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March 30–April 1, 2019



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The Conference for Public Education Leaders

March 30–April 1, 2019



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Working with and through our state associations, NSBA advocates for excellence and equity in public education through school board leadership.

The Conference for Public Education Leaders Program Book is sponsored by Lifetouch.

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Welcome

Welcome to NSBA 2019

Thank you for joining us in Philadelphia, the birthplace of “life, liberty and the pursuit of happiness.” There is much to see and do in the City of Brotherly Love. You can tour Independence Hall, the birthplace of the Declaration of Independence and the U.S. Constitution, visit Reading Terminal Market, America’s oldest farmers’ market, and walk or run up the “Rocky Steps.” The Pennsylvania Convention Center, conveniently located in the heart of downtown Philadelphia, puts you close to the City’s renowned museums and much more.

At NSBA’s Annual Conference & Exposition you will be joined by more than 7,000 school board members, superintendents and education leaders from across the country, and around the world, to gain and exchange valuable knowledge and information in five key areas: leadership, advocacy, technology and learning, urban school issues and school law.

You will find more than 250 educational program sessions, workshops, speakers, site visits and exhibitors to inform and inspire your work. And you will come away with best practices, new ideas and cutting-edge strategies to help drive your district forward in its work to support and advance student learning and achievement.

To further inform your innovative leadership styles, we hope you will also participate in the master classes in areas such as educational equity, school board/superintendent relations and positive school culture development, among others.

We recognize and applaud your dedication and the innovative steps you take daily to ensure every public-school student receives a high-quality education—one that prepares them for the next steps toward leading successful and fulfilling lives.

May you enjoy this year’s conference, and may it provide you with growth opportunities and connections, as well as continue to spark your passion to fight for excellence in public education.

Sincerest Regards,



Thomas J. Gentzel
Executive Director & CEO
NSBA



Frank C. Pugh
2018-19 President
NSBA



David Hutchinson
2019 President
Pennsylvania School Boards Association



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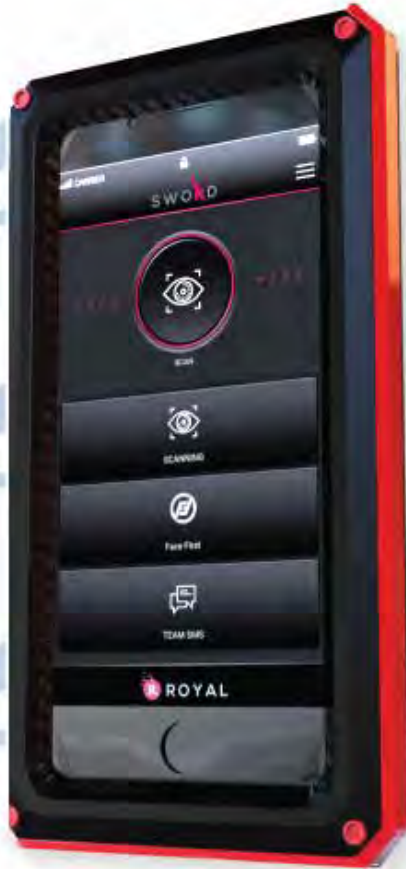
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Royal Holdings Technologies

- Platinum 'ASTORS' Award Winner
- *SWORD Smartphone Security Scanner*



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Le Meridien Philadelphia	(215) 422-8200
The Logan Philadelphia, Curio Collection by Hilton	(215) 963-1500
Loews Philadelphia Hotel	(215) 627-1200
Philadelphia 201 Hotel (formerly Sheraton Downtown)	(215) 448-2000
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Sheraton Philadelphia Society Hill Hotel	(215) 238-6000
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NAMM Foundation

Booth #425

The NAMM Foundation advances active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs. A supporting organization of NAMM, a trade association representing more than 10,000 companies, the NAMM Foundation is funded by NAMM members through trade association activities and private donations. The Best Communities for Music Education (BCME) program is a signature program of the NAMM Foundation that recognizes and celebrates schools and districts for their support and commitment to music education.

NEA

Booth #415

The National Education Association (NEA), the nation's largest professional employee organization, is committed to advancing the cause of public education. NEA's 3 million members work at every level of education—from pre-school to university graduate programs. NEA has affiliate organizations in every state and in more than 14,000 communities across the United States. Learn more at myschoolmyvoice.nea.org.

NSBAC

Booth #838

The National School Boards Action Center (NSBAC) is a not-for-profit organization founded by the National School Boards Association (NSBA) to advocate at the federal and national levels for the advancement of public education, local school board leadership, and excellence and equity in our nation's public schools. Across the nation, 90,000 local school board members are responsible for governing nearly 14,000 school districts that educate our 50 million public school students. The National School Boards Action Center, in coordination with the National School Boards Association, advocates at the federal and national levels for the advancement of public education, local school board leadership, and excellence and equity in our nation's public schools. Learn more at nsbac.org.

Preferred Meals

Booth #506

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Sodexo

Booth #301

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Stantec

Booth #101

The #1 national K-12 design firm, Stantec offers full-service architecture, engineering, interior design, and planning for learning environments. We merge the latest trends and teaching methods to deliver facilities that bring high-impact educational practices to life, collaborating with schools and their communities to provide cost-effective, exciting, sustainable, and functional designs. During the show, visit Stantec's Lounge to meet our team. Learn more at stantec.com/education.

Step by Step Learning

Booth #607

Step By Step Learning® partners with schools to implement a comprehensive evidence-based approach to literacy improvement that includes assessment, effective daily classroom instructional techniques, collaborative problem-solving, and research-supported intervention models to ensure all students improve in reading and math. Through an all hands-on-deck professional development model that includes ongoing coaching and mentoring support, Step By Step Learning® crafts a unique implementation strategy for each local school and district in order to dramatically impact academic achievement. Learn more at sbsl.org.

SWORD

Booth #1201

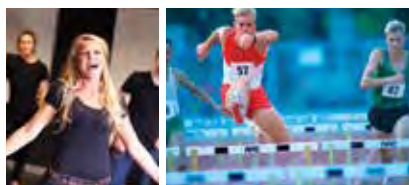
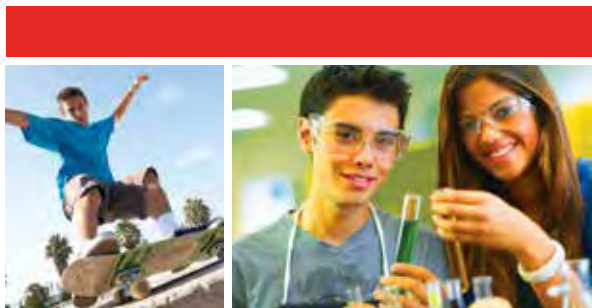
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General Conference Schedule

Friday, March 29

8:00 AM – 6:00 PM

Attendee Registration

9:00 AM – 4:00 PM

Experiential Learning Visit

9:00 AM – 4:30 PM

Pre-Conference Workshops

1:00 PM – 4:00 PM

Rural District Forum

4:00 PM – 6:00 PM

Community Service Project

Saturday, March 30

7:00 AM – 5:00 PM

Attendee Registration

8:30 AM – 10:00 AM

GENERAL SESSION

Sponsored by ABM

Keynote Speaker: Sir Ken Robinson

10:30 AM – 11:45 AM

Concurrent Education Sessions

10:30 AM – 4:00 PM

Exhibit Hall

Exclusive hours: **11:30 AM – 1:30 PM & 2:45 PM – 3:45 PM**

12:00 PM – 3:00 PM

Experiential Learning Visit

12:00 PM – 12:30 PM

Study Hall Sessions

12:00 PM – 2:00 PM

Keynote Meal Events

12:45 PM – 1:15 PM

Study Hall Sessions

1:30 PM – 2:45 PM

Concurrent Education Sessions

3:00 PM – 3:30 PM

Study Hall Sessions

3:45 PM – 5:00 PM

Concurrent Education Sessions

4:00 PM – 5:00 PM

Jam Session

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Schedule and sessions as of January 15, 2019. Please check the mobile app for the most up-to-date information. <http://m.core-apps.com/nsba>

CONFERENCE

Sponsored by NAMM

Keynote Speaker: Michele Gay



Speaker Highlights

GENERAL SESSION SPEAKERS

SATURDAY, MARCH 30

Sir Ken Robinson

@SirKenRobinson

New York Times bestselling author, TED speaker, and education and creativity expert



An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world's leading speakers. His TED video presentations rank among the most viewed TED Talks of all time, seen by an estimated 300 million people in over 150 countries. Robinson works with governments, educational systems, international agencies, Fortune 500 companies and cultural organizations. He has received numerous recognitions for his contributions, including a knighthood from Queen Elizabeth II. The best-selling author of *The Element*, and *Creative Schools: The Grassroots Revolution That's Transforming Education*, Robinson's most recent book is *You, Your Child, and School*.



General Session sponsored by ABM

SUNDAY, MARCH 31

Johnny C. Taylor Jr., SHRM-SCP

@JohnnyCTaylorJr

President and Chief Executive Officer, Society for Human Resource Management



Johnny C. Taylor, Jr., SHRM-SCP, is President and Chief Executive Officer of the Society for Human Resource Management, the world's largest HR professional society. As a global leader on human capital, culture and leadership, Taylor is a sought-after voice by C-suite executives as well as state and federal elected policy makers on all matters affecting work, workers and the workplace. He authors a weekly column, "Ask HR," in USA Today, and serves on several corporate and non-profit boards, including Gallup and Jobs for America's Graduates. In 2018, Taylor was appointed Chair of the President's Advisory Board on Historically Black Colleges and Universities.



General Session sponsored by Social Sentinel

Speaker Highlights

CONFERENCE

GENERAL SESSION SPEAKERS

MONDAY, APRIL 1

Michele Gay

@MicheleGay_

Mother, former teacher, and co-founder of Safe and Sound Schools: A Sandy Hook Initiative



Following the loss of her daughter, Josephine, in the Sandy Hook School tragedy, Michele Gay joined Sandy Hook mother Alissa Parker to establish Safe and Sound Schools as a national resource for school safety to bring messages of inspiration, recovery, and school safety education and advocacy.



General Session sponsored by SWORD

GENERAL SESSION HOST

Lu Ann Cahn

@luanncahn

Educator, Journalist, Speaker, Author



Lu Ann Cahn is the author of the inspirational memoir *I Dare Me*, based on the year she did something new every single day 365 days in a row.

As a professional speaker and emcee, Lu Ann dares audiences around the country to step outside their comfort zone and "Do the New". Her inspirational story has been featured on The Today Show, EXTRA, NBC New York and BBC Radio. Lu Ann is also well known in Philadelphia as an 8 time Emmy Award winning investigative reporter. She spent 40 years as a broadcast journalist; 27 years at WCAU-TV as a reporter, anchor and show host. Today she is the Director of Career Services for the Klein College of Media and Communication at Temple University where she says she has a "dream job" of daring 3,000 undergraduates to dream big, set goals and pursue their goals with confidence.

Speaker Highlights

MASTER CLASS SPEAKERS

Saturday, March 30, 10:30 AM - 11:45 AM

Disrupting Poverty: Where to Start ... What to Stop

William H. Parrett

Director, Center for School Improvement, Boise State University



William Parrett is director of the Center for School Improvement and Policy Studies and professor of education at Boise State University in Idaho. He is internationally recognized for his work to improve the educational achievement of all children, particularly those who live in poverty. His most recent book, co-written with Kathleen Budge, is *Disrupting Poverty: 5 Powerful Classroom Practices*.

Saturday, March 30, 1:30 PM - 2:45 PM

The Art of Teaching

Mandy Manning

2018 National Teacher of the Year



Mandy Manning teaches English to newly arrived refugee and immigrant students in the Newcomer Center at Joel E. Ferris High School in Spokane, Washington. A teacher for 20 years, Manning strives to create connections between students and the community inside and outside of school. She encourages educators to teach their students to overcome their fears and seek new experiences.

Saturday, March 30, 3:45 PM - 5:00 PM

School Board/Superintendent Relations

Thomas J. Gentzel

Executive Director and CEO, National School Boards Association



Tom Gentzel is the Executive Director and CEO of the National School Boards Association (NSBA), which represents state associations of school boards and their more than 13,000-member school districts across the United States. Prior to NSBA, Gentzel was the executive director of the Pennsylvania School Boards Association.

Daniel A. Domenech

Executive Director, AASA, The School Superintendents Association



Daniel A. Domenech has served as Executive Director of the AASA, The School Superintendents Association, since July 2008. Domenech has more than 36 years of experience in public education, 27 of those years served as a school superintendent. Prior to joining AASA, Domenech served as senior vice president for National Urban Markets with McGraw-Hill Education.

Speaker Highlights

CONFERENCE

MASTER CLASS SPEAKERS

Sunday, March 31, 8:30 AM - 9:45 AM

Resilience Can Be Taught: 4 Ways to Unleashing Resilience

Christian Moore

Founder, WhyTry Organization



Author, speaker, licensed clinical social worker, and social justice advocate, Christian Moore spent most of his childhood on the streets. But an experience volunteering gave him the drive to help others and a reason to try. The strategies that changed Moore's life are the foundation for *WhyTry*, a program that helps students and adults alike develop a resilient mindset.

Sunday, March 31, 1:30 PM - 2:45 PM

The Secret Life of Teens: Influencing this Generation

Shane Feldman

Founder & CEO, Count Me In



After a two-year study sent him back to high school, undercover as a teenager, Shane Feldman gained firsthand insight into the challenges of being a student today. He shares that knowledge with educators and parents to help them better connect with and support young people.

Sunday, March 31, 3:45 PM - 5:00 PM

Creating Contagious Cultures: The Happiness Advantage in Education

Devin C. Hughes

Author, Speaker and Executive Coach



Devin C. Hughes is a highly sought after keynote speaker, and successful author. He is an avid storyteller who has the unique ability to connect with audiences by inspiring them to be the change they wish to see in the world. He draws on a variety of ideas, disciplines and experiences to inspire "Big Thoughts" and facilitate conversations for positive change. Devin provides a framework for turning around organizations, groups and teams with real world practical solutions. His talks and programs help to raise self-awareness and jump-start one's potential.

Looking for more presenters? Check the NSBA Events Mobile App for presenters, handouts and the most up-to-date session information.

Programming Options

CONFERENCE

Align your conference sessions with the content that fosters growth and supports you, your staff, and your students. With over 200 workshop sessions organized into focus areas, it's easy for your team to find the content that best benefits your district.



Advocacy

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



Equity

Through factors including but not limited to disability, race, ethnicity, and socio-economic status, students are deprived of equitable educational opportunities. Learn how to intentionally allocate resources, instruction, and opportunities to all students according to need.



Governance and Executive Leadership

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



Innovations in District Management

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



Master Class

Change leaders in education share how innovative approaches and unique leadership styles can improve student achievement.



New School Board Member Workshops

Essential training to help new board members hone their leadership skills and give others a chance to refresh their knowledge while networking with colleagues from across the country.



School Safety

Supporting and promoting the physical and emotional safety of students is critical for student success. Learn best practices that promote safe and supportive learning environments for every child.



School Board/Superintendent Partnerships

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



Student Achievement and Accountability

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

Programming Options



Study Hall

Participate in an interactive 30-minute upload of the latest knowledge on hot topics, led by experts and their school district clients.





Technology + Learning Solutions

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

Tracking Session and Attendance/ Continuing Education Credit (CEU)

NEW THIS YEAR

HOW TO CHECK INTO YOUR SESSIONS ON THE APP:

1. Download the NSBA Events App
2. Create your profile when you receive your badge
(Select the settings icon  , select Online Profile Login, Include your 4-digit registration ID number found on the lower left-hand corner of your badge.)
3. Open the Sessions icon 
4. Choose your session
5. Select 'Session Check In'
6. Enter the session ID (available on the sign outside the session room)
7. You will receive an email confirming your check-in, keep this for your records



Visit nsba.org/CEU for more information.

After the conference concludes, NSBA will send you an email with directions on how to claim your credits.

Conference Highlights

TRACKING SESSIONS AND ATTENDANCE/CONTINUING EDUCATION CREDIT

New this Year

Session tracking for workshop programming, study hall sessions, site visits, and general sessions will be done through the conference mobile app. Instructions for session check in are available at the Information Booth located on the bridge between the General Session hall and Registration. To record session attendance, attendees will be required to enter a unique session ID into the conference mobile app. The session ID will be available on signage in front of each session room and at the NSBA Information Booth. Credits will be granted after completion of a post-conference survey for each session attended. After the conference, attendees will receive an email from NSBA with instructions on how to complete the session surveys in order to receive CEU credits.

