beach, CA
- Ramón R. Zavala** | *Assistant Superintendent*, Morgan Hill Unified School District, Morgan Hill, CA

## AASA GIVES BACK — SCHOOL SUPPLY BAG STUFFING



AASA and Pencil, the premier organization linking community resources to Metro Nashville Public Schools, are partnering to provide schools supplies to those who need them.

Immediately following the **Friday, February 16th**, general session, AASA attendees are encouraged to go to the **NCE Marketplace** and help stuff bags of school supplies for local children.











# THURSDAY CONFERENCE SESSIONS-AT-A-GLANCE

<b>7 – 9am</b>	
Shuttle Service Available	
<b>7:30am – 4:15pm</b>	
Registration Hours   Level 3 Concourse	
<b>7:30am – 7:30pm</b>	
Bookstore Hours   Level 3 Concourse	
<b>7:45 – 9am</b>	
NCE Marketplace Coffee Break   Hall A	
<b>7:45am – 4pm</b>	
NCE Marketplace Hours   Hall A	
<b>8 – 8:30am</b>	
School of the Future   Ed Leadership SIMS   Booth 500 Simulations: Effective Leader PD and a Tool to Build and Sustain Positive Climate	
<b>8:30 – 9am</b>	
School of the Future   iTutor.com   Booth 529 Spark Accelerated Learning with Differentiated Instruction: A Plan for Reaching Each Student Every Day	
<b>9 – 10am</b>	
Roundtable Sessions   See page 78 for details.	
<b>THOUGHT LEADER   208B</b>	<b>SR</b>
Defining Your District's Profile of a Graduate	
<b>THOUGHT LEADER   201</b>	<b>LE</b>
Leader Tracking Systems: Turning Data into Information for School Leadership	
<b>THOUGHT LEADER   Knowledge Exchange Theater</b>	<b>LE</b>
The Color of Law: A Forgotten History of How Our Government Segregated America	
<b>207D</b>	<b>LE</b>
Redesigning Schools for a Changing Future	
<b>203</b>	<b>LE</b>
Enhancing Equity through Reforming District Discipline Practices	
<b>204</b>	<b>CI</b>
A New FAPE? Fact or Fiction? The Interpretation of <i>Endrew</i> by Courts across the U.S.	
<b>209A</b>	<b>LE PE</b>
Develop an Equity Initiative to Effectively Narrow the Achievement Gap	
<b>209B</b>	<b>SR</b>
Grounding Your Master Facilities Plan in an Authentic Community Engagement Process	
















<b>209C</b>	<b>CI</b>
Using PISA Results to Drive School/District Improvement	
<b>205C</b>	<b>LE</b>
Learning, Leading and Networking	
<b>206</b>	<b>LE</b>
Using Data to Support Students' Social-Emotional Learning: Lessons from Washoe County School District	
<b>207B</b>	<b>SR</b>
Landing a Lasting Superintendency	
<b>205B</b>	<b>LE</b>
Improving Culture through Improving Leadership Performance	
<b>207C</b>	<b>PE</b>
Ready or Not: Broadening the Definition of Student Success	
<b>207A</b>	<b>SR</b>
Single vs. Multi 403(b) Provider Model — How This Debate Can Help Clarify Your Fiduciary Obligation	
<b>9 – 11am</b>	
<b>SPECIAL CONTRACTS SESSION   205A</b>	
<i>Tickets are sold on a first-come, first-served basis and can be purchased in the AASA Registration Area.</i>	
<b>10:15 – 11:15am</b>	
Roundtable Sessions   See page 81 for details.	
<b>THOUGHT LEADER   201</b>	<b>CI</b>
Leading Bold Moves: From Old-School to Contemporary Learning Environment	
<b>THOUGHT LEADER   Knowledge Exchange Theater</b>	<b>LE</b>
You Are Not Alone	
<b>207D</b>	<b>LE</b>
The Value of Education Ombudsman Programs for Early Dispute Resolution	
<b>203</b>	<b>LE</b>
Teaching Kindness: An Uncommon Solution to Common Middle School Challenges	
<b>204</b>	<b>CI</b>
Federal Education Update I	
<b>205B</b>	<b>CI</b>
Publishing Professionally: Practical Punch from the Editors	
<b>208B</b>	<b>PE</b>
Dynamic Student Data	
<b>209A</b>	<b>PE</b>
Creating Future-Ready Schools	
<b>209B</b>	<b>LE</b>
You Can Speak Up, Stand Up and Save a Life!	



## FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Leadership for Equity
-  Personalizing Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

205C Urban Superintendents Academy	
206 Building Teacher Capacity for Digital Age Instruction	
207B Increasing the Chances of Getting the Job You Want	
207C Discover China, the Best Education Learning Experience Ever!	
207A Expanding Participation and Performance in Rigorous Academic Opportunities	
209C Telling Your Stories. Building Support	
<b>11:30am – 12noon</b>	
School of the Future   Active Schools   Booth 302 Supporting Active Schools in Your District: Because Active Kids Do Better	
<b>11:30am – 12:30pm</b>	
Knowledge Exchange Theater Training and Developing the Next Generation of Leaders: Why Social Media Plays an Important Role	
<b>12noon – 12:30pm</b>	
School of the Future   littleBits   Booth 805 Bringing Hands-On STEAM and Invention-Based Learning into Your District or Classroom	
<b>12noon – 1:30pm</b>	
202 Federal Relations Luncheon – Toward a Geography of Justice: Rural Sustainability and the Promise of Public Education	
<b>12:45 – 1:45pm</b>	
<b>THOUGHT LEADER   201</b> Equity and Justice in Education: Access, Inclusiveness and Opportunity	
<b>THOUGHT LEADER   Knowledge Exchange Theater</b> Collaborative Leadership: 6 Influences That Matter Most	
<b>1:45 – 3pm</b>	
NCE Marketplace Snack Break   Hall A	
<b>2 – 2:30pm</b>	
School of the Future   Ed Leadership SIMS   Booth 500 Using Simulations for Difficult Leadership Decisions: The Transgender Student Scenario	
<b>2 – 3pm</b>	
<b>THOUGHT LEADER   Knowledge Exchange Theater</b> AASA National Principal Supervisor Academy	
<b>2:30 – 3pm</b>	
School of the Future Scribe + Google: A Powerful Solution to the Research and Writing Skills Crisis	
<b>3 – 4pm</b>	
Roundtable Sessions   See page 84 for details.	

<b>THOUGHT LEADER   201</b> Becoming an Arc-Bender: Anti-Racist System Leadership for Today's System Leader	
207D Accelerate College and Career Readiness with Data Analytics	
208B Engaging Diverse Learners through PBL, SEL and Student Voice	
205B Beyond Principal Supervision – Supporting Principals as Instructional Leaders	
204 Federal Education Update II	
209C What to Do When ICE Comes to Your School District	
205C AASA/ChromaGen Pilot Program Update	
Knowledge Exchange Theater Connecting the Millennial Mindset with Your District's Vision	
206 Stealing Marketing Ideas from the Private Sector	
207B Be a Professional: Make a Career Change	
207C Orgametrics® – Making Mission, Vision and Strategic Plans Come to Life through Alignment	
207A Leveraging ESSA's Financial Transparency Rules to Improve Equity	
209A Challenges and Benefits of Incorporating Digital Literacy in an Urban District	
209B College and Career Counseling: A Developmental Approach and How Best to Evaluate District Programs	
<b>4:15 – 6:15pm</b>	
<b>GENERAL SESSION   Grand Ballroom</b> Leadership Lessons from the White House: Doris Kearns Goodwin on the American Presidents	
<b>6:15 – 7:15pm</b>	
Welcome Reception   Level 3 Concourse	
<b>6:45 – 7:45pm</b>	
Shuttle Service Available	



7 – 9am

Shuttle Service Available

7:30am – 4:15pm

Registration Hours | [Level 3 Concourse](#)

7:30am – 7:30pm

Bookstore Hours | [Level 3 Concourse](#)

7:45 – 9am

NCE Marketplace Coffee Break | [Hall A](#)

7:45am – 4pm

NCE Marketplace Hours | [Hall A](#)

9 – 10am

### THOUGHT LEADER

ROOM 208B

#### DEFINING YOUR DISTRICT'S PROFILE OF A GRADUATE

**S R** Audience: *Rural, Urban*

What are the key competencies that make up a successful student in your district? Does your district have a Profile of a Graduate? Districts around the country are facing this critical topic, many without clearly defining what characteristics make up their district's Profile of a Graduate. Participants will come away with tools that will help them with the following aspects of 21st-century district transformation: create a Profile of a Graduate (PoG); engage community stakeholders in key conversations; embed a PoG in strategic planning; and transform curriculum and instruction, assessment and professional development.

#### Presenters:

- **Ken Kay**, CEO, EdLeader21, Tucson, AZ
- **Aaron Spence**, Superintendent, Virginia Beach City Public Schools, Virginia Beach, VA

### THOUGHT LEADER

ROOM 201

#### LEADER TRACKING SYSTEMS: TURNING DATA INTO INFORMATION FOR SCHOOL LEADERSHIP

**L E** Audience: *Rural, Urban, Suburban, Aspiring*

Since 2011, six large school districts have been participating in The Wallace Foundation's Principal Pipeline Initiative, a six-year effort to train, hire and support talented principals. In this session, superintendents from two of the districts share insights from their work: the strategies, successes, challenges and lessons learned in building and using leader tracking systems to address school leadership issues. Learn how to harness data within a single online system and leverage it

to help you select the right principal for a school vacancy; improve on-the-job support; build your bench; and improve pipeline components. Find out what it costs to build and run principal pipelines and the potential return on investment to the schools and students in your district.

#### Presenters:

- **Nicholas Pelzer (Moderator)**, Program Officer, The Wallace Foundation, New York, NY
- **Leslie Anderson**, Managing Director, Policy Studies Associates, Inc., Washington, DC
- **Steve Flynt**, Associate Superintendent, School Improvement and Operations, Gwinnett County Public Schools, Suwanee, GA
- **Tricia McManus**, Assistant Superintendent, Hillsborough County Public Schools, Tampa, FL



### THOUGHT LEADER

KNOWLEDGE EXCHANGE THEATER

#### THE COLOR OF LAW: A FORGOTTEN HISTORY OF HOW OUR GOVERNMENT SEGREGATED AMERICA

**L E** Audience: *Rural, Urban, Suburban, Aspiring*

School segregation is a serious barrier to narrowing the achievement gap, and today, schools remain segregated primarily because they are located in segregated neighborhoods. We do little to address residential segregation because we hold a false belief that neighborhoods were segregated "de facto" by private prejudice, personal choices and discriminatory private actors. But, as this presentation will show, neighborhoods have been segregated by racially conscious explicit government policy that was openly designed to impose racial segregation on every metropolitan area, and the policies were so powerful that their effects endure and continue to define racial living patterns. Only by familiarizing ourselves with this history of state-sponsored residential segregation can we begin to consider how to fashion remedies.

#### Presenter:

- **Richard Rothstein**, Research Associate, Economic Policy Institute, Berkeley, CA



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### ROOM 207D REDESIGNING SCHOOLS FOR A CHANGING FUTURE

**LE** Audience: *Rural, Urban*

Across the country, district and school leaders are undertaking significant change efforts — overhauling discipline practices, implementing teacher mentoring programs, better engaging families, and transforming schools from top to bottom. In 2012, San Jose Unified School District piloted an effort to redesign schools and accelerate student learning. FourPoint Education Partners (formerly Cross & Jofthus) associates and a former SJUSD principal will share their redesign experiences and a new Playbook for Redesigning Schools for the 21st Century. Based on SJUSD lessons, this free resource guides leaders through a process for designing and managing change. It also provides tools for developing a positive culture and key skills needed to lead an effective change effort.

**Presenters:**

- **Lisa Aguerria Lewis**, Assistant Superintendent — Elementary Education, Pajaro Valley School District, Watsonville, CA
- **Nathan Cross**, Senior Associate, FourPoint Education Partners, Capitola, CA
- **Scott Jofthus**, Partner, FourPoint Education Partners, Bethesda, MD

### ROOM 203 ENHANCING EQUITY THROUGH REFORMING DISTRICT DISCIPLINE PRACTICES

**LE** Audience: *Rural, Urban*

To ensure educational equity, school districts must tackle the various indicators that create and exacerbate achievement gaps. We know from school discipline data that far too many youths spend too much time out of school, become disengaged from the learning environment, are at an increased risk to drop out, and face a greater chance of interacting with the juvenile or criminal justice systems. Disproportionately, it is children of color who experience out-of-school suspension, expulsion and negative outcomes related to school discipline. AASA and the Children’s Defense Fund partnered to promote more equitable and effective school discipline policies and practices and to work with and learn from school leaders the strategies and programs that are making a difference for kids. This session will feature lessons from school districts that have enhanced equity in their district by tackling school discipline reform.

**Presenters:**

- **Bryan Joffe**, Project Director, AASA, Alexandria, VA
- **Sybil Knight-Burney**, Harrisburg School District, Harrisburg, PA
- **Sito Narcisse**, Chief of Schools, Metro Nashville Public Schools, Nashville, TN

### ROOM 204 A NEW FAPE? FACT OR FICTION? THE INTERPRETATION OF *ENDREW* BY COURTS ACROSS THE U.S.

**CI** Audience: *Rural, Urban*

AASA’s trusted counsel, Chris Borreca and Janet Horton of the law firm Thompson & Horton, will describe the evolving special education world post-*Endrew* and what superintendents in every appellate circuit need to know and understand about the landmark Supreme Court case. Time will be available at the end for Q&A on other major special education cases and litigation trends.

**Presenters:**

- **Christopher Borreca**, Founding Partner, Thompson & Horton LLP, Houston, TX
- **Janet Little Horton**, Founding Partner, Thompson & Horton LLP, Houston, TX

### ROOM 209A DEVELOP AN EQUITY INITIATIVE TO EFFECTIVELY NARROW THE ACHIEVEMENT GAP

**LE PE** Audience: *Urban*

Districts are increasingly tasked with providing options for at-risk and underserved student populations to address persistent achievement gaps. Baltimore County Public Schools is a district that is raising the bar in education with a commitment to support equal opportunities for all students. From training and professional development to establishing consistent policies and using high-quality digital curriculum to transform the classroom, this district is realizing its vision to create instructional environments that support academic rigor and cultural relevance and ignite the potential of each and every student.

**Presenters:**

- **Verletta White**, Superintendent, Baltimore County Public School District, Towson, MD
- **Lisa Williams**, Director of Equity and Cultural Proficiency, Baltimore County Public Schools, Towson, MD



9 – 10am

**ROOM 209B****GROUNDING YOUR MASTER FACILITIES PLAN IN AN AUTHENTIC COMMUNITY ENGAGEMENT PROCESS****SR** Audience: *Suburban*

In early 2015, the Upper Arlington City Schools Board of Education committed to engaging its community in a transparent and highly participatory master facilities planning process. This session explores the rationale for engaging in a master planning process, the various elements of a master plan, how to authentically involve a diverse array of constituents, and how a strong school board/superintendent relationship plays an integral role in the success of creating and implementing a facilities master plan.

**Presenters:**

- **Aimee Eckmann**, PreK–12 Practice Leader, Associate Principal, Perkins+Will, Chicago, IL
- **Paul Imhoff**, Superintendent, Upper Arlington City Schools, Upper Arlington, OH
- **Chris Potts**, Chief Operating Officer, Upper Arlington City Schools, Upper Arlington, OH
- **Steven Turckes**, Global PreK–12 Practice Leader, Principal, Perkins+Will, Chicago, IL

**ROOM 209C****USING PISA RESULTS TO DRIVE SCHOOL/DISTRICT IMPROVEMENT****CI** Audience: *Urban, Suburban*

The OECD Test for Schools (based on PISA) is more than reading, math and science scores. Student–teacher relationships, motivation, efficacy and student reading profiles also affect PISA outcomes. Learn how to use learning environment data to drive school and district improvement.

**Presenters:**

- **Jack Dale**, Retired Superintendent, Fairfax County Public Schools, VA; NWEA, New Market, MD
- **Pat Deklotz**, Superintendent, Kettle Moraine School District, Wales, WI
- **Alvin Wilbanks**, Superintendent, Gwinnett County Public Schools, Suwanee, GA

**ROOM 205C****LEARNING, LEADING AND NETWORKING****LE** Audience: *Rural, Urban, Suburban, Aspiring*

The AASA Leadership Services Department supports individual and collective leadership of superintendents and school districts through professional learning as they work hand in hand with students, families and communities in the effort to realize educational equity and excellence for children across the nation. Through our support of aspiring and sitting superintendents, we provide professional networking, collaboration and thought leadership to create pipelines for next-generation leaders and contribute to the research in the field of education leadership. Join this session to hear from some AASA Leadership Services program alumni on why they have chosen to be the lead learners in their districts.

**Presenters:**

- **Kimberly Cantu**, Superintendent, Mansfield Independent School District, Mansfield, TX
- **Brian K. Creasman**, Superintendent, Fleming County Schools, Fleming, KY
- **Anthony Hamlet**, Superintendent, Pittsburgh Public Schools, Pittsburgh, PA
- **Mort Sherman**, Associate Executive Director, Leadership Services, AASA, Alexandria, VA
- **Andrew S. Wise**, Superintendent, Olympia Community Unit School District 16, Stanford, IL

**ROOM 206****USING DATA TO SUPPORT STUDENTS' SOCIAL-EMOTIONAL LEARNING: LESSONS FROM WASHOE COUNTY SCHOOL DISTRICT****LE** Audience: *Rural, Urban, Suburban, Aspiring*

For leaders in Nevada's Washoe County School District, supporting students' growth in social-emotional learning (SEL) is critical to their vision of student success. In this session, presenters share their experiences using data to support students in developing strong SEL skills. They will highlight how school and district leaders can collect and use data about students' SEL skills, as well as school climate, to promote student voice and better support each student. Using examples from the district, these leaders will share their strategies for engaging students, teachers, families and community members directly in the work of SEL. Districts across the country partner with Panorama Education to administer SEL and school climate surveys and to access interactive reports and dashboards.

**Presenters:**

- **Traci Davis**, Superintendent, Washoe County School District, Reno, NV
- **Ben Hayes**, Chief Accountability Officer, Washoe County School District, Reno, NV



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- **Eric Weisman**, Head of Account Management, Panorama Education, Boston, MA



### ROOM 207B LANDING A LASTING SUPERINTENDENCY

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Attendees will learn about the National Affiliation of Superintendent Searchers (NASS) and how utilization of NASS services, including over 100 search consultants in 40 states, can benefit their job search. NASS has a proven track record of bringing sustained, quality leadership to districts.

**Presenters:**

- **Stephanie Hyer**, Director of Executive Search Services, Oklahoma State School Boards Association, Oklahoma City, OK
- **Sam King**, Director, Superintendent Searches, Georgia School Boards Association, Lawrenceville, GA
- **Allison Schafer**, Legal Counsel & Director of Policy, North Carolina School Boards Association, Raleigh, NC

### ROOM 205B IMPROVING CULTURE THROUGH IMPROVING LEADERSHIP PERFORMANCE

**LE** Audience: *Rural, Urban*

The axiom “As goes culture so goes achievement” is truer today than ever. Leaders who are crystal clear about the words and actions that promote a vibrant culture and courageously keep the culture intact witness the culture’s positive impact on staff morale and student achievement. We perform our best when we’re clear on outcomes, understand the expectations, and trust those on our team. When we perform at high levels we exhibit clear intercommunication skills, crave feedback and desire high levels of competence. How are your leaders performing? Are they communicating directly and honestly? Do they crave feedback? Do they push themselves to get better every day? In this session, you’ll explore ways to strengthen culture by developing yourself and the leaders around you and grasp a feedback structure that builds individual and team efficacy. Learn from your colleagues and improve your ability to develop strong leaders.

**Presenters:**

- **Denny Dearden**, CEO, Monkey Business and Associates, Oro Valley, CA
- **Larry Perondi**, Retired Superintendent, Oceanside Unified School District, and Mentor for AASA Superintendents Certification Program, Chula Vista, CA
- **Mark Reardon**, Principal Learning and Leadership Consultant, Former School Administrator, Oceanside, CA

### ROOM 207C READY OR NOT: BROADENING THE DEFINITION OF STUDENT SUCCESS

**PE** Audience: *Rural, Urban, Suburban, Aspiring*

This panel presents empirical evidence of emerging best practices in measuring student success beyond test scores alone. While the shift toward multiple indicators of student success is widely welcomed by educators, operationalizing new policies at the local level presents a new set of challenges. The national shift toward local autonomy and more personalized approaches to education provides a tremendous opportunity for school superintendents and boards of education to create a clear and compelling vision for student success aligned to the values of the communities they serve. Through learner profiles of every student that contain performance indicators beyond test scores and grades, a new and inspiring definition of readiness emerges centered around what really matters for student success.

**Presenters:**

- **John L. Gatta**, Chief Executive Officer, ECRA Group, Inc., Schaumburg, IL
- **Katherine M. Wright**, Research Assistant Professor, Northwestern University, Chicago, IL



#### CONFERENCE E-NEWSLETTER

Follow the proceedings of this conference through Conference Daily Online. The e-newsletter (posted at <http://nce.aasa.org/conference-daily-online>) features daily coverage of keynote speakers, topical sessions and awards, along with photos, video clips, a Twitter feed and a conference blog with postings by four AASA member superintendents in Nashville.

9 – 10am

## ROOM 207A

**SINGLE VS. MULTI 403(B) PROVIDER MODEL — HOW THIS DEBATE CAN HELP CLARIFY YOUR FIDUCIARY OBLIGATION****SR** Audience: Rural, Urban, Suburban, Aspiring

Studies have shown that 403(b) plan participation declines when investment provider choice is significantly reduced, with some employees actually ceasing participation if their preferred plan provider choice is eliminated. There are indeed ways that a public education 403(b) plan sponsor can preserve investment provider choice for its employees, thus helping them achieve their retirement goals while also reducing administrative costs and preserving fiduciary exemptions under applicable laws. This presentation discusses ways in which plan sponsors can accomplish those goals.

**Presenter:**

- **Fred Makonnen**, Divisional Vice President, AXA, Jersey City, NJ

**Sponsored by**

9 – 11am

## ROOM 205A

**SPECIAL CONTRACTS SESSION****LE** Audience: Rural, Urban

No part of a superintendent's working conditions is more important than the contract with the school board. Get an overview of key contract provisions for superintendent contracts and contract provisions to be avoided, and participate in a discussion of who should negotiate a contract for a superintendent. Understand how a superintendent can avoid being terminated and the key provisions of severance agreements should termination be necessary.

**Presenter:**

- **Maree Sneed**, Partner, Hogan Lovells US LLP, Washington, DC

*Tickets are sold on a first-come, first-served basis and can be purchased in the AASA Registration Area.*

10:15 – 11:15am

## THOUGHT LEADER

## ROOM 201

**LEADING BOLD MOVES: FROM OLD-SCHOOL TO CONTEMPORARY LEARNING ENVIRONMENT****CI** Audience: Rural, Urban, Suburban, Aspiring

How can we prepare our learners for the future? How can leaders inspire, transform and create innovation in a school setting? What are the possibilities for modern curriculum and assessment design? How can we shed antiquated school programs and create refreshed, remarkable learning environments? We will investigate expanding the array of scheduling options, virtual and onsite programs, the rethinking of existing learning spaces, the possibilities for future architectural choices, new furniture options, the ways you can group your learners for maximum benefit, strategies for grouping personnel beyond the silos of departments and grade levels, and developing global networks as partners. Participants will leave with steps for establishing innovation design teams in their setting to include teachers, community members, students, administrators and thought leaders in order to generate a long-term strategic plan. The presenter will provide riveting examples of dynamic learning opportunities for the modern learner from across the country and internationally. Transforming "old school" into a responsive contemporary learning environment is at the heart of what promises to be an exciting session.

**Presenter:**

- **Heidi Hayes Jacobs**, President, Curriculum Designers, Rye, NY

## THOUGHT LEADER

## KNOWLEDGE EXCHANGE THEATER

**YOU ARE NOT ALONE****LE** Audience: Rural, Urban, Suburban, Aspiring

Meredith O'Connor's anti-bullying presentation has been deemed the most effective and influential assembly by administrators all over the world. Her radio hit songs are loved by millions, and one of those hits, "The Game," featured on Teen Nick, has an anti-bullying message. O'Connor's young age and star power engage students and leave an impact on them that they carry throughout life. Her presentation focuses on her story, before her music became popular, and why it is important to respond to bullying the correct way. She uses real-life examples to show students why being an upstander, rather than a bystander, changes lives, and why it's important to tell an adult if someone is bullied. Her session includes a question-and-answer session, a performance of "The Game,"



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and an opportunity for students to meet her afterward. Throughout the presentation, the student’s excitement is used to show them that any challenge, be it anxiety, bullying, or anything else, can be conquered.

**Presenter:**

- **Meredith O’Connor**, Radio Hit Songstress and United Nations Celebrity Youth Leader, Huntington, NY

### ROOM 207D

#### THE VALUE OF EDUCATION OMBUDSMAN PROGRAMS FOR EARLY DISPUTE RESOLUTION

**LE** Audience: *Urban, Suburban*

Historically, students, families and school districts have had to rely on litigation to resolve disputes within public education systems. As we move into a new era, a few districts have created ombudsman programs that focus on early dispute resolution, emphasize relationship building and support student achievement. Presenters, representing the perspectives of ombudsmen, superintendents and general counsel, will discuss the benefits of these programs, how ombudsmen work to help resolve conflicts and how to establish an effective ombudsman program. This session will be moderated by Chuck Howard, the leading authority on ombudsman programs, with over 25 years of experience in creating and representing these programs, and the author of *The Organizational Ombudsman: Origins, Roles, and Operations – A Legal Guide*. Attendees will receive sample documentation and answers to frequently asked questions to better understand the value of an education ombudsman program.

**Presenters:**

- **Mindy Eaves**, Ombudsperson, Jefferson County Public Schools, Louisville, KY
- **Charles Howard**, Attorney, Shipman & Goodwin LLP, Hartford, CT
- **Brian McDonald**, Superintendent, Pasadena Unified School District, Pasadena, CA
- **Esther Salinas**, Ombuds Officer, Pasadena Unified School District, Pasadena, CA

### ROOM 203

#### TEACHING KINDNESS: AN UNCOMMON SOLUTION TO COMMON MIDDLE SCHOOL CHALLENGES

**LE** Audience: *Rural, Urban, Suburban, Aspiring*

America’s students are increasingly exposed to meanness, intolerance, violence, racism and even hatred. A quarter of middle school students report being bullied at school, with nearly as many now reporting incidents of cyber bullying, putting their education at risk. Despite the glaring need, there is a lack of easy-to-use resources for middle school educators to combat this rising tide. District leaders are similarly under-resourced to provide schools with educator-friendly, scalable solutions that can be easily adapted to improve school climate in a variety of settings. In this session, we will explore the Middle School Kindness Challenge, an exciting research-based, no-cost program open to any school with grades 4–8 that creates healthy school climates and reduces unnecessary harmful suspensions through the intentional teaching and fostering of kindness.

**Presenters:**

- **Charlos Banks**, Executive Director of Student Services and Character Development, Guilford County Schools, Greensboro, NC
- **Daniel O’Donnell**, National Outreach Director for Kind Schools Network, Stand for Children, Nashville, TN
- **Emily Phan**, Chief Technology Officer, Stand for Children, Portland, OR

### ROOM 204

#### FEDERAL EDUCATION UPDATE I

**CI** Audience: *Rural, Urban*

AASA’s legislative portfolio is diverse and the comprehensive update of the agenda is divided into two separate sessions. This session will include the latest details on ESSA, funding, school nutrition, Perkins/Career Tech and IDEA.

**Presenters:**

- **Noelle Ellerson Ng**, Associate Executive Director, AASA, Alexandria, VA
- **Leslie Finnan**, Senior Legislative Analyst, AASA, Alexandria, VA
- **Sasha Pudelski**, Assistant Director, AASA, Alexandria, VA

### MAGAZINE BACK ISSUES

Previously published issues of AASA’s *School Administrator* magazine dating back several years are available for purchase. Send your request to [magazine@aasa.org](mailto:magazine@aasa.org).



10:15 – 11:15am

**ROOM 205B****PUBLISHING PROFESSIONALLY: PRACTICAL PUNCH FROM THE EDITORS****CI** Audience: *Rural, Urban, Suburban, Aspiring*

What does it take to be a successful editorial contributor to a professional publication serving K-12 education leaders? A worthwhile idea is just the starting point. The editor of AASA's monthly magazine will discuss writing opportunities in *School Administrator* and other education periodicals. The session will share practical pointers about the manuscript review process and examples of appropriate topics – which should better position future submissions for a favorable review and help school system leaders contribute relevant stories about their experiences and successful district-level initiatives. Also, the editor of AASA's *Journal of Scholarship & Practice* will provide information about contributing to this online, peer-reviewed quarterly periodical. The coordinator of AASA's co-sponsored books program will discuss book-writing opportunities and the process for doing so.

**Presenters:**

- **Jay P. Goldman**, Editor, *School Administrator Magazine*, AASA, Alexandria, VA
- **Jimmy Minichello**, Director of Communications, AASA, Alexandria, VA
- **Kenneth Mitchell**, Editor, *Journal of Scholarship & Practice*, Chester, NY

**ROOM 208B****DYNAMIC STUDENT DATA****PE** Audience: *Suburban*

Administrators sift through static reports, reviewing two-dimensional data to try and instruct student programming and interventions. What they need is personalized intervention strategies to support student achievement, attendance and behavior. Learn how to utilize your student information system to turn static student data into dynamic data that will begin to drive a holistic approach to closing the gap.

**Presenters:**

- **Marni Johnson**, Assistant Superintendent of Student Services, Township High School District 214, Arlington Heights, IL
- **Matthew Liberatore**, Assistant Principal for Student Services, Township High School District 214, Arlington Heights, IL

**ROOM 209A****CREATING FUTURE-READY SCHOOLS****PE** Audience: *Rural, Urban*

When we analyze the U.S. education system and classrooms across our nation, we see dramatic differences and gaps in innovation. Side-by-side images of classrooms from 1918 and 2018 yield eerie similarities, even with the 100-year difference. How can school districts transform from schools filled with teacher-centric classrooms of the industrial era to ones that are learner centered and personalized and that leverage the power of technology? Districts across the country are transforming their schools into ones that are future ready, revamping areas such as curriculum, instruction and assessment; personalized professional learning; innovative learning spaces; community partnerships; data and privacy; and use of technology. This session will support superintendents with free tools and resources to empower them to further transform their districts into ones that better prepare students for the world they face tomorrow. (AASA is a core partner of the Future-Ready Schools Initiative.)

**Presenters:**

- **Thomas Murray**, Director of Innovation, Future-Ready Schools/Alliance for Excellent Education, Allentown, PA
- **Joe Sanfelippo**, Superintendent, Fall Creek School District, Fall Creek, WI

**ROOM 209B****YOU CAN SPEAK UP, STAND UP AND SAVE A LIFE!****LE** Audience: *Rural, Urban*

In Arizona, much like the rest of the country, student deaths from suicide have increased exponentially; many deaths could have been prevented if only people had had the tools to make a difference. Three women harnessed the power of a community that came together to create a movement with the inaugural Speak Up, Stand Up and Save a Life Conference held in January 2017 with 1,200 people participating. The goal was to create a movement for students in schools with diverse populations and community partners to take back to their schools and communities and inspire 50,000 students to speak up, stand up and save lives. Learn how to utilize your leadership capacity to create sustainable, measurable change in your district and community. This engaging presentation will show participants how diversity and equity are vital strengths to be incorporated into educational opportunities for all.

**Presenters:**

- **Lily Matos DeBlieux**, Superintendent, Pendergast Elementary School District, Phoenix, AZ
- **Gina Godbehere Thomas**, County Attorney, Maricopa County Attorney's Office, Phoenix, AZ
- **Jennifer Rogers**, Strategic Business Expert, GCON, Phoenix, AZ





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### ROOM 205C URBAN SUPERINTENDENTS ACADEMY

**LE** Audience: *Urban*

The Urban Superintendents Academy is a cross-institutional partnership that offers a dynamic approach to urban superintendent preparation and certification. AASA has launched distinct partnerships with Howard University and the University of Southern California to bolster the effectiveness of school district leadership in our nation's urban areas. Participants will hear from alumni regarding their leadership transitions from academy participants to leading superintendents in our nation's urban schools.

**Presenters:**

- **Traci Davis**, Superintendent, Washoe County School District, Washoe, NV
- **Anthony Hamlet**, Superintendent, Pittsburgh Public Schools, Pittsburgh, PA
- **Gwendolyn Page Shannon**, Superintendent, Southampton County Public Schools, Southampton, VA

### ROOM 206 BUILDING TEACHER CAPACITY FOR DIGITAL AGE INSTRUCTION

**DE** Audience: *Rural, Urban, Suburban, Aspiring*

Preparing students for a rapidly changing world requires a massive shift toward learner-centered instruction. While technology and curriculum are important, building teacher capacity is at the heart of this change. Join BetterLesson and district partners to unpack how instructional coaching has preparing teachers to change practice and equip students for the 21st century. Learn and share best practices for preparing teachers to implement learner-centered strategies in their classrooms. Leave with actionable resources you can use immediately across your district.

**Presenters:**

- **Laurie Barron**, Superintendent, Evergreen School District, Kalispell, MT
- **Jeff Liberty**, Vice President, Personalized Learning, BetterLesson, Cambridge, MA
- **Charles R. Nicholson**, Virtual and Innovative Opportunities Manager, Tennessee Department of Education, Nashville, TN
- **Melissa Saunders**, Executive Director of Student Achievement, Manassas City Public Schools, Manassas, VA
- **Kristen Watkins**, Director of Personalized Learning, Dallas Independent School District, Dallas, TX

Sponsored by **BL** BetterLesson

### ROOM 207B INCREASING THE CHANCES OF GETTING THE JOB YOU WANT

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Attendees will gain in-depth knowledge of the entire job search process, including finding openings; applying (letter of application, philosophy of education, resume, references and transcripts); interviewing; and transitioning to a new position. The process includes finding the right job and fit. Attaining the right position as an education leader is critical to the success of the administrator, school board, school district, students and community.

**Presenters:**

- **Roger Eddy**, Executive Director, Illinois Association of School Boards, Springfield, IL
- **Thomas Leahy**, Director of Executive Searches, Illinois Association of School Boards, Springfield, IL
- **Richard Voltz**, Associate Director/Professional Development, Illinois Association of School Boards, Springfield, IL

### ROOM 207C DISCOVER CHINA, THE BEST EDUCATION LEARNING EXPERIENCE EVER!

**PE** Audience: *Rural, Urban, Suburban, Aspiring*

This session provides a brief overview of the itinerary of an educational trip to China, overall impressions of the "Chinese dream" shared by Chinese educators, participants' most memorable take-aways from the trip, and next steps for advancing sister school relationships.

**Presenters:**

- **Chuck Woodruff (Moderator)**, Chief Operating Officer, AASA, Alexandria, VA
- **Paul Blanford**, Superintendent, School District of Elmwood, Elmwood, WI
- **Cynthia Clary**, Assistant Superintendent, Salt River Schools, Scottsdale, AZ
- **Tom Edington**, Superintendent, Wawasee Community School Corporation, Syracuse, IN
- **Shauna Schmerer**, Superintendent, Almira School District, Almira, WA

10:15 – 11:15am

## ROOM 207A

**EXPANDING PARTICIPATION AND PERFORMANCE IN RIGOROUS ACADEMIC OPPORTUNITIES****LE** Audience: *Rural, Urban*

To help each and every child achieve their full potential, districts must not only ensure access to rigorous academic opportunities, but also support students in taking advantage of them. Two members of the Large Suburban and Countywide District Consortium will share how they are expanding participation while also improving performance, from gifted and talented elementary programming to dual enrollment and early college initiatives.

**Presenters:**

- **Dan Gordon**, Senior Legal & Policy Advisor, EducationCounsel, Washington, DC
- **James Lane**, Superintendent, Chesterfield County Public Schools, Chesterfield, VA
- **Maria Navarro**, Chief Academic Officer, Montgomery County Public Schools, Rockville, MD

## ROOM 209C

**TELLING YOUR STORIES. BUILDING SUPPORT****DE** Audience: *Rural, Urban, Suburban, Aspiring*

Every day in classrooms across your districts, students' lives are being transformed. Why is it, then, that most people only hear about the failures? You have within your control the power to change the public's perception of what is happening in your schools! Not only that, but you can turn them into loyal supporters. In 2011, Nebraska Loves Public Schools began with one mission: to change the persistent, negative narrative about public schools by using documentary film and social media to help friends and neighbors better understand what's happening in our schools. In short, to tell our schools' stories. The leaders of the team behind more than 100 short films, countless TV and radio spots, a quickly growing social media following, a PBS affiliate TV series, and ubiquitous T-shirts, Sally Nellson Barrett and Brittany Mascio, will demonstrate how they've been able to use what schools do every day to build a fiercely loyal and rapidly growing base of fans. You'll walk away with practical tips that you can implement right away — tips that can create a team of loyal supporters.

**Presenters:**

- **Brittany Mascio**, Director of Marketing, Nebraska Loves Public Schools, Papillion, NE
- **Sally Nellson Barrett**, Director and Executive Producer, Nebraska Loves Public Schools, Papillion, NE

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iloveps.org

11:30am – 12:30pm

## KNOWLEDGE EXCHANGE THEATER

**TRAINING AND DEVELOPING THE NEXT GENERATION OF LEADERS: WHY SOCIAL MEDIA PLAYS AN IMPORTANT ROLE****DE** Audience: *Rural, Urban, Suburban, Aspiring*

Join a distinguished panel of education leaders and social media experts for a dialogue around the importance of utilizing social media for professional development. In this session, attendees will learn how educators of all levels are harnessing the power of social platforms like Twitter to connect with like-minded professionals around the world to share ideas, resources, information, advice and more.

**Presenters:**

- **Jill Gildea**, Superintendent, Greenwich Public School District, Greenwich, CT
- **Shane Hotchkiss**, Superintendent, Bermudian Springs School District, York Springs, PA
- **Michael Lubelfeld**, Superintendent, Deerfield Public Schools, Deerfield, IL
- **Brian Troop**, Superintendent, Ephrata Area School District, Ephrata, PA

12noon – 1:30pm

## ROOM 202

**FEDERAL RELATIONS LUNCHEON — TOWARD A GEOGRAPHY OF JUSTICE: RURAL SUSTAINABILITY AND THE PROMISE OF PUBLIC EDUCATION****LE** Audience: *Rural, Urban*

The recent election brought new attention to rural America, yet media and policymakers continue to overlook the important role that rural schools play in ensuring the vitality of rural communities. The future of rural America depends on its schools. Mara C. Tieken, author of *Why Rural Schools Matter*, will explore the importance of rural schools: how they define, shape and sustain rural communities, and how they are equipped to promote equity for all students, regardless of race, class or geography.

**Presenter:**

- **Mara C. Tieken**, Associate Professor, Bates College, Lewiston, ME

To purchase a ticket for this luncheon, visit the *Onsite Registration Counter* in the AASA Registration Area.

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## FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
- LE** Leadership for Equity
- PE** Personalizing Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

12:45 – 1:45pm

### THOUGHT LEADER

ROOM 201

#### EQUITY AND JUSTICE IN EDUCATION: ACCESS, INCLUSIVENESS AND OPPORTUNITY

**LE** Audience: Rural, Urban, Suburban, Aspiring

Every student is entitled to the opportunity to reach his or her potential. Too often, we can predict educational outcomes based on race, demographics, SES, or zip code. Join AASA National Superintendent of the Year Matthew Utterback, Superintendent Shawn Joseph and Superintendent Sharon Contreras for an in-depth and interactive session examining educational equity. This strategy session will tackle how to leverage data and engage stakeholders in the development of an equity agenda. School leaders have a collective responsibility to establish a culture of fairness, justice, achievement and opportunity in education for all children.

#### Presenters:

- **LaRuth Gray (Moderator)**, Scholar-in-Residence, New York University Center for Research on Equity and the Transformation of Schools, New York, NY
- **Sharon Contreras**, Superintendent, Guilford County Schools, Greensboro, NC
- **Shawn Joseph**, Superintendent, Metropolitan Nashville Public Schools, Nashville, TN
- **Matthew Utterback**, 2017 National Superintendent of the Year, Superintendent, North Clackamas School District, Milwaukie, OR

### THOUGHT LEADER

KNOWLEDGE EXCHANGE THEATER

#### COLLABORATIVE LEADERSHIP: 6 INFLUENCES THAT MATTER MOST

**LE** Audience: Urban

To really put a focus on learning, we need to encourage student voices and maximize the self-efficacy of teachers. This session focuses on how leaders can use six of John Hattie’s high-effect influences on learning to foster growth in their teachers and put the focus on learning for students.

#### Presenter:

- **Peter Dewitt**, Author, Independent Consultant, Albany, NY

1:45 – 3pm

#### NCE Marketplace Snack Break

2 – 3pm

### THOUGHT LEADER

KNOWLEDGE EXCHANGE THEATER

#### AASA NATIONAL PRINCIPAL SUPERVISOR ACADEMY

**PI** Audience: Rural, Urban

AASA, in partnership with the University of Washington Center for Educational Leadership, launched the first national principal supervisor endorsement program. This session will feature a panel of Cohort 1 participants discussing how they have changed their principal supervisor role in order to better develop and support principals as instructional leaders. Panelists will discuss how they are creating the structures and routines necessary to improve the performance of principals as instructional leaders; building and protecting calendars; developing effective 1:1 work with principals; developing effective principal professional learning communities; using a teaching approach as the primary lever for improving principal performance; communicating, clearly and continually, the work between the principal supervisor and principals; assessing, gathering and using evidence to support and monitor principal progress; jointly developing a focus of work with each principal and utilizing learning and planning guides to focus their work together; and reflecting upon, setting goals for and monitoring progress of their own development as effective principal supervisors.

#### Presenters:

- **Stephen Fink**, Executive Director/Affiliate Professor, Center for Educational Leadership, University of Washington, Seattle, WA
- **Mort Sherman**, Associate Executive Director, AASA, Alexandria, VA

3 – 4pm

**THOUGHT LEADER****ROOM 201****BECOMING AN ARC-BENDER: ANTI-RACIST SYSTEM LEADERSHIP FOR TODAY'S SYSTEM LEADER****LE** Audience: *Rural, Urban, Suburban, Aspiring*

Participants will learn how to organize school systems to promote social justice and equity. Through the examination of the history of public education within today's context, system leaders will develop an understanding of the role of institutional racism in our current public education systems. Leaders will also learn how to organize their school systems to dismantle structures that may be holding some students back. The presenters will provide concrete examples from their experiences as superintendents of diverse districts in order to help participants determine how they can ensure all students have access to high-quality instruction that will prepare them for college and careers.

**Presenters:**

- **Khalid Mumin**, Superintendent of Schools, Reading School District, Reading, PA
- **Josh Starr**, CEO, PDK International Family of Associations, Arlington, VA

**ROOM 207D****ACCELERATE COLLEGE AND CAREER READINESS WITH DATA ANALYTICS****CI** Audience: *Rural, Urban*

Learn how one district combined disparate datasets into a single system to improve student outcomes and develop action plans on their College and Career Readiness initiative. Visual dashboards allow the district to analyze and act on their achievement, attendance, workplace learning and cocurricular activity data. In addition to grades 9–12 data metrics, grades P–3 and 3–8 metrics for measuring performance of elementary and middle school students will also be covered.

**Presenters:**

- **Adam Cibulka**, Director of Curriculum, Instruction, and Assessment, DuPage High School District 88, Addison, IL
- **Michael English**, CEO/President, Forecast5 Analytics, Naperville, IL
- **Scott Helton**, Superintendent, DuPage High School District 88, Addison, IL

**ROOM 208B****ENGAGING DIVERSE LEARNERS THROUGH PBL, SEL AND STUDENT VOICE****LE** Audience: *Rural, Urban*

We know that engagement is the key to moving the needle on student achievement. But is “engagement” an elusive intangible or an indicator that can be strategically leveraged for improvement? And how do we transition education systems and mindsets to prioritize engagement over compliance? From an equity standpoint, how can we make sure that all students are engaged, not just the students in the front of the class? Since there's no one-size-fits-all solution, this panel offers proven models, from project-based learning, to student perception data mining, to SEL supports. You'll learn from a diverse group of forward-thinking district leaders who manage change in their districts in New Jersey, Texas, and Minnesota. They'll share their experience establishing systems to engage and accelerate learning for every student.

**Presenters:**

- **Suraya Driscoll**, Director of Teaching and Learning, East Grand Forks Public Schools, East Grand Forks, MN
- **Dave Endicott**, Superintendent, Pine River-Backus Schools, Pine River, MN
- **Matthew Murphy**, Superintendent, Ramsey School District, Ramsey, NJ
- **Georgeanne Warnock**, Associate Superintendent, Carrollton-Farmers Branch Independent School District, Carrollton, TX

**ROOM 205B****BEYOND PRINCIPAL SUPERVISION — SUPPORTING PRINCIPALS AS INSTRUCTIONAL LEADERS****PI** Audience: *Rural, Urban, Suburban, Aspiring*

School districts across the country are quickly revising the role of principal supervisor to reflect recent research indicating a need for a stronger focus on improving principal performance. While many districts are just beginning to make such changes, a number of others on the leading edge of this transformation are learning that there is more to supporting principals than just revising their supervisor's role. In this session, learn from two leading urban school districts as well as from what the University of Washington Center for Educational Leadership is learning about creating system-wide support for principals. Leave with a deeper understanding of what principals need to succeed, knowledge of how to enlist central-office leaders to work differently and specific recommendations for action at home.

**Presenters:**

- **Sito Narcisse**, Chief of Schools, Metropolitan Nashville Public Schools, Nashville, TN
- **Max Silverman**, Deputy Director, University of Washington Center for Educational Leadership, Seattle, WA



## FOCUS ZONES

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- **Michael Starosky**, Chief of Schools, Seattle Public Schools, Seattle, WA
- **Sharon Williams**, Project Director, University of Washington Center for Educational Leadership, Seattle, WA

### ROOM 204 FEDERAL EDUCATION UPDATE II

**CI** Audience: *Rural, Urban*

AASA's legislative portfolio is diverse and the comprehensive update of the agenda is divided into two separate sessions. This session will include the latest details on rural education, E-Rate, vouchers, higher education, early education, Affordable Care Act, immigration and more.

**Presenters:**

- **Noelle Ellerson Ng**, Associate Executive Director, AASA, Alexandria, VA
- **Leslie Finnan**, Senior Legislative Analyst, AASA, Alexandria, VA
- **Sasha Pudelski**, Assistant Director, AASA, Alexandria, VA

### ROOM 209C WHAT TO DO WHEN ICE COMES TO YOUR SCHOOL DISTRICT

**LE** Audience: *Rural, Urban*

School districts increasingly are having to address concerns regarding undocumented students and parents. This session will focus on legal policy and practical implications of dealing with these issues, including what school districts should do if immigration authorities show up at schools.

**Presenters:**

- **Joshua Civin**, General Counsel, Montgomery County Public Schools, Rockville, MD
- **Jack Smith**, Superintendent, Montgomery County Public Schools, Rockville, MD
- **Maree Sneed**, Partner, Hogan Lovells US LLP, Washington, DC

### ROOM 205C AASA/CHROMAGEN PILOT PROGRAM UPDATE

**CI** Audience: *Rural, Urban*

For a majority of struggling readers, the cause of reading challenges isn't cognitive. Instead, their reading problems are the result of vision issues that remain undetected during standard optical screenings and cannot be corrected with traditional prescription lenses. ChromaGen has developed the only FDA-approved, non-invasive treatment option that eliminates the nagging symptoms of vision-related reading problems, including dyslexia. Through the launch of pilot programs in school districts, AASA is extending the reach of ChromaGen's life-changing aid to help struggling students dramatically change their relationship with reading. Engage in a rich discussion on these issues with school district leaders currently participating in the AASA pilot.

**Presenter:**

- **Melissa Woodard**, Chief Academic Officer, Boyertown Area School District, Boyertown, PA

### KNOWLEDGE EXCHANGE THEATER CONNECTING THE MILLENNIAL MINDSET WITH YOUR DISTRICT'S VISION

**DE** Audience: *Rural, Urban, Suburban, Aspiring*

Millennials are known for their tech and social media savviness. In this session, learn how to harness the power of the millennial mindset to push your district's agenda forward into the 21st century and beyond.

**Presenters:**

- **Art Fessler**, Superintendent, Community Consolidated School District 59, Arlington Heights, IL
- **Dan Frazier**, Superintendent, Belmond-Klemme Community School District, Belmond, IA
- **A. Katrise Perera**, Gresham-Barlow School District, Gresham, Oregon
- **Kirk Koennecke**, Superintendent, Graham Local Schools, Saint Paris, OH
- **David Tebo**, Superintendent, Hamilton Community Schools, Hamilton, MI

### AASA MAGAZINE SEEKS

#### NEW BOOK REVIEWERS

AASA's *School Administrator* magazine uses members to review new books on leadership and education issues. If interested, send a note to the editor at [magazine@aasa.org](mailto:magazine@aasa.org).





3 – 4pm

**ROOM 206****STEALING MARKETING IDEAS FROM THE PRIVATE SECTOR****DE** Audience: *Rural, Urban, Suburban, Aspiring*

The role of superintendent is rapidly changing. Challenges from social media and competition between schools require more than traditional public relations. Today, school leaders need a full marketing strategy and the tools to carry it out. Marketing practices that are common in the private sector can greatly help in recruiting and retaining teachers, passing bond measures, and turning community members into advocates for your schools. Learn how the digital landscape is changing and what private sector marketing techniques superintendents can implement today.

**Presenters:**

- **Jeston George**, CEO, Apptegy, Little Rock, AR
- **Tom Ricciardone**, Marketing Consultant, Apptegy, Little Rock, AR

Sponsored by  **apptegy****ROOM 207B****BE A PROFESSIONAL: MAKE A CAREER CHANGE****DE** Audience: *Rural, Urban, Suburban, Aspiring*

This session focuses on how the search process has changed in the era of technology. Social media will be discussed as both a search tool and a hazard to the candidate, including potential boards' access to your current district website. Legal issues related to social media will also be explored.

**Presenters:**

- **Robert Alfar**, Regional Search Associate, Ray & Associates, Cedar Rapids, IA
- **Gary L. Ray**, President, Ray & Associates, Cedar Rapids, IA
- **Ryan Ray**, Corporate Director, Ray & Associates, Cedar Rapids, IA
- **Mike Rush**, Regional Search Director, Ray & Associates, Cedar Rapids, IA

**ROOM 207C****ORGAMETRICS® — MAKING MISSION, VISION AND STRATEGIC PLANS COME TO LIFE THROUGH ALIGNMENT****LE** Audience: *Rural, Urban, Suburban, Aspiring*

Superintendents Dr. Gothard, Julie Critz and Dr. Rudolph lead school districts of varying sizes and demographics. Like you, they have their own unique challenges. All have a mission, vision and strategic plan, but they didn't understand how well employees were connected and bought into those things. They realized that increasing alignment with the plan was critical for success.

In this session, presenters will discuss how they each progressed through their alignment journey — how they got started, moved through the process and benefitted from the results they experienced.

**Presenters:**

- **Julie Critz**, Superintendent, Alexandria Public Schools, Alexandria, MN
- **Joe Gothard**, Superintendent, St. Paul Public Schools, St. Paul, MN
- **Jim Hager**, Coaching and Mentoring Consultant, Atlantic Research Partners, Seattle, WA
- **Art Johnson**, CEO, Infinity Systems Inc., Minneapolis, MN
- **Lisa Pikop**, Principal at Alexandria Pubic Schools, Alexandria, MN
- **Ayinde Rudolph**, Superintendent, Mountain View Whisman Schools, Mountain View, CA

**ROOM 207A****LEVERAGING ESSA'S FINANCIAL TRANSPARENCY RULES TO IMPROVE EQUITY****LE** Audience: *Rural, Urban*

Two districts share their experiences and takeaways from participating in a cohort of the Large Suburban and Countywide District Consortium focused on implementing the new requirement in the Every Student Succeeds Act to report per-pupil spending by school. They will share their observations in terms of technical compliance, including how they have engaged with their states, and as a way to advance their districts' strategic objectives around equity.

**Presenters:**

- **Nicola Diamond**, Chief Financial Officer, Montgomery County Public Schools, Rockville, MD
- **Brad McMillen**, Assistant Superintendent for Data, Research, and Accountability, Wake County Public School System, Cary, NC
- **Jonathan Travers**, Partner, Education Resource Strategies, Watertown, MA
- **Mark Winters**, Finance Officer, Wake County Public School System, Cary, NC



## FOCUS ZONES

- CI** Curriculum and Instruction
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### ROOM 209A


#### CHALLENGES AND BENEFITS OF INCORPORATING DIGITAL LITERACY IN AN URBAN DISTRICT

**DE** Audience: *Rural, Urban, Suburban, Aspiring*

Digital tools and curriculum can truly transform a classroom, but what can districts do to ensure success for students and teachers? Join a panel discussion with district leaders, curriculum specialists and technology visionaries to discuss ways to bring literacy to life for students in both high-tech and low-tech districts. The panel will focus on the advantages and challenges of implementing transformative digital tools and will offer best practices for cultivating an environment where both teachers and students have the tools they need to be successful. Other topics may include successfully using a digital-forward program with just a laptop and a projector; what engagement really means for today's ELA classroom and how engagement can translate to student success; and how to encourage and support teachers to take full advantage of digital resources and curricula.

#### Presenters:

- **Dwight Jones (Moderator)**, Vice President, National Urban Education Team, McGraw-Hill Education, Columbus, OH
- **Lisa Kells**, Instructional Services Specialist, Riverside Unified School District, Riverside, CA
- **Robert Romano**, Co-Founder and CEO of StudySync, San Francisco, CA

Sponsored by 

### ROOM 209B

#### COLLEGE AND CAREER COUNSELING: A DEVELOPMENTAL APPROACH AND HOW BEST TO EVALUATE DISTRICT PROGRAMS

**CI** Audience: *Rural, Urban, Suburban, Aspiring*

This presentation on developmental approaches to college and career counseling highlights free resources to help district leaders with these initiatives. Educators will engage in a discussion on how to help students and parents navigate the post-secondary planning process with a focus on student development, and they will share best practices on how to manage resources in order to deliver this critical information to students and families. The myOptions team will draw from research that outlines key competencies educators need to support students in their journeys. Participants will also hear best practices from the field on how they evaluate their post-secondary planning programs.

#### Presenters:

- **Bryan Contreras**, Vice President, K12 & Education Partnerships, MyOptions, Houston, Texas
- **Jessica Davidoff**, Vice President & Program Director, MyOptions, New York, New York
- **Joe Erardi**, Newtown Public School District (superintendent, retired), Newtown, CT

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4:15 – 6:15pm

#### GENERAL SESSIONS

#### GRAND BALLROOM

#### STUDENT ENTERTAINMENT

#### EXECUTIVE DIRECTOR REMARKS

- **Presenter: Dan Domenech**, Executive Director, AASA, Alexandria, VA

#### AASA NATIONAL SUPERINTENDENT OF THE YEAR AWARD

   
Caring for students today, tomorrow, together.®

#### AASA GRADUATION CEREMONIES

#### PRESIDENT'S REMARKS

- **Presenter: Gail Pletnick**, Superintendent, Dysart Unified School District, Surprise, AZ



4:15 – 6:15pm

**KEYNOTE PRESENTATION**

**GRAND BALLROOM**

**LEADERSHIP LESSONS FROM THE WHITE HOUSE:  
DORIS KEARNS GOODWIN ON THE AMERICAN  
PRESIDENTS**

**LE** Audience: *Rural, Urban, Suburban, Aspiring*

One of the country’s leading historians, Doris Kearns Goodwin shares cherished stories, intimate insights and in-depth analysis of the U.S. presidency, which she has studied for more than four decades. Drawing from her award-winning and bestselling biographies of Lyndon Johnson, Theodore Roosevelt, William Howard Taft, Franklin Roosevelt and Abraham Lincoln, Goodwin brings the past alive, delivering an insider’s look at the captivating stories that illuminate the inner complexities of our most fascinating leaders. From examining how presidents dealt with the intricacies of working with Congress to the challenges they faced with the business community and their relationships with constituents, Goodwin illustrates the individual and universal qualities that have made our leaders great and will continue to inspire leaders well into the future.

**Presenter:**

- **Doris Kearns Goodwin**, Presidential Historian and Pulitzer Prize-Winning Author, Concord, MA

6:15 – 7:15pm

Welcome Reception | **Level 3 Concourse**

6:45 – 7:45pm

Shuttle Service Available

**AASA GIVES BACK –  
SCHOOL SUPPLY  
BAG STUFFING**



AASA and Pencil, the premier organization linking community resources to Metro Nashville Public Schools, are partnering to provide schools supplies to those who need them.

Immediately following the **Friday, February 16th**, general session, AASA attendees are encouraged to go to the **NCE Marketplace** and help stuff bags of school supplies for local children.



**AASA APP**

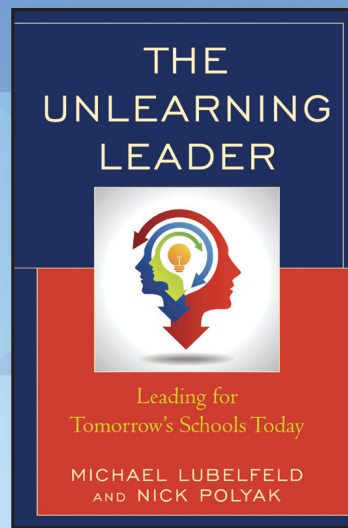
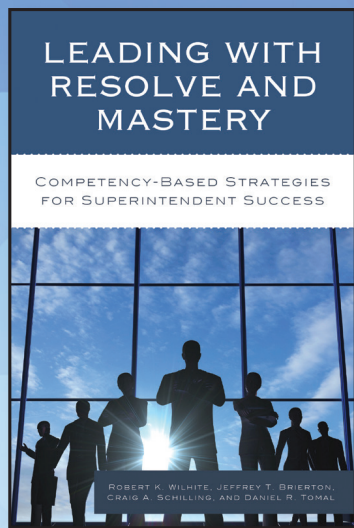
Download the AASA mobile app (available in iTunes and Google Play) for up-to-the-minute AASA conference news, session updates and program changes.



# “Control your own destiny or someone else will.” —Jack Welch

## Two NEW Resources for Today's School Leaders

NEW from **AASA** and co-published with **ROWMAN & LITTLEFIELD**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION



### Leading with Resolve and Mastery

#### Competency-Based Strategies for Superintendent Success

By Robert K. Wilhite, Jeffrey Brierton, Craig A. Schilling and Daniel R. Tomal

“This book is a great resource for school leaders interested in better understanding the role of the Superintendent. It will help educational leaders improve professional practice.”

—Gail Pletnick, AASA President; 2015-16 Arizona Superintendent of the Year

*Leading with Resolve and Mastery* covers everything you need to know about superintendent core competencies, instructional leadership, policy and politics, professional development, accountability and evaluation, standards, building capacity, managing finances and resources, and more. Case studies provide a practical look into the day-to-day aspects of the superintendency and the frequent political realities of the job.

2017 • 184 pages  
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### The Unlearning Leader

#### Leading for Tomorrow's Schools Today

By Michael Lubelfeld and Nick Polyak

“Mike Lubelfeld and Nick Polyak are champions for children.... They have mobilized scores of like-minded educators from coast to coast for a common cause—breaking down the barriers from education’s bygone days and building a culture of innovation to create more opportunities for students to be successful.”

—Daniel A. Domenech, Executive Director, AASA, The School Superintendents Association

*The Unlearning Leader* is about how today’s leaders need to connect for success. In order to change and prepare for tomorrow, the authors submit that much of what leaders have learned must be unlearned as we aim to create a new tomorrow for our nation’s children.