Please check with your respective state school boards association to determine if attendance at the NSBA Annual Conference meets their requirements for continuing education or training. Visit www.nsba.org/CEU for more information.

National Connection & CUBE Lounge 201B at the Pennsylvania Convention Center

National Connection and CUBE districts, stop by your exclusive lounge to relax, grab a cup of coffee, and network with other engaged leaders.

Hours:

Friday, March 29	3:00 PM – 6:00 PM
Saturday, March 30	8:00 AM – 5:00 PM
Sunday, March 31	8:00 AM – 5:00 PM
Monday, April 1	8:00 AM – 12:00 PM

NSBA DRUM CIRCLE

*Sponsored by NAMM Foundation
Booth #425*

**Sunday, March 31, 5:00 PM – 5:45 PM
The Bridge, (near Room 201A),
Pennsylvania Convention Center**

Back by popular demand! Join us for an interactive drum circle experience. Revive, renew, and realize your own creative potential

through the power of music. Experience some basic facilitation techniques used for building camaraderie and support, reducing stress, and empowering student achievement. No experience necessary.

NSBA JAM SESSION

*Sponsored by Little Kids Rock
Booth #428*

**Saturday, March 30, 4:00 PM – 5:00 PM
The Bridge (near Room 201A),
Pennsylvania Convention Center**

You're invited to Jam Session hosted by Little Kids Rock! Anyone, regardless of previous musical experience, can learn how to play guitar, keyboard, bass, or drums! Our team will show you how to play each instrument the same way our 400,000 students around the country learn: through student-centered instruction targeted at unlocking each student's creative inner-music makers! Come learn and have some fun!

EXHIBIT HALL HIGHLIGHTS

2019 NSBA EXPOSITION

Exhibit Hall B/C

The 2019 NSBA Exhibit Hall is once again being turned into the Campus Expo, featuring over 260 companies, some of whom are brand new to the K-12 education market! This is your first chance to meet with organizations that represent the diversity of new solutions in education. You will undoubtedly be inspired and bring home the latest ideas for your district!

The Exhibit Hall will also feature popular favorites such as our expanded Green Zone and Music & Arts Main Street areas, as well as Cutting Edge AveNEW, the Technology Innovation Pavilion, and the NSBA Marketplace!

Exhibit Hours:

Saturday, March 30	10:30 AM – 4:00 PM
Sunday, March 31	11:30 AM – 4:00 PM

Exclusive Exhibit Hours:

Saturday, March 30	11:30 AM – 1:30 PM 2:45 PM – 3:45 PM
Sunday, March 31	11:30 AM – 1:30 PM 2:45 PM – 3:45 PM

Conference Highlights

Health and Wellness Pavilion

Booth #1013

Sponsored by Aetna

Take a break and enjoy a massage and a bite of local fare at the Wellness Pavilion, sponsored by Aetna.

Superintendent Lounge

Booth #1213

Sponsored by UnitedHealthcare

United Healthcare is pleased to host a dedicated lounge in the exhibit hall that provides superintendents with the opportunity to catch up and network with their colleagues from across the country while relaxing with complimentary snacks and beverages. The lounge also has a big screen TV so attendees can keep up to date on the NCAA basketball tournament.

Green Zone

Booths #783-745

If you are looking to advance green initiatives in your district, improve student achievement, and engage your community be sure to visit the Green Zone on Aisle 700, featuring exhibitors whose products and services are creating healthy school environments conducive to learning while saving energy, resources and money.

Music & Arts Main Street

Booths #424-431

Take a waltz down Aisle 400 and learn about how you can strengthen your school's music and arts programs in a cost-efficient manner. Be sure to stop by the Music Main Street Stage and take in a performance by one of our very talented student performing groups!

Cutting Edge AveNEW

Booths #1124-1131

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

The NSBA Marketplace

Booths #1235, 1227, 1231, 1233

Returning this year...the NSBA Marketplace—a special area in the rear of the hall where exhibitors are allowed to sell their products and services to you right on the floor! You will be able to take the product with you at that moment. Please note that ONLY exhibitors located within the Marketplace are allowed to sell on the NSBA exhibit floor.

For the Safety of the Younger Set: Young people are welcome, but we ask that children under 16 years of age be accompanied by an adult.



Conference Highlights

HIGH SCHOOL MUSIC GROUPS

Singing Brothers of Stilwell

Jonesboro, GA

Saturday, March 30

The Singing Brothers of Stilwell was established in August 2017 at M. E. Stilwell School of the Arts, Jonesboro, Georgia, to provide students with the opportunity to experience brotherhood, team building, mentoring and enhanced musicianship through choral music performance. They earned superior ratings at the 2018 Georgia Music Educators Association's LGPE and the Southern Star Music Festival. Group members have performed at Lincoln Center, Carnegie Hall, participated in GMEA All-State Chorus and GMEA All-State Reading Chorus, and selected as finalists for the Georgia Governors Honors Program, winners of the quartet and solo division at the Georgia High School Athletic Associations 2018 Literary State Championship, and performed at the 2018 National Music Educators Association National Conference.

Mariachi Juvenil Azteca

Edcouch, TX

Sunday, March 31

Established in 2005, Mariachi Juvenil Azteca, of the Edcouch-Elsa Independent School District, has quickly gained recognition across the state of Texas as one of the premier Mariachi programs in a public-school system. Along with accolades of numerous Grand Championship Awards, Mariachi Juvenil Azteca has shared the stage with artists such as Mariachi Sol De Mexico and Mariachi Vargas De Tecalitlan. Their captivating show music has earned them performances around Texas, as well as presentations in various other states. In 2018, Mariachi Juvenil Azteca was awarded the coveted title of Mariachi State Champions for the 5A Division by the Texas Association of Mariachi Educators.

Vocal Synergy

Englewood, NJ

Monday, April 1

The Englewood Public School District in Englewood, NJ, has been home to more than its share of educational challenges. As a district with more transience, poverty, special education students and English language learners than most, it is often difficult to trust the research and ensure that all students have access to an arts education and not just double down on core academics.



Your jobs are very important. Your health is, too.

We're proud to partner with educators to bring you the very best wellness services. We invite you to attend our information sessions that cover a variety of trends and topics specific to you. Check the schedule for times. We want to help you make the smartest decisions for your healthiest life.

And please come visit us at Booth 701.



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Our platform turns billions of data points into a handful of actionable alerts — improving the safety of your schools.

Join us at NSBA booth #1207
socialsentinel.com



The right support services make all the difference

Nourishing meals, managed facilities and healthy learning environments — all of these can make a difference in a student's well-being and performance at school.

The right support services from the right partner can help your school district improve the quality of life of students and teachers while reducing operating costs.

Plus, a deep commitment to diversity enriches and strengthens our communities. The result? Enhanced student learning, teacher retention and savings for your district.



Stop by and see us at Booth #301

For more information about the many ways Sodexo can add value to your schools, please contact us.
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QUALITY OF LIFE SERVICES

Reserve your seat at an upcoming NSBA Signature Event. You'll leave with valuable insights and tools to advance public education.

CUBE Annual Conference

September 26-28, 2019
Miami, FL

COSA School Law Practice Seminar

October 17-19, 2019
Santa Fe, NM

Equity Symposium

February 1, 2020
Washington, D.C.

Advocacy Institute

February 2-4, 2020
Washington, D.C.

NSBA 2020 Annual Conference

April 4-6, 2020
Chicago, IL

2019 Webinars

Check out upcoming webinars offered by National Connection, the Council of School Attorneys (COSA), and NSBA's Equity Department.



General Conference Information

Badges

Your badge is the only requirement for admission to most Conference activities—exhibits, general sessions, clinics, meet-the-experts, and professional development programs. Badges are required of all persons using the free shuttle buses.

Conference Bookstore

Browse NSBA books and popular titles from our conference speakers at the NSBA Bookstore located on the Bridge (near Room 201A).

Conference Policy

Smoking is prohibited in the Pennsylvania Convention Center, meeting rooms, and the Exhibit Hall, including sessions at all Conference and governance meetings under NSBA sponsorship.

The National School Boards Association endorses no individual or groups of individuals or any sentiment expressed by any speaker or other participant in its program, except by official action of its Delegate Assembly. Admission to conference programs and exhibits is limited to persons holding the official 2019 Conference badge.

Registration constitutes your consent that any pictures taken during NSBA sponsored events can be used for meeting and promotional purposes without remuneration.

Food Service

Continental breakfast and lunch foods are available for purchase in the Pennsylvania Convention Center Saturday through Monday beginning at 7:00 AM. Concessions will be available in Exhibit Hall B/C during exposition hours.

Information/Help Desk

An Information/Help desk will be open and located on the second level bridge (near Room 201A) of the Pennsylvania Convention Center during established registration hours.

Lost and Found

All misplaced items turned into NSBA will be kept at the NSBA Information Help/Desk located on the second level bridge (near Room 201A). Please check there for lost articles.

Mobile App

Sponsored by BoardDocs, Booth #201

Our one-stop shop for everything conference related! Create a schedule, review session descriptions and locations, look for speakers, access handouts, search for exhibitors, review the exhibit floor plan, and more—from your laptop, tablet or mobile device. Download the NSBA Events app from the app store today.

NSBA Acronyms

Some of NSBA's most commonly used acronyms are as follows:

AIAN	National American Indian/Alaska Native Council of School Board Members
ASBJ	American School Board Journal
COSA	Council of School Attorneys
CPE	Center for Public Education
CUBE	Council of Urban Boards of Education
FRN	Federal Relations Network
NatCon	National Connection
NBC	National Black Council of School Board Members
NHC	National Hispanic Council of School Board Members

NSBA Booth

Visit with NSBA, Booth #625, for the latest publication releases, enjoy 15-minute topical presentations, take a complimentary professional headshot or a fun selfie ... all in Booth #625.

Press Room

The Press Office will be in Room 309 on the third Level of the Pennsylvania Convention Center Friday through Monday.

Restaurant Information

A concierge desk is located between Exhibit Halls A and B at Pennsylvania Convention Center for the convenience of NSBA registrants. Personnel will be able to provide restaurant information. This service is provided courtesy of the Philadelphia Convention Center and NSBA.

General Conference Information

Session Handouts

Workshop presenters are encouraged to upload electronic copies of session handouts to our website. You can access the handouts section on the website at www.nsba.org/conference and via the conference mobile app. Handouts will be available online for 60 days after the conference.

Special Services

The Business Center, located on the second level between Exhibit Hall B and Exhibit Hall C of the Pennsylvania Convention Center, is open Friday, March 29 – Monday, April 1, 8:00 AM – 5:00 PM. A variety of office services, including copying, faxing, plus packaging and shipping services are offered.

Transportation

Sponsored by RJMA

Complimentary shuttle buses are provided by NSBA between the Pennsylvania Convention Center and designated NSBA Conference hotels. Schedules of operation are available at the information desk. The NSBA Shuttle drop off and pick up will be located at the 12th Street entrance to the Pennsylvania Convention Center. The shuttle system operates on a limited schedule Friday and on a regular schedule Saturday through Monday.

Shuttle Schedule:

Friday:	7:30 AM to 6:30 PM
Saturday:	6:30 AM to 5:30 PM
Sunday:	6:30 AM to 6:00 PM
Monday:	7:00 AM to 1:30 PM

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The more than 3 million members of the National Education Association are deeply committed to the success of every student and are proud to co-sponsor the 2019 National School Board Association Annual Conference. Together with families, students, policymakers, and community organizations, we work to ensure that every student has qualified, committed, and caring educators, and that our nation invests in the resources that students and schools need.

Visit myschoolmyvoice.nea.org to learn more about NEA's efforts to provide a great public school for every student through engaging educators, families, policymakers, and communities. Great decisions are possible when all of us are at the table and every voice is heard. We look forward to working with you!

Convention Center Floor Plans

PENNSYLVANIA CONVENTION CENTER

LEVEL 100

MEETING ROOMS: 100-126 EXHIBIT HALLS: F-G



Convention Center Floor Plans

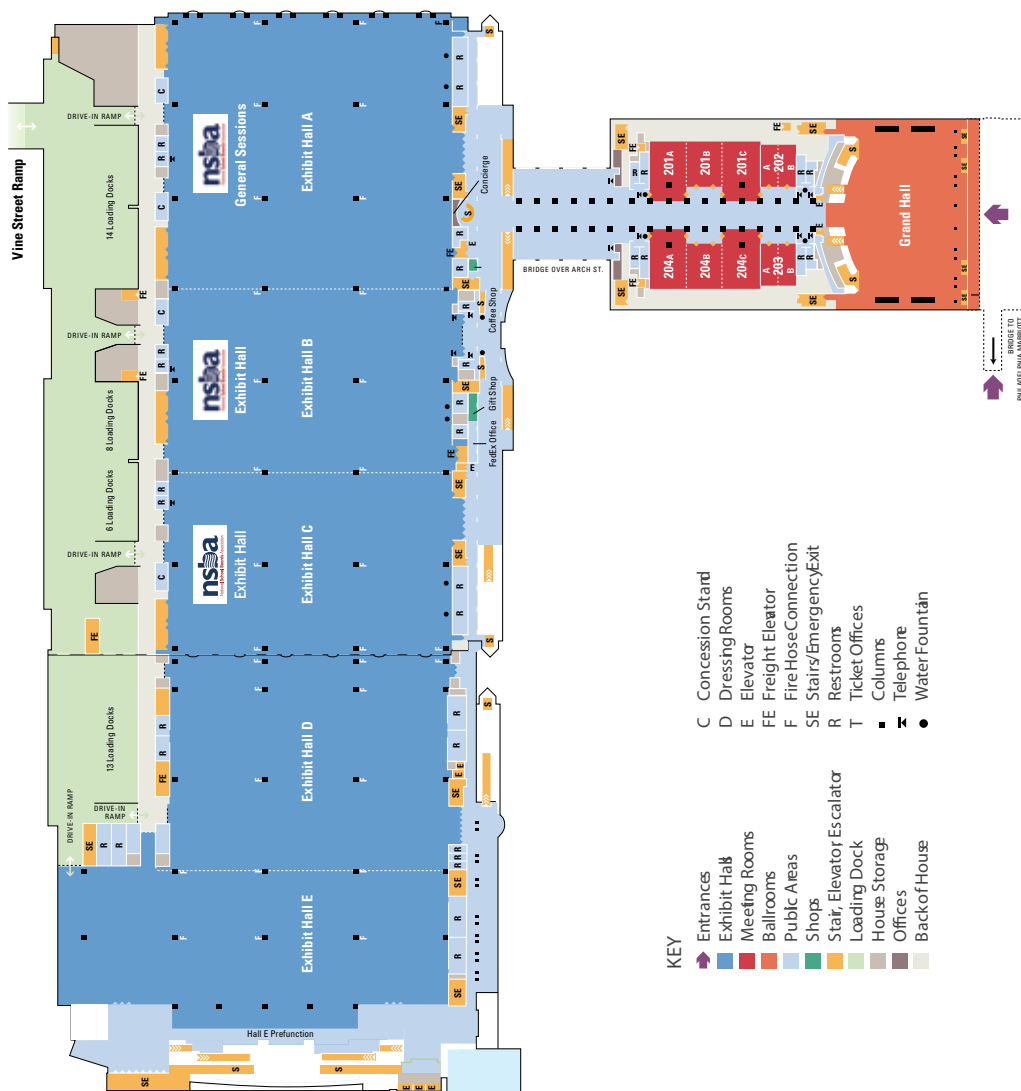
PENNSYLVANIA CONVENTION CENTER

LEVEL 200

MEETING ROOMS: 201-204

EXHIBIT HALLS: A-E

CONFERENCE



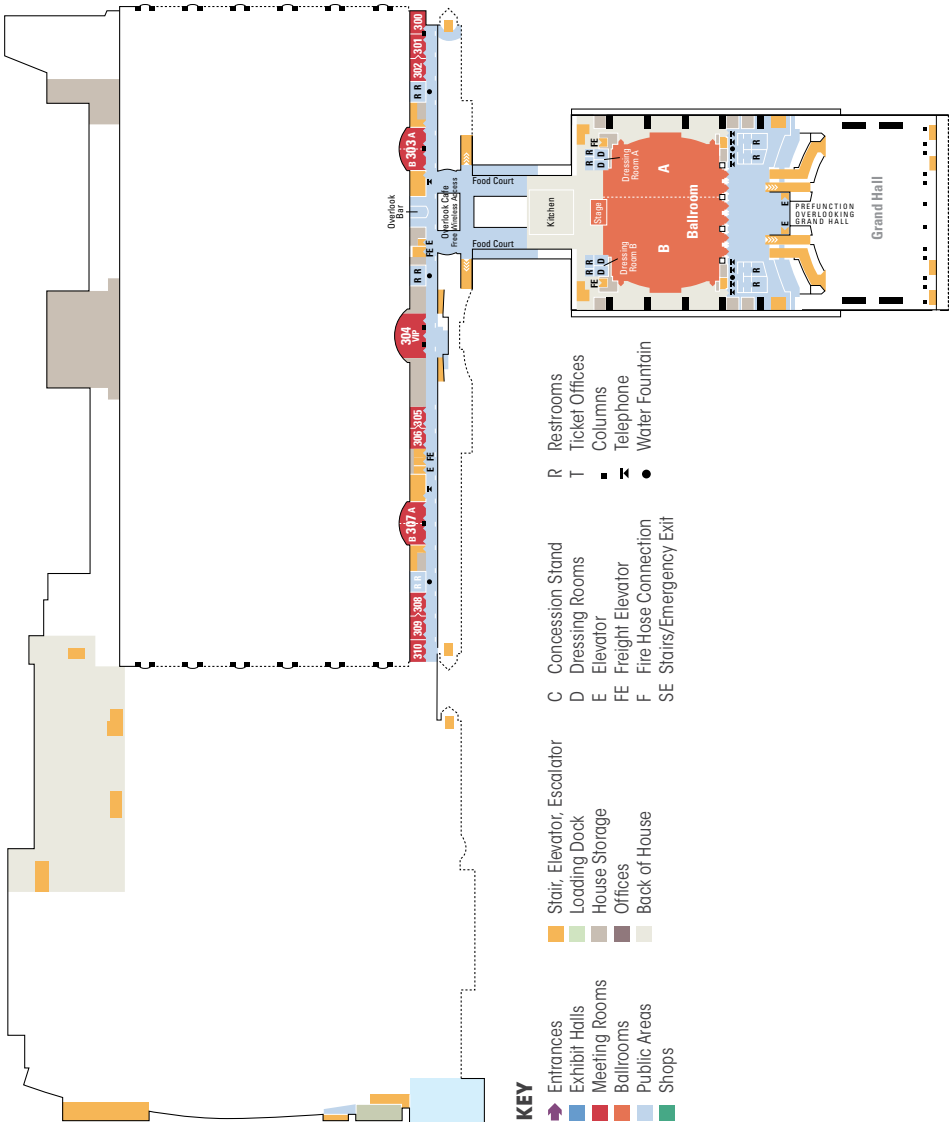
Convention Center Floor Plans

CONFERENCE

PENNSYLVANIA CONVENTION CENTER

LEVEL 300

MEETING ROOMS: 300-310



A photograph of a Black female teacher with short curly hair, wearing a dark patterned shirt, leaning over a desk to assist two young students. One student, a girl with blonde hair in a ponytail wearing a striped shirt, is sitting in a pink plastic chair and looking at a computer monitor. Another student is partially visible behind the teacher. The background shows a classroom setting with windows and other computer monitors.

We've got your back

Today's educators and support staff do it all. But they're also facing higher rates of stress, anxiety, depression and high blood pressure.

Our A+ for SchoolsSM program and School Employee Guidance Program are designed to address the specific health needs of public school employees.

Because we're committed to taking care of those who take care of our children - just like they once took care of us.

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Aetna Resources For LivingSM is the brand name used for products and services offered through the Aetna group of subsidiary companies (Aetna). The Employee Assistance Program (EAP) is administered by Aetna Behavioral Health, LLC. and in California for Knox-Keene plans, Aetna Health of California, Inc. and Health and Human Resources Center, Inc.

aetna[®]

Council of School Attorneys

2019 School Law Seminar March 28–30, 2019



All sessions take place at the Philadelphia 201 Hotel
201 N 17th St, Philadelphia, PA 19103

Separate registration is required.

Schedule at-a-Glance

THURSDAY, March 28

9:00 AM – 1:30 PM	Work-Alike Luncheon Meetings
2:00 PM – 4:00 PM	Early Bird Workshops
4:00 PM – 4:45 PM	Refreshments & Networking
4:45 PM – 6:15 PM	Opening General Session, featuring keynote speaker <i>Jeffery Rosen</i>

FRIDAY, March 29

7:30 AM – 8:15 AM	Breakfast Discussion
8:30 AM – 12:30 PM	General Session
12:30 PM – 1:30 PM	Lunch Discussion Forum
2:00 PM – 4:50 PM	Concurrent Sessions
5:00 PM – 6:30 PM	School Law Seminar Reception

SATURDAY, March 30

7:30 AM – 8:15 AM	Breakfast Session
8:30 AM – 12:30 PM	General Session
1:00 PM – 4:00 PM	Optional Off-Site Activity





Is Your School Board Attorney a Member of COSA?

NSBA's Council of School Attorneys connects your attorney to specialized programming, resources, and thousands of colleagues across North America.

Members have access to COSA publications, seminars, webinars, Federal Insider Podcast and discussion groups specifically geared to legal issues affecting K-12 public schools.

**COSA Members
Are In The Know.**

www.nsba.org/COSA

We are

at a moment in history where we
have an opportunity to make
unprecedented progress to bring
about educational equity,
and we must.





Key Work of School Boards Guidebook

The Key Work of School Boards Framework identifies the core competencies that effective boards need to ensure improved outcomes for today's students as well as the next generation:

Vision, Accountability, Policy, Community Leadership and Board/Superintendent Relationships

The Key Work of School Boards Guidebook is available for purchase by visiting NSBA's Online Bookstore at www.nsba.org

What makes a **moment** like this possible?

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We believe your district's resources should benefit education first. ABM helps schools control costs, protect learning environments, and put money back to needed improvements and educational priorities. Whether you need individual or integrated facility services, we work to make your days run smoothly.

Visit us at **NSBA Booth 507** to learn more or call **866.749.5650**.

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DonorsChoose.org is proud to support NSBA classrooms across the country.

DonorsChoose.org, the nonprofit built exclusively to support K–12 public schools and address educational inequities, has helped teachers in **4 out of 5 U.S. public schools** request extra resources for their classroom.

Learn how to make the most out of DonorsChoose.org in your district.
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Support a classroom. Build a future.

Equity Programming

Schedule at-a-Glance



SATURDAY, March 30, 2019

10:30 AM – 11:45 AM	National Black Council Business Meeting
10:30 AM – 11:45 AM	Council of Urban Boards of Education Session – Increasing Opportunities for the Arts and its Impact on Student Engagement and School Culture
12:00 PM – 2:00 PM	Council of Urban Boards of Education Luncheon, featuring Angela Davis , political activist, academic and author
12:00 PM – 2:00 PM	National American Indian/Alaska Native Council Luncheon, featuring Gene Tagaban , storyteller, trainer, mentor and performer
2:15 PM – 3:30 PM	Council of Urban Boards of Education Business Meeting
3:45 PM – 5:00 PM	National Hispanic Council Business Meeting
6:00 PM – 9:00 PM	CUBE Urban Night Out (UNO) NOTO Philadelphia
9:00 PM – Midnight	Joint Council Reception

SUNDAY, March 31, 2019

8:00 AM – 9:30 AM	National Hispanic Council Breakfast, featuring Arturo Vargas , CEO, The National Association of Latino Elected and Appointed Officials (NALEO)
8:30 AM – 9:45 AM	National Black Council Education Session — The Impact of Trauma on African American Students and the Implications for their Success
8:30 AM – 10:00 AM	National American Indian/Alaska Native Council Business Meeting
12:00 PM – 2:00 PM	National Black Council Luncheon, featuring Dr. Bryant Marks , Founder and Principal Trainer, National Training Institute on Race and Equity
1:30 PM – 2:45 PM	National Hispanic Council Education Session — Everybody Counts: Understanding the 2020 Census, and its Implications for Latino Students and the Schools They Attend

MONDAY, April 1, 2019

8:30 AM – 9:45 AM	Joint Council Education Session — Models of Excellence: Lessons from the Field
10:00 AM – 11:15 AM	National American Indian/Alaska Native School Council Education Session — Partnering for Educational Equity for Native American Students

Check the conference mobile app for session descriptions and locations.



NSBA's Vision for Equity in Public Education

We affirm in our actions that each student can, will, and shall learn. Educational equity is the intentional allocation of resources, instruction, and opportunities according to need. We recognize that based on factors including but not limited to disability, race, ethnicity, and socio-economic status, students are deprived of equitable educational opportunities. This requires that discriminatory practices, prejudices, and beliefs be identified and eradicated.



For more information visit nsba.org/equity or contact equity@nsba.org.

National Connection



Schedule at-a-Glance

Sessions held in Room 201A of the Pennsylvania Convention Center, unless otherwise noted.

FRIDAY, March 29

1:00 PM – 4:00 PM Rural District Forum: New Thinking about Unique Challenges
Room: 108A

SATURDAY, March 30

10:30 AM – 11:45 AM Innovative Leadership for School Redesign
Noon – 2:00 PM Rural District Roundtable Box Lunch
1:30 PM – 2:45 PM The Arts & Public Support: From Research to Recognition
3:45 PM – 5:00 PM Unlocking Time

SUNDAY, March 31

8:30 AM – 9:45 AM Can Character be Cultivated? What the Research Says
1:30 PM – 2:45 PM Preparing Students for Their Future in a Globally Connected World
3:45 PM – 5:00 PM After-School Programs: The Policies, Practices and Possibilities

MONDAY, April 1

8:30 AM – 9:45 AM How Social Studies Prepares Students for College, Career and Civic Life
10:00 AM – 11:15 AM The Miracle in New Madrid

National Connection and CUBE Lounge

Pennsylvania Convention Center, Room 201B

NatCon and CUBE districts, stop by your exclusive lounge to relax, grab a cup of coffee and network with other engaged leaders.

Lounge Hours:

FRIDAY, March 29

3:00 PM – 6:00 PM

SUNDAY, March 31

8:00 AM – 5:00 PM

SATURDAY, March 30

8:00 AM – 5:00 PM

MONDAY, April 1

8:00 AM – 12:00 PM

Check the conference mobile app for session descriptions and locations.

Education Technology Sessions

Schedule at-a-Glance

Sessions held in Room 201C of the Pennsylvania Convention Center, unless otherwise noted.

NatCon has incorporated NSBA's Technology Leadership Network (TLN) to further amplify visionary leadership and innovative approaches to teaching and learning, operations, and engagement. From cyber security to site visits, NatCon presents solutions at the intersection of policy and practice.

FRIDAY, March 29

9:00 AM – 4:00 PM

Site Visit: Colonial School District (DE) Site Visit – Personalizing Instruction for All Students

SATURDAY, March 30

10:30 AM – 11:45 AM

A Framework for Understanding Personalization

12:00 PM – 3:00 PM

Site Visit: Connecting to the Future – Comcast Lunch & Briefing

1:30 PM – 2:45 PM

Accelerating Teaching and Learning Innovation

3:45 PM – 5:00 PM

Digital Equity – Why It Matters for Students, Districts, and Communities

SUNDAY, March 31

8:30 AM – 9:45 AM

A National Perspective on the Competency-based Education and the Future of Learning

Noon – 2:00 PM

Education Technology Keynote Luncheon

1:30 PM – 2:45 PM

Playing Your Way to College – The Link Between Video Games and College Scholarships

3:45 PM – 5:00 PM

Student Voices: How 6th Graders Define Digital Learning

MONDAY, April 1

8:00 AM – 11:30 AM

Site Visit: Science Leadership Academy – City Center

8:30 AM – 9:45 AM

Future-Proofing Rural Education

10:00 AM – 11:15 AM

Digital Trends in K-12:

A Town Hall Conversation





SOMETHING IMPORTANT HAPPENS IN OUR PUBLIC SCHOOLS.

Something unique. Precious. Powerful.

The more than 3 million members of the National Education Association are deeply committed to the success of every student and are proud to co-sponsor the 2019 National School Board Association Annual Conference. Together with families, students, policymakers, and community organizations, we work to ensure that every student has qualified, committed, and caring educators, and that our nation invests in the resources that students and schools need.

Visit myschoolmyvoice.nea.org to learn more about NEA's efforts to provide a great public school for every student through engaging educators, families, policymakers, and communities. Great decisions are possible when all of us are at the table and every voice is heard. We look forward to working with you!

New School Board Members

New School Board Member programming provides valuable skills, expertise and a national perspective to help strengthen your district.



Sessions held in Room 119A of the Pennsylvania Convention Center, unless otherwise noted.

FRIDAY, March 29

1:30 PM – 4:30 PM

Pre-Conference No. 10: A New School Board Member Boot Camp: Ethical Challenges and Solutions for School Board Members (*separate registration required*).

SATURDAY, March 30

10:30 AM – 11:45 AM

Understanding the Key Work of School Boards

1:30 PM – 2:45 PM

Introduction to the Roles & Responsibilities of a School Board Member

3:45 PM – 5:00 PM

What Your Superintendent Would Love to Tell You...But Probably Won't!

SUNDAY, March 31

8:30 AM – 9:45 AM

Governing Through Policy: Possibilities & Pitfalls

1:30 PM – 2:45 PM

From "Roberts Rules" to "Robert Rules!"

3:45 PM – 5:00 PM

Educational Equity 101: Assuring Success for All



STUDY HALLS

These highly attended study hall sessions are back and include ten lounges and 70 sessions. Pop into these mini-sessions to find the latest information on breaking educational news and hot topics. You can even earn continuing education credits. Study halls are in Exhibit Hall B/C.

Saturday & Sunday

12:00 PM – 12:30 PM

12:45 PM – 1:15 PM

3:00 PM – 3:30 PM

Check the mobile app
for the most up-to-date
information.



Photo credit: Rob Davidson Photography

BE PART OF THE NAMM FOUNDATION

Music and the arts are vital to every child's education. The NAMM Foundation's SupportMusic Coalition unites nonprofit organizations, schools, and businesses working to assure that music education is supported in communities everywhere, and that all children have the opportunity to learn and grow with music.

EXPLORE Music and Arts Main Street, **Booth #425** and receive valuable advocacy information and opportunities to help strengthen music education in your community.

ENJOY The NAMM Foundation's sponsored student performance groups during NSBA's general sessions.

ATTEND our educational session, "INFORMANCE: A Hands-On Experience from Inside the Music Ensemble". **Learn more at Booth #425.**

JOIN us at the Drum Circle on Sunday in the exhibit hall lobby. Everyone's welcome; no experience necessary!



When you change the life of a child through music, you change the life of a family... a community... a nation."