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978-1-4758-3345-4 • \$50.00 • Cloth  
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to receive the **25% AASA member Discount!**



# FRIDAY CONFERENCE

## SESSIONS-AT-A-GLANCE






<b>7 – 9am</b>	
Shuttle Service Available	
<b>7:30am – 5pm</b>	
Registration Hours   Level 3 Concourse	
<b>7:30am – 5pm</b>	
Bookstore Hours   Level 3 Concourse	
<b>8 – 9am</b>	
205B The Office for Civil Rights under the Trump Administration	LE
207A College Board and Khan Academy: Personalizing Free Online Test Practice	PE
207D Setting Your District (and Students) Ahead with Globally Focused Deeper Learning	LE
205A Hot Tips for the Successful Digital Superintendent	DE
203 Strategies for Creating Safe and Supportive Environments for LGBTQ+ Students in Sexual Health Education Programming and Services	LE
204 Rural District Roll Call	CI
208B Adversaries to Allies: Transforming Divisive Union Negotiations to Trusting Partnerships	SR
209A There's an App for That!	DE
209B Transition Planning for New and Experienced Superintendents	LE
209C How Do You Avoid the Pitfalls of Social Media?	DE
205C The JASON Experience for Districts: Engage Your Community Students and Parents in Scientific Thinking and Activity through JASON Learning	PE
206 The Human Side of Cyber Security	DE
207B Key Steps When Applying for Your Next Executive Level Position	SR
207C Animation Storytelling Inspires Students to Learn	CI

<b>8am – 3pm</b>	
Job Central   208A	
<b>9 – 9:30am</b>	
I Love Public Education Rally   Grand Ballroom	
<b>9:30 – 12noon</b>	
<b>GENERAL SESSION</b>   Grand Ballroom	PE
The End of Average	
<b>12noon – 12:30pm</b>	
Peer-to-Peer Session I   Love Public Education Because...	
<b>12noon – 2pm</b>	
202 Dr. Effie H. Jones Memorial Luncheon: <i>What's Going On? How Our Nation Is Moving toward Education Equality</i> <i>Tickets are sold on a first-come, first-served basis and can be purchased in the AASA Registration Area.</i>	LE
<b>12noon – 4:45pm</b>	
NCE Marketplace Hours   Hall A	
<b>12:45 – 1:45pm</b>	
Roundtable Sessions   See page 88 for details.	
<b>THOUGHT LEADER</b>   201	CI
Navigating Social and Emotional Learning from the Inside Out	
<b>THOUGHT LEADER</b>   Knowledge Exchange Theater	SR
Innovative Practices in the Nation's Most Rapidly Improving Schools	
203	LE
District Strategies to Advance Equity and Access	
207D	LE
Community Schools Cultivate Hope, Opportunity and Agency	
204	LE
Immigration Policy: From DACA to DACA-Mented	
208B	LE
Are You a Leadership Catalyst? Inspiring and Supporting Women in Leadership	
209A	CI
HSD2's E&R Plan: Lessons Learned during the Past Seven Years	
209B	DE
Social Media and the Superintendency	
209C	SR
Shifting Resources to Fund Strategic Priorities	




















## FOCUS ZONES

-  Curriculum and Instruction
-  Digitizing Education
-  Leadership for Equity
-  Personalizing Education
-  Principal Supervisor Initiatives
-  Superintendent/School Board Relationships

205C AASA/Scholastic FACE Fellows Program	
207C How Live, Online Teachers Fulfill Critical District Missions	
205B Leveraging Accessibility to Improve Education for Everyone	
207B Improving Student Outcomes through District Technology Initiatives	
<b>1:30 – 2pm</b>	
Peer-to-Peer Session   Challenges of the Future	
<b>1:45 – 2:15pm</b>	
NCE Marketplace Snack Break   Hall A	
<b>2 – 2:30pm</b>	
Peer-to-Peer Session   Personalization in the Classroom	
<b>2:30 – 3:30pm</b>	
Roundtable Sessions   See page 91 for details.	
<b>THOUGHT LEADER   201</b> Iteration and Innovation in Education	
<b>THOUGHT LEADER   Knowledge Exchange Theater</b> Superintendent/School Board Relations — A Discussion between NSBA Executive Director Tom Gentzel and AASA Executive Director Dan Domenech	
207A Bully Prevention	
207B Metropolitan Nashville Public Schools' Innovative International Curriculum and Assessment System	
209B The Superintendent's Role in a Digital Transformation	
207D What Does Digital Education Look Like in Smaller and Rural Districts?	
209C How Much Do Your School Leaders Know about Improving Teaching and Learning?	
204 Addressing the Teacher Shortage: Strategies for School Leaders	
208B Change Classroom Culture without Saying a Word	
203 Leading for Equity in the Real World	
209A Great to Greater: How the Best Schools and Education Systems Keep Getting Better	
205C Innovative Best Practices — Lessons Learned from Exemplary Schools	

206 Six Factors Every Superintendent Should Know about Transportation	
205B Leading for Educational Equity	
207C Lessons Learned from the Newtown Tragedy	
<b>3:45 – 4:45pm</b>	
204 Women Leaders: Overcoming the Barriers to Success!	
205A Focusing on the Whole Student: Identifying and Addressing Challenges	
205C A Flexible Approach to Achievement for all Students	
207A Closing Opportunity Gaps Using Master Board Audits and AP Potential	
207B Harness the Power of Community Engagement for Referendum Success	
203 Leveraging Partnerships to Provide Integrated Student Supports	
205B How to Take That Book inside Your Head and Get It Published	
206 Safety for the Students in Your District	
209A Changing the Conversation: A Holistic Approach to College and Career Readiness	
208B Superintendents' Environmental Education Collaborative	
209B Attracting and Retaining Employees by Helping Reduce Student Loan Debt	
209C AASA President-Elect Candidates Forum	
<b>4 – 5:30pm</b>	
Shuttle Service Available	



7 – 9am

Shuttle Service Available

7:30am – 5pm

Registration Hours | **Level 3 Concourse**

7:30am – 5pm

Bookstore Hours | **Level 3 Concourse**

8 – 9am

**ROOM 205B**

### THE OFFICE FOR CIVIL RIGHTS UNDER THE TRUMP ADMINISTRATION

**LE** Audience: *Rural, Urban*

Under the Obama Administration, the Office for Civil Rights (OCR) of the U.S. Department of Education was active in enforcing federal civil rights laws in a variety of areas. This session will begin with an in-depth review of the recent priorities of OCR under the Trump administration and enforcement of civil rights in public schools. The program will help attendees understand the unique role of the OCR, cover recent federal guidance on diverse civil rights issues affecting school districts, provide an analysis of OCR's shifting enforcement priorities, and discuss what school district administrators can do to ensure that their districts are prepared in the event of a complaint or investigation.

**Presenters:**

- **John Borkowski**, Partner, Husch Blackwell LLP Education Group, Chicago, IL
- **Aleksandra Rushing**, Attorney, Husch Blackwell LLP Education Group, St. Louis, MO
- **Elizabeth Samples**, Attorney, Husch Blackwell LLP Education Group, Kansas City, MO

**ROOM 207A**

### COLLEGE BOARD AND KHAN ACADEMY: PERSONALIZING FREE ONLINE TEST PRACTICE

**PE** Audience: *Rural, Urban*

The College Board and Khan Academy have developed a free, personalized online practice platform so that all students, regardless of their income level or background, can prepare for the SAT and college-level courses. Through Official SAT Practice on Khan Academy, students can access a practice plan based on their PSAT scores and other diagnostic tools, as well as interactive questions and practice tests. New data show that many students achieve substantial score gains using Official SAT Practice regardless of gender, race, income or GPA. Districts across the country are using Official SAT Practice and the PSAT and SAT data in the College Board's online K–12 Score Reporting portal to amplify student practice

and power instructional changes. Learn from your colleagues, who'll take you through the process of implementing an SAT practice program and using the score reporting platform to maximize student progress in your school.

**Presenters:**

- **Janice K. Jackson**, Chief Education Officer, Chicago Public Schools, Chicago, IL
- **Matthew Lisk**, Executive Director, The College Board, New York, NY
- **Christopher Lund**, Assistant Superintendent of Research and School Improvement, Long Beach Unified School District, Long Beach, CA
- **Latanya D. McDade**, Chief Officer of Teaching and Learning, Chicago Public Schools, Chicago, IL
- **Christopher J. Steinhauer**, Superintendent, Long Beach Unified School District, Long Beach, CA

**ROOM 207D**

### SETTING YOUR DISTRICT (AND STUDENTS) AHEAD WITH GLOBALLY FOCUSED DEEPER LEARNING

**LE** Audience: *Urban, Aspiring*

Faced with preparing students for the complexities of 21st-century careers and lives, districts and schools must develop skillsets and mindsets in ways that will adequately prepare students to be globally competitive. Using the Global School Design Model, the Center for Global Education at Asia Society partners with districts and schools across the country to provide an innovative learning environment for teachers and students. Learn more about this model through a case study of the International Studies Learning Center (ISLC), a school of Los Angeles Unified School District (LAUSD) that has been highly successful at implementing a model that embraces diversity with an asset-based approach, prioritizes relevance and project-based learning and ultimately prepares global citizens. While ISLC serves a low-income, high-minority student body, it has seen exceptional student achievement and has many years of experience from which to draw to provide guidance on integrating deeper learning strategies and global competence without it being an "add-on" to an already overflowing plate of initiatives. Participants will have the opportunity to engage with district and school leaders, as well as the superintendent of LAUSD (or designee), while exploring how elements from this global school design could be applied in their own districts.

**Presenters:**

- **Jose Huerta**, Local District Superintendent East, Los Angeles Unified School District, Los Angeles, CA
- **Tony Jackson**, Director and VP, Education, Center for Global Education at Asia Society, New York, NY
- **Guillermina Jauregui**, Principal, Los Angeles Unified School District – International Studies Learning Center, South Gate, CA



## FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
- LE** Leadership for Equity
- PE** Personalizing Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

### ROOM 205A HOT TIPS FOR THE SUCCESSFUL DIGITAL SUPERINTENDENT

**DE** Audience: *Rural, Urban*

Hear from leading-edge superintendents who are using technology to transform learning. Learn how to get buy-in from your district team, school board and community for your digital strategies. What are the pitfalls to avoid and the allies you need internally and externally to succeed?

**Presenters:**

- **Chris Gaines**, Superintendent, Mehlville School District, St. Louis, MO
- **Phil Hickman**, Superintendent, Columbus Municipal School District, Columbus, MS
- **Matt Miller**, Superintendent, Lakota Local School District, Liberty Township, OH
- **Andre D. Spencer**, Superintendent, Harrison School District 2, Colorado Springs, CO

### ROOM 203 STRATEGIES FOR CREATING SAFE AND SUPPORTIVE ENVIRONMENTS FOR LGBTQ+ STUDENTS IN SEXUAL HEALTH EDUCATION PROGRAMMING AND SERVICES

**LE** Audience: *Rural, Urban, Suburban, Aspiring*

LGBTQ+ (Lesbian, Gay, Bisexual, Trans, Queer/Questioning, and others) youth face increased risk of depression, bullying, suicide, substance use, and HIV and other sexually transmitted diseases (STDs). In this workshop, participants will learn about the CDC-developed school-based approaches to reducing HIV/STDs. Promoting and providing a learning environment in which all students feel safe and supported is an essential function of schools, and it is associated with improved education and health outcomes for all students. Recognizing the impact of adolescent brain development on risk-taking behaviors and the vulnerability of LGBTQ+ students, it is essential that sexual health education and health services delivered in schools are inclusive and affirming of LGBTQ+ students. Through a presentation and interactive methods including case studies and discussion, participants will learn specific strategies to meet the needs of LGBTQ+ youth within a safe and supportive environment, sexual health education and school health services.

**Presenters:**

- **Suzanne M. Mackey**, Senior Policy Analyst, School-Based Health Alliance, Washington, DC
- **Brittany McBride**, Senior Program Manager of Sexuality Education, Advocates for Youth, Washington, DC

### ROOM 204 RURAL DISTRICT ROLL CALL

**CI** Audience: *Rural, Aspiring*

One of AASA's six organizational goals ties to our efforts to advocate for and support rural school districts, including our collaboration with other rural organizations (NAFIS, OCRE, NREA, and NREAC, among others). AASA's newly launched Rural Collaborative provides tailored professional development support and opportunities to our nation's rural school superintendents, who face unique opportunities and obstacles in getting their systems to run effectively. This panel discussion will highlight the latest research, detail trends on the ground, feature the latest federal education updates, and provide an opportunity for networking.

**Presenters:**

- **Hilary Goldman**, Executive Director, National Association of Federally Impacted Schools, Washington, DC
- **Robert Mahaffey**, Executive Director, Rural School & Community Trust, Alexandria, VA
- **Allen Pratt**, Executive Director, National Rural Education Association, Chattanooga, TN

### ROOM 208B ADVERSARIES TO ALLIES: TRANSFORMING DIVISIVE UNION NEGOTIATIONS TO TRUSTING PARTNERSHIPS

**SR** Audience: *Urban*

A new superintendent walked into a split-board that was debating the trust and transparency of the district's teacher union's negotiation practices. With legal advice abounding, policies and systems were revised to expand voice and inclusivity. Hear how this Phoenix-based district now systematically creates budgets vetted by multiple stakeholders to drive innovation and reach healthy consensus. Be ready to share your stories to prepare for your own transformation.

**Presenters:**

- **Donna Lewis**, Superintendent, Creighton School District, Phoenix, AZ
- **Susan Lugo**, Chief of Human Resources, Creighton School District, Phoenix, AZ
- **Jay Mann**, Chief of Business Operations, Creighton School District, Phoenix, AZ
- **Sue Pederson**, Chief Academic Officer, Creighton School District, Phoenix, AZ

8 – 9am

**ROOM 209A****THERE'S AN APP FOR THAT!****DE** Audience: *Rural, Urban*

Fifty apps in 50 minutes! Attend this fast-paced session to learn what's hot and what's on the way out in digital learning. Are you looking to be more efficient? Want a new tool for a specific purpose? How about keeping up with your own children and the digital tools they are using? Through the framework of the 4 Cs – Communication, Collaboration, Creativity and Critical Thinking – participants will engage with free apps and extensions that support student – and adult – learning. Equal attention will be given to device ecosystems so tricks and tips we share will work on nearly any operating system. The session will conclude with a “gadget roundup” highlighting the latest gadgets and gizmos in learning tools. Look like a tech rock star when you return to your district.

**Presenters:**

- **Elizabeth Freeman**, Director of Innovative Learning, Teaching and Technologies, Fremont School District 79, Mundelein, IL
- **Jill Gildea**, Superintendent, Greenwich Public Schools, Greenwich, CT

**ROOM 209B****TRANSITION PLANNING FOR NEW AND EXPERIENCED SUPERINTENDENTS****LE** Audience: *Rural, Urban*

Effective transition planning is not only good for the new superintendent, it can reinvigorate an experienced superintendent as well. During this session, the presenter will provide his transition plan and describe how the plan was the first step in developing a new strategic plan for both districts. Meeting with stakeholders, reviewing data, learning or re-learning the district is critical for superintendents both new and experienced. The transition plan presented during this session will provide a detailed framework for how a district leader can determine the strengths and weaknesses of a school system and how to begin the next level of work.

**Presenters:**

- **Lisa Antunes**, Assistant Superintendent, Hillsborough Township Board of Education, Hillsborough, NJ
- **Jorden Schiff**, Superintendent of Schools, Hillsborough Township Public Schools, Hillsborough, NJ
- **Mike Volpe**, Director of Human Resources, Hillsborough Township Public Schools, Hillsborough, NJ

**ROOM 209C****HOW DO YOU AVOID THE PITFALLS OF SOCIAL MEDIA?****DE** Audience: *Rural, Urban*

Administrators now spend significant time using social media and addressing issues arising for district employees and students using social media. This session will focus on legal and policy implications of the use of social media and will provide guidance on best practices for its use.

**Presenters:**

- **Shawn Joseph**, Superintendent, Metropolitan Nashville Public Schools, Nashville, TN,
- **Maree Sneed**, Partner, Hogan Lovells US LLP, Washington, DC

**ROOM 205C****THE JASON EXPERIENCE FOR DISTRICTS: ENGAGE YOUR COMMUNITY, STUDENTS AND PARENTS IN SCIENTIFIC THINKING AND ACTIVITY THROUGH JASON LEARNING****PE** Audience: *Rural, Urban*

The jobs of the future will require STEM literacy and skills. Students will need to learn how to become “scientific thinkers” in order to thrive in the new economy. Will your community be ready? Join a panel of superintendents to engage in a conversation about how they are preparing their communities for a jobs-driven economy that will be fueled by STEM careers. Success in science learning requires a holistic approach – students must be supported by their entire community in order to value scientific literacy and achieve at high levels. This can happen only when there is cultural alignment and support for STEM. JASON provides districts with a proven solution for connecting classroom learning with community communication and engagement, making this alignment possible – and effective!

**Presenters:**

- **Janelle James**, CEO/Superintendent of Schools, Southwest Schools, Houston, TX
- **Matt Montgomery**, Superintendent, Revere Local School District, Bath, OH
- **Gwendolyn Page Shannon**, Superintendent, Southampton County Schools, Southampton, VA
- **Eleanor Smalley**, CEO, Jason Learning
- **Ed Toman**, Superintendent, Wetzel County Schools, New Martinsville, WV



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### ROOM 206 THE HUMAN SIDE OF CYBER SECURITY

**DE** Audience: Rural, Urban, Suburban, Aspiring

Cyber security is no longer the responsibility of technology experts — it's everyone's job. As a leader in your school district, you can play a critical role in helping increase cyber security awareness among employees. Through recruiting, hiring, training and day-to-day communications, you can help create a culture of cyber awareness and resilience.

- Presenters:**
- **John Kevin**, Vice President, K-12, VALIC, Houston, TX
  - **Phil Kibler**, Cyber Risk Advisor, Jeffersonville, IN

Sponsored by **VALIC**

### ROOM 207B KEY STEPS WHEN APPLYING FOR YOUR NEXT EXECUTIVE LEVEL POSITION

**SR** Audience: Rural, Urban, Suburban, Aspiring

This presentation focuses on finding job openings, an overview of the search process, and the characteristics stakeholders value and the board of education desires.

- Presenters:**
- **Bill Adams**, East Coast Regional President, ECRA/HYA, Schaumburg, IL
  - **Pamela Hollich**, Midwest Regional President, ECRA/HYA, Schaumburg, IL
  - **Carolyn McKennan**, West Coast Regional President, ECRA/HYA, Schaumburg, IL

### ROOM 207C ANIMATION STORYTELLING INSPIRES STUDENTS TO LEARN

**CI** Audience: Rural, Urban, Suburban, Aspiring

Okmulgee, OK, is a tough city that breeds tough kids. When Lucky Burney started using Wonder Media's Story Maker® a year ago, it was for a class of 28 "I don't want to be here" high schoolers. They didn't want to attend school, let alone write screenplays. Fast-forward one year, and 153 students have signed up for Burney's class, motivated by the opportunity to bring their ideas to life with Wonder Media's Story Maker®. "I am amazed," reports Burney. "My students are successfully working together, and their writing has been transformed." "It allows students to express themselves personally," says Okmulgee ISD's Superintendent, Rene Dove. "For a lot of these kids, this is the first time they feel someone is listening to what they have to say. That is a beautiful thing to see."

Researchers have found that a 1-percentage-point increase in a student's score on the motivation index was associated

with a 6-point increase in reading achievement. Stories are powerful learning tools that inspire personal growth, empathy and the motivation to succeed. Add animation as the creative outlet, and you will notice an incredible difference in a student's approach to learning. As the former CEO of Klasky Csupo — the studio that created "Rugrats" and "The Wild Thornberrys" — Terry Thoren is a global expert on quality storytelling through animation. In this session, a panel of distinguished educators will discuss their success stories.

- Presenters:**
- **Roger Cook**, Superintendent, Taylor County School District, Campbellsville, KY
  - **Jeff Dillon**, Superintendent, Wilder School District 133, Wilder, ID
  - **Renee Dove**, Superintendent, Okmulgee Public Schools, Okmulgee, OK
  - **Emy Flores**, Assistant Superintendent, Educational Services at Fullerton School District, Fullerton, CA
  - **Phil Hickman**, Superintendent, Columbus Municipal School District, Columbus, MS
  - **Summer Stephens**, Superintendent, Weston County School District 7, Upton, WY
  - **Terry Thoren**, CEO, Wonder Media, Los Angeles, CA

8am – 3pm

Job Central | 208A

9 – 9:30am

I Love Public Education Rally | Grand Ballroom

9:30am – 12noon

**GENERAL SESSIONS**  
**GRAND BALLROOM**  
**AASA PAST PRESIDENTS INTRODUCTIONS**  
**AASA-NJPA HELPING KIDS MINI GRANT PROGRAM**



**AASA WOMEN IN SCHOOL LEADERSHIP AWARD**



**AASA GRADUATION CEREMONIES**





9:30am – 12noon

**KEYNOTE PRESENTATION**  
**GRAND BALLROOM**  
**THE END OF AVERAGE**

**PE** Audience: Rural, Urban, Suburban, Aspiring

Are you above average? Is your child an A student? Every day we are measured against the “average person,” judged according to how closely we resemble the average – or how far we exceed it. And we rarely stop to question whether average-based yardsticks even reveal anything meaningful about our abilities. Harvard scientist and *The End of Average* author Todd Rose will offer a powerful alternative to the average and discuss its implications for a 21st-century education system. Learn how shifting the focus of education from the average to the individual could help us maximize the potential of every student and provide an environment for achieving success in a diverse and changing world.

**Presenter:**

- **Todd Rose**, President & Co-Founder, Center for Individual Opportunity, Burlington, MA

12noon – 2pm

**ROOM 202**  
**DR. EFFIE H. JONES MEMORIAL LUNCHEON:**  
**WHAT'S GOING ON? HOW OUR NATION IS MOVING**  
**TOWARD EDUCATION EQUALITY**

**LE** Audience: Rural, Urban, Suburban, Aspiring

Where are we now? Where are we headed? What does this mean for our children? And where do the solutions lie? As an equity leader, Dr. Effie H. Jones was a purveyor of solutions – ask any educator who was blessed to know her. She had a remarkable capacity to go right to the heart of a problem, see the solution and map a pathway to get us there. The same is true for Catherine E. Lhamon, U.S. Commission on Civil Rights Chair, AASA’s inaugural Tom Sobol Lecturer and this luncheon’s keynote speaker. Lhamon will share her experience as Assistant Secretary for Civil Rights at the Department of Education during the administration of President Barack Obama. She will provide insight on efforts to move our nation to true educational equality, holding up a magnifying glass to Commission investigations on education funding inequities, the school-to-prison pipeline, the intersection of students of color with disabilities and hate incidents on school campuses. Learn how to access the Commission’s newly published report, “Public Education Funding Inequity in an Era of Increasing Concentration of Poverty and Resegregation.”

**Presenter:**

- **Catherine E. Lhamon**, Chair of the U.S. Commission on Civil Rights, Former Assistant Secretary for Civil Rights at the U.S. Department of Education, Washington, DC

*Tickets are sold on a first-come, first-served basis and can be purchased in the AASA Registration Area.*

**Sponsored by**



12noon – 4:45pm

**NCE Marketplace Hours | Hall A**

12:45 – 1:45pm

**THOUGHT LEADER**  
**ROOM 201**  
**NAVIGATING SOCIAL AND EMOTIONAL LEARNING**  
**FROM THE INSIDE OUT**

**CI** Audience: Rural, Urban, Suburban, Aspiring

Researchers and educators agree that high-quality social and emotional learning (SEL) programs have a positive impact on student academic achievement and other life outcomes. This session provides insights from a new first-of-its-kind guide produced by the Harvard Graduate School of Education that helps schools and program leaders look inside 25 leading SEL programs and compare what is taught, and how, across all of them. Learn how to choose the program that best suits your needs; evaluate the fit and effectiveness of your existing SEL approach; and adapt what is taught during the school day to out-of-school-time programs. Hear firsthand from one school district about its successes, challenges and lessons learned in implementing an SEL program to enhance its students’ social and emotional development.

**Presenters:**

- **Traci Davis**, Superintendent, Washoe County School District, Reno, NV
- **Stephanie M. Jones**, Professor, Graduate School of Education, Harvard University, Cambridge, MA

**Sponsored by**



**THOUGHT LEADER**  
**KNOWLEDGE EXCHANGE THEATER**  
**INNOVATIVE PRACTICES IN THE NATION’S MOST**  
**RAPIDLY IMPROVING SCHOOLS**

**SR** Audience: Rural, Urban, Suburban, Aspiring

The nation’s most rapidly improving schools have been successful at moving innovation from a trendy thing to talk about and experiment with to a concept that directly and dramatically improves student performance. Based on his



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ongoing study of these schools, William Daggett will describe how these schools have used comprehensive classroom-to-boardroom approaches that have nurtured and tied these practices together via a system of effective instruction rather than a series of random acts of innovation.

**Presenter:**

- **William Daggett**, Founder and Chairman, International Center for Leadership in Education, Rexford, NY

**ROOM 203**

**DISTRICT STRATEGIES TO ADVANCE EQUITY AND ACCESS**

**LE** Audience: *Rural, Urban*

How does a senior leader promote equity and access? What are the bold leadership moves required to integrate this critical work into system-level initiatives aimed at improving student outcomes? What does this mean for school leaders? This session will highlight the work of three district leaders who have accepted the challenge, unapologetically leveraging their mission and commitment to equity to guide their day-to-day work. Panelists will discuss their system-level equity goals and areas of focus, strategies implemented, challenges encountered, and leading indicators of success. Audience members will have the opportunity to ask questions and participate in a lively discussion.

**Presenters:**

- **Barbara Deane-Williams**, Superintendent, Rochester City School District, Rochester, NY
- **Roberto Padilla**, Superintendent, Newburgh Enlarged City School District, Newburgh, NY
- **Wendy Robinson**, Superintendent, Fort Wayne Community Schools, Fort Wayne, IN
- **Irma Zardoya**, President & CEO, NYC Leadership Academy, Long Island City, NY

**ROOM 207D**

**COMMUNITY SCHOOLS CULTIVATE HOPE, OPPORTUNITY AND AGENCY**

**LE** Audience: *Urban*

Community schools are a strategy that promotes equity and excellence by reducing barriers to learning, improving student outcomes and building assets. Family-Community Resource Centers (FCRCs) in 18 Vancouver community schools provide basic needs assistance, parent and family support, early childhood education and out-of-school-time programs. The district’s mobile FCRC, a 2017 recipient of a Grand Prize Magna Award from the National School Boards Association, serves 17 other sites year-round. This initiative has helped raise the district’s on-time graduation rate and close achievement gaps. Learn how enterprising leadership is creating a dynamic network of community schools lauded

by *District Administration* and *Education Week*, and featured in an Economic Policy Institute national case study. Return to your district with on-the-ground and system-level methods to identify, leverage and retool assets into a community schools movement that addresses key performance indicators such as attendance, discipline and on-time graduation, while cultivating hope, opportunity and agency.

**Presenters:**

- **Tom Hagley**, Chief of Staff/Chief Communications Officer, Vancouver Public Schools, Vancouver, WA
- **Tamara Shoup**, Director, Family Engagement & Family-Community Resource Centers, Vancouver Public Schools, Vancouver, WA
- **Kym Tyelyn-Carlson**, Executive Director, Teaching and Learning, Vancouver Public Schools, Vancouver, WA
- **Steve Webb**, Superintendent, Vancouver Public Schools, Vancouver, WA

**ROOM 204**

**IMMIGRATION POLICY: FROM DACA TO DACA-MENTED**

**LE** Audience: *Rural, Urban*

Next month, time runs out on Congress’s six-month window to resolve the treatment of DACA-protected individuals, students and young adults brought to this country without paperwork while they were minors. President Trump rescinded DACA protections for these individuals six months ago, and he gave Congress six months to find a legislative resolution, which could include providing a pathway to citizenship. In this session, Maree Sneed and Lupita Hightower will walk you through what DACA is; what Congress stands to do to resolve this issue, as well as schools should expect and do as it relates to teaching these students; supporting these students, their families and the broader community; and balancing implementation of immigration and education law.

**Presenters:**

- **Lupita Hightower**, Superintendent, Tolleson Elementary School District, Tolleson, AZ
- **Maree Sneed**, Partner, Hogan Lovells US LLP, Washington, DC



12:45 – 1:45pm

### ROOM 208B

#### ARE YOU A LEADERSHIP CATALYST? INSPIRING AND SUPPORTING WOMEN IN LEADERSHIP

**LE** Audience: *Rural, Urban*

As women in leadership, each of us has the opportunity to inspire and support other women who are developing as leaders in our organizations and communities. By modeling values-driven leadership, developing meaningful and collaborative relationships, and creating the conditions in which others can grow and thrive as leaders, we can strengthen the self-efficacy, skills and satisfaction of the aspiring and developing women leaders with whom we work. You will leave this session inspired and prepared to further support and develop the leadership of women in your own life and workplace.

#### Presenter:

- **Candace Singh**, Superintendent, Fallbrook Union Elementary School District, Fallbrook, CA

### ROOM 209A

#### HSD2'S E&R PLAN: LESSONS LEARNED DURING THE PAST SEVEN YEARS

**CI** Audience: *Rural, Urban*

Harrison School District Two (HSD2) utilizes the most rigorous pay-for-performance plan in the nation, Effectiveness and Results (E&R). Serving all high-need schools, HSD2 district leaders prioritize maximizing the effectiveness of their employees by connecting the evaluation and compensation system to what the organization values most: effective classroom instruction tied to student achievement results. Educators receive base salaries (not bonuses) determined by their overall effectiveness level, which includes their student achievement data (50%) and their professional practice (50%). This presentation outlines the development, successes and challenges of E&R (as well as literature from both advocates and opponents) and analyzes the program's impact on increasing student achievement. Presenters will illustrate how to incorporate multiple measures of student achievement into teacher and school leader evaluations in conjunction with performance standards, and how districts can manage funds to transition to a pay-for-performance model that yields similar successes.

#### Presenters:

- **Wendy Birhanzel**, Curriculum, Instruction, and Assessment Officer, Harrison School District Two, Colorado Springs, CO
- **Rupak Gandhi**, Research, Data, and Accountability Officer, Harrison School District Two, Colorado Springs, CO

- **Karla Loria**, Human Capital Officer, Harrison School District Two, Colorado Springs, CO
- **Andre D. Spencer**, Superintendent of Schools, Harrison School District Two, Colorado Springs, CO

### ROOM 209B

#### SOCIAL MEDIA AND THE SUPERINTENDENCY

**DE** Audience: *Rural, Urban*

Our schools and communities are turning more and more toward social media to connect and share information. As school leaders, we need to leverage the power of social media to tell our stories, connect with colleagues and build school culture. This session will focus on using tools such as Twitter, Facebook, Instagram and blogs in support of your district. Participants will leave with confidence to either get started with social media or take the next steps toward being a connected educator.

#### Presenters:

- **Michael Lubelfeld**, Superintendent of Schools, Deerfield Public Schools, Deerfield, IL
- **Nicholas Polyak**, Superintendent, Leyden Township High School District 212, Franklin Park, IL

### ROOM 209C

#### SHIFTING RESOURCES TO FUND STRATEGIC PRIORITIES

**SR** Audience: *Rural, Urban*

Weathering financial pressures is nothing new to districts and district leaders. Through good times and bad, school and district leaders have always worked hard, planned carefully and labored to use taxpayer dollars wisely. However, the recent pressures on district budgets represent a seismic shift. In the past, the tough times typically lasted only a few years. The budget gaps were managed through short-term fixes, such as delaying textbook and technology purchases, deferring maintenance, reducing professional development, and cutting back on instructional coaching; these cuts lasted until spending levels returned to normal. Now, many districts are facing sustained, multi-year funding gaps with no significant relief in sight. If student achievement is to rise and new demands are to be met within the context of the "new normal," school districts need to find new ways to operate with these tighter budgets. Funds for top priorities and new needs must be found within the existing budget and be reallocated to support key strategic efforts. The good news is that not only is this possible, but some of this funding can be found hiding in plain sight. This presentation will share the latest research, compiled over two years from experts across the country and validated by real districts. The panel will focus on three key areas: 1) more effectively matching general education staffing levels to enrollment (especially at the secondary level); 2) cost-effectively improving special education services; and 3) realizing academic



return on investment. We will also address the political and communication aspects of identifying opportunities to shift resources to fund top priorities.

**Presenters:**

- **Jeffrey Francis**, Executive Director, Vermont Superintendents Association, Montpelier, VT
- **T. Lamar Goree**, Superintendent, Caddo Parish Public Schools, Shreveport, LA
- **Nathan Levenson**, President, District Management Group, Boston, MA

**ROOM 205C**

**AASA/SCHOLASTIC FACE FELLOWS PROGRAM**

**CI** Audience: *Rural, Urban, Suburban, Aspiring*

AASA and Scholastic will release the Family and Community Engagement District Toolkit. This session highlights several tools and case studies compiled to help districts take steps toward success with family and community engagement.