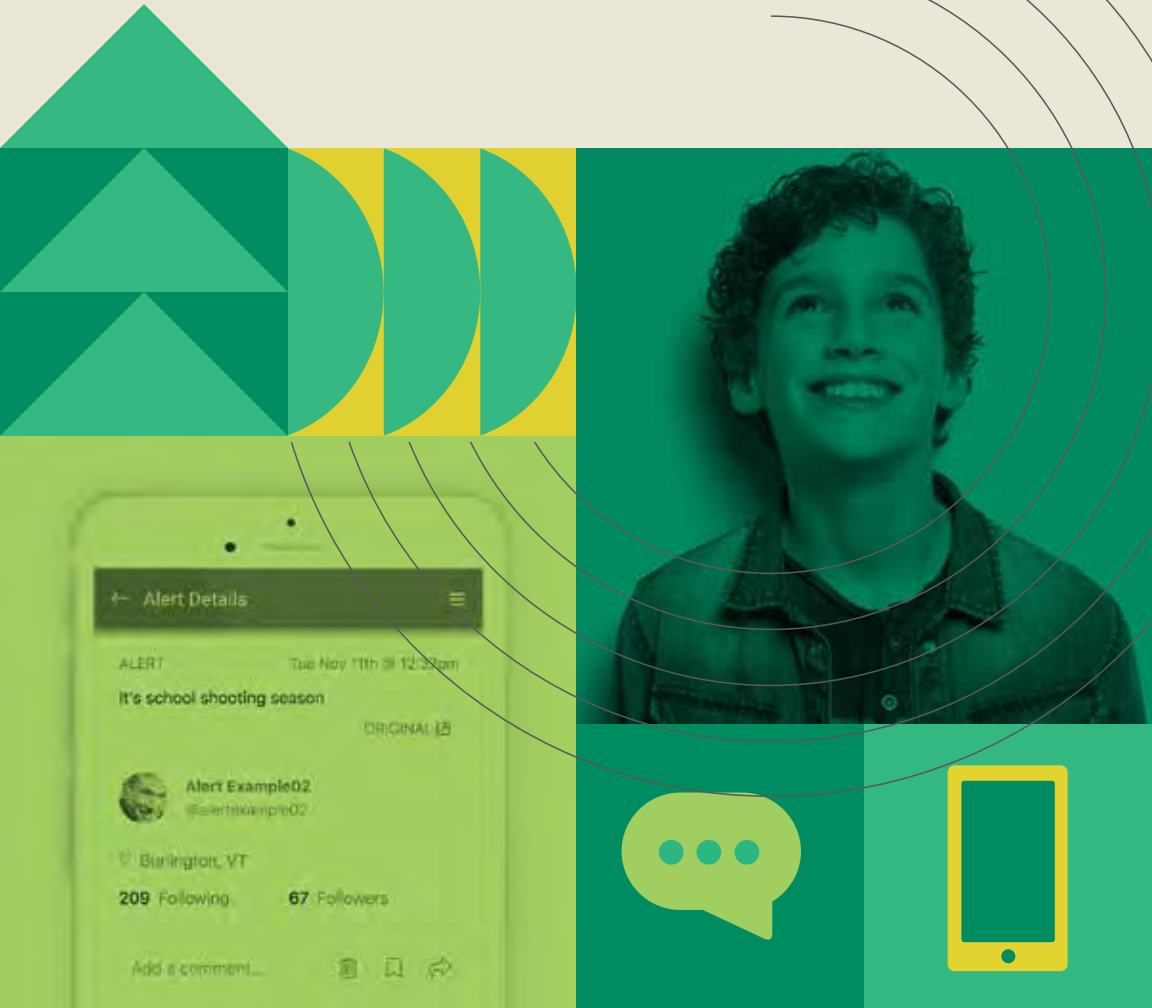
MARSHA STAPLES,
MUSIC EDUCATOR



Safer Schools Start Here.

Students are crying out for help.
Now you can hear them.

Join us at NSBA booth #1207
socialsentinel.com



SATURDAY, MARCH 30

Check the NSBA mobile app for the most up to date session information.



Located in Exhibit Hall B/C

Participate in an interactive 30-minute upload of the latest knowledge on hot topics, led by experts and their school district clients.

12:00 PM – 12:30 PM

Study Hall 1

The Social Sentinel Platform

Online conversations about your district could contain insights about its safety and wellbeing. Social Sentinel knows where to look so you don't have to. Learn how we make it easy to identify safety and security-related conversations happening every day on social media and beyond.

Study Hall 2

Collaboration is Key – Labor-Management Collaborations

From research and work by Saul Rubenstein, we know that starting with all stakeholders at the table, distributing the decision-making authority and engaging educators from the beginning in how our schools are run creates a much more collaborative, engaged model of student learning and educator working conditions. During this short study hall period, we'll talk briefly about the National Call to Action around labor management collaborations, and what you can do to begin this work in your district.

Study Hall 3

What Is “Collaborative Conversion” and How Can You Get Ready for It?

Learning happens anywhere and at any time and the “classroom” is now wherever that takes place. The challenge for schools is providing tools that allow for this flexible, configurable and personalized teaching and learning. Veteran school teacher/administrator Patricia Cadigan shares her experience and ideas for identifying, evaluating and implementing these tools. This program focuses on the “how” of rolling out collaboration in your schools, whether you’re building new or updating old facilities.

Study Hall 4

Controlling Your Health with Mindfulness

You love your job, but it can be stressful at times. And the stress is likely taking a toll on your health. Are you taking care of yourself? Learn mindfulness techniques to help you take control of your health. Session will repeat.

SATURDAY, MARCH 30

12:00 PM – 12:30 PM

Study Hall 5

Re-Evaluating Managed Services

Districts around the country continue to be pressured to do more with less. As a result, many school leaders are re-evaluating opportunities associated with contracting with a food service or facilities management company. The reason? It's all about value and partnering with experts who know how to spend dollars wisely, deliver quality programs and drive satisfaction by making informed choices and employing expert resources. Come hear more about the basics of managed services, the questions you should be asking and the opportunities your district might be missing.

Study Hall 6

Lobbying 101: Insight from NSBAC on the Art of the Ask

Join NSBA lobbyists Whitney Riggs and Deborah Rigsby for tips and pointers on how to improve your lobbying “game” and how to use social media to advance your advocacy.

Study Hall 7

BoardDocs Hack-a-thon — Solve a Governance Conundrum!

During this session you'll have the opportunity solve a governance conundrum with a team of peers. We'll provide each team a case scenario to work through. You'll learn ways to approach governance challenges and how a board management solution can help address them. The team with the best, most innovative solution wins top prize!

Study Hall 8

Blended Learning to Accelerate Our Differentiated Professional Development Needs

How can you accelerate the learning of your teachers and principals? What happens when teacher or principal turnover strikes your district? We will discuss how effective blended learning can be for your professional development needs.

SATURDAY, MARCH 30

12:00 PM – 12:30 PM

Study Hall 9

How School Buses Allow You to Hire More Teachers

It's no secret that school districts are constantly looking for ways to put more dollars back into the classroom. So, how could something as high-dollar as a school bus help a district accomplish this goal? Join this educational session to find out how changes in your bus fleet could help your district save money — perhaps even enough money to hire more teachers! Session will repeat on Sunday.

Study Hall 10

Breaking the Mold: Board Governance Solutions

NXTBoard governance coaches will demonstrate strategies to monitor and implement a student outcome goal focused governance framework using board portal software. Participants will learn best practices in creating and monitoring aligned student outcome goals and the goal progress measures necessary to improve student outcomes and support accountability.

12:45 PM – 1:15 PM

Study Hall 1

The First Mobile, Hand-held Weapons and Explosives Detection Device for Schools

Schools need a reliable but unobtrusive way to detect weapons or explosives while protecting student privacy and the SWORD device enables schools to use a mobile phone to do just that. This session will describe how this next generation security device will fundamentally change how we go about protecting our schools.

Study Hall 2

The Pharmacy Industry—A Comprehensive Look at How PBMs and Pharmaceutical Manufacturers Operate and Impact Your Spending on Pharmacy Benefits

This Study Hall will provide an all-inclusive view into the complex world of pharmacy benefits, including how pharmacy benefit managers (PBMs) contract with pharmaceutical manufacturers to benefit themselves and not necessarily your school district (the one paying the bills). By the end of this Study Hall you will have a better understanding about how what you don't know about your PBM contract is costing you money ... funds that could be put back in your classrooms.

SATURDAY, MARCH 30

12:45 PM – 1:15 PM

Study Hall 3

Crowdfunding in K-12 Education

Have you ever wondered what crowdfunding is and which websites public school leaders should trust? Unlike traditional crowdfunding platforms, the nonprofit DonorsChoose.org fulfills funded classroom projects, sending resources directly to verified school addresses and never sending cash to teachers. The crowdfunding site of choice for public school educators is DonorsChoose.org.

Study Hall 5

Be The First

Tobacco use is the leading cause of preventable disease and death in the United States. Learn how CVS is working with the nation's leading anti-tobacco and youth organizations to support comprehensive education — including school-based curriculums, advocacy, tobacco control and healthy behavior programming to help those who smoke quit and ensure those who don't never start.

Study Hall 6

5 Tips for Successful Fundraising

Fundraising is essential for every school to help support new and existing programs, purchase additional technology, offer scholarships and assist with capital projects. A well-run fundraiser has the benefit of helping a school to not just succeed, but thrive! Join Matt Waldschmidt as he shares five keys to running a successful fundraiser, and how Lifetouch is helping schools achieve their fundraising goals.

Study Hall 7

A New Approach to STEM Lab Learning

Come learn how ABM and its partner SMALLab are leading the way in providing innovative solutions to our partner's facilities and engaging students with mixed-reality technology that is transforming learning, increasing student achievement, and improving teacher performance. ABM is committed to making a difference by improving learning environments and supporting student achievement. We will show you how you can get a SMALLab in your district for free.

SATURDAY, MARCH 30

12:45 PM – 1:15 PM

Study Hall 8

Kindergarten Readiness — What Is Proven to Increase the Academic Preparedness of Our Youngest Students?

Multiple university studies have shown what works in developing kindergarten students before they arrive.

Study Hall 10



Evolution of the School Meal Regulations and What Is Required Today

School meals are critical to the academic, physical and social development of students. However, the dining environment and meals today have evolved significantly from when we were kids. Come listen and explore how and why the regulations have been modified, why it matters, how it will impact school year 2019-20 and how effective marketing can help ensure program growth.

Tracking Session and Attendance/ Continuing Education Credit (CEU)

NEW THIS YEAR

HOW TO CHECK INTO YOUR SESSIONS ON THE APP:

1. Download the NSBA Events App
2. Create your profile when you receive your badge
(Select the settings icon  , select Online Profile Login, Include your 4-digit registration ID number found on the lower left-hand corner of your badge.)
3. Open the Sessions icon 
4. Choose your session
5. Select 'Session Check In'
6. Enter the session ID (available on the sign outside the session room)
7. You will receive an email confirming your check-in, keep this for your records



Visit nsba.org/CEU for more information.

After the conference concludes, NSBA will send you an email with directions on how to claim your credits.

SATURDAY, MARCH 30

3:00 PM – 3:30 PM

Study Hall 1

Five Ways Superintendents and Board Members Can Effectively Partner

Five strong strategies for school board members and superintendent to effectively impact equity in your districts together. Challenges abound but how we approach the potential solutions really make all the difference. From data mining to communication, trust to cultural awareness, we will discuss the five most important areas for you to tackle as school board members with your superintendent to assure you are truly making a difference for your students and community.

Study Hall 2

Steps You Can Take To Prevent The Next School Shooting

Dr. Kathryn Seifert, world renowned expert on assessing and treating youth at risk for violence, shares a wealth of experience of successful assessments and interventions with at risk youth. Youth at risk for violence have warning signs and risk factors. There are effective interventions and treatments to address these risk factors and prevent the next school shooting or fist fight in your school. It is not about labeling children but providing effective treatments as early as possible that emphasizes building strengths, helping youth and their families solve problems, and getting the treatment they need. <http://www.drkathrynseifert.com/>

Study Hall 3

Transforming Learning and Teaching through Music as a Second Language and Popular Music Education

Research data has suggested that students who participate in Modern Band (culturally relevant and highly inclusive music education) continue to report a statistically significant increase in areas such as happiness, creativity, enjoyment, and overall positive attitude. This session will focus on a new and unique approach to teaching music through Modern Band: Music as a Second Language. MSL is a pedagogy based off of Steven Krashen's Second Language Acquisition methodology, modified by David Wish and incorporating ideas from Suzuki, Orff, Gordon, Dr. Seuss, and the Beatles. The focus is on not learning music, but acquiring it as we do language through the core values of student-centered repertoire, approximation, creating a comfort zone, scaffolding, composition, and improvisation. Participants will leave with an understanding of the five hypotheses of Second Language Acquisition educations within Modern Band.

SATURDAY, MARCH 30

3:00 PM – 3:30 PM

Study Hall 4

Public Sentiment: The Real Decision Maker in Public Education

As Abraham Lincoln stated, "Public sentiment is everything. With it, nothing can fail. Without it, nothing can succeed." There are many voices that can easily paralyze forward momentum in a school community. Using effective communications and psychology strategies, school administrators can foster the advocacy needed to move important measures forward. Applicable to Re-election, Bond Campaigns, District Decisions, Education Specification Development and more.

Study Hall 6

Connect District Data to Maximize Opportunities for Students

Learn how leadership teams are combining disparate data sets into a single system to improve student outcomes and develop action plans. Visual dashboards are allowing school leaders to analyze data such as attendance, discipline, activities, GPA, standardized test results, workplace learning, demographic data, and other variables. This type of analysis allows for a better understanding of the whole student while gaining insights that lead to intervention opportunities and ensure student success.

Study Hall 7

Lifting Student Voices to Enhance Engagement & Empower Literacy Learning

Greater than 70 percent of teens use more than one social networking site. Our students are consuming and producing written content on social media with regularity; yet, students often struggle to recognize any connection between their digital citizenship and the ELA classroom. How can we harness the inclination of students to engage with peers on social media to enhance student engagement and empower literacy learning in the classroom and beyond? This session will take a peek into a day in the life of students who are equipped to use their digital citizenship as a passport to greater literacy learning. We will share student successes and explore growth opportunities using qualitative and quantitative measures. Session will repeat.

SATURDAY, MARCH 30

3:00 PM – 3:30 PM

Study Hall 8

A Quick Study: Building Family Engagement through Fathers and Father-Figures of Your Students Volunteering a Full School Day

WATCH D.O.G.S. is a family engagement educational initiative that utilizes the influence of fathers and father-figures to provide active, positive, adult male role-models for the students. The session attendees will learn the steps required to identify a qualified parent program coordinator, build a small team of advocates, create a successful launch event, and then schedule and organize a record number of parent volunteers utilizing the available WATCH D.O.G.S. program materials and support to significantly increase family engagement.

Study Hall 9

Take a Tour of the 21st Century School—The Next Step In Safety and Learning

A digital tour will illustrate current and future design features that are aimed at creating a safe environment that enhances learning and student performance. Perspectives will be shared from first responders, educators, and architects. Safety features appropriate for each age level will be presented.

Study Hall 10

Add to Your Technology Budget through Financial Planning — Sell Your Apple Hardware

Knowing the value of your Apple hardware allows for sustainable financial planning. With many students not having internet access at home, Apple equipment supports learning through its powerful tools that do not require an internet connection. Using a tried and true forecasting model, you will see how you can easily provide updated and more Apple devices to support each and every students' learning. Come and learn how planning for sale of Apple equipment enhances your budget and helps to meet your digital learning goals.

SUNDAY, MARCH 31

12:00 PM – 12:30 PM

Study Hall 1

Social Media 101

What is this phenomenon called social media? Much of what we know about it likely comes from watching students and our children using it. Learn the basics of social media, and how it's used to create, share, view and react to content generated around the world.

Study Hall 2

Pharmacists Teach

The One Choice Changes Everything presentation is focused on the dangers of prescription drug abuse and misuse. Through the program, pharmacists volunteer their time to go to schools and offer their unique perspective to dispel the widely held belief in this age group that prescription drugs are safer to abuse than street drugs. This pharmacist-led prevention education program has educated more than 400,000 teens and parents on the dangers of teens misusing prescription drugs since 2015.

NSBA's new podcast series, *Federal Insider with Deborah & Francisco*, provides timely legislative analysis and legal insights that you can listen to and download on your schedule.

Start Listening Today!

www.nsba.org/podcast

A Benefit of National Connection, CUBE and COSA Participation

nsba
National School Boards Association



SUNDAY, MARCH 31

12:00 PM – 12:30 PM

Study Hall 5

What Is “Collaborative Conversion” and How Can You Get Ready For It?

Learning happens anywhere and at any time and the “classroom” is now wherever that takes place. The challenge for schools is providing tools that allow for this flexible, configurable and personalized teaching and learning. Veteran school teacher/administrator Patricia Cadigan shares her experience and ideas for identifying, evaluating and implementing these tools. This program focuses on the “how” of rolling out collaboration in your schools, whether you’re building new or updating old facilities.

Study Hall 6

The Pharmacy Industry—A Comprehensive Look at How PBMs and Pharmaceutical Manufacturers Operate and Impact Your Spending on Pharmacy Benefits

This Study Hall will provide an all-inclusive view into the complex world of pharmacy benefits, including how pharmacy benefit managers (PBMs) contract with pharmaceutical manufacturers to benefit themselves and not necessarily your school district (the one paying the bills). By the end of this Study Hall you will have a better understanding about how what you don’t know about your PBM contract is costing you money ... funds that could be put back in your classrooms.

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Study Hall 8

How Partnering with a Facilities Company Helps You Reduce Illness Related Absences

Description: The rising cost of student and teacher illness related absences is impacting student achievement across the country. The average cost per student absence is nearly \$35 per day and average teacher absences are \$105 per day. ABM has developed a new program to support school districts and help reduce teacher and student absenteeism with improved cleanliness and disinfecting your facilities.

SUNDAY, MARCH 31

12:00 PM – 12:30 PM

Study Hall 9

Security in Our Schools: Taking School Security to the Highest Level — A District’s Journey

The Plainedge Public School District made a decision and commitment to improve school security over 5 years ago. Join Plainedge Superintendent of Schools Dr. Edward Salina and Deputy Superintendent Dr. Guy J. Le Vaillant in exploring the district’s journey to become the No. 1 safest school district in New York State. Dr. Salina and Dr. Le Vaillant will focus on the process utilized to determine what technological solutions and innovations were implemented across the district, including the life-saving “One-Button” Lockdown System, facial recognition, license plate recognition, advanced video analytics, collaborative efforts with law enforcement and first responders, automated wireless classroom locking systems, vestibule design, visitor management automation and procedures, door access controls and door-ajar notification systems. They will also discuss the communication process used to educate the public, including parents, students and community members about the importance of enhanced and integrated security for the entire district.

Study Hall 10

New Teacher Support Center

New Teacher Support Center is an online support resource for teachers who are in their first few years of teaching. Our goal is to increase teacher retention by providing quality and easy-to-access support to new teachers, as we develop their skill sets and focus on their students’ progress. We provide side-by-side virtual instructional coaching services in those areas where new teachers typically struggle. NTSC aligns best practices with your school goals so that you attain them faster. Tailored professional development and mentoring services are available.

12:45 PM – 1:15 PM

Study Hall 2

What Does Your School Community Need?

You know that your district has schools in need of something — but does everyone agree on what that is? By using a short survey that anyone that has a stake in your schools can complete, you can determine what everyone considers a priority, and how to meet those needs. Come find out more!

SUNDAY, MARCH 31

12:45 PM – 1:15 PM

Study Hall 3

How School Buses Allow You to Hire More Teachers

It's no secret that school districts are constantly looking for ways to put more dollars back into the classroom. So, how could something as high-dollar as a school bus help a district accomplish this goal? Join this educational session to find out how changes in your bus fleet could help your district save money — perhaps, even enough money to hire more teachers!

Study Hall 4

Designing Your Learning Environments to Enhance Student Engagement

Can design make a difference for your students and improve their learning? We'll outline the post-occupancy evaluation process we use with the districts to assess different learning spaces and their effectiveness, and give you some practical ideas for making changes in your schools that will enhance learning outcomes and positively impact student engagement.

Study Hall 6

Becoming Data Driven

It is essential that organizations adapt to constant changes, and the smartest way to do this is through data analysis. This session will introduce data visualizations that can be used to help understand enrollment, compensation, and staffing support level trends in your district. We will discuss how valuable it is for districts find and compare to similar schools across the state.

SUNDAY, MARCH 31

12:45 PM – 1:15 PM

Study Hall 7

Easing the Superintendent Evaluation Process with BoardDocs

During this session we will discuss ways to streamline the superintendent evaluation process by leveraging technology tools like BoardDocs. We will share ways hundreds of districts are using BoardDocs to achieve results, and ensure a smooth annual evaluation process.

Study Hall 8

What Are the Accelerants to Building a More Successful School Academically?

What is the key evidence that builds academic improvement in the most impoverished schools? We will discuss the evidence collected at dozens of schools over the last 10 years.



IS YOUR DISTRICT LEADING THE WAY?

2020 CALL FOR WORKSHOP PROPOSALS

We are looking for proposals from school districts and other organizations for high-quality breakout sessions that focus on topics of critical interest to school board members. Our conference attendees are seeking information and skills to help them govern and lead more effectively in the fast-moving world of K-12.

Proposals can only be submitted online and will close on June 5, 2019.

Go to www.nsba.org/conference for more information.

NSBA's 2020 Annual Conference will be held April 4-6, 2020 in Chicago, IL.

SUNDAY, MARCH 31

3:00 PM - 3:30 PM

Study Hall 1

The First Mobile, Hand-held Weapons and Explosives Detection Device for Schools

Schools need a reliable but unobtrusive way to detect weapons or explosives while protecting student privacy and the SWORD device enables schools to use a mobile phone to do just that. This session will describe how this next generation security device will fundamentally change how we go about protecting our schools.

Study Hall 2

5 Tips for Successful Fundraising

Fundraising is essential for every school to help support new and existing programs, purchase additional technology, offer scholarships and assist with capital projects. A well-run fundraiser has the benefit of helping a school to not just succeed, but thrive! Join Matt Waldschmidt as he shares five keys to running a successful fundraiser, and how Lifetouch is helping schools achieve their fundraising goals.

Study Hall 3

How Schools and Suppliers Can Work More Closely Together

Come learn how to enhance a school district's support. With pre-negotiated contracts, the school district can choose the most appropriate product or service to meet their needs. Suppliers can work directly with the end-users to determine best solutions. All of this can be done and still meet the buying requirements. Come find out how.

Study Hall 4

Controlling Your Health with Mindfulness

You love your job, but it can be stressful at times. And the stress is likely taking a toll on your health. Are you taking care of yourself? Learn mindfulness techniques to help you take control of your health.

SUNDAY, MARCH 31

3:00 PM - 3:30 PM

Study Hall 5

Partnering with Family and Community to Bring Arts-Rich Learning to All Students

Access to art connects to essential qualities that society wants for children and requires from schools: academic achievement, social and emotional development, civic engagement, and equal opportunity. Experiences in the arts are associated with gains in math, reading, cognitive ability, critical thinking and verbal skills. Additionally, participation in the arts improves motivation, concentration, confidence and teamwork. Attend this session to learn how families and communities can be more knowledgeable on the power of art and work together to support arts-rich learning opportunities for every student.

Study Hall 6

Lobbying 101: Insight from NSBAC on the Art of the Ask

Join NSBA lobbyists Whitney Riggs and Deborah Riggsby for tips and pointers on how to improve your lobbying “game” and how to use social media to advance your advocacy.

Study Hall 8

The Powering America Advantage — A Sustainable Workforce for Sustainable Schools

Successful communities require sustainable schools as well as a skilled local workforce that builds communities, families and careers. The jointly administered, BAT approved Powering America (IBEW & NECA) apprenticeship career path is a sustainable model for developing quality educational facilities and providing an option of lifetime learning and earning which ultimately benefits the entire community. In addition, learn why using the trained team of NECA and IBEW makes sense for your capital and maintenance projects.



**IT'S TIME
FOR A
GREAT**

IDEA!

#NSBA4IDEA



Pre-Conference

Schedule at-a-Glance

FRIDAY, March 29

PRE-CONFERENCE

8:00 AM – 5:00 PM

NSBA Delegate Assembly Business Meeting
Philadelphia Marriott, Grand Ballroom

9:00 AM – 4:00 PM

Site Visit: Colonial School District Site Visit — Personalizing Education for All Students
Bus departs from 12th & Arch Street at the Pennsylvania Convention Center.

9:00 AM – 12:00 PM



Pre-Conference No. 3: Could You Last a Month in Poverty?
Pennsylvania Convention Center, Ballroom A



Pre-Conference No. 4: Building a High-Impact Board-Superintendent Partnership
Pennsylvania Convention Center, 118C



Pre-Conference No. 5: Mining Treasures in CSR: Timely, Curriculum-based and Free!
Pennsylvania Convention Center, 120A



Pre-Conference No. 6: 21st Century Communication to Build Relationships
Pennsylvania Convention Center, 120B



Pre-Conference No. 7: Board Actions DO Matter: How What You Do Impacts Student Success
Pennsylvania Convention Center, 120C



Pre-Conference No. 8: It's Not Just What You Do ... It's How You Do It: Strategies to Take Your Governance Team to the Next Level
Pennsylvania Convention Center, 121B



Pre-Conference No. 9: Follow the Blueprint for a More Successful Planning Process and Better Long-Term Results
Pennsylvania Convention Center, 121A



Pre-Conference No. 11: Is Your Board Prepared for a Crisis?
Pennsylvania Convention Center, 115A



Pre-Conference No. 12: Know Thine "Cyber" Enemy: Securing Your Practices and Policies
Pennsylvania Convention Center, 116

All pre-conference workshops are ticketed events. They are open to all conference registrants, and tickets must be purchased in advance.



Advocacy



Equity



Governance and Executive Leadership



Innovations in District Management



Master Class



New School Board Member Workshops

Pre-Conference

9:00 AM – 4:30 PM



Pre-Conference No. 1: The Happiness Advantage
Pennsylvania Convention Center, 115C



Pre-Conference No. 2: Release Your Inner Speaker — A Guide to Better Public Speaking Skills for Board Members
Pennsylvania Convention Center, 121C

1:00 PM – 4:00 PM



Rural District Forum: New Thinking about Unique Challenges
Pennsylvania Convention Center, 108A

1:30 PM – 4:30 PM



Pre-Conference No. 10: New School Board Member Boot Camp: Ethical Challenges and Solutions for School Board Members
Pennsylvania Convention Center, 119A



Pre-Conference No. 13: Disrupting Poverty: The Board's Role in Turning High-Poverty Schools into High-Performing Schools
Pennsylvania Convention Center, 118A



Pre-Conference No. 14: What Every School Board Member Should Know about School Law Now
Pennsylvania Convention Center, 118C



Pre-Conference No. 15: Equity in Schools: A Primer for School Boards
Pennsylvania Convention Center, 117



Pre-Conference No. 16: Forest Park SD 91 Is a Highly Effective School Board: "Duh", They Use the Eight Characteristics in Every Aspect of Their School Board Governance Work
Pennsylvania Convention Center, 116



Pre-Conference No. 17: What School Boards Can Do to Improve Student Achievement
Pennsylvania Convention Center, 120A



Pre-Conference No. 18: Leading with Purpose
Pennsylvania Convention Center, 120B



Pre-Conference No. 19: Understanding the Key Work of School Boards
Pennsylvania Convention Center, 120C



Pre-Conference No. 20: Effective Engagement Is the Secret Sauce in the Achievement Recipe
Pennsylvania Convention Center, 121A



Pre-Conference No. 21: Is Your Board Prepared for a Crisis?
Pennsylvania Convention Center, 115A

(continued)



School Board/
Superintendent
Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



Technology+
Learning
Solutions

Pre-Conference

FRIDAY, March 29

1:30 PM – 4:30 PM



Pre-Conference No. 22: Your Business Will Never Be the Same: Hot Technologies 2019
Pennsylvania Convention Center, 119B



Pre-Conference No. 23: Multi-Generational Community Engagement: How to Tell Your Story!
Pennsylvania Convention Center, 121B

4:00 PM – 6:00 PM

Community Service Event
Pennsylvania Convention Center, Hall C

PRE-CONFERENCE



CONFERENCE BOOKSTORE

Located on the Bridge (near Room 201A)

Book Store Hours:

Friday, March 29	1:00 PM – 5:00 PM
Saturday, March 30	8:00 AM – 5:00 PM
Sunday, March 31	8:00 AM – 5:00 PM
Monday, April 1	8:00 AM – 11:30 AM



Advocacy



Equity



Governance
and Executive
Leadership



Innovations
in District
Management



Master
Class



New School
Board Member
Workshops

FRIDAY, MARCH 29

8:30 AM – 4:00 PM

State Association Meeting

NSBA Delegate Assembly Business Meeting

Philadelphia Marriott, Grand Ballroom, Salons E-H

PRE-CONFERENCE

9:00 AM - 4:00 PM

Site Visit

Colonial School District (DE) Site Visit — Personalizing Education for All Students

This innovative district located in northern Delaware serves a diverse population of approximately 9,800 students from Pre-K to 12th grade. Colonial is a Title I school district with 12 out of 14 schools participating in the USDA Community Eligibility Program that provides breakfast and lunch to students at no cost. The district focuses on 4 Pillars: Early Childhood, Leadership & Learning, Innovation, and Access & Opportunity to positively impact student outcomes through blended and personalized learning. All of this is achieved through the 'Power of WE' and engaging students, parents, staff, and the community to support student learning. Separate registration required.

Please arrive promptly at 8:45 AM. Bus departs from the 12th & Arch Street entrance of the Pennsylvania Convention Center.

*Session descriptions as of 1/15/19.*School Board/
Superintendent
PartnershipsStudent
Achievement and
Accountability

School Safety



Study Hall

Technology+
Learning
Solutions

FRIDAY, MARCH 29

Pre-conference session tickets must be purchased in advance.

9:00 AM – 12:00 PM

Pre-Conference No. 3: Could You Last a Month in Poverty?

Pennsylvania Convention Center, Ballroom A



Walk a mile in the shoes of your students in this unique, interactive poverty simulation that enables you to live for a “month” in poverty. In four 15-minute weeks, you will play the role of a low-income family member trying to make ends meet. The session includes a group discussion about the challenges your students and their families face and how that can factor into your board’s work.

9:00 AM – 12:00 PM

Pre-Conference No. 4: Building a High-Impact Board-Superintendent Partnership

Pennsylvania Convention Center, 118C



Presenter Doug Eadie, President & CEO of Doug Eadie & Company, Inc., drawing on his most recent K-12 leadership book — *Governing at the Top* — will provide participants with up-to-date information on significant developments in the rapidly changing field of K-12 governance and with detailed, practical, thoroughly tested guidance on building and maintaining a close, productive, and enduring board-superintendent partnership.

9:00 AM – 12:00 PM

Pre-Conference No. 5: Mining Treasures in CSR: Timely, Curriculum-based and Free!

Pennsylvania Convention Center, 120A



Through corporate social responsibility (CSR) programs, great companies, foundations and associations build great resources for schools. Meaningful material for teachers is entirely free, including: Dynamic tools for STEM; financial literacy; environmental education; Social Emotional Learning; life skills; college/workforce; computational thinking; the NFL; and more. Lessons/modules by grade level/theme. Get materials, links and information about great collaborations between great curriculum writers and the masters of the world outside school. These programs bring meaning from the real world to students in classrooms.

9:00 AM – 12:00 PM

Pre-Conference No. 6: 21st Century Communication to Build Relationships

Pennsylvania Convention Center, 120B



How can your district use 21st century communication tools to most effectively and responsibly engage with your stakeholders and build relationships? Join New Jersey School Boards Association’s Field Services team to learn and share best practices and engage in hands-on exercises developed from working directly with school districts like yours.



Advocacy



Equity



Governance
and Executive
Leadership



Innovations
in District
Management



Master
Class



New School
Board Member
Workshops

FRIDAY, MARCH 29

9:00 AM – 12:00 PM

**Pre-Conference No. 7: Board Actions DO Matter:
How What You Do Impacts Student Success****Pennsylvania Convention Center, 120C**

Research has demonstrated that school boards that set and follow high standards for themselves, measure their own progress, and continually work to improve their performance truly make a difference in student outcomes. Learn about the work being done in Washington, Idaho and Montana that links highly-effective board practices with higher academic achievement for students. Walk away with sample board standards, information about board self-assessment, and the research that indicates their effectiveness.

9:00 AM – 12:00 PM

**Pre-Conference No. 8: It's Not Just What You Do ... It's How You Do It:
Strategies to Take Your Governance Team to the Next Level****Pennsylvania Convention Center, 121B**

What's your board's culture? What practices do you have in place to align your work, engage your stakeholders, and focus on student success? It's not just what you do, but it's how you do it that can make the greatest difference. Whether it is working as a team, strategic improvement planning, using technology and data, engaging stakeholders, establishing sound board policies, conducting effective meetings, or conducting board/superintendent evaluations, what you do and how you do it matters. Take your board to the next level. This interactive session will be led by two experienced school board trainers and the 2018 Georgia Superintendent of the Year. This session will provide attendees with strategies to assist school districts with the many challenges they face by building the strongest governance leadership team possible.

9:00 AM – 12:00 PM

**Pre-Conference No. 9: Follow the Blueprint for a More Successful
Planning Process and Better Long-Term Results****Pennsylvania Convention Center, 121A**

From readiness to celebration, the session will walk through a 9-step blueprint for selecting strategies and monitoring metrics while creating high levels of staff and community involvement. Participants will focus on inspiring greater buy-in and will leave with a readiness checklist, sample planning calendar, school culture questionnaire, values identification tool, sample logic model, sample community asset map, and enhanced engagement techniques.