**Presenters:**

- **Bernadine Futrell**, Director Leadership Services, AASA, Alexandria, VA
- **Sherri Wilson**, Director of Consultative Services, FACE Scholastic Inc., Broadway, NY

**ROOM 207C**

**HOW LIVE, ONLINE TEACHERS FULFILL CRITICAL DISTRICT MISSIONS**

**DE** Audience: *Rural, Urban, Suburban, Aspiring*

As demand for academic services grows, access to quality educators can be challenging, especially with shrinking budgets.

This roundtable discussion features district leaders sharing how they use instructional services from iTutor.com to serve students in need of homebound instruction, special and alternative education, credit recovery assistance, test prep, enrichment and academic intervention services. You will learn how these administrators are saving scarce district funds while fulfilling their instructional mission by bringing online learning technologies paired with high-quality certified teachers.

**Presenters:**

- **Steve Pines (Moderator)**, Chief Operating Officer, iTutor.com
- **James Grossane**, Superintendent, Smithtown School District, Smithtown, NY
- **David O'Shields**, Superintendent, Laurens County School District 56, Clinton, SC
- **Charles T. Russo**, Superintendent, East Moriches Union Free School District, East Moriches, NY
- **Kristin Seay**, GEAR UP Project Director, Richland School District Two, Columbia, SC

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- SR** Superintendent/School Board Relationships

**ROOM 205B**

**LEVERAGING ACCESSIBILITY TO IMPROVE EDUCATION FOR EVERYONE**

**DE** Audience: *Rural, Urban, Suburban, Aspiring*

Accessibility is an imperative in K-12 education. From student-focused classroom materials to the public content available on your website, the mandate to create accessible digital content and experiences that benefit everyone equally is clear. With the focus on disabilities, sometimes it's easy to forget that accessibility efforts benefit all students, parents and members of your educational community. In this session, accessibility leaders will share tips for creating inclusive learning experiences and provide examples of how your efforts will benefit everyone!

**Presenters:**

- **Diana Bailey**, Teacher, Deerfield Elementary School, Lawrence, KS
- **Kyleigh Edwards**, Special Education Teacher, Deerfield Elementary School, Lawrence, KS
- **Chris O'Neil**, K-12 Solutions Engineer, Blackboard, Washington, DC
- **Scott Ready**, Customer Relations Manager, Blackboard, Washington, DC
- **Elizabeth Simister**, Accessibility Manager, Blackboard, Washington, DC

Sponsored by **Blackboard**

**PROGRAM CHANGES**

AASA will post conference program changes as quickly as possible to the Conference Daily Online at <http://nce.aasa.org/conference-daily-online/>.



12:45 – 1:45pm

**ROOM 207B**

**IMPROVING STUDENT OUTCOMES THROUGH DISTRICT TECHNOLOGY INITIATIVES**

**DE** Audience: Rural, Urban, Suburban, Aspiring

Learn how school district leaders are leveraging educational technology solutions as part of their intervention plans to improve student learning. Topics will include strategies for ensuring district-wide adoption, planning effective professional development training for teachers, determining appropriate implementations across different schools and grade levels, and evaluating impact on student efficacy. Discussion will include insights from Khan Academy's partner districts about ongoing pilot programs aimed at bridging specific district-wide gaps in student learning and outcomes.

**Presenters:**

- **Jason Hovey (Moderator)**, Director, School Partnerships, Khan Academy, Novato, CA
- **David E. Baugh**, Superintendent of Schools, Centennial School District, Warminster, PA
- **Christopher J. Steinhauser**, Superintendent of Schools, Long Beach Unified School District, Long Beach, CA

1:45 – 2:15pm

**NCE Marketplace Snack Break | Hall A**

2:30 – 3:30pm

**THOUGHT LEADER**

**ROOM 201**

**ITERATION AND INNOVATION IN EDUCATION**

**DE** Audience: Rural, Urban, Suburban, Aspiring

As the world gets more connected, it also gets more complex. We now operate on a global scale and our job in education is to help learners develop the knowledge, skills and abilities they will need to thrive in this new environment. We are preparing them to solve global problems we haven't defined yet, using technology that hasn't been invented, in roles that do not exist. To thrive in this new era, learners need to know how to learn, problem solve, iterate, create, collaborate, communicate and think critically. What we need more than anything in education is a culture of innovation and iteration in order to build new learning models supported and enabled by technology to foster student-focused learning.

**Presenter:**

- **Jaime Casap**, Education Evangelist, Google, Phoenix, AZ

**THOUGHT LEADER**

**KNOWLEDGE EXCHANGE THEATER**

**SUPERINTENDENT/SCHOOL BOARD RELATIONS — A DISCUSSION BETWEEN NSBA EXECUTIVE DIRECTOR TOM GENTZEL AND AASA EXECUTIVE DIRECTOR DAN DOMENECH**

**SR** Audience: Rural, Urban, Suburban, Aspiring

Come hear an informative discussion between the AASA and NSBA executive directors who agree that an effective superintendent/school board management team is essential to a school system's success. Learn how the two organizations work together to accomplish common goals.

**Presenters:**

- **Dan Domenech**, Executive Director, AASA, Alexandria, VA
- **Tom Gentzel**, Executive Director, NSBA, Alexandria, VA

**ROOM 207A**

**BULLY PREVENTION**

**DE** Audience: Rural, Urban

A 19-year-old Top 40 Nashville recording artist, songwriter and actress will share her experiences from having performed her original bully prevention and awareness assembly at over 400 elementary and middle schools nationwide. At these assemblies, she shares her story of being bullied in early elementary school and how she overcame it, then listens to students as they share their thoughts about bullying. She will present, from the student's perspective, what she learned about why bullying occurs and how to prevent and deal with it. She will discuss cyber bullying, what it felt like to have been cyber bullied, and how to teach the importance of responsible use of social media. Finally, she will perform her bully prevention theme song, "Butterfly."

**Presenter:**

- **Lizzie Sider**, Founder, Nobody Has the Power to Ruin Your Day, Inc., Boca Raton, FL





## FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
- LE** Leadership for Equity
- PE** Personalizing Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

### ROOM 207B

#### METROPOLITAN NASHVILLE PUBLIC SCHOOLS' INNOVATIVE INTERNATIONAL CURRICULUM AND ASSESSMENT SYSTEM

**CI** Audience: *Rural, Urban*

Fundamental to achieving college and career readiness is the notion that education is most effective when rigorous curriculum and standards, assessment and pedagogy are coherent, aligned and delivered in an engaging way. The key to success is having skilled teachers manage a classroom environment that seeks to challenge and inspire students of all abilities. In this session, personnel from the Metropolitan Nashville Public Schools will demonstrate how they, through stakeholder collaboration, were able to implement the Cambridge instructional system of education as an attractive opportunity for students and families in the district. Since 2012, when the district first implemented Cambridge, schools with the program have seen significant increases in student participation and success in advanced academic coursework and assessments. One high school principal will describe how Cambridge has led to academic growth for all student subgroups and how this program has raised the overall academic culture of the school.

**Presenter:**

- **Laura Lee Morin**, Director of Advanced Academics, Metropolitan Nashville Public Schools, Nashville, TN

### ROOM 209B

#### THE SUPERINTENDENT'S ROLE IN A DIGITAL TRANSFORMATION

**DE** Audience: *Rural, Urban*

What is the role of the superintendent in leading a digital leap? How do you frame your technology initiatives as learning initiatives and not about devices/technology? How do you recruit the new skills needed from your district technology leader? Learn about tools and resources from CoSN/AASA's Empowered Superintendent initiative and how to use them in your district.

**Presenters:**

- **James Lane**, Superintendent, Chesterfield County Public Schools, Chesterfield, VA
- **Kamela Patton**, Superintendent, Collier County Public Schools, Naples, FL
- **David Schuler**, Superintendent, Township High School District 214, Arlington Heights, IL
- **Mike Winstead**, Director of Schools, Maryville City Schools, Maryville, TN

### ROOM 207D

#### WHAT DOES DIGITAL EDUCATION LOOK LIKE IN SMALLER AND RURAL DISTRICTS?

**DE** Audience: *Rural*

Education is going digital, but what does that mean in smaller, more rural school districts? Hear from several leaders who are defining successful strategies that are changing education and learning with technology.

**Presenters:**

- **Steven Baule**, Superintendent, Muncie Community Schools, Muncie, IN
- **Ann Linson**, Superintendent, East Noble School Corporation, Kendallville, IN
- **Matt Miller**, Superintendent, Lakota Local School District in Liberty Township, OH
- **Randall W. Squier**, Superintendent, Coxsackie-Athens Central School District, Coxsackie, NY

### ROOM 209C

#### HOW MUCH DO YOUR SCHOOL LEADERS KNOW ABOUT IMPROVING TEACHING AND LEARNING?

**PI** Audience: *Rural, Urban*

This presentation will engage participants in compelling assessment results illustrating the level of instructional expertise among school leaders across the country. Specific findings will be shared related to leaders' knowledge and skill in observing and analyzing teaching and learning, the extent to which they can provide useful feedback to teachers, and the extent to which they can lead and support teacher professional learning. Paramount School District leaders will discuss how they are using their assessment results along with a comprehensive instructional framework to support the growth and development of their own school leaders.

**Presenters:**

- **Stephen Fink**, Executive Director/Affiliate Professor, Center for Educational Leadership, University of Washington, Seattle, WA
- **Ruth Perez**, Superintendent, Paramount School District, Paramount, CA

2:30 – 3:30pm

**ROOM 204****ADDRESSING THE TEACHER SHORTAGE: STRATEGIES FOR SCHOOL LEADERS****CI** Audience: *Rural, Urban*

The national teacher shortage is real — fewer people are entering teacher preparation programs and fewer graduates of those programs are choosing to enter the classroom. Paradoxically, the national shortage of quality teachers is highly localized — some schools do a great job of attracting and retaining quality teachers. Addressing the teacher shortage requires attracting and selecting the most talented applicants and creating an engaging workplace that develops and retains high-quality educators. This session will review these findings and offer some strategies to address the teacher shortage by attracting, engaging and retaining high-quality educators.

**Presenter:**

- **Tim Hodges**, Director of Research, Gallup Education, Omaha, NE

**ROOM 208B****CHANGE CLASSROOM CULTURE WITHOUT SAYING A WORD****CI** Audience: *Rural, Urban*

Learn how two districts in central Minnesota have implemented ENVoY (Educational Non-Verbal Yardsticks) to transform their classroom and school culture. Gain an overview of how these tools can reduce time spent on discipline while preserving student relationships, as well as enhance student productivity and maximize time for learning. Also learn about the implementation process that includes training, coaching and certification for optimal implementation with fidelity and sustainability.

**Presenters:**

- **Jacki Brickman**, CEO, Jacki Brickman, Inc., Andover, MN
- **Paul Drange**, Director of Regional Programs, National Joint Powers Alliance, Staples, MN

**ROOM 203****LEADING FOR EQUITY IN THE REAL WORLD****LE** Audience: *Rural, Urban*

Come learn about the Southern Education Foundation's Racial Equity Leadership Network (RELN), an 18-month fellowship program for executive leaders interested in building capacity to address their school district's equity challenges in an authentic and sustainable way. Superintendents and cabinet-level leaders will discuss how they are taking up the charge and moving their respective equity agendas forward in their school districts. The presentation will focus on both the opportunities and the challenges of leading with an explicit racial equity lens, as well as how the RELN provides tangible tools and resources to cultivate the conditions needed to help administrators and their teams accomplish this challenging work.

**Presenter:**

- **LaShawn Routé Chatmon (Moderator)**, Executive Director, National Equity Project, Oakland, CA
- **Valerie Bridges**, Superintendent, Edgecombe County Public Schools, Tarboro, NC
- **Kevin George**, Superintendent, St. John the Baptist Parish Public Schools, Reserve, LA
- **Rebecca Kaye**, Chief of Staff, Oklahoma City Public Schools, Oklahoma City, OK
- **Kenita Williams**, Director, Racial Equity Leadership Network, Southern Education Foundation, Atlanta, GA

**ROOM 209A****GREAT TO GREATER: HOW THE BEST SCHOOLS AND EDUCATION SYSTEMS KEEP GETTING BETTER****SR** Audience: *Rural, Urban*

Although many schools and educational systems have made improvements in the past several years, the typical pattern after several years of improvement is a plateau in performance. Based on data from a global sample of public and international schools, the presenter will combine quantitative data with deep qualitative inquiry and use interactive technology to engage the audience throughout the presentation. He will present new research published in 2017 and will identify how to define "great to greater" schools and systems; how to use Next Generation Accountability indicators to move from great to greater; how to leverage the opportunities of ESSA (Every Student Succeeds Act) to make the transition from great to greater; and how to gain board, community and faculty support for great to greater leadership.

**Presenter:**

- **Douglas Reeves**, Partner, Creative Leadership Solutions, Boston, MA



## FOCUS ZONES

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- DE** Digitizing Education
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- PE** Personalizing Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

### ROOM 205C

#### INNOVATIVE BEST PRACTICES — LESSONS LEARNED FROM EXEMPLARY SCHOOLS

**CI** Audience: *Rural, Urban*

The presenter will release the findings from a national study of innovation and best practices developed in a partnership between AASA and the Successful Practices Network. Participants will gain an understanding of the high-level results from the study as well as specific best practices that can be implemented in their own systems.

**Presenter:**

- **William Daggett**, Founder and Chairman, International Center for Leadership in Education, Rexford, NY

### ROOM 206

#### SIX FACTORS EVERY SUPERINTENDENT SHOULD KNOW ABOUT TRANSPORTATION

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Student transportation costs School Districts over \$25 billion every year, but it is not often a top-of-mind topic in leading a school district. Student transportation can be complex, and it is critical to district and student success. In this session, you will learn about six critical factors every superintendent should know about transportation. These include: understanding the total *cost of transportation* by identifying hidden costs, learning how *technology* innovation is improving transportation, maximizing *safety*, the value of a transportation contractor with a *multi-district view*, measuring the *quality* of your transportation operation, and *recruiting* and *retaining* drivers.

**Presenter:**

- **Todd Steele**, Vice President of Business Development and Growth

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### ROOM 205B

#### LEADING FOR EDUCATIONAL EQUITY

**LE** Audience: *Rural, Urban, Suburban, Aspiring*

As educational leaders, we must address the issues of privilege, dominant culture and student expectations in our school systems. In North Clackamas, we've found there is a strong interplay among instructional practices, equity, and leadership. At the intersection of these concepts lie seven principles that leaders can follow that have a profound impact on students — especially our traditionally underserved populations. North Clackamas has increased its district

graduation rate by 17 percent in the past four years and significantly narrowed and closed the graduation gap for our traditionally underserved populations.

**Presenter:**

- **Matthew Utterback**, 2017 National Superintendent of the Year, Superintendent, North Clackamas Schools, Milwaukie, OR

### ROOM 207C

#### LESSONS LEARNED FROM THE NEWTOWN TRAGEDY

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

School communities across the country have worked diligently to enhance school safety. The role and responsibility of community and school leaders is never complete with safety, as the process is always ongoing for enhanced optimal outcomes. Joseph Erardi, recently retired Newtown Superintendent of Schools, will share lessons learned from 12/14 Newtown. This interactive session will include best proactive practices, the importance of high-level partnerships pertaining to safety, and the critical need to have safety information updated and understood by all within the district. Attendees will learn about a digital no-cost management plan of all safety information; will gain a sound understanding of proactive initiatives to maximize school safety; and will learn about response protocols during a crisis, optimal reunification protocols and strategies for managing the district post-emergency.

**Presenters:**

- **Joe Erardi**, Newtown Public School District (superintendent, retired), Newtown, CT
- **Bill Reynolds**, VP of Sales/Co-Founder, CrisisGo, Marion, IL

3:45 – 4:45pm

## ROOM 204

**WOMEN LEADERS: OVERCOMING THE BARRIERS TO SUCCESS!****LE** Audience: *Rural, Urban*

Data demonstrate that women continue to lag behind in positions of leadership across the country. To successfully advance to the top leadership position, women must recognize and overcome barriers, both overt and covert, and successfully address the challenges faced on a daily basis. The presenters will share personal vignettes and data, and offer specific strategies for women to take as they navigate the politics of career path advancement. They will share lessons learned from their experiences with several academies that prepare women for top leadership positions. The session also is designed to engage participants in a number of interactive activities regarding barriers faced on the road to success.

**Presenters:**

- **Carmella Franco**, Positioned for Growth; Retired Superintendent, Whittier, CA
- **Maria Ott**, Professor, USC Rossier School of Education, Los Angeles, CA
- **Darline Robles**, Professor, USC Rossier School of Education, Los Angeles, CA

## ROOM 205A

**FOCUSING ON THE WHOLE STUDENT: IDENTIFYING AND ADDRESSING CHALLENGES****LE** Audience: *Rural, Urban*

Students who have a sense of belonging and purpose, who can problem-solve with peers, and who can persevere through adversity, are more likely to reach their full potential. Educators have long understood the benefits of teaching these types of skills and are embedding social-emotional approaches in schools, but the work is not without challenges. A group of educators from across the country have come together as part of the Aspen Institute's National Commission on Social, Emotional, and Academic Development to identify the barriers that hinder efforts to systemically support the whole student. In this session, participants will hear from some of these educators as they discuss what they've learned, highlight promising practices from their own districts, and share strategies that districts and schools can use to overcome challenges. Participants will leave with a set of priorities and actionable steps they can take to support students' comprehensive development.

**Presenters:**

- **Sheldon Berman**, Superintendent, Andover Public Schools, Andover, MA
- **Sara Burd**, Director of Social Emotional Learning and Guidance, Arlington Public Schools, Arlington, MA
- **Katie Cour**, Collaborator, The Aspen Institute's National Commission on Social, Emotional, and Academic Development, Nashville, TN

## ROOM 205C

**A FLEXIBLE APPROACH TO ACHIEVEMENT FOR ALL STUDENTS****LE** Audience: *Urban*

Providing opportunities for high-quality, rigorous education for all students, not just the academically advanced, is key to creating equity. Through the vision of the Learning Community leaders and the parents of Charlotte-Mecklenburg Schools (CMS), the district saw a need for a more rigorous educational approach that would help all students achieve more in the classroom and prepare them as they moved outside of the walls of their schools. CMS implemented the Cambridge program to help a diverse group of students achieve and prepare for college and work. The flexibility of the program allows students with different strengths to pursue their interests and grow within them. The curriculum begins in elementary and middle school, building foundational knowledge, and ends with students earning college credit in high school. This presentation will take you from CMS's decision to choose Cambridge to its implementation to ensure fidelity and the resulting successes for students.

**Presenters:**

- **John Gisiano**, Principal, Charlotte-Mecklenburg Schools, Charlotte, NC
- **Matthew Hayes**, North Learning Community Superintendent, Charlotte-Mecklenburg Schools, Charlotte, NC
- **Stephanie Kelso**, North Learning Community Cambridge Coordinator, Charlotte-Mecklenburg Schools, Charlotte, NC



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### ROOM 207A

#### CLOSING OPPORTUNITY GAPS USING MASTER BOARD AUDITS AND AP POTENTIAL

**LE** Audience: *Urban*

Effective master schedule design goes beyond constructing functional units of classes and times for students, school and staff. A master schedule created with intention can aid efforts to increase and expand opportunity and positive outcomes for low-income and minority students. A thoughtfully developed master schedule can also help ensure that all students are provided with equitable access to programs such as AP, AICE, IB, Choice and performing arts. In this session, educational leaders will gain valuable knowledge on how to conduct an in-depth analysis of a school's master schedule in order to maximize the academic potential of underrepresented students. Participants will learn how to utilize master schedule analysis data to generate reports regarding the trends, strengths and deficits that are present in a school. This session is a must for leaders seeking methods to foster equity and access through educational practices.

#### Presenters:

- **Robert Avossa**, Superintendent, School District of Palm Beach County, West Palm Beach, FL
- **Mark Howard**, Chief, Performance Accountability, School District of Palm Beach County, West Palm Beach, FL
- **Eddie Ruiz**, Assistant Superintendent, Student Services, Equity and Access, School District of Palm Beach County, West Palm Beach, FL

### ROOM 207B

#### HARNESS THE POWER OF COMMUNITY ENGAGEMENT FOR REFERENDUM SUCCESS

**SR** Audience: *Suburban*

The referendum passed. Communication channels are established. How do you ensure the public that promises made are promises kept – that you are making sound decisions regarding the best use of their money? Learn how Ann Arbor Public Schools engaged community members in the planning process using systematic mapped-out pathways to help collect data, establish goals and expectations, identify exemplars and bring forward recommendations on how to best spend the revenues from their approved bond referendum. This session offers practical strategies on how to lay the groundwork for the administration of a successful referendum while cultivating long-term community engagement. Presenters will share concrete steps for including staff, students and community members in the decision-making process and overcoming typical barriers to successful implementation. Organizational payoffs include leveraging the best shared thinking in decision making while also building a culture of transparency, trust and understanding that will benefit the district for years to come.

#### Presenters:

- **Kathy Blackburn**, Executive Director, TregoED, Princeton, NJ
- **Dawn Linden**, Executive Director, Elementary Education, Ann Arbor Public Schools, Ann Arbor, MI
- **Jeanice Swift**, Superintendent of Schools, Ann Arbor Public Schools, Ann Arbor, MI



#### AASA MAGAZINE SEEKS

##### NEW BOOK REVIEWERS

AASA's *School Administrator* magazine uses members to review new books on leadership and education issues. If interested, send a note to the editor at [magazine@aasa.org](mailto:magazine@aasa.org).



3:45 – 4:45pm

**ROOM 203****LEVERAGING PARTNERSHIPS TO PROVIDE INTEGRATED STUDENT SUPPORTS****PE** Audience: *Rural, Urban*

Superintendents and educators have long argued that low-income children need interventions that go beyond academics to succeed in school and in life. Integrated student supports (ISS), a student-focused approach that removes the learning barriers created by poverty, can be used to support low-performing schools. Communities In Schools, the largest ISS provider in the country, and AASA, invite you to join a discussion about the ways in which superintendents can leverage public funds and partnerships to provide ISS.

**Presenters:**

- **Gary Chapman**, Executive Vice President, NIO, Communities In Schools, Arlington, VA
- **Dan Domenech**, Executive Director, AASA, Alexandria, VA
- **Shelton Jefferies**, Superintendent, Nash-Rocky Mount Public Schools, Nashville, NC

**ROOM 205B****HOW TO TAKE THAT BOOK INSIDE YOUR HEAD AND GET IT PUBLISHED****CI** Audience: *Rural, Urban, Suburban, Aspiring*

Have you wondered what to do about that idea for a book that's been floating around in your head? What does it take to get your work published professionally? Four school district administrators (all AASA members) who've published a book within the past two years will share their experiences of moving from concept to manuscript to polished work. They will offer practical insights that you can put to work in your own pursuit of book publishing. Publishers in the K-12 education field are always looking for worthwhile ideas from leaders working in the trenches, but you need to know how to navigate the process to succeed. The panel will leave time during the session for questions from audience members.

**Presenters:**

- **Tawana D. Grover**, Superintendent, Grand Island Public Schools, Grand Island, NE
- **Jacie Maslyk**, Assistant Superintendent, Hopewell Area School District, Aliquippa, PA
- **L. Oliver Robinson**, Superintendent, Shenendehowa Central School District, Clifton Park, NY
- **Michael S. Snell**, Superintendent, Central York School District, York, PA

**ROOM 206****SAFETY FOR THE STUDENTS IN YOUR DISTRICT****SR** Audience: *Rural, Urban, Suburban, Aspiring*

For district and school administrators who are concerned with the safety and security of their students, staff and school buildings, this session is for you! Our panel of presenters will discuss ways to ensure student safety and building security from elementary school sites all the way to the district office.

**Presenters:**

- **Mark Henry**, Superintendent, Cypress-Fairbanks Independent School District, Houston, TX
- **David Loeslie**, Senior Director of National Partnerships, Lifetouch, Eden Prairie, MN
- **Matt Waldschmidt**, National Sales Manager, Lifetouch, Durand, IL

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**ROOM 209A****CHANGING THE CONVERSATION: A HOLISTIC APPROACH TO COLLEGE AND CAREER READINESS****LE** Audience: *Rural, Urban, Suburban, Aspiring*

With ESSA and state requirements evolving to incorporate college and career readiness benchmarks, districts are expanding their efforts to prepare all students for post-secondary success. With the help of the Redefining Ready! movement, students are understanding that GPA and test scores aren't the only predictors of college success, and schools and districts are changing the conversation to spread the responsibility of college and career readiness to all stakeholders. Join a discussion on how district leaders are changing the conversation to incorporate SEL, non-cognitive skills, workforce experience and course rigor into the definition of post-secondary readiness as well as involving students, staff and their entire community to promote success.

**Presenters:**

- **Kim Oppelt (Moderator)**, Director, Education and Outreach, Hobsons, Arlington, VA
- **Gail Pletnick**, Superintendent, Dysart Unified School District, Surprise, AZ
- **David Schuler**, Superintendent, Township 214 School District, Arlington Heights, IL
- **Jamie Wilson**, Superintendent, Denton Independent School District, Denton, TX

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**ROOM 208B**  
**SUPERINTENDENTS' ENVIRONMENTAL EDUCATION COLLABORATIVE**

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Learn about the new opportunities and efforts to advance environmental education (EE) in school systems. The Superintendents' Environmental Education Collaborative seeks to create robust, real-world learning experiences that bolster STEM learning and civic engagement, and prepare students for the challenges and opportunities of the 21st-century workforce. During this session, we will discuss grant opportunities, best practices for systemic EE, potential partnerships with EE providers, and strategies for implementation.

- Presenters:**
- **Anne Campbell**, Superintendent, San Mateo County Public Schools, Redwood, CA
  - **Kevin Maxwell**, CEO, Prince George's County Public Schools, Upper Marlboro, MD

**ROOM 209B**  
**ATTRACTING AND RETAINING EMPLOYEES BY HELPING REDUCE STUDENT LOAN DEBT**

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Exceptional educators are critical to the success of any school district. You can attract and retain more of them through educational programs designed to help them make smart decisions and feel more comfortable about the future. The average college graduate has more than \$35,000 in student loan debt, which affects daily life decisions and causes some educators to reconsider their career choice. This session shares recent research and survey data and also discusses best practices to educate employees on how to remove or reduce monthly student loan payments. We also will discuss how these practices can help attract and retain employees.

- Presenter:**
- **Jim Yale**, Vice President, Association Relations, Horace Mann, Springfield, IL

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**ROOM 209C**  
**AASA PRESIDENT-ELECT CANDIDATES FORUM**

**SR** Audience: *Rural, Urban*

The candidates for AASA President-Elect will have the opportunity to respond to questions from the Chair of the Election Committee as well as members attending the National Conference on Education.

- Presenter:**
- **Alton Frailey**, Immediate Past President, AASA, Alexandria, VA

**4 – 5:30pm**

Shuttle Service Available



### CONFERENCE E-NEWSLETTER

Follow the proceedings of this conference through Conference Daily Online. The e-newsletter (posted at <http://nce.aasa.org/conference-daily-online>) carries daily coverage of keynote speakers, topical sessions and awards, along with photos, video clips, Twitter feed and a conference blog with postings by four AASA member superintendents in Nashville.

# SATURDAY CONFERENCE SESSIONS-AT-A-GLANCE

<b>7 – 9am</b>	
Shuttle Service Available	
<b>7:30am – 12noon</b>	
Registration Hours   Level 3 Concourse	
<b>7:30am – 12noon</b>	
Bookstore Hours   Level 3 Concourse	
<b>8 – 9am</b>	
204	LE
The Graduation Effect: Engaging Communities to Improve Graduation Rates	
205A	DE
What Makes a Transformational Digital Superintendent?	
205B	CI
Data Rich and Information Poor: NO MORE!	
205C	PI
Crafting the Feedback Teachers Need and Deserve	
206	LE
Aligning Technology and Digital Resources in Rural School Districts: Challenges and Opportunities	
207A	DE
Go Big: Scaling Professional Learning to Drive a Digital Transition	
207B	LE
Collective Compact: Cross-Sector Partnerships Committed to Community Revitalization	
207C	DE
Digitizing the District Office: Formula for Change to Transform Learning	
207D	LE
Empowering Women Leaders	

<b>9:15 - 10:15am</b>	
203	LE
Cooperation, Collaboration and Coordination in the Pursuit of Equity	
204	SR
Screen & Green	
205A	LE
Entry Planning: Building a Blueprint for Student Success	
205B	LE
Increasing Equitable Access to Effective Educators for High-Need Students	
205C	SR
It's About Relationships: Balancing the Demands of the Superintendency	
206	LE
Simple Strategies that Work	
207A	CI
Planning for Success: The Massachusetts Model for Continuous District Improvement	
207C	LE
Establishing a Culture of Empathy, Inclusion and Equity through Sustainability	
207D	LE
Building Capacity, Building Coherence: Leveraging Early Learning for Systems Change	
<b>10:30am - 12noon</b>	
<b>GENERAL SESSION</b>   Grand Ballroom	
Education Reimagined	
<b>12noon – 1pm</b>	
Shuttle Service Available	



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7 – 9am

Shuttle Service Available

7:30am – 12noon

Registration Hours | **Level 3 Concourse**

7:30am – 12noon

Bookstore Hours | **Level 3 Concourse**

8 – 9am

### ROOM 204

#### THE GRADUATION EFFECT: ENGAGING COMMUNITIES TO IMPROVE GRADUATION RATES

**LE** Audience: *Rural, Urban*

The national high school graduation rate is at an all-time high — 83% for the class of 2015 — but this is not the case for many traditionally underserved students. During that same year, for example, black students graduated at a rate of 75%. This discrepancy has significant, measurable economic and societal impacts. Join us for a conversation about the economic impact of increased high school graduation rates and receive informative tools, resources and economic data for all 50 states and over 100 metropolitan areas. Hear about and discuss ways to engage parents, students, educators, community members and policymakers in collaborative efforts and collective action aimed at ensuring that all students graduate. Leaders from Lexington County School District One will share information about their efforts to increase the number of traditionally underserved students who graduate from high school well-prepared for high school well-prepared for college, career and life.

#### Presenters:

- **Abner Oakes**, Director, Outreach and Partnerships, The Alliance for Excellent Education, Washington, DC
- **Ryan Pool**, Director of Secondary Schools, Lexington County School District One, Lexington, SC
- **Gloria Talley**, Chief Academic Officer, Lexington County School District One, Lexington, SC

### ROOM 205A

#### WHAT MAKES A TRANSFORMATIONAL DIGITAL SUPERINTENDENT?

**DE** Audience: *Rural, Urban*

The research is in on what key factors differentiate superintendents implementing a 1:1 initiative for digital transformation from those who are not. Learn about CoSN/AASA's Empowered Superintendent self-assessment and how it was statistically validated in a national study. Hear from the superintendent of Maury County School District about how this plays out in leap.