School Board/
Superintendent
PartnershipsStudent
Achievement and
Accountability

School Safety



Study Hall

Technology+
Learning
Solutions

FRIDAY, MARCH 29

9:00 AM – 12:00 PM

Pre-Conference No. 11: Is Your Board Prepared for a Crisis?

Pennsylvania Convention Center, 115A

A teacher is a porn star. A tornado hits your district. The flu overtakes your district. A coach has sex with a student. All of these are actual events that schools have faced or will face. What does your board need to do now to prepare for any crisis that may come your way? Learn which policies, procedures, and other systems should be in place so that your district can do its best to prevent, prepare for, and react to any crisis.



9:00 AM – 12:00 PM

Pre-Conference No. 12: Know Thine “Cyber” Enemy: Securing Your Practices and Policies

Pennsylvania Convention Center, 116

School districts are a high-risk target for cyber threats. Districts are data-rich, containing personnel/student records, medical information, evaluations, testing results, and more. Threats can come from around the world or right in your own buildings. For districts to be effective, you must have commitment from the leadership to put into place policies and mechanisms to combat the threats. It requires necessary resources and procedures, and it is up to the governance team, board members and the superintendent to lead the charge.



9:00 AM – 4:30 PM

Pre-Conference No. 1: The Happiness Advantage

Pennsylvania Convention Center, 115C

A positive engaged brain is the greatest competitive advantage in the modern economy. It is ESSENTIAL in rapidly changing environments and is needed in education today more than ever before. The Happiness Advantage | Orange Frog workshop provides a blueprint for increasing staff, faculty, classroom and community engagement as well as tapping into people’s intrinsic motivations. This experiential workshop teaches the science of sustainable peak performance. The research is clear. Positive environments are performance enhancers. They are characterized by higher productivity, less turnover and absenteeism, and more resilient cultures. Applying the latest research-based techniques from the field of positive psychology, individuals learn the practices of resilient leaders and learners; they become more adaptable and develop a capacity to “see” more opportunities, leading to better organizational and educational outcomes. We invite you to experience the largest and most successful positive psychology training program for educators to date in the world. Begin an exciting journey leading to more positive environments, interconnected success and better educational outcomes.



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New School
Board Member
Workshops

FRIDAY, MARCH 29

9:00 AM – 4:30 PM


Pre-Conference No. 2: Release Your Inner Speaker — A Guide to Better Public Speaking Skills for Board Members
Pennsylvania Convention Center, 121C

This six-hour workshop will guide attendees to better public speaking skills that will focus on identifying the voice of the school board member, different levels to listening, types of public speaking, elements of storytelling and how to speak to the media — what to say and when to say it. Participants will understand the elements and techniques of the “instant speech” approach and interview in front of a live camera during this workshop.

1:00 PM – 4:00 PM


Pre-Conference Workshop
Rural District Forum: New Thinking about Unique Challenges
Pennsylvania Convention Center, 108A

Do you have a challenge facing your district? Or changes you are trying to implement? If so, then the Rural District Forum is for you! This focused session with Dr. Mary Ann Wolf and Nancy Mangum of the Friday Institute will introduce you to how the design thinking process can be utilized by school leaders to find new solutions to the unique challenges faced by many rural districts. As we look at innovative approaches being utilized by schools across the country, you will have the opportunity to learn with other rural leaders and collaborate with them as you tackle challenges facing your schools. This interactive and job-embedded session will equip you with the necessary skills to tackle your specific challenges.

1:30 PM – 4:30 PM


Pre-Conference No. 10: New School Board Member Boot Camp: Ethical Challenges and Solutions for School Board Members
Pennsylvania Convention Center, 119A

Ethical and appropriate behavior for school board members is expected. Yet challenges sometimes arise that can interfere with important work getting accomplished. Join us for a fun, interactive session with your colleagues and members of the NSBA Board Member Boot Camp Faculty as we explore ways to avoid those challenges.


**School Board/
Superintendent
Partnerships**

**Student
Achievement and
Accountability**

School Safety

Study Hall

**Technology+
Learning
Solutions**

FRIDAY, MARCH 29

1:30 PM – 4:30 PM

Pre-Conference No. 13: Disrupting Poverty: The Board's Role in Turning High-Poverty Schools into High-Performing Schools

Pennsylvania Convention Center, 118A



If high-poverty schools in every state can overcome the powerful and pervasive effects of poverty to become high performing, shouldn't every school be able to do the same? How do districts overcome the powerful, pervasive effects of poverty and reverse all too common trends of under-achievement? Participants will explore the critical role school boards play in both guiding and supporting district leadership to drive and accomplish this work. Based on the award winning, best-selling ASCD books, *Disrupting Poverty: 5 Powerful Classroom Practices* and *Turning High-Poverty Schools into High-Performing Schools*, the author will share lessons learned from three decades of studying schools and districts across the nation and world that successfully disrupt poverty.

1:30 PM – 4:30 PM

Pre-Conference No. 14: What Every School Board Member Should Know about School Law Now

Pennsylvania Convention Center, 118C



This popular program, presented by members of the NSBA Council of School Attorneys, provides an overview of key principles of school law, and an in-depth look at several issues of key significance today. Participants will walk away with a better awareness of the questions you should be asking your school attorney before problems arise.

1:30 PM – 4:30 PM

Pre-Conference No. 15: Equity in Schools: A Primer for School Boards

Pennsylvania Convention Center, 117



For more than 100 years, schools have aimed to be places that ensure equity for all graduates. Equity, as a concept, is widely used in school mission statements, strategic plans, and statements of shared values. When discussing equity, people cite race, gender, community norms, English language proficiency, poverty, and access to technology, to name a few. When people call for equity, there is a substantial difference in how the term is defined. There is little agreement as to what equity means. In order to galvanize all our stakeholders into collective action around the concept, we must have a shared definition. Without that shared understanding and aligned plans, measures, and benchmarks, the term is merely rhetoric. This seminar will consider how diversity, inclusion, or equality are components of equity. We will examine equity as ensuring that each student gets what they need to flourish and be resilient. We will explore having access to opportunity, networks, resources, and supports (both tangible and intangible) to get them to be whom they want to be and go where they desire to go. Social-emotional learning, academic development, and equity are complementary and interdependent. School boards will identify ways that these are mutually reinforcing and guaranteed.



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New School
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FRIDAY, MARCH 29

1:30 PM – 4:30 PM



Pre-Conference No. 16: Forest Park SD 91 Is a Highly Effective School Board: “Duh”, They Use the Eight Characteristics in Every Aspect of Their School Board Governance Work

Pennsylvania Convention Center, 116

Forest Park School District 91 is a suburban district located in northeastern Illinois, 30 miles west of Chicago. There are 837 students enrolled in the district: 50% Black, 22.3% White, 13.5% Hispanic, 9.6% two or more races, and 4.2% Asian. Learn how Forest Park SD 91 has used the Eight Characteristics of Effective School Boards (ECESB) to maintain their student achievement during the educational reform period in Illinois and significant demographic changes during the last five years. Learn how you can use the ECESB to improve your district.

1:30 PM – 4:30 PM



Pre-Conference No. 17: What School Boards Can Do to Improve Student Achievement

Pennsylvania Convention Center, 120A

School boards play a vital role for improving student achievement in their districts. In fact, they play a role that no one else can fulfill. Learn from the latest research of TASB's XG Project how school boards affect student achievement and how boards can improve the achievement of their students. Participants will interact with the content of the research and design strategies for improving governance and oversight that maximizes student learning.

1:30 PM – 4:30 PM



Pre-Conference No. 18: Leading with Purpose

Pennsylvania Convention Center, 120B

Purpose matters! The prerequisite of the District Leadership Team is to identify challenges, communicate goals, commit resources, and create a culture for learning. A purpose driven leader models their beliefs and values through their actions and words. This interactive session will engage participants in the discussion of essential leadership qualities, effective board governance standards, and best practice solutions to empower you in your leadership role.



School Board/
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Student
Achievement and
Accountability



School Safety



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FRIDAY, MARCH 29

PRE-CONFERENCE

1:30 PM – 4:30 PM

Pre-Conference No. 19: Understanding the Key Work of School Boards

Pennsylvania Convention Center, 120C



In today's high-stakes educational environment, the daily pressure on governance leaders is enormous. The more effective the board, the better a school district's students perform. NSBA's *The Key Work of School Boards* provides a framework that reflects "best governance practices" that are traceable to high performing boards and high performing school districts. This session provides an overview of a relevant and reliable governance guide with strategies and ideas that reflect board best practices. You'll explore the five Key Work action areas that affirm how excellence at the board table leads to excellence in the classroom.

1:30 PM – 4:30 PM

Pre-Conference No. 20: Effective Engagement Is the Secret Sauce in the Achievement Recipe

Pennsylvania Convention Center, 121A



When community, staff, and student engagement practices are aligned, student achievement soars. One study marked a 50 percent differential in test scores. This session will discuss the research-based and proven practices which significantly boost community confidence, staff optimism, and student motivation. Participants will receive a community discussion guide, a sample community asset map, accountability metrics, a partnership development guide, and successful examples from several districts.

1:30 PM – 4:30 PM

Pre-Conference No. 21: Is Your Board Prepared for a Crisis?

Pennsylvania Convention Center, 115A



A teacher is a porn star. A tornado hits your district. The flu overtakes your district. A coach has sex with a student. All of these are actual events that schools have faced or will face. What does your board need to do now to prepare for any crisis that may come your way? Learn which policies, procedures, and other systems should be in place so that your district can do its best to prevent, prepare for, and react to any crisis.



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New School Board Member Workshops

FRIDAY, MARCH 29

1:30 PM – 4:30 PM

**Pre-Conference No. 22: Your Business Will Never Be the Same:
Hot Technologies 2019****Pennsylvania Convention Center, 119B**

How are you keeping up with the technological advancements that impact your job and career? Do you find that you're barely able to keep pace with the latest developments? This session reviews what's new and way cool in technology in a fun, fast-paced look at what's here for us to use now and what's coming in the near future, including the latest information about virtual & augmented reality, artificial intelligence, and other important tech trends. After participating in this session, you will be able to: identify the five pillars of business disruption; understand how to manage the flow of information using social curation tools; and recognize how new technologies such as mixed reality and artificial intelligence reality are having an impact on industry.

PRE-CONFERENCE

**Pre-Conference No. 23: Multi-Generational Community Engagement:
How to Tell Your Story!****Pennsylvania Convention Center, 121B**

How do you stay informed....newspapers, blogs, television, Twitter? How do the members of your community gather information? If you rely solely on newsletters sent home with your students, you are not connecting with a sizable portion of your community. We will discuss how you can access the various tools available to create a multi-generational community engagement plan, reaching each of your constituent generations, and being able to "Tell your Story".

4:00 PM—6:00 PM

Community Service Event**Pennsylvania Convention Center, Hall C**

Kick off your conference experience by volunteering to help fight student hunger and feed hope in the Philadelphia School District! Join education leaders as we pack food for Philabundance's Backpack program.

Philabundance's Backpack program provides free, nutritious and easy-to-prepare supplemental meals for kids at area schools. Backpack meal kits provide 3-5 pounds of food which will offer approximately 3-6 meals featuring kid-friendly items that require little to no preparation. The Backpacks are provided to all enrolled students and families at the partner school or community center unless the family specifically declines to participate.

Sponsored by:  **preferredmeals**
an ellor company

Please note: This is a pre-registered event opportunity with timeslots assigned for volunteers. On-site open slots may be available on a first come, first served basis.

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*Savings based on average district with 1,000 employees

Saturday, March 30

AT A GLANCE SCHEDULE

SATURDAY, MARCH 30

Unless otherwise noted, all events and sessions take place at the Pennsylvania Convention Center.

7:00 AM – 5:00 PM

Attendee Registration

Grand Hall

8:30 AM – 10:00 AM

General Session

page 91

Sponsored by ABM

Keynote Speaker: Sir Ken Robinson

Exhibit Hall A

10:30 AM – 11:45 AM

National Black Council of School Board Members Elections & General Business Meeting

Philadelphia Marriott, Grand Ballroom

Salon D

10:30 AM – 11:45 AM

Concurrent Education Sessions

page 92

10:30 AM – 4:00 PM

Exhibit Hall A Open

Exclusive Hours

11:30 AM–1:30 PM & 2:45 PM–3:45 PM

12:00 PM – 12:30 PM

Study Hall Sessions

page 60

Exhibit Hall B/C

12:45 PM – 1:15 PM

Study Hall Sessions

page 62

Exhibit Hall B/C

12:00 PM – 2:00 PM

Meal Events

page 104

Council of Urban Boards of Education Keynote Luncheon

Philadelphia Marriot, Grand Ballroom

Salon E-F

National American Indian/Alaska Native Council of School Board Members Keynote Luncheon

Philadelphia Marriott, Grand Ballroom

Salon H

Rural District Lunch & Learn

Pennsylvania Convention Center

Ballroom A

12:00 PM – 3:00 PM

Experiential Learning Visit

page 108

Connecting to the Future –

Comcast Lunch & Briefing

Bus Departs from the 12th & Arch Street Entrance of the Pennsylvania Convention Center

1:30 PM – 2:45 PM

Concurrent Education Sessions

page 108

3:00 PM – 3:30 PM

Study Hall Sessions

page 65

Exhibit Hall B/C

3:45 PM – 5:00 PM

Concurrent Education Sessions

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4:00 PM – 5:00 PM

Jam Session

page 134

Sponsored by Little Kids Rock

2nd Level Bridge (near Room 201A)

Looking for Presenters? Check the NSBA Events Mobile App for presenters, handouts and the most up-to-date session information.



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New School
Board Member
Workshops

Saturday, March 30

SESSION DESCRIPTIONS

8:30 AM – 10:00 AM

OPENING GENERAL SESSION

Pennsylvania Convention Center, Exhibit Hall A



Keynote Speaker

SIR KEN ROBINSON

@SirKenRobinson

*New York Times bestselling author, TED speaker,
and education and creativity expert*

Welcome to NSBA 2019

Pennsylvania School Boards Association

General Session Host

Lu Ann Cahn, *Educator, Journalist, Speaker, Author*

Student Arts Entertainers Performance

Singing Brothers of Stilwell

Jonesboro, GA

Executive Director/CEO Report:

Thomas J. Gentzel, *Executive Director and CEO,*

National School Boards Association

Meet the NSBA Past Presidents

Special Presentation of the John F. Kennedy Center for the Performing Arts Award

Mario Rossero, *John F. Kennedy Center for the Performing Arts*

General Session Sponsored by:



SATURDAY



School Board/
Superintendent
Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall





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SESSION DESCRIPTIONS

Tracking Session and Attendance/ Continuing Education Credit (CEU)

NEW THIS YEAR

HOW TO CHECK INTO YOUR SESSIONS ON THE APP:

1. Download the NSBA Events App
2. Create your profile when you receive your badge
(Select the settings icon , select Online Profile Login, Include your 4-digit registration ID number found on the lower left-hand corner of your badge.)
3. Open the Sessions icon 
4. Choose your session
5. Select 'Session Check In'
6. Enter the session ID (available on the sign outside the session room)
7. You will receive an email confirming your check-in, keep this for your records



Visit nsba.org/CEU for more information.

After the conference concludes, NSBA will send you an email with directions on how to claim your credits.

7:00 AM – 5:00 PM

Registration - Annual Conference & Exposition

Grand Hall

10:30 AM – 11:45 AM

Building Pride Campaign:

Public & Private Partnership in School Facilities Master Planning

Pennsylvania Convention Center, 111AB



How can Boards of Education leverage private and public partnerships to support facility planning needs? Are there individuals and organizations within your community willing to support your schools and programs through financial giving? Does your district have a communication and marketing strategy? Learn how the Liberty Public Schools Board of Education led the community in supporting the Building Pride Campaign for the construction of Activities Complexes at each of its two high schools.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Collaboratively Developing Curriculum Maps with the Backwards Design Process



Pennsylvania Convention Center, 116

Find out how the Madison School District (enr. 6,000) developed math and ELA curriculum maps through a collaborative process involving administration and teachers. The teachers developed the curriculum maps, developed assessments, and delivered the professional development at individual school sites.