#### Presenters:

- **Eisa M. Cox**, Executive Director of Secondary Education, Rowan Salisbury Schools, Salisbury, NC
- **Keith Krueger**, CEO, CoSN — Consortium for School Networking, Washington, DC
- **Christopher J. Marczak**, Superintendent, Maury County School District, Columbus, TN

### ROOM 205B

#### DATA RICH AND INFORMATION POOR: NO MORE!

**CI** Audience: *Rural, Urban*

Washington Township, the largest school district in Gloucester County, NJ, is using data to determine return on investment (ROI) and student growth potential. Measuring the impact that school improvement initiatives, interventions and programs have on student outcomes required Washington Township to move beyond merely reporting standardized test scores. By utilizing a more sophisticated approach via individual student propensity scores, the district could document ROI, increase quality and optimize resource allocation. Additionally, by implementing a strategic dashboard, the district created a framework to align communication, school improvement, student data and other district processes.

#### Presenters:

- **Stacey Adams**, Senior Associate, ECRA Group, Naples, FL
- **William Adams**, Regional President, East, ECRA Group, Naples, FL
- **Joe Bollendorf**, Superintendent, Washington Township Public Schools, Sewell, NJ
- **William R. Shirk, Jr.**, Superintendent, Pottsgrove School District, Pottstown, PA

8 – 9am

**ROOM 205C****CRAFTING THE FEEDBACK TEACHERS NEED AND DESERVE****PI** Audience: *Rural, Urban*

Written feedback is a powerful force. The choices observers make prompt the readers of the feedback — the teachers — to consider the feedback or discount it. After five years of work, teachers and leaders in an urban district developed a High-Quality Innovation Configuration Map that created opportunities for observers to garner feedback on their feedback. A middle school principal described his experience of learning how to write high-quality feedback in this way: “A spotlight has just been shined in a dark corner.” Even 20 years of being a leader doesn’t necessarily improve your written feedback. Now the evaluation process becomes less about “going through the motions” and more about teachers seeing their practice clearly and strategically developing into a highly personalized plan for growth.

**Presenters:**

- **Chuck Bell**, Superintendent, Elbert County Schools, Elberton, GA
- **Michelle Dye**, Assistant Principal, Elbert County Comprehensive High School, Elberton, GA
- **Thomas Van Soelen**, President, Van Soelen & Associates, Lawrenceville, GA

**ROOM 206****ALIGNING TECHNOLOGY AND DIGITAL RESOURCES IN RURAL SCHOOL DISTRICTS: CHALLENGES AND OPPORTUNITIES****LE** Audience: *Rural, Urban*

Rural school districts face particular challenges in offering access to technology and digital resources as a learning support for students. With rural isolation in areas of high poverty, technology offers a way to provide equitable opportunity. This session will explore the experiences of three rural school districts and the strategies they used to align resources, leverage partnerships and offer access to their students. The presenters will offer participants ideas, strategies and specific resources, placing particular emphasis on how to leverage business, family and community partnerships in order to provide equitable opportunities for students living in rural areas.

**Presenters:**

- **Donald Andrews**, Superintendent, Jasper County School District, Ridgeland, SC
- **Jacqueline Brooks**, Superintendent, Macon County School District, Tuskegee, AL

- **Merrienne Dyer**, National Dropout Prevention Specialist, National Dropout Prevention Center Innovative Partners, Gainesville, GA, and Retired Superintendent, Gainesville, GA
- **Sheila Jackson**, Superintendent, Grant Parish School District, Colfax, LA

**ROOM 207A****GO BIG: SCALING PROFESSIONAL LEARNING TO DRIVE A DIGITAL TRANSITION****DE** Audience: *Suburban*

In this interactive session, D.C. Everest Area School District team members will share how personalized professional learning at scale transformed the Wisconsin school district’s culture and instructional practice while increasing student agency and learning during the district’s transition to dynamic digital learning environments. Through DCE’s innovative professional learning model, district educators are incentivized to organize, lead and participate in a collaborative professional learning system that improves classroom practice as participants advance on the compensation model. Session attendees not only will learn how they can introduce this groundbreaking professional development initiative to their own school system, but also will learn the fundamental structures, tools and models for digitizing the learning experience in classrooms and supporting all students’ learning beyond the school walls.

**Presenters:**

- **Jason Barnes**, Vice President, Education Partnerships, Discovery Education, Silver Spring, MD
- **Kristine Gilmore**, Superintendent, D.C. Everest Area School District, Weston, WI
- **Emmett McBride**, Director of Technology, D.C. Everest Area School District, Weston, WI
- **Jack Stoskopf**, Assistant Superintendent, D.C. Everest Area School District, Weston, WI

**ROOM 207B****COLLECTIVE COMPACT: CROSS-SECTOR PARTNERSHIPS COMMITTED TO COMMUNITY REVITALIZATION****LE** Audience: *Urban*

Learn how to work with a private foundation to bring Communities In Schools to your campuses. The Rackspace Foundation, in partnership with North East ISD and Communities In Schools of San Antonio (CIS-SA), has become a catalyst for revitalization and development in the community surrounding their corporate headquarters. The investment has increased community and talent investments, attracted more businesses to the area, improved equity within the schools, and increased the vitality of the entire community. Hear how CIS-SA works strategically with North East ISD and the Rackspace Foundation to provide services to every school within a high school feeder pattern. Learn how additional funding sources





## FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
- LE** Leadership for Equity
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- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

can be leveraged to extend services and broaden the scope and impact of the original investment.

### Presenters:

- **Melvin Echard**, Principal, Roosevelt High School, North East Independent School District, San Antonio, TX
- **Brian Gottardy**, Superintendent of Schools, North East Independent School District, San Antonio, TX
- **Cara Nichols**, President, Rackspace Foundation, San Antonio, TX
- **Jessica Weaver**, President and CEO, Communities In Schools of San Antonio, San Antonio, TX

### ROOM 207C

#### **DIGITIZING THE DISTRICT OFFICE: FORMULA FOR CHANGE TO TRANSFORM LEARNING**

**DE** Audience: *Rural*

Influencing schools and stakeholders to fully invest in transforming instruction with technology is a challenge many districts face. Devices often are used to substitute traditional learning and then become nothing more than overpriced pencils. When approached from the appropriate angles, however, system-wide change that includes effective technology integration can yield true transformation that lasts. Transformation works best when leaders go first, and modeling begins with district-level staff. This session will outline a four-step formula for change and how it is implemented by superintendents and district-level staff to ensure that the investment in technology is not wasted and student success is maximized. You don't want to miss the strategies and tools shared during this highly interactive and transformative session!

### Presenters:

- **Shawn Clark**, Transformation Coach, South Carolina Department of Education, Charleston, SC
- **Matt Schilit**, Principal, Orangeburg Consolidated School District 5, Orangeburg, SC
- **Jesse Washington**, Superintendent, Orangeburg Consolidated School District 5, Orangeburg, SC

### ROOM 207D

#### **EMPOWERING WOMEN LEADERS**

**LE** Audience: *Aspiring*

Women represent over 76% of the national teaching staff in public school districts, yet nationally, only 22% hold the position of Superintendent of Schools. The pathways to the superintendency tend to be different for women than for men. This session will explore pathways to the superintendency for women, how women can leverage their experience and skills in leadership positions, and negotiating strategies for women. We also will discuss and identify how to overcome leadership challenges women may encounter.

### Presenters:

- **Lori Caplan**, Superintendent of Schools, Watervliet City School District, Watervliet, NY
- **Jacinda Conboy**, General Counsel, NYS Council of School Superintendents, Albany, NY
- **Laura Feijoo**, Senior Supervising Superintendent, NYC Department of Education, New York, NY
- **Julie Marlette**, Director of Governmental Relations, NYS School Boards Association, Latham, NY

9:15 – 10:15am

### ROOM 203

#### **COOPERATION, COLLABORATION AND COORDINATION IN THE PURSUIT OF EQUITY**

**LE** Audience: *Urban, Suburban*

This dynamic session addresses the ground-breaking work of the Closing the Achievement Gap Consortium (CAGC), whose mission is "To embrace and change, with all deliberate speed, school practices, instructional methodology and school structures that perpetuate achievement and/or opportunity gaps and equity in our schools." Participants will learn ways to address equity and the achievement gap in their districts and how the consortium — a cooperative partnership of 26 public, private, choice and parochial districts — is collaboratively developing effective strategies to close the achievement gaps in their schools and incrementally bringing about school culture change through professional and focused leadership development. One of the tools to be presented is the African-American Male Initiative. The consortium has found that equity is measurable and achievable. The schools involved in CAGC have found that the benefits of cooperation, coordination and collaboration are critical to equity.

### Presenters:

- **Phillip Ertl**, Superintendent, Wauwatosa School District, Wauwatosa, WI
- **Monica Kelsey-Brown**, Director of Teaching and Learning, Brown Deer School District, Brown Deer, WI (Coordinator of the African American Female Institute (AAFI)-CAGC)
- **Elliott Moeser**, Associate Professor, Concordia University Wisconsin, Mequon, WI
- **Larry Smalley**, Superintendent, Glendale-River Hills School District, Glendale, WI



9:15 – 10:15am

**ROOM 204**  
**SCREEN & GREEN**

**SR** Audience: *Rural, Urban, Suburban, Aspiring*

Superintendents who invest in greening their campuses and providing instructional coaching to get students more engaged can balance digital experiences with real-world applications that optimize teaching and learning. Learn to activate outdoor spaces to improve academics and to build foundational STEM knowledge and 21st-century and social-emotional skills while infusing health and wellness initiatives into the school day. Learn how partnerships between high-poverty schools in Prince George’s County and outdoor learning-focused non-profits created gains in academics, health, social-emotional skills, the environment and community relations.

**Presenters:**

- **Kevin Maxwell**, CEO, Prince George’s County Public Schools, Upper Marlboro, MD
- **Jeanne McCarty**, CEO, REAL School Gardens, Washington, DC
- **Jaime Zaplatosch**, Director, Children & Nature Network, Minneapolis, MN

**ROOM 205A**  
**ENTRY PLANNING: BUILDING A BLUEPRINT FOR STUDENT SUCCESS**

**LE** Audience: *Rural, Urban*

The pathway to improving student achievement at scale requires intentionality, focus and shared ownership among all stakeholders. Utilizing a dynamic entry plan is a key lever in achieving this outcome while buoying superintendent-school board relationships. Three superintendents from varying sized school districts in rural, suburban and urban settings will share their entry planning process and how their entry plans served as a runway for takeoff to continuous improvement. The superintendents will share their process; how entry planning positively impacted school board, student, staff, parent and community relationships; and how entry planning outcomes positively set the stage for future district success.

**Presenters:**

- **Tammy Campbell**, Superintendent, Federal Way Public Schools, Federal Way, WA
- **Rebecca Miner**, Superintendent, Shoreline School District, Shoreline, WA
- **Anthony Smith**, Superintendent, Riverview School District, Duvall, WA

**ROOM 205B**  
**INCREASING EQUITABLE ACCESS TO EFFECTIVE EDUCATORS FOR HIGH-NEED STUDENTS**

**LE** Audience: *Rural, Urban*

Increasing equitable access to effective teaching requires a comprehensive systems approach. Attracting and retaining strong teachers in high-need schools involves transforming these schools into places of innovation where great teaching is recognized, rewarded and supported. DeSoto Public Schools, in partnership with the National Institute for Excellence in Teaching, will present strategies that empower teacher leaders, create collaborative job-embedded professional learning, and provide classroom-based feedback for teachers using a strong set of teaching standards. By the end of the session, through panel presentation and interactive audience discussion, participants will be able to explain how teacher leadership, training, support and compensation can be used as part of a comprehensive strategy to attract, retain and develop educators in high-need schools, as well as how web-based training, resources and data management systems can be used to promote continuous growth for every educator, thus measurably increasing student academic achievement.

**Presenters:**

- **Nicole Bolen**, Executive Master Teacher, DeSoto Parish School System, Mansfield, LA
- **Cade Brumley**, Superintendent, DeSoto Parish School System, Mansfield, LA
- **Kathy Noel**, Director of Student Learning, DeSoto Parish School System, Mansfield, LA
- **Patrice Pujol**, President, National Institute for Excellence in Teaching, Donaldsonville, LA

**ROOM 205C**  
**IT’S ABOUT RELATIONSHIPS: BALANCING THE DEMANDS OF THE SUPERINTENDENCY**

**SR** Audience: *Rural, Urban*

During this session, participants will learn and practice ways in which they can develop and sustain authentic and lasting relationships that provide support in the demanding role of the superintendency. Four women superintendents, in different life stages — mother with young children, mother with a high schooler, empty nester and DINK (dual-income, no kids) — will share their successes and challenges related to work-life balance. Presenters will share their networking and collaboration methods as well as the emphasis they place on relationship building that helps manage the demands and enhance the joy of the job. The session format will utilize an Ignite model with the opportunity for rich discussion and Q&A.

**Presenters:**

- **Laurie Heinz**, Superintendent, Park Ridge-Niles School District 64, Park Ridge, IL



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- **Melissa Kaczowski**, Superintendent, Roselle School District 12, Roselle, IL
- **Trisha Kocanda**, Superintendent, Winnetka Public School District 36, Winnetka, IL
- **Nancy Wagner**, Superintendent, River Trails School District 26, Mount Prospect, IL

### ROOM 206

#### SIMPLE STRATEGIES THAT WORK

**LE** Audience: *Rural, Urban*

Pattonville School District has a simple story: create a shared vision around a few important goals and galvanize people to achieve the desired results. The outcome is a strong longitudinal track record of academic performance that keeps getting better every year and now regularly lands Pattonville on state and national “best” lists. Here’s the fun part: all this happened as Pattonville evolved over the past 20 years from a middle class, predominantly white suburban district to a richly diverse community serving 5,800 students from 64 countries (38 languages) who are majority students of color and where approximately 52% of students qualify for free/reduced-price lunch. Participants will take away the following: how to create competency-based, personalized learning environments; leadership strategies that apply to any context; and specific examples of how to improve academic equity outcomes at the elementary, middle and high school levels.

#### Presenters:

- **Joe Dobrinic**, High School Principal, Pattonville School District, St. Ann, MO
- **Mike Fulton**, Superintendent, Pattonville School District, St. Ann, MO
- **Barry Nelson**, Assistant Superintendent, Human Resources, Pattonville School District, St. Ann, MO
- **Tim Pecoraro**, Assistant Superintendent, Curriculum and Instruction, Pattonville School District, St. Ann, MO

### ROOM 207A

#### PLANNING FOR SUCCESS: THE MASSACHUSETTS MODEL FOR CONTINUOUS DISTRICT IMPROVEMENT

**CI** Audience: *Rural, Urban*

Since 2013, the Massachusetts Department of Elementary and Secondary Education has invested in Planning for Success (PFS), the state’s new district and school improvement planning model, building the capacity of educators and communities to create systems of continuous improvement that serve all students. Planning for Success is a proven planning approach that was developed through piloting with a diverse range of Massachusetts districts. It provides do-it-yourself resources that support educators in honestly

assessing current practice and culture; identifying root causes of performance; developing a shared vision; and planning for, implementing and monitoring change. Hear how the Whitman-Hanson Regional School District uses PFS to create, implement and monitor its district plan through an inclusive process that changes culture, generates ownership and advances public understanding and community commitment. Learn about their plan’s three Pillars for Success and how PFS advances teaching and learning for all students.

#### Presenters:

- **Patrick J. Dillon**, Assistant Superintendent of Schools, Whitman-Hanson Regional School District, Whitman, MA
- **Ruth C. Gilbert-Whitner**, Superintendent of Schools, Whitman-Hanson Regional School District, Whitman, MA
- **Lori Likis**, Consultant to the MA Department of Education, Creative Coaching, Cambridge, MA

### ROOM 207C

#### ESTABLISHING A CULTURE OF EMPATHY, INCLUSION AND EQUITY THROUGH SUSTAINABILITY

**LE** Audience: *Rural, Urban*

Learn how to position sustainability as the driver for innovation in your school and/or district while establishing a culture of empathy, inclusion and equity based on the Triple Bottom Line.

#### Presenters:

- **Anthony Arnold**, Executive Director of Facilities, Virginia Beach City Public Schools, Virginia Beach, VA
- **Tim Cole**, Sustainability Officer, Virginia Beach City Public Schools, Virginia Beach, VA
- **Jennifer Seydel**, Executive Director, Green Schools National Network, Madison, WI
- **Aaron Spence**, Superintendent, Virginia Beach City Public Schools, Virginia Beach, VA

9:15 – 10:15am

## ROOM 207D

**BUILDING CAPACITY, BUILDING COHERENCE:  
LEVERAGING EARLY LEARNING FOR SYSTEMS CHANGE****LE** Audience: *Urban*

Research and results from districts across the country have shown how critical early learning is to a student's success; giving students a strong start in the early years dramatically increases their chance of graduating prepared to choose their future. Four years ago, Highline Public Schools developed and implemented a PreK–3 strategy that focused on partnering with providers and families, investing in their teachers' capacity, and carefully monitoring their youngest students' progress academically and behaviorally. The results have been promising with steadily improving indicators of kindergarten readiness and a 40% increase in the number of PreK programs across the district. This year, Highline entered the next phase of this work by extending from PreK–3 to PreK–5 with the eventual goal of creating an aligned, coherent PreK–12 continuum of learning. Learn how Highline leaders are addressing the challenges and benefits of building a system that supports teacher and student growth.

**Presenters:**

- **Angelica A. Alvarez**, Board Member, Highline Public Schools, Burien, WA
- **Anne Arnold**, P-3 Director, Highline Public Schools, Burien, WA
- **Susan Enfield**, Superintendent, Highline Public Schools, Burien, WA
- **Cathy Feldman**, Co-Founder, REACH Associates, Ho-Ho-Kus, NJ

10:30am – 12noon

**GENERAL SESSION****GRAND BALLROOM****SINGING SUPERINTENDENTS PERFORMANCE****AASA PRESIDENT–ELECT ADDRESS****Presenter:**

- **Chris Gaines**, Superintendent, Mehlville School District, St. Louis, MO

**KEYNOTE PRESENTATION****EDUCATION REIMAGINED****CI** Audience: *Rural, Urban, Suburban, Aspiring*

Join Salman "Sal" Khan as he tells the inspiring story of how he founded the not-for-profit Khan Academy and how the organization is educating millions of people worldwide. Khan will also share his thoughts on what education reimaged could look like and how his dream of "providing a free, world-class education for anyone, anywhere" could become a reality.

**Presenter:**

- **Sal Khan**, Founder & CEO, Khan Academy, Mountain View, CA

12noon – 1pm

**Shuttle Service Available****AASA GIVES BACK –  
SCHOOL SUPPLY  
BAG STUFFING****PENCIL**

AASA and Pencil, the premier organization linking community resources to Metro Nashville Public Schools, are partnering to provide schools supplies to those who need them.

Immediately following the **Friday, February 16th**, general session, AASA attendees are encouraged to go to the **NCE Marketplace** and help stuff bags of school supplies for local children.



**LEARNING, LEADING AND NETWORKING**

Enroll today in AASA’s Leadership Services programming for professional networking, collaboration and thought leadership that contributes to the field of education leadership.



**ASPIRING SUPERINTENDENTS ACADEMY®**

The AASA national Aspiring Superintendents Academy® is a highly interactive year-long program that provides the real-world skills our next generation of superintendents will need to thrive.

**2018 Application Deadline: May 15, 2018**

**NATIONAL SUPERINTENDENT CERTIFICATION PROGRAM®**

Through our in-depth curriculum, dynamic in-person sessions, one-on-one mentoring, Capstone Project and long-term professional networks, this program delivers the comprehensive leadership development necessary for the early career superintendent to thrive.

**2018 Application Deadline: May 15, 2018**



**URBAN SUPERINTENDENTS ACADEMY CERTIFICATION PROGRAM**

The academy is a cross-institutional partnership that offers a dynamic approach to urban superintendent preparation and certification. In partnership with Howard University and the University of Southern California the academy is designed to bolster the effectiveness of school district leadership in our nation’s urban areas.

**2018 Application Deadlines:**

**Howard Cohort: July 1, 2018**

**USC Cohort: August 1, 2018**

**CONTINUED COHORT PROGRAMS AND FORUMS**

AASA Cohorts and Forums are dedicated to principles of collegial action, supportive critical friends, connected professional learning and continual and transformational school improvement aimed at world-class student learning. Groups meet 2 – 3 times annually and connect online.

<p>Collaborative Digital Consortium</p> <p>Early Learning Cohort</p> <p>Family and Community Engagement (FACE)</p> <p>Large Countywide Suburban District Consortium</p>	<p>STEM Leadership Consortia</p> <p>Leaders Academy</p> <p>Women in School Leadership Forums (CA, OK, NJ, MS)</p> <p>Urban Superintendents Academy Annual Conference</p>	<p>National Women’s Leadership Consortium</p> <p>Personalized Learning Cohort</p> <p>Redefining Ready! Cohort</p> <p>Principal Supervisor Academy</p>
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# AASA ROUNDTABLE PRESENTATIONS

This format is meant to be highly interactive. Each session is geared toward a specific topic, so please read the descriptions carefully and come prepared to participate! Presentations last 30 minutes, are limited to eight participants and are run back to back. Check the times below carefully and be sure to reference the table number. *All presentations take place in the NCE Marketplace in the designated Roundtable Area.*

## THURSDAY, FEBRUARY 15

9 – 9:30am (Sessions repeat 9:30 – 10am)

### TABLE 1 IMPLEMENTING MOBILE TECHNOLOGIES FOR MINIMALLY VERBAL LEARNERS IN A SCHOOL DISTRICT

**DE** Audience: Rural, Urban

This presentation will demonstrate the implementation of mobile technologies in inclusive and special education classrooms to serve minimally verbal students impacted by autism spectrum disorders or developmental disabilities. About 66% of these children do not have sufficient speech or language when entering kindergarten; establishing even low levels of communication is a crucial need to participate in educational and community settings. New intervention technologies, particularly for language learning, are needed to help reduce the cost to schools and families, estimated at \$268 billion annually in the U.S. and rising to \$461 billion in 2025. However, school districts face challenges for discerning the most effective solutions, implementing them with fidelity, and evaluating benefits and effectiveness. Drawing from an NIH-funded R&D project at Purdue University, the presenter will show how an evidence-based suite of speech and language learning tools was successfully incorporated and evaluated across school districts in northern Indiana and Louisiana.

**Presenter:**

- **Oliver Wendt**, Assistant Professor of Educational Studies, Purdue University, West Lafayette, IN

### TABLE 2 UNDERSTANDING THE BEHAVIOR OF A STUDENT AT RISK

**CI LE** Audience: Rural, Urban

Enthusiastic educator and U.S. Army veteran Jacqueline Pennington is a former Title 1 student at risk of dropping out of school. She will share her personal story of how an educator positively encouraged her and assisted her in overcoming challenges and achieving her goals, and why she still has her free lunch tickets. Pennington will also share important skills and strategies to assist others in working with troubled youth. For example, she will identify three of the main triggers of at-risk student misbehaviors. She will teach the BASICS of

interacting with at-risk youth in ways that improve their behavior, their effectiveness and their overall success rate. She will also teach the importance of implementing and practicing the CPR-RESPECT Model. This presentation will leave you energized and excited about helping each other and motivating your students to reach their full potential!

**Presenter:**

- **Jacqueline Pennington**, Counselor, Newton County Schools, Covington, GA

### TABLE 3 BUILDING YOUR OWN LEADERSHIP CAPACITY: KEY IDEAS FROM EXECUTIVE COACHING

**PI** Audience: Rural, Urban

Executive coaching is a structured approach to professional learning for principal supervisors and other senior leaders. The business community has used it for years to develop C-suite talent, and the NYC Leadership Academy (NYCLA) is excited to leverage its potential in the education sector. In this session, we'll discuss the components of effective executive coaching adapted by NYCLA to develop leadership capacity, systems thinking skills, and equitable practice in service of district priorities. Participants will engage in a reflection exercise that is representative of the practice and consider what conditions must be present in a district in order to take advantage of this professional learning model.

**Presenter:**

- **Francis Yasharian**, Senior Director, Executive Coaching, NYC Leadership Academy, Long Island City, NY

### TABLE 4 USING WEB-BASED SIMULATIONS TO DEVELOP KEY BEHAVIORS FOR ADVANCING EQUITY

**LE** Audience: Rural, Urban

National educational leadership standards articulate equity and cultural responsiveness as critical domains of school and district leader competence. This session will provide each participant the opportunity to assess their current individual skill sets and approaches to supporting student populations that are often marginalized within our school systems. Participants will 1) examine five key leadership behaviors



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related to leading for equity; 2) practice the behaviors through a highly interactive, web-based leadership simulation designed to furnish examples of common, everyday occurrences that impact equity and access; and 3) interact with the consequences of their decision making and reflect on the choices they made. The session is designed to create a safe and supportive space for district leaders to explore their personal values and beliefs and to think critically about the leadership moves they might make to address disparities in their districts. Participants must bring laptops to fully engage.

### Presenters:

- **Nancy Gutierrez**, Chief Strategy Officer, NYC Leadership Academy, Long Island City, NY
- **Derick Spaulding**, Senior Director, Leadership Development, NYC Leadership Academy, Long Island City, NY

### TABLE 5 FIVE STRATEGIES TO BUILD A MORE EFFECTIVE GOVERNANCE TEAM

**SR** Audience: *Suburban*

This engaging session will address your questions on superintendent-school board relationships and provide five specific strategies to enhance this vital relationship that you can immediately implement upon returning to your district. Learn what superintendents and board members really want to develop and maintain a positive, productive relationship. It is often said that the most important decision a board makes is the hiring of a superintendent. Boards put tremendous energy and resources into the search process. Unfortunately, too often not nearly as much attention is given to nurturing and maintaining the relationship once the superintendent joins the team. This session will provide valuable strategies to build the relationship. The Strategic Model for Superintendent-School Board Relationships is a research-based model developed by the Ridgefield superintendent and used by the superintendent-school board leadership team in this high-performing district.

### Presenter:

- **Nathan McCann**, Superintendent, Ridgefield School District, Ridgefield, WA

### TABLE 6 SHOW THE EVIDENCE: GETTING SERIOUS ABOUT EDTECH RESEARCH AND PROCUREMENT

**DE** Audience: *Suburban*

Today's \$8 billion edtech market is flooded with products that claim to improve teaching and learning, yet have little evidence that proves they're effective. In a world where technology is becoming increasingly important in the classroom, it is imperative that the products that actually deliver on their promise drive what we put in front of our students. Join us for

a discussion on the state of edtech research and how district leaders can leverage research to ensure the best tools enter our classrooms.

### Presenters:

- **Todd Bloom**, Chief Academic Officer, Jefferson Education Accelerator, Arlington, VA
- **Jeff Faust**, Director of Technology, Charlottesville City Schools, Charlottesville, VA
- **John Hutton**, Superintendent, Gurnee School District 56, Gurnee, IL
- **Leslie Lanford**, Instructional Technology Facilitator, Cherokee County Schools, Murphy, NC

### TABLE 7 DIGITAL CITIZENSHIP: DEVELOPING WELLNESS FOR THRIVING IN A CONNECTED WORLD

**CI** Audience: *Rural, Urban*

Every student today, whether enrolled in a public or private school, was born into a world where technology is an essential component to their daily, lived experiences. This session will assist educators in preparing and encouraging students to view internet and social media usage through a different, more informed lens. The goal is to help students make better decisions regarding their actions and choices online. The session is accompanied by a newly released curriculum focused on health and wellness as it relates to internet usage — specifically, students' mental, emotional and psychological well-being resulting from their online lives. The content is aligned with the learning outcomes of the Society of Health and Physical Education. Supported by research-based data, it is designed to foster deeper discussions regarding the impact of widespread technology usage by students born into a world as "digital natives."

### Presenters:

- **Lisa Altemueller**, Professor of Secondary Education and Technology, Metropolitan State University of Denver, Denver, CO
- **Alfonzo Porter**, Managing Partner, Vertex Learning, LLC, Aurora, CO
- **Darryl Sanders**, High School Principal, Columbus City Schools, Columbus, OH



9 – 9:30am (Sessions repeat 9:30 – 10am)

**TABLE 8**  
**IT'S ALL ABOUT THE DREAM**

**PE** Audience: *Rural, Urban*

What happens when you paint a picture of possibilities for parents, students and staff? How can you comprehensively transform public education in your community, with board, parent, student and staff buy-in? How do you reallocate your financial resources to support the big dream? Where to begin? This session will answer these questions and more by sharing a rural school's first-year journey into creating the schools our children need and deserve. You will leave with resources, tools, and resolve that you can make dreams come true for our children.

**Presenters:**

- **Sharyl Allen**, Superintendent, Conrad Public Schools No. 10, Conrad, MT
- **Danele Dyer**, Principal, Conrad Public Schools No. 10, Conrad, MT
- **Joe Russell**, Board Chair, Conrad Public Schools No. 10, Conrad, MT
- **Monica Tomayer**, Teacher, Conrad Public Schools No. 10, Conrad, MT

**TABLE 9**  
**THE PROMISE: CREATING COLLEGE-GOING IDENTITY THROUGH CHILDREN'S SAVING ACCOUNTS**

**CI** Audience: *Rural*

The Promise is an initiative of comprehensive activities for youth and families to build hope for their future and create a community college-going culture. The goals of The Promise are to leverage the entire community to make it easy for families to begin saving for post-secondary education, to incentivize savings behavior with community matching funds, and to build college-saver identity for youth by exposing them to college and careers in the classroom and on campus, including a "Walk Into My Future" celebration. The Promise helps reinforce parents' expectations for children's futures, fosters a community-wide culture and creates a saturation of savers. The Promise will realize success when all youth have savings and champions from the community in their lives who support their dreams for the future.

**Presenters:**

- **Jason Callahan**, Superintendent, Wabash City Schools, Wabash, IN
- **Clint Kugler**, CEO, Wabash County YMCA, Wabash, IN
- **Danielle Miller**, Principal, Wabash City Schools, Wabash, IN

**TABLE 10**  
**WHY NOT? HOW TO BUILD INNOVATIVE COMMUNITY PARTNERSHIPS!**

**CI LE** Audience: *Urban*

With education changing each year to be more inclusive of the community, this workshop focuses on REAL innovative, grassroots strategies that show how to build partnerships with business in their local community. With funding streams drying up by the root, it is time for school districts to think differently and create their own streams. Proven research shows how to utilize the local businesses to financially support schools, as well as build bridges for college and career pathways like never before. Participants will learn how to approach partners, what to say and real scenarios on how to engage them.

**Presenter:**

- **Jacqueline Sanderlin**, Executive Director of School and Community Relations, Inglewood Unified School District, Inglewood, CA

**TABLE 11**  
**SOLVING THE PRINCIPAL PUZZLE: SELECTING AND DEVELOPING OUTSTANDING SCHOOL LEADERS**

**PI** Audience: *Rural, Suburban*

Finding, developing and empowering strong principals, always a challenge, has become even more difficult in many smaller and midsized districts that find themselves struggling with shrinking budgets, limited resources and community catfights that put politics ahead of student outcomes. Two New Mexico district leaders share how they have "cracked the code" to this debilitating dilemma with a mix of innovation, pragmatism and elbow grease. Their approach, which combines the best of educational and business principles, is simple yet sophisticated and has proven replicable in a variety of situations. Through objective behavioral assessment processes that accurately identify the leadership capability in principal candidates, a selection strategy that matches the right leader to the right school, and development that transforms educators and administrators into true school leaders, they are creating student outcomes that are both strong and sustainable.

**Presenters:**

- **Andrea Fletcher**, Assistant Dean, College of Business, New Mexico State University, Las Cruces, NM
- **Ann Lynn McIlroy**, Superintendent, Loving Municipal Schools, Loving, NM
- **Dennis Woodruff**, Founder, Clearview Consulting Company, Holden, MA



## FOCUS ZONES

- CI** Curriculum and Instruction
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**TABLE 12**  
**PREVENTING THE LEADING CAUSE OF DEATH ON SCHOOL CAMPUSES**

**LE** Audience: *Rural, Urban*

Cardiac emergencies can be the result of pre-existing or undetected heart conditions and blunt trauma to the chest. The first symptom of sudden cardiac arrest (SCA) is often death, either because the warning signs of an underlying heart condition were not recognized or help was not administered within minutes of the event. In fact, up to 95% of SCA victims die because there was a delay in emergency response. The increased availability of publicly accessible automated external defibrillators (AEDs) in schools and at school-sponsored athletic events will dramatically increase the probability that youth will survive SCA. Knowing and properly executing the critically time-urgent links of the Cardiac Chain of Survival can help save the life of a youth in SCA. Further, a written Cardiac Emergency Response Plan (CERP) is a vital component of being prepared in case of a cardiac emergency.

**Presenter:**

- **Martha Lopez-Anderson**, Executive Director, Parent Heart Watch, Wilmington, DE

**TABLE 13**  
**CLOSING THE EQUITY GAP IN ADVANCED PLACEMENT**

**LE** Audience: *Suburban*

Working in a partnership with Equal Opportunity Schools, Roseville Joint Union High School District closed the equity gap for students of color and low SES in one year. Over 1,500 more students signed up for AP in one year! And those students' grades and scores on the College Board exams mirror previous trends. In this session, we will share the story of our journey and the structures, strategies and beliefs systems that have contributed to our success.

**Presenters:**

- **Chris Belcher**, Retired Superintendent/Superintendent in Residency, Equal Opportunity Schools, Seattle, WA
- **Ron Severson**, Superintendent, Roseville Joint Union High School District, Roseville, CA

**10:15 – 10:45am (Sessions repeat 10:45 – 11:15am)**

**TABLE 1**  
**INCREASING CREATIVE CAPACITY TO TRANSFORM SCHOOLS**

**CI** Audience: *Rural, Urban*

Education researchers and thought leaders tell us that new and more effective teaching strategies infuse creativity. Education leaders tell us that teachers need creativity to approach teaching and learning differently, to improve instruction and outcomes for every student. In light of this, Crayola has been a thought leader, developing and delivering professional learning that draws on the power of creativity. Tested through partnerships including the Turnaround Arts Initiative and the National Association of Elementary School Principals, and at the request of educators, Crayola continues to expand its professional learning opportunities for schools. This session will inspire district leaders to increase creative capacity district-wide with a focus on integrating creativity, inquiry, design thinking, STEAM and collaboration into the learning environment – across the curriculum and across grade spans. Crayola will empower leaders and their staff to “make their thinking visible” and ignite school-wide transformation with creative and collaborative learning.

**Presenters:**

- **Elie Bracy**, Superintendent, Portsmouth Public Schools, Portsmouth, VA
- **Fred Primm**, Retired Superintendent/Education Consultant, Bessmer City Schools, Bessmer, AL
- **Dominique Young**, Professional Development Leader, Crayola, Easton, PA





10:15 – 10:45am (Sessions repeat 10:45 – 11:15am)

**TABLE 2**  
**THE NEW SUPERINTENDENT'S SURVIVAL GUIDE**

**LE SR** Audience: *Rural, Suburban*

During the first few years as a superintendent, there can be a sharp learning curve and hard lessons learned. Your new district may pose challenges with staffing, instruction, political upheaval, collective bargaining, strained board relationships and budgeting. This session will focus on specific strategies and procedures that can be used to help make a new superintendent's transition a smooth and seamless one. We will examine the variables of complex change and explore steps that can be taken to foster cooperation, problem solving and celebration. A newly defined vision can be a wonderful opportunity to collaborate and bring constituents together. Laugh at some stories that may hit close to home and hear how "sticky situations" were approached and resolved. If you have held the "corner office" for three or fewer years, please join us as we navigate through the adventure that is being a superintendent!

**Presenter:**

- **Pamela Stiles**, Superintendent, Alton/SAU 72, Alton, NH

**TABLE 3**  
**NEXTGEN LEADERSHIP: USING MULTIPLE MEASURES TO EVALUATE PRINCIPALS**

**CI** Audience: *Rural, Urban*

As the role of the principal continues to evolve, the principal supervisor needs to gather authentic and accurate data in order to fairly evaluate and coach principals. To do this, supervisors need a principal evaluation system grounded in standards that have differentiated levels of performance and a suite of measures. Join this interactive presentation about how to use an evaluation system with multiple measures to help improve principal performance. Learn from superintendents who have altered their approach to supervising principals after using the suite of tools, which includes a performance-based framework, a unique approach to professional growth planning, principal observation and a 360-degree survey. The session is based on the American Institutes for Research's practical, research-based suite of tools for principals, superintendents, and leadership coaches. Participants will receive tools to use in their local context.

**Presenters:**

- **Murphy David**, Superintendent, Maine School Administrative District 44, Bethel, ME
- **Tammie Knights**, Principal TA Consultant, American Institutes for Research, Chapel Hill, NC

**TABLE 5**  
**20 PROVEN TACTICS TO INCREASE COMMUNITY ENGAGEMENT**

**SR** Audience: *Suburban*

Engaging stakeholders, the community, board members, legislators, staff, parents and students is critical in the new media and education eras. This session will highlight 20 proven engagement strategies deployed in the Elmbrook School District, including one-way and two-way communication, branding/marketing and district/school messaging.

**Presenters:**

- **Mark Hansen**, Superintendent, Elmbrook School District, Brookfield, WI
- **Dana Monogue**, Assistant Superintendent for Teaching and Learning, Elmbrook School District, Brookfield, WI

**TABLE 6**  
**ENCOURAGING A LIFETIME OF CREATIVITY: BUILDING A COMMUNITY ARTS CULTURE**

**PE** Audience: *Suburban*

The arts matter! We have allowed a dangerous narrowing of the curriculum in schools across the nation. This hurts all children and disproportionately impacts students from economically disadvantaged backgrounds. Arts engagement fosters creativity and curiosity and nurtures critical-thinking skills that are essential to our students' future success. Research supports that students of low socioeconomic status who experienced high levels of arts engagement perform better in school, aspire to college at higher rates, and are more than three times as likely to earn a bachelor's degree. Learn about one district's efforts to combat the narrowing curriculum and provide expanded fine and performing arts opportunities for all students. Discover how Ridgefield School District purposefully engages and collaborates with corporate, government and non-profit partners to build a community-wide arts culture.

**Presenter:**

- **Nathan McCann**, Superintendent, Ridgefield School District, Ridgefield, WA



**CONFERENCE TWITTER FEED**

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**TABLE 7**  
**DEMISTIFYING SOCIAL-EMOTIONAL LEARNING:  
 HOW MEASURING SEL SKILLS AFFECTS CLASSROOM  
 ACHIEVEMENT AND BEYOND**

**PE** Audience: *Rural, Urban*

There's a growing consensus among educators that social-emotional learning (SEL) skills strongly affect academic performance and college and career readiness. In this session, you will learn how measuring SEL skills is elevated by the Every Student Succeeds Act (ESSA); how these factors predict academic outcomes, including achievement, retention and citizenship behaviors; and how these expand into indicators of college and career readiness. You will also hear a brief introduction to ACT Tessa, a non-cognitive assessment system that not only measures SEL skills, but provides educators with data and tools to intervene on these skills, should issues emerge.

**Presenter:**

- **Lisa Wolf**, Director K-12 Partnerships, ACT, Inc., Lakewood, CO

**TABLE 8**  
**ASPIRING SUPERINTENDENTS: MEETING EXPECTATIONS**

**SR** Audience: *Aspiring*

This session is for aspiring superintendents and/or principals as well as educational leaders who may be seeking new opportunities. Hazard, Young, Attea & Associates (HYA) will provide overview of the executive search process and the role that recruiting plays in that process. Characteristics, skills and abilities that boards value will be shared, as well as tips to keep in mind when completing an application and preparing for interviews. Participants will have the opportunity to ask questions and provide their resume to facilitators.

**Presenters:**

- **Bill Adams**, East Coast Regional President, ECRA Group/HYA Executive Search Division, Schaumburg, IL
- **Carolyn McKennan**, West Coast Regional President, ECRA Group/ HYA Executive Search Division, Schaumburg, IL

**TABLE 9**  
**DOLLARS AND CHANGE: HOW LEVERAGING  
 TECHNOLOGY CAN SUPPORT FINANCIAL STRATEGY**

**LE** Audience: *Urban*

Approximately \$700 billion of annual education spending data is stored in archaic systems, further obscured by complex accounting codes. How can access to real-time school spending trends and transparency of financial data assist in supporting district initiatives and improving outcomes for students? Participants will learn how uncovering access to financial data has transformed leadership decision making and planning for systemic change.

**Presenters:**

- **Jess Gartner**, CEO, Allovue, Baltimore, MD
- **Laurence Spring**, Superintendent, Schenectady City School District, Schenectady, NY

**TABLE 10**  
**LESSONS LEARNED INCREASING ON-TIME  
 GRADUATION WITH AN EARLY WARNING SYSTEM**

**CI** Audience: *Rural, Urban*

Every school and district looks at data for at-risk students but few have turned that practice into successful outcomes. The Early Warning Intervention and Monitoring System (EWIMS) is the only early warning system that has been proven to reduce the number of students at risk of high school dropout. This interactive session will feature district and school practitioners from Centerville-Abington School District of Indiana and the experts who have helped more than 100 schools across the country put EWIMS into practice. A recent evaluation from Regional Educational Laboratory Midwest shows that schools implementing EWIMS experienced reductions in student absences and course failures within the first year. The session will introduce participants to the concept of an early warning system. Participants will review results from the evaluation, see how EWIMS meets ESSA requirements for evidence-based practices, and identify lessons learned from implementing at the district and school levels.

**Presenter:**

- **David Blumenthal**, Researcher, American Institutes for Research, Chicago, IL



10:15 – 10:45am (Sessions repeat 10:45 – 11:15am)

**TABLE 11**  
**ACTIVE LEARNING THROUGH A LOCALLY DESIGNED FRAMEWORK**

**PE** Audience: *Urban*

Do you aspire to provide all of your students with a learning experience that not only fosters critical thinking, but does so within a highly relevant context that is interesting, engaging, and innovative? Arlington ISD partnered with engage2learn in developing a multi-layered approach to intentionally design, roll out and support systems for the AISD Active Learning Cycle. District leaders, content experts, university partners, campus principals and teachers developed a shared vision of the learner experience, based on Arlington’s unique community needs, with investment from multiple layers of stakeholders, including students themselves. The locally designed learning framework is intended to cultivate deep engagement and invite the learner to play an active role in the learning process, thereby owning their learning. Join us in examining how to effectively design and implement a research-based instructional framework that fosters a highly rigorous and relevant student learning experience.

**Presenters:**

- **Shannon Buerk**, Chief Executive Officer, engage2learn, Portland, TX
- **Chris Everett**, Culture Design Strategist, Engage2learn, Plano, TX
- **Steven Wurtz**, Chief Academic Officer, Arlington Independent School District, Arlington, TX

**TABLE 12**  
**A DOG’S PURPOSE: BONDING A SUPERINTENDENT TO THE SCHOOL COMMUNITY**

**PE** Audience: *Urban, Suburban*

Learn how one suburban school superintendent has skyrocketed student and parent engagement by incorporating a therapy dog at four schools. Animal-assisted therapy can reduce stress, decrease anxiety and increase both communication and engagement. Research has shown that therapy dogs can benefit children in school settings by teaching them social-emotional skills such as empathy, acceptance and nurturing. Jeep, a one-year-old female Great Pyrenees Mountain Dog, has been attending schools since she was nine weeks old. Twice a week, wearing matching scarves to emphasize their team approach and partnership, the superintendent and Jeep visit schools and talk with students in small groups, move through classrooms and participate in

school assemblies. Students adore Jeep and parents consider Jeep an important part of their child’s school.

**Presenter:**

- **Lynette Zimmer**, Superintendent, Lake Villa School District 41, Lake Villa, IL

**TABLE 13**  
**TRUST: THE ELEPHANT IN THE ROOM**

**PI** Audience: *Aspiring*

Popular internet sites offer seemingly quick solutions for many educational challenges: increasing student achievement, building communities of practice, developing community support, etc. Veteran school leaders understand that there is no quick fix and sustainable school improvement requires a culture built on trust. Most of us take trust for granted, until it is violated. Even then, we seldom consider it in a strategic manner. This presentation looks at the research on trust, specifically as it relates to school leadership and the role of the superintendent. More importantly, participants will hear from successful veteran New Hampshire superintendents who have learned to apply the tenants of trust in their organization and the power of this construct. It’s time to talk about the elephant in the room.

**Presenters:**

- **Terri Forsten**, Superintendent, Concord School District, Concord, NH
- **Kathleen McCabe**, Adjunct Professor, Plymouth State University, Meredith, NH
- **Kathy Murphy**, Superintendent, Hampton School District, Hampton, NH
- **Chris Rath**, Retired Superintendent, Concord School District, Concord, NH

3 – 3:30pm (Sessions repeat 3:30 – 4pm)

**TABLE 1**  
**WHY “REDEFINING READY!” MATTERS TO WISCONSIN SCHOOLS**

**PE** Audience: *Rural, Urban*

Wisconsin revised its Education for Employment legislation to include Academic and Career Planning. This legislation shares many of the same objectives as the AASA Redefining Ready! campaign. The School District of New Berlin has been a proven leader in advancing the state’s Education for Employment objectives for the benefit of all Wisconsin students and to advance the critical role of public education in the state’s economy. The AASA’s Redefining Ready! Campaign supports



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this work by providing research-based metrics to help measure progress on ensuring students are engaging in learning experiences that have been proven to influence post-secondary success. This session will highlight how the school district of New Berlin is leveraging AASA’s Redefining Ready! metrics in a manner that supports their collective efforts in the State of Wisconsin. Additional examples from other Wisconsin schools will be shared as time permits, as will connections to the state’s Education for Employment legislation, Academic and Career Planning process, ESA plan, and Career Readiness Initiative (CCSSO).

**Presenter:**

- **Kellie Sanders**, Chief Academic Officer, School District of New Berlin, New Berlin, WI

**TABLE 2**  
**COURSE, CHALLENGE, BADGE — THE FUTURE OF ASSESSMENT**

**CI** Audience: *Rural, Urban*

Recent advances in educational technology have rendered most of our current educational assessment practices irrelevant. Educators continue to require that students memorize information that is easily accessible — largely because we are trying to prepare students for a specific mandated assessment. Mineola Public Schools seeks to align assessment practice with assessment tools that are technologically advanced and offer teachers a real-time picture of student learning. Through a series of partnerships, Mineola has created coursework that incorporates “challenge-based assessments,” giving students the choice in how they demonstrate content mastery.

**Presenter:**

- **Michael Nagler**, Superintendent, Mineola Union Free School District, Mineola, NY

**TABLE 3**  
**USING MODERN TOOLS AND INNOVATIVE TECHNIQUES TO ACHIEVE 21ST CENTURY TARGETS**

**CI** Audience: *Suburban*

The purpose of the presentation will be to explore and provide specific examples of efforts aligned to produce 21st-century graduates. A team at Ephrata Area School District obtained input from varied stakeholders to develop the Life-Ready Graduate model. The strategic alignment of essential modern-day instructional tools and cutting-edge instructional techniques, as well as the district’s comprehensive professional development program, have been influential to the initial success of the model. Participants will gain an understanding of the importance of aligning expected and modeled behaviors at every level within the organization, from student to school board.

**Presenters:**

- **Rick Hornberger**, Assistant Superintendent, Ephrata Area School District, Ephrata, PA
- **Dan Mahlandt**, Coordinator of Virtual Learning, Ephrata Area School District, Ephrata, PA
- **Brian Troop**, Superintendent, Ephrata Area School District, Ephrata, PA

**TABLE 4**  
**#STOPTHEBLOCK: SAVE SCHOOL MEALS**

**LE** Audience: *Rural, Urban*

In 1946, the federal government made a promise to America’s families that students will always have access to healthy meals at school. These meals are vital to the health and academic achievement of more than 30 million students every day. Thanks to entitlement status, schools have had adequate funding to fulfill the promise in every participating school across the country. Studies over time have shown student academic gains directly related to the consistent availability of healthy school meals. School meal programs face a serious threat. The U.S. Congress has proposed block grants that would slash funds and leave school districts struggling to make up the difference. Many students would be put at risk of malnutrition and be ill-prepared to succeed in the classroom. Learn how to lead the local fight in opposition to school meal block grants so we can ensure our students have the nourishment they need to learn.

**Presenters:**

- **Lynn Harvey**, RDN, LDN, FAND, SNS, Chief, School Nutrition Services, North Carolina Department of Public Instruction, and President, School Nutrition Association, National Harbor, MD
- **Rodney Shotwell**, Superintendent, Rockingham County Schools, Eden, NC



3 – 3:30pm (Sessions repeat 3:30 – 4pm)

**TABLE 5**  
**ENGAGEMENT AND MOTIVATION IN EVERY CLASSROOM**

**CI** Audience: *Rural, Urban*

Teachers often build their lesson plans in order to better serve their students. Sometimes the ingredients used are not what the students need or want to help them learn. This session will provide strategies that will enhance your teaching and will engage all of your students. “Engagement and Motivation in Every Classroom” will restore lost instruction and learning time in a way that is simple, fun, engaging and motivating. The strategies are research-based and may be used immediately in all classes. Teachers can implement these strategies to extend student self-motivation and effectively regain their time to teach.

**Presenter:**

- **Harold G. Hinsley**, President and Founder, Infinity Leadership Solutions, Garland, TX

**TABLE 6**  
**LESSONS LEARNED IN THE GOOD OL’ BOYS CLUB**

**LESR** Audience: *Rural, Urban*

Think the good ol’ boy system isn’t still alive and well? Think again, ladies! Join me for a real, relevant and lively discussion! Walk away with strategies for survival!

**Presenter:**

- **Lisa Karmacharya**, Executive Director, Mississippi Association of School Administrators, Brandon, MS

**TABLE 7**  
**HOUSING PROJECTS, MANSIONS AND SCHOOLS: AN EDUCATOR’S ODYSSEY**

**LE** Audience: *Urban, Suburban*

This session will provide an inside look at schools in the city versus schools in the suburbs, based on the presenter’s over 25 years of experience in school administration, 18 as a superintendent.

**Presenter:**

- **Roger Prosize**, Consultant, Ray and Associates Search Firm, Glenview, IL

**TABLE 8**  
**TRANSFORMING OUR NATION’S SCHOOLS: SEVEN STEPS TO SCHOOL TRANSFORMATION**

**LE** Audience: *Urban*

Successful school turnaround will be explored, outlining seven creative, realistic and purposeful steps that have led to high levels of success at the elementary, middle and high school levels. Student achievement results, teachers’ working condition surveys, parent focus groups, and many other measures indicate success from the seven steps. As one example, an at-risk school identified as one of the lowest-performing 5% in the state came out of sanctions within 16 months. The seven steps are built on the following pillars and showcased in a creative manner:

- Effective, non-traditional ways to utilize data to close the achievement gap
- Expecting, differentiating for teachers, and planning for the effective and seamless integration of instructional technology
- Incorporating and strengthening the voice of students and teachers
- Completing gap analyses and equity audits
- Considering the needs of all, increasing 1:1 contact with teachers and building leaders
- And much more!

**Presenter:**

- **James Davis**, Associate Professor, Program Coordinator Educational Leadership, Coastal Carolina University, Conway, SC

**TABLE 9**  
**SUICIDE AND PAIN MANAGEMENT – PREVENTION IS NOT ENOUGH**

**CI** Audience: *Rural*

Prevention programs are not enough to reduce suicides because they do not address “black suicidal depressive episodes.” This type of episode comes with horrific, random, intrusive and paralyzing pictures in the mind. The impact is physical, mental and emotional and usually indicates severe mental illnesses. Sufferers often see ending the pain – suicide – as the only relief. Suicide and pain management require communication, planning and a competent team. Prevention is not enough.

**Presenter:**

- **SJ Hart**, Educator/Author, SJ Hart & Associates, Garnet Valley, PA



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**TABLE 10**  
**WE MAKE DONUTS. WHAT ARE YOUR STUDENTS DOING AT 4AM?**

**PE** Audience: *Rural, Urban*

The Metcalfe County School District has initiated a student-run donut shop operated by high school students out of an old school cafeteria. The students are learning culinary, business and marketing skills, all beginning at 4am! The project is a partnership with Real World Scholars and provides students the opportunity to gain these skills while still enrolled full time in school. Such an endeavor would not be possible without the implementation of personalized learning strategies across the district. This session will detail how these students use digital curriculum to complete their required course work while operating one of the most successful new businesses in the community. Specific aspects of flexible scheduling, online learning platforms, delivery techniques and other related topics will be explored in depth. And yes, there will be free samples!

**Presenters:**

- **Chris Huffman**, Director of Student Services, Metcalfe County School District, Edmonton, KY
- **Benny Lile**, Superintendent, Metcalfe County School District, Edmonton, KY

**TABLE 11**  
**SCHOOL DAYS 101: LESSONS FOR LIFELONG LEARNERS**

**LEPIPE** Audience: *Superintendent*

Full of entertaining and enlightening vignettes, this presentation focuses on many of the hot-topic issues in education today and provides boots-on-the-ground feedback and guidance to help new leaders embrace their destiny and support seasoned administrators as they navigate the often treacherous waters of K-12 education in the 21st century. Calling upon a career as a leader in impoverished, rural schools, the presenter connects with audiences of various backgrounds and experiences to create a synergy of purpose to empower and unite the most diverse of audiences. Using the backdrop of her book, *School Days 101*, and its upcoming sequel, *School Days 202*, Angela Farmer will keep the audience attentive and focused on the task at hand, all the while reinforcing the message of serving the needs of students of all ages and backgrounds and abilities. She'll inspire leaders to hear the message: "School leadership — it's the toughest job you'll ever love."

**Presenter:**

- **Angela Farmer**, Assistant Professor, Mississippi State University, Mississippi State, MS

**TABLE 12**  
**CULTURAL COMPETENCY 101: STARTING THE CONVERSATION**

**LE** Audience: *Rural, Urban*

Cultural competency within a district has a significant impact on its ability to give equity of instruction, assessment, treatment and opportunities. The composition of the 21st-century classroom is complex and heterogeneous while the instructional staff continues to be predominantly white. Often these same instructors describe themselves as having little or no experience with or knowledge of diverse settings, thus creating a disconnect with their students. In 2013, the racial/ethnic distribution in public schools was 50 percent white and 50 percent non-white students spanning five categories. Student body demographics are expected to continue evolving. Therefore, it is imperative that educators transform their practices to ensure equity and success for all students. Cultural competency reform practices offer the tools needed for these changes. Workshop participants will engage in crucial conversations to facilitate cultural competency practices within their classrooms or districts with transitional elements, concept proficiency and resources to achieve greater equity for all students.

**Presenter:**

- **Precios Armstrong**, Teacher Consultant, Okemos Public Schools, Lansing, MI





3 – 3:30pm (Sessions repeat 3:30 – 4pm)

**TABLE 13**  
**ACCESS: A LITERACY APPROACH FOR STRUGGLING SECONDARY READERS**

**CI** Audience: *Rural, Urban*

Access serves students with an instructional reading level between the 4th and 6th grade. The primary focus is to help students to become independent readers by teaching them how to develop the patience and stamina to persevere with a text and how to determine, on their own, where the meaning breaks down and what they should do to fix it. Some of the dependent reading behaviors that Access addresses are student difficulty comprehending and retaining what they read, lack of evaluative skills when reading, and student deficiencies in expressing and organizing their thoughts about reading.

**Presenter:**

- **Crystal Hoffmann**, District Literacy/ELA Program Coordinator, Kern High School District, Bakersfield, CA

FRIDAY, FEBRUARY 16

12:45 – 1:15pm (Sessions repeat 1:15 – 1:45pm)

**TABLE 1**  
**IMPLEMENTING A STUDENT-DRIVEN ACADEMIC AND CAREER-PLANNING PROCESS**

**PE** Audience: *Rural*

How do students acquire the knowledge, skills and dispositions to effectively navigate the worlds of higher education and employment to support the transition to adulthood? A suburban district will highlight how they implemented an academic and career-planning process for students in 7th grade through post-secondary. This session will outline the design phase through the implementation phase and provide practical action strategies that can be implemented within any school system. Successes and challenges will be discussed and opportunities for attendees to ask questions will be provided.

**Presenters:**

- **Kelli Kwiatkowski**, Director of Secondary Teaching and Learning, School District of New Berlin, New Berlin, WI
- **Kellie Sanders**, Chief Academic Officer, School District of New Berlin, New Berlin, WI

**TABLE 2**  
**EDUCATION AND SCHOOL SAFETY: BRIDGING THE GAP IN EFFECTIVENESS**

**CI** Audience: *Rural*

With the onset of increased education accountability measures and the ever-evolving 21st-century threats to our learning cultures, schools must be able to use their resources wisely to offer a world-class education in a safe and secure environment. Steve Webb is an award-winning veteran school administrator and school resource officer who has presented across the nation on common-sense school safety practices that maintain a positive learning environment and drive “connectedness” between students and their school social systems. This session will provide participants with strategies to consider when balancing discipline policies and safety protocols with systems change for culturally productive learning environments.

**Presenter:**

- **Steve Webb**, Superintendent/SRO, Goreville Community Union School District 1/Safe School Systems, Goreville, IL

**TABLE 4**  
**LEADING THE TEACHING OF ADVERSITY IN YOUR SCHOOL DISTRICT**

**SR** Audience: *Aspiring*

School districts can be strong or weak. As politics, differing opinions and emotions about education can create inevitable tensions within a school setting or governance structure, there are explicit strategies that we can use for teaching the tenets of adversity so leadership strength can flourish throughout a system. This session will focus on strategies for leading adversity training. Participants will learn 1) the emotional feelings, behaviors and root causes that create adversity; 2) the types of tactics that adversaries use within our school systems; 3) how to work through adverse situations that stem from unions, schools, departments or other professional structures; and 4) strategies for teaching and leading adversity training in our classrooms and schools for both students and adult learners. Participants will return to their school districts with an action plan for leading the teaching of adversity, starting with their school board members.

**Presenters:**

- **Rebecca Coda**, Director of K-5 Curriculum & Instruction, Cabot Public Schools, Cabot, AR
- **Jay Eitner**, Superintendent, Waterford Township School District, Mount Laurel, NJ
- **Rick Jetter**, Director of K-12 Education, AEP Group, Tonawanda, NY



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**TABLE 5**  
**OPTIMIZING YOUR PROFESSIONAL LEARNING PLANS**

**PE** Audience: *Rural, Urban*

Developing a professional learning plan based on specific standards allows districts to form a strong foundation for learning within their organization. Participants will learn about a standards-based vetting tool they can use to analyze their own professional learning within their district.

**Presenters:**

- **Trevor J. Painton**, Assistant Superintendent, Romoland School District, Homeland, CA
- **Julie A. Vitale**, Superintendent, Romoland School District, Homeland, CA

**TABLE 6**  
**KILL TWO BIRDS WITH ONE STONE: STEM AND FOREIGN LANGUAGE**

**CI** Audience: *Rural, Urban, Suburban*

With many states allowing computer and other STEM-related classes to satisfy graduation requirements for language, why shouldn't school leaders take advantage of that and dump their language programs? Doesn't that kill two birds with one stone: give students job skills and fulfill minimum graduation requirements in one? In this era of Google Translate and other technology that can break language barriers, why do we need foreign languages? Find out the pros and cons of cutting languages, how to creatively integrate the two programs, and how to evaluate them.

**Presenters:**

- **Oswaldo Alvarenga**, Executive Director of STEM, Dallas Independent School District, Dallas, TX
- **Amy Anderton**, Director of World Languages, Dallas Independent School District, Dallas, TX

**TABLE 7**  
**PRINCIPAL SUPERVISION: SHARPENING THE FOCUS IN ORDER TO IMPROVE INSTRUCTION**

**PI** Audience: *Rural, Urban*

During the 2016–17 school year, Haysville Unified School District 261 participated in the New York City Leadership Academy Foundations of Principal Supervision year-long program along with several other school districts from across the nation. This program provided the attendees with a deep understanding of the Principal Supervisor Standards along with practical activities that could be replicated in any size school district. This new learning has deepened the conversations between central office leaders and building leaders regarding the improvement of instructional practice in the classroom. Accordingly, this has led to deeper instruction-focused conversations between principals and teachers. This focus on improving instruction has led to im-

proved student learning. Attendees will learn how to sharpen the instructional improvement conversations in their districts regardless of the size of the district. They will leave with specific questions and tools to use as principal supervisors.

**Presenters:**

- **John Burke**, Superintendent, Haysville Unified School District 261, Haysville, KS
- **Nancy Gutierrez**, Chief Strategy Officer, NYC Leadership Academy, Long Island City, NY
- **Teresa Tosh**, Assistant Superintendent for Learning Services, Haysville Unified School District 261, Haysville, KS

**TABLE 8**  
**MEASURING WHAT MATTERS: LEADING FOR INSTRUCTIONAL CHANGE IN LANGUAGE ARTS**

**CI** Audience: *Rural, Urban*

Educators everywhere are struggling with the instructional shifts required of the Common Core State Standards. In this session, the presenter will explore the three identified shifts in language arts and provide participants with research-based strategies that they can use with teachers and other staff members to help support implementation. Participants will experience several research-based training activities within the workshop and will walk away with several additional activities that can be used to help staff further address the rigor of the standards needed within their assessments.

**Presenter:**

- **Bryan Drost**, Director of Curriculum and Instruction, Summit Educational Service Center, Cuyahoga Falls, OH



12:45 – 1:15pm (Sessions repeat 1:15 – 1:45pm)

**TABLE 9**  
**STILL ENDANGERED: BLACK MALES ANSWERING THE CALL TO TEACH AND LEARN RECRUITMENT STRATEGIES**

**LE** Audience: *Rural, Urban*

Based on the school-to-prison pipeline that has garnered a great amount of attention in the past decade, many studies have underscored the need for black male teacher presence in schools. However, not much beyond rhetoric has taken place to change educational policy or practices. Shekina Farr Moore will share findings from her qualitative study that provided a better understanding of what attracted black male teachers to education, what factors motivated them to join, and how they were recruited to the teaching profession. This session will engage recruiters and school district leaders in discourse around black male teacher recruitment strategies.