10:30 AM – 11:45 AM

Crisis Communication: Before, During, and After



Pennsylvania Convention Center, 204C

Do you know how your district would communicate in a crisis? Are you prepared to reach your parents, students, staff, and community in the event something happens in your district? Come review ideas and best practices to ensure that when something happens in your district (because something will), you are ready to manage the event through an effective communication process. Session will repeat on Sunday at 1:30 PM in Room 204C.

10:30 AM – 11:45 AM

Educating through Empowerment: Developing Capacity and Leadership through African-American Teen Summit Engagement



Pennsylvania Convention Center, 204B

Learn how High School District 214 (IL) with 6 high schools (enr. 12,000) and 4 personalized schools leveraged community partnership to provide students with an opportunity to develop leadership, champion self-efficacy and develop a collective connection with fellow peers. The Summit Framework was utilized to produce a culminating event that celebrated equity for all. The Summit provides African American students and other cultures within a school an opportunity to develop a variety of social/emotional competencies to become Life Ready!

SATURDAY

Session descriptions as of 1/15/19



School Board/
Superintendent
Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



Technology+
Learning
Solutions

SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Environmental Education 101: Increasing Opportunities for Outdoor Learning



Pennsylvania Convention Center, 117

Find out how the Levittown Schools District, a suburban district of about 7,500 students, incorporated outdoor learning for all students in grades K-5 through the creation of an outdoor learning center. This session will provide attendees with a knowledge base on how outdoor learning can help foster environmental awareness in our students and enhance STEAM instruction, while also improving community relationships through partnerships with local farms as well as other public and private schools.

10:30 AM – 10:45 AM

Graduation Prep: Real Life Skills for Tomorrow's Workforce



Pennsylvania Convention Center, 115A

Real-life skills matter for the success of students post K-12 education. What skills should we add to prepare our students for tomorrow's jobs and life? In this workshop, the audience will be invited to participate in a conversation on what real-life skills are needed to prepare students for life post high school, and how to incorporate literacy, numeracy and problem-solving skills in technology-rich environment in school curricula. Also, we will present data from the Program for the International Assessment of Adult Competencies (PIAAC) that show what skills are more frequently used in life and employment.

10:30 AM – 11:45 AM

Hacking Google Analytics



Pennsylvania Convention Center, 119B

Bring your computer, we will learn how to set-up Google Analytics live. The attendee will be able to use Google Analytics to drive more sales from their website. The attendees will understand how to use the data in their practice. We will cover planning and principles, configuration and administration, data collection, and reporting metrics. Finally, we will cover measuring return on investment. Make sure you have your computer, cell phone, username, and password for Google.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

CUBE Programming

Increasing Opportunities for the Arts and its Impact on Student Engagement and School Culture

Pennsylvania Convention Center, 204A

Session sponsored by the Council of Urban Boards of Education

Join this panel of educators, school board members and experts in the arts as they discuss creative leadership strategies to transform school culture and build teacher and student leadership for academic success. Moderated by Crayola.



10:30 AM – 11:45 AM

Innovative Leadership for School Redesign

Pennsylvania Convention Center, 201A

The transition to personalized and digital learning requires innovative leadership in states, districts, and schools. Explore the characteristics of an innovative leader with a specific focus on opportunities, barriers, and tangible action steps. Hear examples of schools that meet the needs of all students because of their changes in teaching and leadership.



10:30 AM – 11:45 AM

Keeping it REAL: How to Ensure that Board Policies are Relevant, Effective, Actionable, and Legal (REAL)

Pennsylvania Convention Center, 121A

Board of Education policies provide expectations and philosophy on given topics. The challenge is ensuring that all policies are relevant, effective, actionable, and legal (REAL). This session provides a broad overview, coupled with detailed explanations, of a policy review process. By the close of this session, attendees will: Identify factors impacting policy/policy change; Know elements within the policy review process; Understand the importance of constituent involvement; and Be able to implement a policy review process.



School Board/
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Study Hall



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Lifting Student Voices to Enhance Engagement & Empower Literacy Learning



Pennsylvania Convention Center 109B

Greater than 70 percent of teens use more than one social networking site. Our students are consuming and producing written content on social media with regularity; yet, students often struggle to recognize any connection between their digital citizenship and the ELA classroom. How can we harness the inclination of students to engage with peers on social media to enhance student engagement and empower literacy learning in the classroom and beyond? This session will take a peek into a day in the life of students who are who equipped to use their digital citizenship as a passport to greater literacy learning. We will share student successes and explore growth opportunities using qualitative and quantitative measures.

10:30 AM – 11:45 AM

Local Policies That Create Opportunities for Students



Pennsylvania Convention Center 104AB

In this education session, participants will hear from two school districts that implemented student-centered, educator-voiced policies that have direct impact on student learning and success. From their stories, you will be able to glean what you can do upon returning home to foster similar policies in your own school district, working with your colleagues, educators, family and community stakeholders, and allies.

10:30 AM – 11:15 AM

Making a Media Festival: District, Building or Classroom



Pennsylvania Convention Center, 118C

Media festivals celebrate authentic assessment, project-based learning, and student ownership. They are a great way for districts to attract families. Participants will learn to advocate for media festivals and will leave with knowledge of how to build, enter, and judge student films. They will receive rubrics and student examples. Board members should think speeches, red carpet, engaged community, and proud parents! Hear from longtime festival manager and urban festival co-founder about curriculum, theme- or skill-based models.

CEU Tracking

To track your sessions, log in to the NSBA Events mobile app or visit www.nsba.org/CEU.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Master Class:

Disrupting Poverty: Where to Start ... What to Stop

Pennsylvania Convention Center, 114 - Nutter Theater



PARRETT

Recent case studies from high-poverty, high-performing schools, supported by over three decades of research, provide compelling insight into what it takes to turn a high-poverty school around. This session will highlight the Author's recent best-selling ASCD books, *Disrupting Poverty*, and *Turning High-Poverty Schools into High-Performing Schools* to focus on specific practices and strategies that Boards can support to provide an essential foundation for success in any under-performing school and district. Through gaining an enhanced understanding of how high-poverty, high-performing schools achieve success, board members and district leaders will identify needed action steps to best support and lead their districts, schools, and students to high achievement and success.

Presenter: **William Parrett**, Director, Center for School Improvement, Boise State University



10:30 AM – 11:45 AM

Council Programming

National Black Council of School Board Members Elections & General Business Meeting

Philadelphia Marriott, Grand Ballroom Salon D



10:30 AM – 11:45 AM

New Board Member Bootcamp:

Understanding the Key Work of School Boards

Pennsylvania Convention Center, 119A

High functioning school boards can impact student outcomes! The impressive results are evident when a board of education makes student achievement the primary focus of their governance role. This session will explore the five Key Work action areas that affirm how excellence at the board table leads to excellence in the classroom.



School Board/
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Study Hall



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Next-level Engagement: Ideas for Learning Spaces That Excite

Pennsylvania Convention Center 103C

Schools are better preparing students for their careers by adapting learning spaces to reflect modern workplace environments. Across the nation, districts and CTE facilities are incorporating makerspaces and other innovative learning environments to increase student engagement and add next-level relevance. Learn ways to implement these new tools for success.



10:30 AM – 11:45 AM

Office Key to Safety

Pennsylvania Convention Center, 108A

This session will raise the level of an employee's observation skills which may prevent an incident from happening. You will learn about "JDLR" which is something or somebody that "Just Doesn't Look Right." We will discuss the importance of "Watching the Hands." If you are going to get hurt it will come from the hands. This presentation will give you simple, non-lethal techniques employees can use to protect themselves in case an armed intruder enters their workplace. This session is appropriate and valuable for ALL staff.



10:30 AM – 11:45 AM

Our Mission to Make Each Child Future Ready

Pennsylvania Convention Center, 118A

This presentation will include the participation of district leaders and school board members (enr. 3,000) as we outline the path the district has followed over the past nine years to transform the learning experiences of our students from a traditional mode of one-size fits all to a culture focused on the authentic learning of each child. The session will include strategies to engage the audience in dialog and provide an opportunity for question and answers.



10:30 AM – 11:45 AM

Please Make Me Do This

Pennsylvania Convention Center, 112AB

Do you work for an organization that serves food to others? If so, what do you do with the excess food that was prepared but not served? Organizations throw away millions of dollars of food annually that could be properly (and safely) used to feed those in need. This session will separate fact from fiction about what you can do with excess food, and identify one organization that can facilitate that process at no cost. After participating in this session, you will be able to: identify the Bill Emerson Good Samaritan Act, which protects those choosing donate their leftover event food; understand how Rock and Wrap It Up! can serve as a no cost resource for you to help feed those in need; and use Whole Earth Calculator to quantify and socially share your food, paper and plastics recovery.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

Preparing Students for the Future

Pennsylvania Convention Center, 113C

As smart technologies and shifting employment structures reshape the future of work, educators and advocates must rethink the skills and knowledge students will need to be ready for the future. This interactive session will encourage school board members and other participants to consider how they might advocate to better prepare students for the future. Using KnowledgeWorks' research on the future of readiness for life after high school, participants will consider opportunities that will engage students and serve them well into the future.



10:30 AM – 11:45 AM

Preparing Students for Today's Mobile Workforce

Pennsylvania Convention Center 108B

Mobile technology is transforming the way we learn and work. Join a discussion on how digital literacy and fluency with mobile technology are essential to career success. You'll discover the skill sets employers expect from today's graduates and explore how carefully designed technology initiatives can prepare students for career success.



10:30 AM – 11:45 AM

Preparing Students Today for Careers of Tomorrow

Pennsylvania Convention Center 105B

How do you prepare students for jobs that don't yet exist? Come peer into the future and learn how your schools can foster the skills that students will need in the years ahead. This session will discuss the necessary shifts in practice to address the needs of today's learners and provide them with the knowledge and experiences to ready them to make an impact on tomorrow.



10:30 AM – 11:45 AM

School Board Deeds & Misdeeds: Things We've Learned about Effective Boardmanship and Student Achievement

Pennsylvania Convention Center, 120C

There are things only the board can do and if left undone, or done badly, the district suffers. Likewise, there are things only board members can do, and if left undone or done badly, the district also suffers. However, higher student achievements are recorded in districts where the collective board and individual board members conduct themselves appropriately by respecting known roles and responsibilities. This session will present research identifying specific actions known to have relationships with high and low student achievement.



School Board/
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Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



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Learning
Solutions

SESSION DESCRIPTIONS

10:30 AM - 11:45 AM

**School Climate, SEL and Bully Prevention:
Policy and Practice Trends and Resources**



Pennsylvania Convention Center, 121B

Learn about the current state of school climate, Social-Emotional Learning, and violence prevention policy and practice trends. A detailed series of resources (guidelines, road maps, measurement tools and case studies) will be shared. School board leaders will understand how to promote sustainable district wide improvement efforts that foster safer, more supportive, equitable and engaging climates for learning that promote school and life success. Learn about the efforts of the State College (PA) Area School District (enr. 6,900).

10:30 AM - 11:45 AM

School Nutrition and the Whole Child Approach



Pennsylvania Convention Center, 115C

School nutrition programs are the key to unlocking better learners. Hungry kids can't learn. Many studies prove that student hunger is associated with lower grades, higher rates of absenteeism, repeating a grade, and an inability to focus among students. Review the evidence-based connection between the consistent availability of healthy school meals and academic success, and discover methods of working with your school nutrition program to support this critical component of the whole schools, whole community, whole child approach.

10:30 AM - 11:45 AM

SHOP@USC: Showing How Opportunity Pays at Upper St. Clair



Pennsylvania Convention Center, 202AB

SHOP@USC, highlighted as a 2017 Magna Grand Prize winner, is an innovative student-run business at Upper St. Clair High School in Pittsburgh, Pennsylvania (enr. 4,053). In this program, students with severe disabilities partner with their regular education peers to produce and sell school spirit wear. At the heart of the program are the authentic relationships that develop among students. Presenters will describe the key components of SHOP and share evidence of outcomes through the perspectives of students, parents and staff.

10:30 AM - 11:45 AM

Superintendent Selection: Proven Strategies for Getting It Right



Pennsylvania Convention Center, Ballroom B

Discover what it takes to conduct a high quality, professional superintendent search process. The presentation, led by member of NSBA's National Affiliation of Superintendent Searchers, will cover do's and don'ts of conducting and planning a search, issues to consider when planning a search, how to engage stakeholders without ceding the board's decision-making authority, and how to ease the transition once a leader is selected.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

The Board and Superintendent Drive the Relationships in Your District



Pennsylvania Convention Center, 113A

Discover how the collaborative relationship of a school board and superintendent has driven the district's vision to provide quality community and family involvement activities and partnerships at both the campus and district level. Learn how this high level of involvement and transparency has enabled the district to make huge advancements in technology, curriculum, college and career readiness, safety, finance, and facilities improvements ... all without passing a bond.

10:30 AM – 11:45 AM

The Bridge to Somewhere: Arlington Public Schools' Strategic Planning Journey



Pennsylvania Convention Center, 113B

APS serves a diverse population of 27,879 students and is top-ranked in Virginia. With its burgeoning enrollment and budget pressures, it's challenged with capital projects and balancing its academic program. In this session, participants will learn how the School Board and superintendent led a successful effort to create staff buy-in, smash silos and build agility through a bridging process that married the current strategic plan with the new plan working elbow-to-elbow with the community.

10:30 AM – 11:45 AM

The Changing Language of Adolescence



Pennsylvania Convention Center, 103A

r teens killing language? LOL nooooo Far from causing the ruin of language with their slang, texts, emojis, and tweets, as is often claimed, teens use speech innovatively to create identities, affiliate and distance themselves from others, and ultimately change the language for their younger peers as well as adults, who often adopt these new features, even as they decry them.

Words do matter, and we will dive into this linguistic phenomenon to understand and appreciate the language of teens and young adults, who don't just inherit the linguistic world, they change it.

10:30 AM – 11:45 AM

The First Mobile, Hand-held Weapons and Explosives Detection Device for Schools: Chuck Bloomquist, Chief Technical Advisor, Royal Holdings Technologies Corp.



Pennsylvania Convention Center, 106AB

Our schools should have an open and welcoming environment; unfortunately, today the need for student safety can make entering a school more like going through prison security than a place of learning with metal detectors and bars on the doors. Schools need a reliable but unobtrusive way to detect weapons or explosives while protecting student privacy. Science fiction? No, in fact now schools can use a mobile phone to scan for weapons and explosives as students and others enter the school without the need for lines, emptying pockets and all the other intrusive parts of traditional security screening. This session will describe how this next generation security device will fundamentally change how we go about protecting our schools.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

The School Board's Role in Strategic Planning in the 21st Century:
In an era of Education Reform, ACEs, and ESSA



Pennsylvania Convention Center, 121C

Hazelwood SD, located in Florissant, MO, serves 18,000 students and Skokie SD 68, located in Skokie, IL, serves 1,800 students. Each of these Boards collaborated with their administration to update and refresh their respective Strategic Plans (SP). Each Board directed their superintendents to carry-out their strategic planning process in a manner that reflected the entire Board. This panel will provide insight into how these diverse districts completed their SP — the Board's role and expectations, as well as the administration's roles and timelines.

10:30 AM – 11:45 AM

The State of Play: What's Happening in Washington, DC?



Pennsylvania Convention Center, 118B

Learn the latest developments in Congress and within the Trump Administration impacting our students and public school districts. This session will provide you with a federal legislative update and insider perspective on the "state of play" in Washington, DC. Further, the presenters will discuss strategies for how you, as a local school board member, can use your unique position to advocate and influence the national education debate. Session will repeat on Sunday at 8:30AM in Room 118B.

10:30 AM – 11:45 AM

"This is the way we have always done it."
The Board-Superintendent Leading Change



Pennsylvania Convention Center, 120A

Learn how the Raymond Central (NE) Public Schools (enr. 688) Board and Superintendent embarked upon a strategic course to support the transition of the new superintendent through the design and development of a 360-degree superintendent evaluation. Developed and designed to survey a diverse group of stakeholders, this session explores the process undertaken by the district and Association impacting the performance of the superintendent and creating opportunities for growth and a culture of excellence.

10:30 AM – 11:45 AM

What Does Successful School Turnaround Look Like?



Pennsylvania Convention Center, 107B

The presenters will describe case studies of schools that have turned around their academic performance and the data will be shown. All of the success is documented and shared.