**Presenter:**

- **Shekina Farr Moore**, Executive Director & Gender Advocate, B2F Girls, Atlanta, GA

**TABLE 10**  
**CAREER GEARS: EFFECTIVE REPLICABLE CAREER READINESS SYSTEMS FOR SCHOOLS**

**PE** Audience: *Rural, Urban*

This presentation provides resources and outlines the scope and sequence of a workforce readiness plan grades 3–12. The presentation is of national significance as it establishes new instructional methodologies and technologies that will better prepare high-need students in secondary and CTE programs to successfully complete those programs, transition to aligned career pathway programs at the post-secondary level and earn industry-based certifications that will ensure their long-term success as they enter the workforce in high-demand occupations in key sectors. Participants will receive the project design, which is evidence-based and aligns with the evidence-based design components that area colleges such as Columbus State Community College implemented as part of its highly successful Department of Labor-funded TAACCCT program over the past two years.

**Presenter:**

- **Kirk Koennecke**, Superintendent, Graham Local Schools, Saint Paris, OH

**TABLE 11**  
**A COMPARISON OF SCHOOL LEADER CORE COMPETENCIES:**

**LE** Audience: *Rural, Urban*

Research, which was the basis of an AASA book, is presented on the role and function of school leaders, especially principals and superintendents. Core competencies based upon a sample and survey of school leaders (principals and superintendents) are presented and compared vis-à-vis the most desired competencies, skills and dispositions, and relationship to the ELCC standards. As a result of this research, a Fusion Leadership framework was developed and presents a practical strategy for all school leaders in leading and managing schools and school districts.

**Presenters:**

- **Craig Schilling**, Associate Professor, Concordia University Chicago, River Forest, IL
- **Dan Tomal**, Distinguished Professor, Concordia University Chicago, River Forest, IL
- **Robert Wilhite**, Dean and Professor, Concordia University Chicago, River Forest, IL

**TABLE 13**  
**BUILDING THE CAPACITY OF HUMAN CAPITAL LEADERS IN EDUCATION**

**LE** Audience: *Rural, Urban*

As many school districts struggle to recruit and retain top talent and ensure equitable access to excellent educators, schools need knowledgeable and skilled human capital professionals now more than ever. Learn how school districts in Iowa and across the country are working to build the capacity of their human capital leaders with new professional standards and a certification program.

**Presenters:**

- **Kelly Coash-Johnson**, Executive Director, American Association of School Personnel Administrators, Overland Park, KS
- **Emily Douglas**, Director, Battelle for Kids, Columbus, OH



**CONFERENCE BLOGGERS**

Four AASA members are blogging about their experiences at the 2018 National Conference on Education. You can find their daily posts, which are part of the Conference Daily Online (<http://nce.aasa.org/conference-daily-online/>.)



## FOCUS ZONES

- CI** Curriculum and Instruction
- DE** Digitizing Education
- LE** Leadership for Equity
- PE** Personalizing Education
- PI** Principal Supervisor Initiatives
- SR** Superintendent/School Board Relationships

2:30 – 3pm (Sessions repeat 3 – 3:30pm)

### TABLE 1 DIGITAL FORMATIVE ASSESSMENTS: IMPROVING STUDENT MOTIVATION AND ACHIEVEMENT

**CI** Audience: Rural, Urban

This interactive presentation will provide an overview of what formative assessment is and how it differs from traditional summative assessment practices. The presenter will discuss and model several formative assessment techniques using technology that can be used by both beginning and veteran teachers alike to adequately address and track student progress among content standards.

**Presenter:**

- **Bryan Drost**, Director of Curriculum and Instruction, Summit Education Service Center, Cuyahoga Falls, OH

### TABLE 2 DON'T SUSPEND ME: EQUITY IN SCHOOL DISCIPLINE

**LE** Audience: Rural, Urban

This workshop is designed to shine a light on the disproportionality in school discipline with students of color. The workshop will help educators understand the positive impact of creating effective behavior systems in schools that are equitable for all students. An alternative discipline overview will be provided using the book *Don't Suspend Me!* as a framework for designing effective discipline using restorative, reflective and instructional methods of supports.

**Presenters:**

- **Jessica Hannigan**, Assistant Professor, California State University, Fresno, Fresno, CA
- **John Hannigan**, Principal, Sanger Unified School District, Sanger, CA

### TABLE 3 LEADING WITH THE END IN MIND

**CI** Audience: Rural, Urban

Most of us would agree that it makes sense to organize our school systems around what we want students to know and be able to do after they leave school. System change requires that we restructure the fundamental character and operating relationships of everything education leaders do at every level of the system. Participants will learn the four conditions that education leaders control and understand how to begin to close the achievement gap by implementing an “organized abandonment” process to significantly increase student achievement for all students. We have had answers for decades and we have ignored them. It is time to turn education on its head by organizing the results we want.

**Presenter:**

- **Becky Salato**, Chief Academic Officer, Action Learning Systems, Pasadena, CA

### TABLE 4 CRIMES AGAINST LEARNING: SOLUTIONS FOR THE FAILURE OF SCHOOL REFORM

**LE** Audience: Rural, Urban

School reform initiatives fall victim to quick fixes and piecemeal change time and again. Life in schools goes on as though surrounded by an impenetrable bubble. Public schools are facing an existential crisis. School systems have resisted top-down and institutionalized change for over 60 years. The dissonance between today’s world outside schools and the world inside the schools – the institutions most of us have experienced since we were five years old – is profound. Participants will learn doable solutions to creating a system that will increase student achievement for all students.

**Presenter:**

- **Gary Soto**, President, Action Learning Systems, Pasadena, CA



2:30 – 3pm (Sessions repeat 3 – 3:30pm)

**TABLE 5**  
**BEYOND THE BATHROOM: ENSURING LGBT STUDENTS THRIVE**

**LE** Audience: *Rural, Urban*

The LGBT population makes up 10% of our students, yet our policy, curriculum, action and attention to this group are not keeping pace with the law or the moral imperative to provide an environment where LGBT students thrive. We have the opportunity to lead the way and use our reach and influence to assist with the organizational changes that are critical for addressing this work. There is much discussion at the national and state levels around facility usage for this community, but their needs extend beyond the bathroom. Attendees will receive an overview of the law at the national and state levels, statistics on the experiences of LGBT youth and employees, national trends in public opinion on LGBT rights, and 10 practical strategies to begin this work today.

**Presenter:**  
 • **Julie A. Vitale**, Superintendent, Romoland School District, Homeland, CA

**TABLE 6**  
**CYCLE-BASED BUDGETING AND CONTINUOUS IMPROVEMENT: THREE YEARS OF LESSONS**

**LE** Audience: *Rural, Urban*

This session will share with superintendents and other district leaders how the budget and budgeting process can be employed as a tool to organize, plan, evaluate and reorganize continuous improvement efforts through a cycle-based budgeting model. We will demonstrate how we have 1) linked \$70 million of new and existing spending to our strategic plan and 2) defined measurable goals and established an implementation and review cycle for each spending item. As a result, academic return on the spending can be tracked so that programs can be improved continuously or discontinued at the end of their cycle if they show no return on the investment. Using examples, we will also show how this process has compelled and facilitated the district to confront and tackle some existing institutional barriers such as overlapping responsibilities between departments, lack of clear ownership on district initiatives, and incoherence between central office and school improvement efforts.

**Presenter:**  
 • **Bo Yan**, Data Strategist, Jefferson County Public Schools, Louisville, KY

**TABLE 7**  
**WHO IS THE 21st-CENTURY LEARNER?**

**DE** Audience: *Rural, Urban*

To teach 21st-century skills to students, you must have 21st-century teachers. So, who is a 21st-century teacher? It is a teacher who is fearless in their quest to try new and inventive ways to apply technology to foster independent learning. These teachers are on a learning journey with their students. Participants will learn about the characteristics of a 21st-century learner and a 21st-century teacher.

**Presenter:**  
 • **Melisa Stout**, Graduate Student, Texas Tech University, Anna, TX

**TABLE 8**  
**ADAPTIVE APIARY CLUB/STEM AND LEAP SCIENCE PROGRAM**

**SR** Audience: *Urban, Aspiring*

Focused on safety, our successful program sets up and supports school apiaries, organizing clubs to develop interdepartmental cooperation and teaching students cooperative business skills utilizing sustainable farm-to-table models. We help integrate beekeeping into approved science curricula. Staff trained as program directors take over to support and guide students to continually develop and expand the business model while incoming classes are mentored by outgoing peers, while we support as needed, reducing long-term expense. Low start-up and maintenance costs qualify for a number of funding sources and are offset by revenue from bee products developed by students while they learn hands-on environmental preservation critical to the food chain. The seasonal aspect takes little time from required classes. Visit [www.hudsonriverapiarysociety.org](http://www.hudsonriverapiarysociety.org).

**Presenter:**  
 • **Antonio Quinlan**, Executive Director, Hudson River Apiary Society, North Bergen, NJ





## FOCUS ZONES

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**TABLE 10**  
**TEACHER PERCEPTIONS OF REFUGEE STUDENTS**

**LE** Audience: *Rural, Urban*

The presenters conducted a qualitative study to investigate the experiences of teachers of children with refugee status. These experiences are used to provide recommendations on professional development that emphasizes child cultural backgrounds and trauma-focused intervention.

**Presenters:**

- **Shawna Boomgaard**, Manager of Academic Accountability, Oakland University, Rochester, MI
- **Adam LeRoy**, Coordinator of Special Services, Oakland University, Rochester, MI

**TABLE 11**  
**PRINCIPALS AND INSTRUCTIONAL COORDINATORS WORKING SIDE BY SIDE**

**PI** Audience: *Rural, Urban*

How do you change the trajectory of student learning? Principals are faced with this rewarding yet daunting task every day. Alone, this is an insurmountable feat. In Harrison School District Two, however, we emphasize An Everyone Culture by creating Deliberately Developmental Organizations as described by Robert Kegan and Lisa Lahey. Thus, principals are able to grow alongside their teachers and work side by side with instructional coordinators to positively influence teaching and learning. In this session, principal supervisors and district leaders will learn how Harrison School District Two asked principals to be vulnerable and welcome instructional coordinators into the fold to support teaching and learning for all students.

**Presenters:**

- **Elizabeth Domangue**, Principal, Harrison School District Two, Colorado Springs, CO
- **Teresa Lance**, School Leadership Officer, Harrison School District Two, Colorado Springs, CO
- **Dawn Thomas**, Instructional Coordinator, Harrison School District Two, Colorado Springs, CO

**TABLE 13**  
**STRATEGIC COHERENCE PLANNING TO PREPARE STUDENTS FOR A DIGITAL AGE**

**LE** Audience: *Rural, Urban*

Most strategic planning follows a model that meanders to wherever the process leads it. Strategic Coherence Planning uses backwards design principles to ensure the district ends up where it wants to be. Starting with the high leverage skills and attributes the community has identified to ensure student success in the future, this process works from there to leverage and align all of the district's instructional and support systems to deliver those outcomes. The creation of Corwin Press *Digital Learning for All, Now!* author Jonathan Costa, more than 20 districts have embraced this process as a way to focus and connect their systems to a practical vision of teaching and learning in a digital age. This session will demonstrate how districts can easily take and adapt these design principles to focus their own in-district planning efforts.

**Presenter:**

- **Jonathan Costa**, Assistant Executive Director, EdAdvance, Litchfield, CT





# EXHIBITOR LISTINGS BY ALPHA

## PROMOTIONAL AND PRIZE DRAWINGS

- **CAMBRIDGE EDUCATIONAL SERVICES | BOOTH: 614**

Tiffany & Co. Tumbler

Winners will be contacted via email and phone call. Drawing will take place on Friday, February 16, at 2pm.

- **STEDI.ORG/SUBSTITUTE TEACHING DIVISION | BOOTH: 347**

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## DISTRICT ADMINISTRATION

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Edgenuity provides engaging and flexible online and blended learning solutions.

[www.edgenuity.com](http://www.edgenuity.com)

## EDLEADER21

**BOOTH: 730**

177 N Church Avenue, #1010  
Tucson, AZ 85701

EdLeader21, a network of Battelle for Kids, is a professional learning community of education leaders committed to building 21st-century education systems for every student.

[www.edleader21.com](http://www.edleader21.com)





## EDLIO

**BOOTH: 424**

12910 Culver Boulevard, Suite 1  
Los Angeles, CA 90066

For more than 17 years, Edlio has been connecting K-12 educators with their communities, offering the most comprehensive and easy-to-use communication package for schools.  
[www.edlio.com](http://www.edlio.com)

## EDUCATION LOGISTICS (EDULOG), INC.

**BOOTH: 525**

3000 Palmer Street  
Missoula, MT 59808

Edulog is the largest and most innovative supplier of software and services for K-12 transportation and GIS management. We provide affordable and effective solutions for GPS, bus routing, driver/passenger management, parent notification and boundary planning.  
[www.edulog.com](http://www.edulog.com)

## EDUCATION NETWORKS OF AMERICA

**BOOTH: 636**

618 Grassmere Park, Suite 12  
Nashville, TN 37211

Education Networks of America® is the leading provider of infrastructure as a service (IaaS) solutions to K-12 schools, higher education institutions and libraries.  
[www.ena.com](http://www.ena.com)

## ESCHOOLVIEW

**BOOTH: 312**

240 N 5th Street, Suite 200  
Columbus, OH 43215

eSchoolView provides an easy-to-use content management system (CMS) to over 600 school districts nationwide.  
[www.eschoolview.com](http://www.eschoolview.com)

## ESS

**BOOTH: 822**

4707 Papermill Road  
Knoxville, TN 37909

ESS is a leading educational management firm specializing in full-service, cost-effective management of substitute teachers, paraprofessionals and support personnel for school districts.  
[www.ESS.com](http://www.ESS.com)

## E-THERAPY

**BOOTH: 427**

1863 W Shellie Drive  
Flagstaff, AZ 86001

E-Therapy provides face-to-face online speech therapy, occupational therapy and physical therapy services to schools and their students nationwide.  
[www.electronic-therapy.com](http://www.electronic-therapy.com)

## ETS WINSIGHT

**BOOTH: 734**

660 Rosedale Road  
Princeton, NJ 08541  
[www.ets.org/winsight](http://www.ets.org/winsight)

## EYESPY 20/20

**BOOTH: 851**

1155 Jansen Farm Drive  
Elgin, IL 60123

Good-Lite is dedicated to the early detection of vision disorders and preventable blindness in children to promote educational success, vision health and quality of life.  
[www.eyespy2020.com](http://www.eyespy2020.com)

## FIRST STUDENT, INC.

**BOOTH: 448**

600 Vine Street, Suite 1400  
Cincinnati, OH 45202  
[www.firststudentinc.com](http://www.firststudentinc.com)

## FIZIKA ACTIVE

**BOOTH: 308**

233 North Duke Street  
Lancaster, PA 17602



Fizika is a professional development firm that provides transformative training services and technology products to promote brain health and engage students in deeper learning.  
[www.fizikagroup.com](http://www.fizikagroup.com)

## FLORIDA VIRTUAL SCHOOL

**BOOTH: 749**

2145 Metrocenter Blvd, Suite 100  
Orlando, FL 32835

With more than 150 online course offerings, FLVS provides digital curriculum solutions to schools and districts across the globe.  
[www.flvsglobal.net](http://www.flvsglobal.net)

## FOCUSED FITNESS

**BOOTH: 303**

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Spokane Valley, WA 99026

The Five for Life program is an evidenced-based, K-12 fitness and health curriculum that aligns with physical education and health standards.  
[www.focusedfitness.org](http://www.focusedfitness.org)

## FORECAST5 ANALYTICS

**BOOTH: 423**

2135 CityGate Lane, 7th Floor  
Naperville, IL 60563

Forecast5 is changing the way schools make strategic and financial decisions through utilization of data discovery and data analytics tools in a collaborative environment.  
[www.Forecast5Analytics.com](http://www.Forecast5Analytics.com)



#### **FORREST T. JONES & CO.**

**BOOTH: 322**

14200 Park Meadow Drive  
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Forrest T. Jones & Co. is the AASA insurance program administrator providing 14 different insurance products to AASA members. Products include professional liability, GEICO auto insurance and a wide array of life plans.

[www.ftj.com](http://www.ftj.com)

#### **FOURPOINT EDUCATION PARTNERS**

**BOOTH: 332**

8610 Ridge Road  
Bethesda, MD 20817

FourPoint Education Partners helps education leaders plan systemically, implement coherent strategies, and strengthen policies and practices to achieve outstanding results.

[www.fourpointeducation.com](http://www.fourpointeducation.com)

#### **FOXBRIGHT: SMARTER SCHOOL WEBSITES**

**BOOTH: 745**

161 Ottawa Avenue NW, Suite 114M  
Grand Rapids, MI 49503

Foxbright designs and hosts easy-to-use, ADA-compliant websites for K-12 and supporting organizations.

[www.foxbright.com](http://www.foxbright.com)

#### **FRONTLINE TECHNOLOGIES**

**BOOTH: 816**

1400 Atwater Drive  
Malvern, PA 19355

Frontline Education is an integrated insights partner serving more than 12,000 educational organizations and millions of educators in their efforts to develop the next generation of learners.

[www.frontlineeducation.com](http://www.frontlineeducation.com)

#### **GABRIEL FIRST CORP.**

**BOOTH: 408**

P.O. Box 191  
233 W Commercial Street  
East Rochester, NY 14445

[www.gabrielfirst.com](http://www.gabrielfirst.com)

#### **GAMETIME**

**BOOTH: 305**

544 Chestnut Street  
Chattanooga, TN 37402

[www.gametime.com](http://www.gametime.com)

#### **GET MORE MATH**

**BOOTH: 431**

905 Mono Way  
Sonora, CA 95370

Get More Math provides cumulative practice sessions uniquely tailored to each student's needs.

[www.getmoremath.com](http://www.getmoremath.com)

#### **GLIMPSE K12, INC.**

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Glimpse identifies and evaluates the eROI of every product, program, service or strategy implemented in your classrooms to help administrators evaluate what is working.

[www.glimpsek12.com](http://www.glimpsek12.com)

#### **GRANITE DATA SOLUTIONS**

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CA DVBE reseller of IT supplies and peripherals.

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#### **GO365 BY HUMANA**

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#### **HANOVER RESEARCH**

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4401 Wilson Boulevard, 9th Floor  
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Hanover is a global research and analytics firm that helps K-12 education leaders make informed decisions, identify and seize opportunities, and heighten their effectiveness.

[www.hanoverresearch.com](http://www.hanoverresearch.com)

#### **HELLAS CONSTRUCTION INC.**

**BOOTH: 316**

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Hellas Construction services range from quality sports construction and installation to full design/build projects.

[www.hellasconstruction.com](http://www.hellasconstruction.com)

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Springfield, IL 62715

[www.horacemann.com](http://www.horacemann.com)

#### **IDASHBOARDS**

**BOOTH: 617**

900 Tower Drive, 4th Floor  
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iDashboards provides visually appealing and cost-effective dashboard software. With customizable dashboard solutions that easily integrate data sources, iDashboards clients can quickly and effectively analyze performance metrics.

[www.idashboards.com](http://www.idashboards.com)

#### **IDENTIMETRICS**

**BOOTH: 402**

400 York Road, Suite 200  
Jenkintown, PA 19046

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[www.identimetrics.net](http://www.identimetrics.net)

#### **ILEADR**

**BOOTH: 407**

2220 Lazy Lane  
Sherrills Ford, NC 28673

Digital platform providing a systematic approach for data and documentation through implementation of the RtI/MTSS process and includes an EWS, 504 plans and SPED documentation.

[www.ileadr.com](http://www.ileadr.com)



### ILLUMINATE EDUCATION

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6531 Irvine Center Drive  
Irvine, CA 92618

Illuminate Education makes sense of student data. Our standards-based data and assessment platform helps educators guide instruction, identify at-risk students and gauge overall trends.  
[www.illuminateed.com](http://www.illuminateed.com)

### IMAGINE LEARNING INC.

**BOOTH: 723**

191 River Park Drive  
Provo, UT 84604

Imagine Learning was founded in 2004 with the goal of using technology to teach mathematics, English language and literacy to the children of the world.  
[www.imaginelearning.com](http://www.imaginelearning.com)

### IMC OUTDOOR LIVING

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[www.imcOutdoorLiving.com](http://www.imcOutdoorLiving.com)

### INDELIBLE LEARNING

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Rolling Hills Estates, CA 90274

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[www.indeliblelearning.com/](http://www.indeliblelearning.com/)

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[www.isimetrics.com](http://www.isimetrics.com)

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[www.insightadvance.com](http://www.insightadvance.com)

### INVENTIONLAND INSTITUTE

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[www.inventionlandinstitute.com](http://www.inventionlandinstitute.com)

### IQEDUCATOR

**BOOTH: 433**

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Buckley, WA 98321

Evaluation and analysis of the knowledge, skills and abilities of others to the order and specification of individuals, classroom teachers or education institutions.  
[www.iqeducator.com](http://www.iqeducator.com)

### ITUTOR.COM

**BOOTH: 529**

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Jericho, NY 11753

iTutor provides live, online instructional support from state-certified teachers to school districts. Services include homebound support, credit recovery assistance, special education, enrichment and test prep.  
[www.itutor.com](http://www.itutor.com)

### JASON LEARNING

**BOOTH: 527**

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Ashburn, VA 20147

JASON Learning is a non-profit organization that connects students with real science and exploration to inspire them to study and pursue careers in STEM.  
[www.jason.org](http://www.jason.org)

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[www.K12.kendallhunt.com](http://www.K12.kendallhunt.com)

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[www.menswearhouse.com](http://www.menswearhouse.com)

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#### BOOTH: 506

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[www.sf.accelium.com](http://www.sf.accelium.com)

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#### BOOTH: 206

2154 Bellmore Avenue  
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MOEMS — Not-for-profit dedicated to stimulating enthusiasm, fostering creativity and strengthening mathematical skills. Students explore and review concepts while developing flexibility in solving non-routine problems.

[www.moems.org](http://www.moems.org)

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### NASDTEC

#### BOOTH: 817

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Washington, DC 20006

NASDTEC is a non-profit membership organization serving state agencies that license educators for public schools.

[www.nasdtec.net](http://www.nasdtec.net)



### NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS

**BOOTH: 426**

1030 15th Street NW, Suite 600E  
Washington, DC 20005

The National Assessment of Educational Progress is the largest continuing and nationally representative assessment of what U.S. students know and can do in various subjects.

[www.nationsreportcard.gov](http://www.nationsreportcard.gov)

### NATIONAL ASSOCIATION OF FEDERALLY IMPACTED SCHOOLS

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444 North Capitol Street NW,  
Suite 419

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NAFIS is a dynamic association of school district leaders advocating for the Impact Aid program and the students they educate.

[www.nafisdc.org](http://www.nafisdc.org)

### NATIONAL INSTITUTE FOR EXCELLENCE IN TEACHING

**BOOTH: 624**

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Baton Rouge, LA 70810

The non-profit National Institute for Excellence in Teaching supports states, districts and schools to attract, develop, support and retain effective educators and raise student achievement.

[www.niet.org](http://www.niet.org)

### NATIONAL JOINT POWERS ALLIANCE

**BOOTH: 341**

P.O. Box 219  
202 12th Street NE  
Staples, MN 56479

NJPA is a public agency that creates national cooperative contract purchasing solutions on behalf of its member agencies, including government, education and non-profit entities.

[www.njpacoop.org](http://www.njpacoop.org)

### NATIONAL PEANUT BOARD

**BOOTH: 404**

3350 Riverwood Parkway, Suite 1150  
Atlanta, GA 30339

With evidence-based research from food allergy advocacy and health organizations, the National Peanut Board is a resource for school administrators on food allergy management.

[www.nationalpeanutboard.org](http://www.nationalpeanutboard.org)

### NATIONAL RESOURCE CENTER ON ADHD, A PROGRAM OF CHADD

**BOOTH: 410**

4601 Presidents Drive, Suite 300  
Lanham, MD 20706

The National Resource Center on ADHD, a program of CHADD, funded by CDC, supports individuals, families, teachers and professionals dealing with ADHD and its co-occurring conditions.

[www.chadd.org/nrc](http://www.chadd.org/nrc)

### NATIONAL SCHOOL BOARDS ASSOCIATION

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Alexandria, VA 22314

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## **PARALLEL EDUCATION**

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[www.performancematters.com](http://www.performancematters.com)

## **PESG (PROFESSIONAL EDUCATION SERVICES GROUP)**

### **BOOTH: 639**

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[www.mypesg.com](http://www.mypesg.com)

## **PESI INC.**

### **BOOTH: 417**

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PESI provides training and resources for educators seeking practical, hands-on strategies and interventions to improve the outcomes of the children and adolescents they work with.

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[www.pmanetwork.com](http://www.pmanetwork.com)

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## **POWERSCHOOL GROUP LLC**

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Providing school safety services, school safety assessments and training to districts and schools, we partner with USDOJ-NIJ to provide free school safety material.

[www.schoolsafety911.org](http://www.schoolsafety911.org)

## SCHOOLINFOAPP

**BOOTH: 310**

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We build great apps for great schools.

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SCHOOLinSITES exists to be your digital education partner. We provide services that give your school or district an edge in the vast world of online learning. We connect your dots.

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**BOOTH: 503**

P.O. Box 18938  
Hattiesburg, MS 39404

Manage parent relationships by focusing conversations on integrated, specific student data.

[www.schoolstatus.com](http://www.schoolstatus.com)

## SHARE911

**BOOTH: 846**

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Ramsey, NJ 07446

Share911 is the fastest emergency communication, student accountability and family reunification solution available today.

[www.getshare911.com](http://www.getshare911.com)

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**BOOTH: 400**

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Meridian, ID 83642

Educators and administrators partner with Silverback Learning to guide students in their personalized learning journey and teachers in professional success using Mileposts, Teacher Vitae and EdifyAssess.

[www.silverbacklearning.com](http://www.silverbacklearning.com)

## SJ HART SUICIDE AND MH MANAGEMENT

**BOOTH: 348**

1 Vernon Lane  
Garnet Valley, PA 19060

SJ Hart & Associates International, mental health and suicide management education.

## SKYWARD, INC.

**BOOTH: 616**

2601 Skyward Drive  
Stevens Point, WI 54482

Delivering a better SIS and ERP experience for more than 1,900 school districts and municipalities.

[www.skyward.com](http://www.skyward.com)

## SODEXO

**BOOTH: 630**

11044 Research Boulevard,  
Suite B-350

Austin, TX 78759

Food service and facilities management.

[www.sodexoUSA.com](http://www.sodexoUSA.com)



**SOUTHERN MANAGEMENT SERVICES, LLC**

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SMS provides custodial, landscaping, maintenance and management services to school districts, colleges and universities.  
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[www.sfellc.org](http://www.sfellc.org)

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**BOOTH: 808**  
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Knoxville, TN 37922  
[www.sscserv.com](http://www.sscserv.com)

**STAND FOR CHILDREN**

**BOOTH: 746**  
2121 SW Broadway, #111  
Portland, OR 97201  
Foster social and emotional development and improve school climate during critical middle school years.  
[www.stand.org](http://www.stand.org)

**STANDARD FOR SUCCESS**

**BOOTH: 422**  
10741 S County Road, 850 E  
Cloverdale, IN 46120  
Built for educators by educators, SFS helps build effective evaluation programs from the ground up with our fully customizable software, helping make evaluations meaningful.  
[www.standardforsuccess.com](http://www.standardforsuccess.com)

**STEDI.ORG/SUBSTITUTE TEACHING DIVISION**

**BOOTH: 347**  
429 South Main  
Logan, UT 84321  
STEDI.org provides research-based training to improve achievement of students taught by substitute teachers and to assist those who manage substitute teachers.  
[www.stedi.org](http://www.stedi.org)

**STRATEGIC DATA PROJECT**

**BOOTH: 646**  
50 Church Street, 4th Floor  
Cambridge, MA 02138  
The Strategic Data Project partners with school districts and state education departments to provide training, resources and networks on using data to improve student achievement.  
[www.sdp.cepr.harvard.edu](http://www.sdp.cepr.harvard.edu)

**TAKENOTE SOLUTIONS INC.**

**BOOTH: 552**  
66 Greenville Road  
Townsend, MA 01474

**TAPPIT TECHNOLOGY DBA/YOUR MOBILE SCHOOL APP**

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We design and build custom-branded mobile apps for schools and districts.  
[www.yourmobileschoolapp.com](http://www.yourmobileschoolapp.com)

**TARGUS EDUCATION**

**BOOTH: 240**  
1211 N Miller Street  
Anaheim, CA 92806  
[www.targus.com](http://www.targus.com)

**TASB, INC. DBA/BOARDBOOK**

**BOOTH: 428**  
P.O. Box 400  
Austin, TX 78767  
Boardbook is an online service that streamlines the preparation and distribution of paper or paperless agenda packets.  
[www.boardbook.org](http://www.boardbook.org)

**TEACHERGEEK, INC.**

**BOOTH: 744**  
16551 Ridge Road  
Holley, NY 14470  
TeacherGeek is a manufacturer of incredible and affordable Maker/STEM/STEAM materials. It's also an author of free, ultra-engaging curricula (labs, activities and engineering challenges).  
[www.teachergeek.com](http://www.teachergeek.com)

**TEMBO, INC.**

**BOOTH: 644**  
1639 N Hancock Street, Studio 203  
Philadelphia, PA 19122  
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[www.temboinc.com](http://www.temboinc.com)

**TEMPLETON DEMOGRAPHICS/METROSTUDY**

**BOOTH: 508**  
556 Silicon Dr., #101  
Southlake, TX 76092  
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[www.tdemographics.com](http://www.tdemographics.com)

**TENSTIM LLC**

**BOOTH: 223**  
582 Tam O Shanter  
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We provide a variety of healthcare solutions to many.  
[www.tenstim.com](http://www.tenstim.com)

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**BOOTH: 200**  
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Pittsburg, TX 75686  
TIPS is a leading national purchasing cooperative offering members access to competitively bid contracts leveraging the purchasing power of 4,300 member agencies. "Purchasing Made Personal."  
[www.TIPS-USA.com](http://www.TIPS-USA.com)



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**BOOTH: 648**

6300 Corporate Boulevard,  
Suite 200

Baton Rouge, LA 70809

TraceSecurity is a leading provider of cybersecurity and compliance solutions that help organizations of all sizes reduce the risk of cyber breaches and demonstrate compliance. With a combination of software and services, TraceSecurity can help organizations manage their information security program and supplement it with third-party validation.

[www.tracesecurity.com](http://www.tracesecurity.com)

### UASPIRE

**BOOTH: 432**

31 Milk Street  
Boston, MA 02109

College affordability non-profit.

[www.uaspire.org](http://www.uaspire.org)

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**BOOTH: 518**

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Our mission is to bring authentic, rigorous and experiential education to all students to foster the development of real-world skills.

[www.incubatoredu.com](http://www.incubatoredu.com)

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[www.gse.upenn.edu](http://www.gse.upenn.edu)

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Employee and student code of conduct development, implementation and training. Staff development and online subscription software.

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[www.usascheduler.com](http://www.usascheduler.com)

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VALIC is an industry leader and currently manages long-term investment programs for more than 5,000 school districts through a national team of financial advisors.

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1515 Broadway  
New York City, NY 10036

We are a non-profit organization helping kids, schools and communities realize their full potential through the power of making music.

[www.vh1savethemusic.org](http://www.vh1savethemusic.org)

### WILSON LANGUAGE TRAINING CORPORATION

**BOOTH: 538**

47 Old Webster Road  
Oxford, MA 01540

Wilson Reading System, Wilson Just Words, Wilson Foundations and Wilson Fluency are multisensory, structured reading and spelling curricula to address prevention, intervention and intensive instructional needs.

[www.wilsonlanguage.com](http://www.wilsonlanguage.com)

### WONDER MEDIA GROUP

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16530 Ventura Boulevard, Suite 600  
Encino, CA 91436

We are a creative technology and production company dedicated to changing the way animation is created, produced, experienced and used.

[www.wondermedia.tv/](http://www.wondermedia.tv/)

### YELLOWFOLDER

**BOOTH: 309**

1617 W. Crosby Road, Suite 100  
Carrollton, TX 75006

The only cloud-based records management service designed exclusively for K-12 education.

[www.yellowfolder.com](http://www.yellowfolder.com)

### YOGA FOSTER

**BOOTH: 416**

225 Cedar Street, #2607  
Seattle, WA 98121

[www.yogafoster.org](http://www.yogafoster.org)

### YOUTHTRUTH STUDENT SURVEY

**BOOTH: 537**

131 Stuart Street, Suite 501  
San Francisco, CA 94105

Through validated student, family and staff surveys, interactive reports, and tailored advisory services, YouthTruth partners with schools and districts to improve climate and enhance learning.

[www.youthtruthsurvey.org](http://www.youthtruthsurvey.org)

### YUP

**BOOTH: 711**

642 Harrison Street, PH  
San Francisco, CA 94107

[www.yup.com](http://www.yup.com)

### ZOLL MEDICAL CORPORATION

**BOOTH: 815**

269 Mill Road  
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JANUARY 2017

## Digital Badging

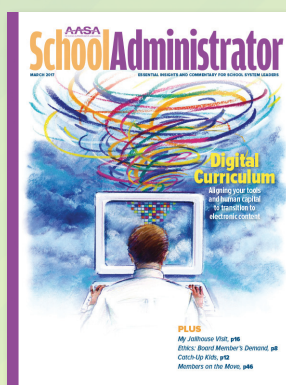
PRICE: \$9 member/\$10 nonmember



FEBRUARY 2017

## Unlocking Literacy

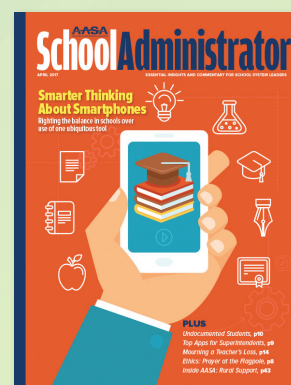
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MARCH 2017

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APRIL 2017

## Smarter Thinking About Smartphones

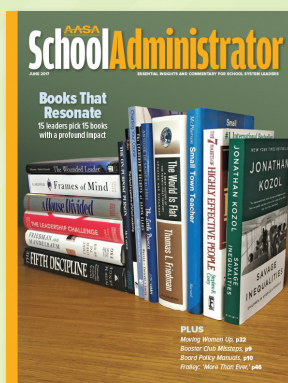
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MAY 2017

## STEAM on the Rise

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JUNE 2017

## Books That Resonate

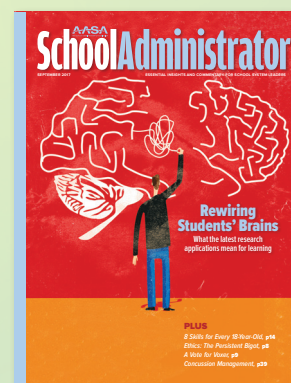
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AUGUST 2017

## The Opioid Crisis Hits Home

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## Rewiring Students' Brains

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**TO ORDER, CALL:**  
**703-875-0772**





# EXHIBITOR LISTINGS BY BOOTH

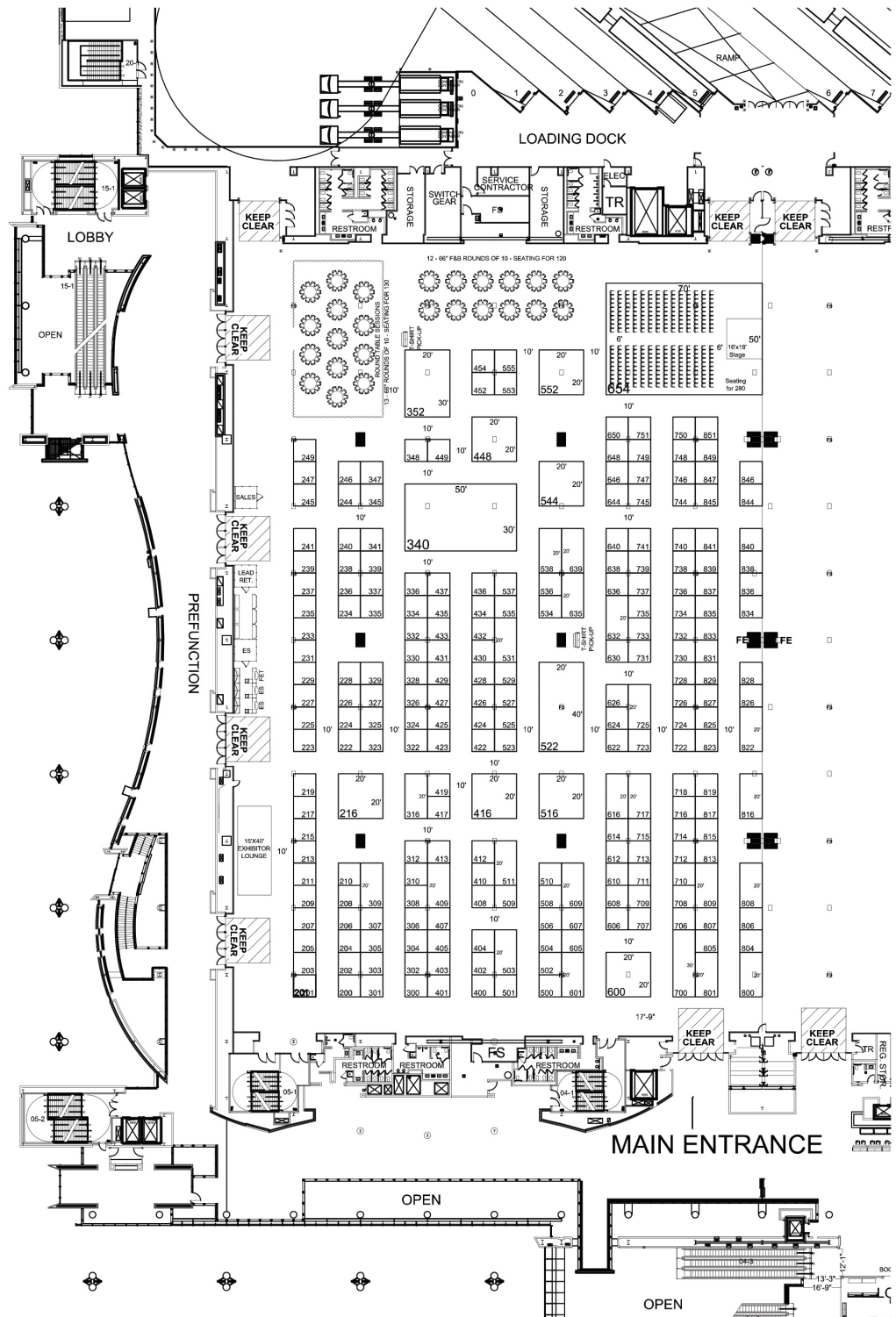
- 200 .....TIPS
- 201 .....Inventionland Institute
- 202 .....EcoWater — Safe Fountain System
- 206 .....MOEMS — Math Olympiads
- 208 .....Martin & Cobey
- 210 .....Code To The Future
- 213 .....Parallel Education
- 215 .....InsightADVANCE
- 217 .....Pearson
- 222 .....ACT, Inc.
- 223 .....Tenstim LLC
- 228 .....KEV Group
- 234 .....PadCaster
- 240 .....Targus Education
- 300 .....Kendall Hunt Publishing
- 301 .....Allied Powers LLC
- 302 .....Active Schools
- 303 .....Focused Fitness
- 304 .....Action Based Learning
- 305 .....GameTime
- 306 .....Activity Works
- 307 .....LiveWellPower
- 308 .....Fizika Active
- 309 .....YellowFolder
- 310 .....SchoolInfoApp
- 312 .....eSchoolview
- 316 .....Hellas Construction Inc.
- 322 .....Forrest T. Jones & Co.
- 323 .....SaniGLAZE International
- 328 .....Answerables
- 329 .....Daktronics
- 330 .....Performance Matters
- 332 .....FourPoint Education Partners
- 334 .....Appademics
- 335 .....School Courier
- 336 .....Math Teachers Press, Inc.
- 339 .....Center on Teaching and Learning,  
University of Oregon
- 341 .....National Joint Powers Alliance
- 345 .....Audio Enhancement
- 347 .....STEDI.org/Substitute Teaching Division
- 348 .....SJ Hart Suicide and MH Management
- 400 .....Silverback Learning Solutions
- 401 .....ABM
- 402 .....identiMetrics
- 403 .....EdConnective
- 404 .....National Peanut Board
- 405 .....School Check IN
- 407 .....iLEADR
- 408 .....Gabriel First Corp.
- 409 .....PowerSchool Group LLC
- 410 .....National Resource Center on ADHD,  
a Program of CHADD
- 412 .....eBOARDsolutions
- 413 .....Illuminate Education
- 416 .....Yoga Foster
- 417 .....PESI Inc.
- 419 .....Davis Demographics & Planning
- 422 .....Standard For Success
- 423 .....Forecast5 Analytics
- 424 .....Edlio
- 425 .....PMA Financial Network, Inc
- 426 .....National Assessment of Educational Progress
- 427 .....E-Therapy
- 428 .....TASB, Inc. dba/Boardbook
- 429 .....CrisisGo
- 430 .....Mylan
- 431 .....Get More Math
- 432 .....uAspire
- 433 .....iQEDucator
- 434 .....BELL (Building Educated Leaders for Life)
- 435 .....Granite Data Solutions
- 436 .....Edgenuity
- 437 .....Innovative Student Loan Solutions
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- 452 .....Nightlock Lockdown Door Barricade
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- 502 .....Tappl Technology dba/Your Mobile School App
- 503 .....SchoolStatus
- 504 .....Indelible Learning
- 506 .....Mind Lab
- 508 .....Templeton Demographics/MetroStudy
- 509 .....District Administration
- 510 .....Allied Powers LLC
- 511.....QOMO
- 516 .....BoardDocs
- 518 .....UnCharted Learning
- 523 .....American Fidelity Assurance Company
- 525 .....Education Logistics (EDULOG), Inc.
- 527 .....JASON Learning



- 529 . . . . . iTutor.com
- 531 . . . . . Buckeye International (Symmetry)
- 534 . . . . . Dynamic Mounting
- 535 . . . . . National School Public Relations Association
- 536 . . . . . National Association of Federally Impacted Schools
- 537 . . . . . YouthTruth Student Survey
- 538 . . . . . Wilson Language Training Corporation
- 544 . . . . . Lifetouch
- 552 . . . . . TakeNote Solutions Inc.
- 600 . . . . . Naviance by Hobsons
- 601 . . . . . Durham School Services
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- 640 . . . . . POSSIP
- 644 . . . . . Tembo, Inc.
- 646 . . . . . Strategic Data Project
- 648 . . . . . TraceSecurity
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- 750 . . . . . DecisionEd Group, Inc.
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- 800 . . . . . The Horace Mann Companies
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- 804 . . . . . MyOptions
- 805 . . . . . littleBits
- 807 . . . . . LanguageLine Solutions
- 808 . . . . . SSC Service Solutions
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- 815 . . . . . ZOLL Medical Corporation
- 816 . . . . . Frontline Technologies
- 817 . . . . . NASDTEC
- 819 . . . . . Cambridge Assessment International  
Education
- 822 . . . . . ESS
- 823 . . . . . ECRA Group & HYA Executive Search
- 825 . . . . . Glimpse K12, Inc.
- 826 . . . . . Southern Management Services, LLC
- 828 . . . . . School Safety Advocacy Council
- 834 . . . . . Casio America Inc.
- 840 . . . . . Northeastern University
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- 846 . . . . . Share911
- 851 . . . . . EyeSpy 20/20



# EXHIBIT HALL A MUSIC CITY CENTER



FLOORPLAN



# MEETINGS & FUNCTIONS INDEX

## THURSDAY, FEBRUARY 15

7 – 8am

**Association of Christian Administrators (ACA) Fellowship Breakfast**

Omni Nashville | Cumberland 5/6 | *Sponsored by Cenergistic*

11:30am – 1:30pm

**Century Club 100 Annual Meeting**

Omni Nashville | Music Row 5

12:15 – 1:45pm

**NCERT Superintendent Lunch**

Omni Nashville | Music Row 2

7 – 9:30pm

**Teachers College, Columbia University**

Omni Nashville | Mockingbird 2

7:15 – 9:15pm

**Education Elements' Book Launch Party for Anthony Kim**

Omni Nashville | Legends G

## FRIDAY, FEBRUARY 16

7 – 8:15am

**Urban Superintendents Association of America Member Breakfast**

Omni Nashville | Legends Ballroom G

7 – 9am

**Missouri Breakfast**

Omni Nashville | Cumberland 2 | *Sponsored by American Fidelity*

7:30 – 8:30am

**MASA State Breakfast**

Omni Nashville | Music Row 5

**NYS Council of School Superintendents: Sharing Best Practices Breakfast**

Omni Nashville | Music Row 6

11:45am – 1:30pm

**HML Annual Meeting**

Omni Nashville | Cumberland 5/6

3 – 4pm

**Regular Meeting of USAA Executive Committee**

Omni Nashville | Mockingbird 2

## FRIDAY, FEBRUARY 16 (CONT.)

5 – 6pm

**CAPSS CT/NYCROSS Cocktail Reception**

Omni Nashville | Music Row 3

5 – 6:30 pm

**North Carolina Delegates Reception**

Omni Nashville | Music Row 1

*Sponsored by GCA Services & Amp*

5 – 7pm

**Iowa-Nebraska Reception**

City Tap House

**Northwest Reception**

Omni Nashville | Cumberland 5/6

5:30 – 7pm

**Harvard Graduate School of Education Networking Reception**

Omni Nashville | Mockingbird 1

**Illinois Reception Honoring the 2018 Superintendent of the Year**

The George Jones | The Window Up Above

**Missouri-Kentucky President's Reception**

Honky Tonk Central, 2nd Floor | 329 Broadway Street, Nashville

5:30 – 7:30pm

**Pennsylvania Reception**

The Country Music Hall of Fame

6 – 7:30pm

**Southwest States Reception**

The Country Music Hall of Fame Rotunda

7:30 – 8:30pm

**New England Association of School Superintendents Cocktail Reception**

Omni Nashville | Music Row 5

## SATURDAY, FEBRUARY 17

7:30 – 8:45am

**Indiana Breakfast**

Omni Nashville | Cumberland 2 | Education Networks of America



# MEET THE AASA LEADERSHIP

## EXECUTIVE COMMITTEE



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Superintendent  
Dysart Unified School District 89  
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Superintendent  
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Saint Louis, MO



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**Paul Imhoff**

Superintendent  
Upper Arlington City School District  
Upper Arlington, OH



**Gary L. Kelly**

Superintendent  
DuQuoin Community Unit School District 300  
DuQuoin, IL



**Janet Mason**

Superintendent  
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Forest City, NC



**Michelle R. Price**

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Wenatchee, WA





**Kristi A. Sandvik**  
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 Buckeye, AZ



**Theron J. Schutte**  
*Superintendent*  
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 Marshalltown, IA



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**Candace Singh**  
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 Fallbrook, CA



**Tom J. Turrell**  
*Superintendent*  
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 Byers, CO



**Betsy M. Webb**  
*Superintendent*  
 Bangor School Department  
 Bangor, ME



**Ronald C. Whitmoyer**  
*Superintendent*  
 East Helena School District 9  
 East Helena, MT



**ASE LIAISON**  
**Gary M. Amoroso**  
*Executive Director*  
 Minnesota Association of School Administrators  
 St. Paul, MN



**EXECUTIVE DIRECTOR**  
**Dan Domenech**  
*Executive Director*  
 AASA  
 Alexandria, VA

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**Matthew Akin**  
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**Theresa Alban**  
*Superintendent*  
 Frederick County Public School District  
 Frederick, MD

**Paul S. Anderson**  
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 Pearcy, AR

**Phillip Auger**  
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 North Kingstown, RI

**Deena M. Bishop**  
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**Daniel T. Bittman**  
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 Elk River, MN

**Russell W. Booker**  
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 Spartanburg, SC

**Michael Borgfjord**  
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 Seine River School Division  
 Lorette, MB

**Nicholas Brake**  
*Superintendent*  
 Owensboro Independent School District  
 Owensboro, KY

**Jason Branch**  
*Superintendent*  
 Oconee County School District  
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**Harry Bull**  
*Superintendent*  
 Cherry Creek School District 5  
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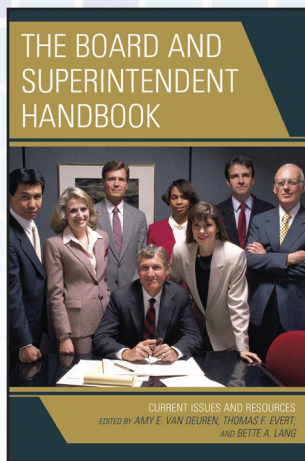
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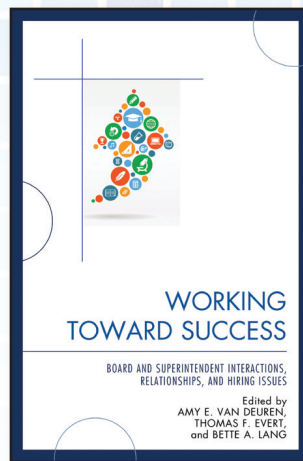


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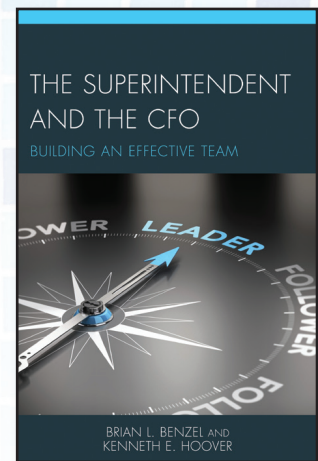
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# SPEAKER INDEX

Adams, Bill	57, 83	Clary, Cynthia	43	Feldman, Cathy	76
Adams, Stacey	71	Coash-Johnson, Kelly	90	Fessler, Art	47
Adams, William	71	Coda, Rebecca	88	Fink, Stephen	4, 45, 63
Alfar, Robert	48	Cole, Tim	75	Finnan, Leslie	41, 47
Allen, Sharyl	80	Conboy, Jacinda	73	Fletcher, Andrea	80
Altemueller, Lisa	79	Contreras, Bryan	49	Flores, Emy	57
Alvarenga, Oswaldo	89	Contreras, Sharon	4, 45	Flynt, Steve	4, 36
Alvarez, Angelica A.	76	Cook, Roger	57	Forsten, Terri	84
Anderson, Leslie	4, 36	Costa, Jonathan	93	Frailey, Alton	69
Anderton, Amy	89	Cour, Katie	66	Francis, Jeffrey	61
Andrews, Donald	72	Cox, Eisa M.	71	Franco, Carmella	66
Antunes, Lisa	56	Creasman, Brian K.	38	Frazier, Dan	47
Armstrong, Precios	87	Critz, Julie	48	Freeman, Elizabeth	56
Arnold, Anne	76	Cross, Nathan	37	Fulton, Mike	75
Arnold, Anthony	75	Daggett, William	5, 59, 65	Futrell, Bernadine	61
Avossa, Robert	67	Dale, Jack	38	Gaines, Chris	55, 76
Bailey, Diana	61	David, Murphy	82	Gandhi, Rupak	60
Banks, Charlos	41	Davidoff, Jessica	49	Gartner, Jess	83
Barnes, Jason	72	Davis, James	86	Gatta, John L.	39
Barrett, Sally Nellson	44	Davis, Traci	5, 38, 43, 58	Gentzel, Tom	5, 62
Barron, Laurie	43	Deane-Williams, Barbara	59	George, Jeston	48
Baugh, David E.	62	Dearden, Denny	39	George, Kevin	64
Baule, Steven	63	DeBlieux, Lily Matos	42	Gilbert-Whitner, Ruth C.	75
Belcher, Chris	81	Deklotz, Pat	38	Gildea, Jill	44, 56
Bell, Chuck	72	Dewitt, Peter	4, 45	Gilmore, Kristine	72
Berman, Sheldon	66	Diamond, Nicola	48	Gisiano, John	66
Birhanzel, Wendy	60	Dillon, Jeff	57	Goldman, Hilary	55
Blackburn, Kathy	67	Dillon, Patrick J.	75	Goldman, Jay P.	42
Blanford, Paul	43	Dobrinic, Joe	75	Goodwin, Doris Kearns	4, 15, 50
Bloom, Todd	79	Domangue, Elizabeth	93	Gordon, Dan	44
Blumenthal, David	83	Domenech, Dan	5, 49, 62, 68	Goree, T. Lamar	61
Bolen, Nicole	74	Douglas, Emily	90	Gothard, Joe	48
Bollendorf, Joe	71	Dove, Renee	57	Gottardy, Brian	73
Boomgaard, Shawna	93	Drange, Paul	64	Gray, LaRuth	4, 45
Borkowski, John	54	Driscoll, Suraya	46	Grossane, James	61
Borraea, Christopher	37	Drost, Bryan	89, 91	Grover, Tawana D.	68
Bracy, Elie	81	Dye, Michelle	72	Gutierrez, Nancy	79, 89
Brickman, Jacki	64	Dyer, Danele	80	Hager, Jim	48
Bridges, Valerie	64	Dyer, Merrienne	72	Hagley, Tom	59
Brooks, Jacqueline	72	Eaves, Mindy	41	Hamlet, Anthony	38, 43
Brumley, Cade	74	Echard, Melvin	73	Hannigan, Jessica	91
Buerk, Shannon	84	Eckmann, Aimee	38	Hannigan, John	91
Burd, Sara	66	Eddy, Roger	43	Hansen, Mark	82
Burke, John	89	Edgington, Tom	43	Hart, SJ	86
Callahan, Jason	80	Edwards, Kyleigh	61	Harvey, Lynn	85
Campbell, Anne	69	Eitner, Jay	88	Hayes, Ben	38
Campbell, Tammy	74	Endicott, Dave	46	Hayes, Matthew	66
Cantu, Kimberly	38	Enfield, Susan	76	Heinz, Laurie	74
Caplan, Lori	73	English, Michael	46	Helton, Scott	46
Casap, Jaime	5, 11, 62	Erardi, Joe	49, 65	Henry, Mark	68
Chapman, Gary	68	Ertl, Phillip	73	Hickman, Phil	55, 57
Chatmon, LaShawn Routé	64	Everett, Chris	84	Hightower, Lupita	59
Cibulka, Adam	46	Farmer, Angela	87	Hinsley, Harold G.	86
Civin, Joshua	47	Faust, Jeff	79	Hodges, Tim	64
Clark, Shawn	73	Feijoo, Laura	73	Hoffmann, Crystal	88

Hollich, Pamela	57	Liberty, Jeff	43	Oakes, Abner	71
Hornberger, Rick	85	Likis, Lori	75	O'Connor, Meredith	4, 11, 41
Horton, Janet Little	37	Lile, Benny	87	O'Donnell, Daniel	41
Hotchkiss, Shane	44	Linden, Dawn	67	O'Neil, Chris	61
Hovey, Jason	62	Linson, Ann	63	Oppelt, Kim	68
Howard, Charles	41	Lisk, Matthew	54	O'Shields, David	61
Howard, Mark	67	Loeslie, David	68	Ott, Maria	66
Huerta, Jose	54	Lopez-Anderson, Martha	81	Padilla, Roberto	59
Huffman, Chris	87	Loria, Karla	60	Painton, Trevor J.	89
Hutton, John	79	Lubelfeld, Michael	44, 60	Patton, Kamela	63
Hyer, Stephanie	39	Lugo, Susan	55	Pecoraro, Tim	75
Imhoff, Paul	38	Lund, Christopher	54	Pederson, Sue	55
Jackson, Janice K.	54	Mackey, Suzanne M.	55	Pelzer, Nicholas	4, 36
Jackson, Sheila	72	Mahaffey, Robert	55	Pennington, Jacqueline	78
Jackson, Tony	54	Mahlandt, Dan	85	Perera, A. Katrise	47
Jacobs, Heidi Hayes	4, 40	Makonnen, Fred	40	Perez, Ruth	63
James, Janelle	56	Mann, Jay	55	Perondi, Larry	39
Jauregui, Guillermina	54	Marczak, Christopher J.	71	Pikop, Lisa	48
Jefferies, Shelton	68	Marlette, Julie	73	Pines, Steve	61
Jetter, Rick	88	Mascio, Brittany	44	Pletnick, Gail	49, 68
Joffe, Bryan	37	Maslyk, Jacie	68	Polyak, Nicholas	60
Joftus, Scott	37	Maxwell, Kevin	69, 74	Pool, Ryan	71
Johnson, Art	48	McBride, Brittany	55	Porter, Alfonzo	79
Johnson, Marni	42	McBride, Emmett	72	Potts, Chris	38
Jones, Dwight	49	McCabe, Kathleen	84	Pratt, Allen	55
Jones, Stephanie M.	5, 58	McCann, Nathan	79, 82	Primm, Fred	81
Joseph, Shawn	4, 45, 56	McCarty, Jeanne	74	Prosise, Roger	86
Kaczkowski, Melissa	75	McDade, Latanya D.	54	Pudelski, Sasha	41, 47
Karmacharya, Lisa	86	McDonald, Brian	41	Pujol, Patrice	74
Kaye, Rebecca	64	McIlroy, Ann Lynn	80	Quinlan, Antonio	91
Kay, Ken	4, 36	McKenna, Carolyn	57, 83	Rath, Chris	84
Kells, Lisa	49	McManus, Tricia	4, 36	Ray, Gary L.	48
Kelsey-Brown, Monica	73	McMillen, Brad	48	Ray, Ryan	48
Kelso, Stephanie	66	Miller, Danielle	80	Ready, Scott	61
Kevin, John	57	Miller, Matt	55, 63	Reardon, Mark	39
Khan, Sal	5, 15, 76	Miner, Rebecca	74	Reeves, Douglas	64
Kibler, Phil	57	Minichello, Jimmy	42	Reynolds, Bill	65
King, Sam	39	Mitchell, Kenneth	42	Ricciardone, Tom	48
Knight-Burney, Sybil	37	Moeser, Elliott	73	Robinson, L. Oliver	68
Knights, Tammie	82	Monogue, Dana	82	Robinson, Wendy	59
Kocanda, Trisha	75	Montgomery, Matt	56	Robles, Darline	66
Koennecke, Kirk	47, 90	Moore, Shekina Farr	90	Rogers, Jennifer	42
Krueger, Keith	71	Morin, Laura Lee	63	Romano, Robert	49
Kugler, Clint	80	Mumin, Khalid	4, 46	Rose, Todd	5, 15, 58
Kwiatkowski, Kelli	88	Murphy, Kathy	84	Rothstein, Richard	4, 36
Lance, Teresa	93	Murphy, Matthew	46	Rudolph, Ayinde	48
Lane, James	44, 63	Murray, Thomas	42	Ruiz, Eddie	67
Lanford, Leslie	79	Nagler, Michael	85	Rushing, Aleksandra	54
Leahy, Thomas	43	Narcisse, Sito	37, 46	Rush, Mike	48
LeRoy, Adam	93	Navarro, Maria	44	Russell, Joe	80
Levenson, Nathan	61	Nelson, Barry	75	Russo, Charles T.	61
Lewis, Donna	55	Ng, Noelle Ellerson	41, 47	Salato, Becky	91
Lewis, Lisa Aguerria	37	Nichols, Cara	73	Salinas, Esther	41
Lhamon, Catherine E.	5, 58	Nicholson, Charles R.	43	Samples, Elizabeth	54
Liberatore, Matthew	42	Noel, Kathy	74	Sanderlin, Jacqueline	80

# SPEAKER INDEX

Sanders, Darryl	79	Spring, Laurence	83	Washington, Jesse	73
Sanders, Kellie	85, 88	Squier, Randall W.	63	Watkins, Kristen	43
Sanfelippo, Joe	11, 42	Starosky, Michael	47	Weaver, Jessica	73
Saunders, Melissa	43	Starr, Josh	4, 46	Webb, Steve (IL)	88
Schafer, Allison	39	Steele, Todd	65	Webb, Steve (WA)	59
Schiff, Jordan	56	Steinhauser, Christopher J.	54, 62	Weisman, Eric	39
Schilit, Matt	73	Stephens, Summer	57	Wendt, Oliver	78
Schilling, Craig	90	Stiles, Pamela	82	White, Verletta	37
Schmerer, Shauna	43	Stoskopf, Jack	72	Wilbanks, Alvin	38
Schuler, David	63, 68	Stout, Melisa	92	Wilhite, Robert	90
Seay, Kristin	61	Swift, Jeanice	67	Williams, Kenita	64
Severson, Ron	81	Talley, Gloria	71	Williams, Lisa	37
Seydel, Jennifer	75	Tebo, David	47	Williams, Sharon	47
Shannon, Gwendolyn Page	43, 56	Thomas, Dawn	93	Wilson, Jamie	68
Sherman, Mort	4, 38, 45	Thomas, Gina Godbehere	42	Wilson, Sherri	61
Shirk, William R., Jr.	71	Thoren, Terry	57	Winstead, Mike	63
Shotwell, Rodney	85	Tieken, Mara C.	4, 44	Winters, Mark	48
Shoup, Tamara	59	Toman, Ed	56	Wise, Andrew S.	38
Sider, Lizzie	62	Tomayer, Monica	80	Wolf, Lisa	83
Silverman, Max	46	Tosh, Teresa	89	Woodard, Melissa	47
Simister, Elizabeth	61	Travers, Jonathan	48	Woodruff, Chuck	43
Singh, Candace	60	Troop, Brian	44, 85	Woodruff, Dennis	80
Smalley, Eleanor	56	Turckes, Steven	38	Wright, Katherine M.	39
Smalley, Larry	73	Tyelyn-Carlson, Kym	59	Wurtz, Steven	84
Smith, Anthony	74	Utterback, Matthew	4, 45, 65	Yale, Jim	69
Smith, Jack	47	Van Soelen, Thomas	72	Yan, Bo	92
Sneed, Maree	40, 47, 56, 59	Vitale, Julie A.	89, 92	Yasharian, Francis	78
Snell, Michael S.	68	Volpe, Mike	56	Young, Dominique	81
Soto, Gary	92	Voltz, Richard	43	Zaplatosch, Jaime	74
Spaulding, Derick	79	Wagner, Nancy	75	Zardoya, Irma	59
Spence, Aaron	4, 36, 75	Waldschmidt, Matt	68	Zimmer, Lynette	84
Spencer, Andre D.	55, 60	Warnock, Georgeanne	46		

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