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SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

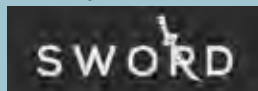
What's in a Brand? How Building a District's Identity Can Improve Community Engagement and Strategic Alignment

Pennsylvania Convention Center, 120B

School board members are a critical conduit between a community and the school district. One way to improve community engagement is to intentionally craft a brand and use it within a strategic communications framework that includes social media platforms as powerful communication tools. This session will offer practical guidance of strong district branding and the role it plays in community engagement and strategic alignment. Attendees will leave with actionable steps for starting a conversation about building a unique district identity, leveraging social media platforms, and aligning district administration and board governance teams.



Founding Partner:



Looking Through a New Lens for School Safety

How can education leaders engage communities to create supportive learning environments that promote physical and emotional safety for students and staff?

Visit the NSBA Booth #625 and learn more about the National Safe Schools Center.



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SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

Meal Event

Council of Urban Boards of Education (CUBE) Keynote Luncheon

Philadelphia Marriott, Grand Ballroom Salon E-F

This ticketed event is open to all conference registrants, tickets must be purchased in advance.



DAVIS

Keynote Speaker: Angela Davis, political activist, academic and author

Through her activism and scholarship over many decades, Angela Davis has been deeply involved in movements for social justice around the world. Her work as an educator—both at the university level and in the larger public sphere—has always emphasized the importance of building communities of struggle for economic, racial, and gender justice. In addition to her prestigious teaching career, Angela Davis is the author of ten books and has lectured internationally on the social problems associated with incarceration and the generalized criminalization of communities affected by poverty and discrimination. She draws upon her own experiences in the early seventies as a person who spent eighteen months in jail and on trial, after being placed on the FBI's "Ten Most Wanted List." She also has conducted extensive research on numerous issues related to race, gender and imprisonment. Her recent books include *Abolition Democracy* and *Are Prisons Obsolete?* about the abolition of the prison industrial complex, a new edition of *Narrative of the Life of Frederick Douglass*, and a collection of essays entitled *The Meaning of Freedom*. Her most recent book of essays, called *Freedom Is a Constant Struggle: Ferguson, Palestine, and the Foundations of a Movement*, was published in February 2016. Angela Davis is a founding member of Critical Resistance, a national organization dedicated to the dismantling of the prison industrial complex. Internationally, she is affiliated with Sisters Inside, an abolitionist organization based in Queensland, Australia, that works in solidarity with women in prison.



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SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

Meal Event

National American Indian/Alaska Native Council of School Board Members (AIAN) Keynote Luncheon

Philadelphia Marriott, Grand Ballroom Salon H

This ticketed event is open to all conference registrants, tickets must be purchased in advance.



TAGABAN

*Keynote Speaker: **Gene Tagaban**, Storyteller, trainer, mentor, performer*

Gene Tagaban, “One Crazy Raven,” is an influential storyteller, speaker, mentor, performer and counselor of the spirit. Gene is of the Takdeintaan clan, the Raven, Freshwater Sockeye clan from Hoonah, AK. He is the Child of the Wooshkeetaan, the Eagle, Shark clan from Juneau, AK. He is of the wolf clan from his Cherokee heritage and his last name Tagaban comes from his Filipino heritage. Gene’s passion is working with the people, teaching, performing, presenting, and facilitating gatherings on prevention, empowerment, leadership, relationship, communication, self-awareness, spirit, honor and healing. He has been featured at storytelling festivals nationally and internationally sharing traditional Native stories as well as stories from his personal experience, family and historical events. Gene is a board member of the Native Wellness Institute and Seattle’s Native youth theater company “Red Eagle Soaring.” He is a trainer of Choose Respect, a male engagement and mentorship program to end Domestic Violence and Sexual Assault.



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SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

Meal Event

Rural District Lunch & Learn

Pennsylvania Convention Center, Ballroom A

This ticketed event is open to all conference registrants, tickets must be purchased in advance.

Meet other rural board members and administrators as you share how your district is meeting the biggest challenges facing rural communities in this facilitated Roundtable Discussion. Grab your box lunch and pick your topic!

Box lunch provided.



Facilitator: Dr. Julie Evans,
Chief Executive Officer, Project Tomorrow

EVANS



Speaker:
Jennifer Barbaree, Superintendent, Armored Public Schools

BARBAREE



Speaker:
Dr. Chris Marczak, Superintendent of Schools, Maury County Schools

MARCZAK

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you get academic RESULTS!



SESSION DESCRIPTIONS

12:00 PM – 3:00 PM

Experiential Learning Visit

Connecting to the Future - Comcast Lunch & Briefing

Join Comcast at its brand-new Technology Center for lunch, a tour of its product demonstration lab, and TED-style executive briefings on the future of connectivity and what it means for our society. Visit includes lunch and transportation.

Bus information:

Please arrive at 11:45 AM. Bus Departs from the 12th & Arch Street Entrance of the Pennsylvania Convention Center.

Advanced ticket purchase required.

1:30 PM – 2:45 PM

90 90 90 — What's New and What's True?

The Latest Evidence on Success in High Poverty Schools

Pennsylvania Convention Center, 204A

Since the original publication of the 90 90 90 studies, we have learned a great deal about school improvement in high-poverty schools. This presentation includes compelling new evidence on how schools make a profound difference in the lives of students in poverty. Some of the evidence challenges conventional beliefs about dealing with students in poverty. The emerging research and science on this subject will help teachers, leaders, and policy makers to allocate resources and time wisely to help students in poverty achieve their potential.



1:30 PM – 2:45 PM

A Commitment to Workforce Engagement: Recruiting, Engaging, and Retaining Talent

Pennsylvania Convention Center, 112AB

This presentation will include the participation of district leaders and school board members (enr. 3000) as we outline the path the Pewaukee School District (PSD) has followed to recruit, engage, and retain a highly talented staff. The session will include strategies to engage the audience in dialog and provide an opportunity for question and answers.



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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

A Lesson in Restraint: Keeping Teachers and Students Safer in the Classroom

Pennsylvania Convention Center, 108A

In this 60-minute presentation, participants will be provided with key concepts — such as trauma-informed care and conflict resolution — as well as examples of specific physical techniques to manage challenging behavior in the classroom without resorting to the use of restraint and seclusion.



1:30 PM – 2:45 PM

A School District's Journey to Spark Empathy in All Elementary Classrooms

Pennsylvania Convention Center, 102AB

Come learn how a Technology Integration Specialist at Washington Township Public Schools partnered with Empatico to bring the free online platform to every elementary classroom in the district, and how using Empatico has impacted both teachers and students across the district as well as her own work as an educator.



1:30 PM – 2:45 PM

A Systems Approach to Implementing Portrait of a Graduate

Pennsylvania Convention Center, 120A

Visionary leaders in the SOAR Network are anchoring their system transformation through the engagement of their broader communities in developing a Portrait of a Graduate. Whether or not a community's Portrait of a Graduate becomes a reality for every student is dependent upon the coherent alignment of the education system and how educators within that system perceive their role in achieving the vision. In this session, participants will engage, share insights, and explore component parts of a Portrait of a 21st Century Educator and System.



1:30 PM – 2:45 PM

Accelerating Teaching and Learning Innovation

Pennsylvania Convention Center, 201C

NSBA was among dozens of national and international contributor's to CoSN's new Driving K-12 innovation series. Get a sneak peek at the *2019 Driving K-12 Innovation: Accelerators* report that identifies real-world trends — like data-driven practices, design thinking, and students as co-creators of knowledge — and how those trends can inform smart strategic planning by school leaders that will prepare students for the technologically-driven workforce of the future.



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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

Actionable Measures of School Climate and Student Engagement

Pennsylvania Convention Center, 202AB

School climate and student engagement are priority areas that every district must measure. Too often though, this data is collected, then put on a shelf. Leaders from Ridley, PA (enr. 5,500) and Great Valley, PA School districts (enr. 4,000) will share actionable next steps for using data to drive change. Ridley and Great Valley will showcase their process for not only collaborating with internal staff and communities, but also with one another across district lines.



1:30 PM – 2:45 PM

CAN YOU HEAR ME NOW? Incorporating Stakeholder Voice Into Your District's Strategic Process

Pennsylvania Convention Center, 111AB

School boards and superintendents work to support all students in their communities but how often do they work to intentionally seek out and incorporate stakeholder voice? This session will outline the role of stakeholder voice in achievement and provide strategies for soliciting stakeholder voice to promote equity and strengthen your district's strategic plan. Participants will leave with skills that will help them progress in several areas of the Key Work of School Boards identified by NSBA.



1:30 PM – 2:45 PM

Collaborating for Success: Increase Family and Community Engagement for English Learner Families using Title III Funds

Pennsylvania Convention Center, 203AB

Do you feel a disconnect with families that speak a language other than English? Learn how a district with over 5,000 English Learners, speaking over 40 different languages, worked to bring together their community using Title III funds. Participants will leave with strategies, approved funding descriptions, tools and tips that will engage, entice and allow families to be a part of their child's educational future.



1:30 PM – 2:45 PM

Cutting Through the Red Tape: How to Overcome the Bureaucracy and Achieve Your Agenda for Change

Pennsylvania Convention Center, 120B

The North Learning Community, a part of Charlotte Mecklenburg School District, a district of over 150,000 students, needed to change the culture of one high school suffering from a charter school drain. In order to fit the needs of diverse students, they had to look outside the district and the state to cause change. Learn how a small group of leaders not only changed a school, but changed the landscape of their state.



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1:30 PM – 2:45 PM

Dream Big, We'll Get You There: The Lansing Pathway Promise

Pennsylvania Convention Center, 120C



Find out how the Lansing (MI) School District (enr. 10,700) went from deficit to direction by implementing an innovative opportunity-ready educational initiative called the Lansing Pathway Promise. A demonstrated healthy relationship between the Superintendent, Board, and Community provided the foundation for moving a struggling urban district forward and passing a \$120 million bond in an economically fragile community and a “schools of choice” educational environment.

1:30 PM – 2:45 PM

Everyone Can Code

Pennsylvania Convention Center, 108B



Technology has a language. It's called code. At Apple we believe coding is an essential skill. Learning to code teaches you how to solve problems and work together in creative ways. And it helps you build apps that bring your ideas to life. We think everyone should have the opportunity to create something that can change the world. So, we've designed a new approach to coding that lets anyone learn, write, and teach it. Session will repeat.

1:30 PM – 2:45 PM

From School to Juvenile Court (and Back)

Pennsylvania Convention Center, 116



About 20-25 percent of children who enter juvenile court due to delinquency in Conway Public Schools' (enr. 10,000) county are arrested at school or at a school-related event. In this session, we will look at how these children compare to other children arrested for delinquency, what their risk profiles say about them, and how schools and courts can work more effectively together.

1:30 PM – 2:45 PM

From Vision to Reality: Strategic Planning for Technology Implementation

Pennsylvania Convention Center, 113C



Learn how the Rush-Henrietta (NY) Central School District (enr. 5,300) brought their technology vision to reality through a strategic planning process for successful implementation. The strategic planning includes five critical elements: (1) access to evolving technology; (2) technology support; (3) curriculum integration; (4) professional development; and (5) fiscal responsibility. Attendees will leave this session with a comprehensive framework to use as a planning and evaluating tool for sustainable technology implementation.



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1:30 PM – 2:45 PM

How to Deal with Negative People and Keep from Becoming Negative Yourself



Pennsylvania Convention Center, Ballroom B

Negative people are tremendous energy drainers for children, other adults, and themselves. Learn 10 action steps that you can use to deal effectively with negativism, and how the Port Washington-Saukville (WI) Public Schools (enr. 2,700) used these steps to transform their buildings into special places for learning, and how it all started with the school board. The suggestions and ideas shared can be used immediately.

1:30 PM – 2:45 PM

How to Respond to Cyberbullying, Online Threats, and Social Media Challenges



Pennsylvania Convention Center, 109B

Younger and younger kids are using social media every day. This session, hosted by Lifetouch, will offer insights for administrators on how best to train faculty, educate their students, and be prepared for online threats. Through the unique lens of law enforcement Officer, SRO, and the founder of Safe Schools 4 All, Jeff Bean will share practical and effective methods to help keep schools safe.

1:30 PM – 2:45 PM

Knowing Where We are Going, What Progress We Have Made, and When We Have Arrived: Principles for Effective School Board Governance (Part 1/2)



Pennsylvania Convention Center, 121A

How do we know if we have arrived if we haven't decided where we are going? Effective governance requires the board to provide clarity of purpose and clear direction for the school system. Strong school boards establish their vision through connecting with the community and monitoring their progress throughout. Learn three key principles of effective governance from the staff of the Illinois Association of School Boards. Join us for Part 1 (this session) and/or Part 2 as we learn IASB's Foundational Principles of Effective Governance.

1:30 PM – 2:45 PM

Leveraging Contextually Driven Artificial Intelligence (AI) for Safer Schools



Pennsylvania Convention Center, 103A

This talk will describe contextually-driven AI opportunities for violence prevention. Professor Patton will describe identified pathways to violence and aggression on social media, the role of trauma and grief in shaping aggressive conversations on social media, and new immersive simulations used to teach youth healthy social media practices and assisting educators with using social media for safer online environments for students.



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1:30 PM – 2:45 PM

Making Sense: Generating Better Board Decisions

Pennsylvania Convention Center, 107B



Join Dottie Schindlinger, VP/Governance Technology Evangelist for BoardDocs (A Diligent Company), for this session designed to help your board think differently. This session provides you with an overview of: Ways to re-frame problems and consider issues from multiple perspectives simultaneously; “Generative thinking”, which can lead to a host of creative/better outcomes to challenging situations; Opportunities for robust discussion in board meetings allowing space for board members to be curious, intrigued, and highly engaged; Ways to leverage governance management software tools like BoardDocs to support board engagement and strategic decision making. Dottie will provide a brief overview of “generative governance” first introduced in *Governance as Leadership: Reframing the Work of Nonprofit Boards*, (2005, Wiley, Chait, Ryan, & Taylor), which describes how high-performing boards find ways to serve as the organization’s “sense-makers.” These “generative” boards first decide the priority and meaning of the challenges they face — before diving right into problem-solving. Taking this approach yields incredible results. When boards take this approach in combination with the right technology tools, they greatly improve the quality (and quantity) of board discussions, leading to greater insight and generating better decisions.

1:30 PM – 2:45 PM

Master Class: The Art of Teaching

Pennsylvania Convention Center, 114 - Nutter Theater



MANNING

Teaching is one of the world’s most complex crafts. How do great teachers reach the reluctant, capitalize on student capacities, and maximize learning? In this session, Mandy Manning, 2018 National Teacher of the Year, will explore a range of strategies from the cultivation of one’s particular teaching persona, to developing structures for continuous professional growth, and lessons learned from the classroom. From strategies that can be applied in the classroom tomorrow, to driving questions that will ruminate in the minds for months, come to share in a rich discussion of the art of teaching.

Presenter: **Mandy Manning**, 2018 National Teacher of the Year, Joel E. Ferris High School

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1:30 PM – 2:45 PM

New Board Member Bootcamp: Introduction to the Roles & Responsibilities of a School Board Member

Pennsylvania Convention Center, 119A



You have been elected to your local school board, and you think you know what the job is all about. Then you attend your first meeting, and quickly realize that there is a lot more to it than you thought. You ask “Where do I begin?” Maybe you’re even asking “What have I gotten myself into?” This session explores the primary responsibilities of a board member as well as personal impacts connected to your service.

1:30 PM – 2:45 PM

Preparing Students of Today for Workplaces of Tomorrow

Pennsylvania Convention Center, 105B



Workplaces have and will continue to have 5 generations working side by side. While this can spawn innovation, it requires an understanding of the values and work ethics of each generation. What are they looking for from work? How have their life experiences shaped their expectations? Are workplaces ready for the new generations entering the workplace and are these generations schools play in preparing their students?

1:30 PM – 2:45 PM

Roles and Responsibilities of the School Board and the Superintendent in Improving Student Outcomes

Pennsylvania Convention Center, 106AB



Whether you’re a board member, superintendent, or member of the leadership staff, participation in this session will enable you to become transformational in achieving the desired outcomes for the students you serve. Governance framework models that focus on student outcomes provide a continuous improvement process for governing teams that choose and commit to intensively focus on one primary objective: improving student outcomes. In this session, superintendents, board members and NXTBoard governance coaches will discuss how the implementation of a student outcome focused framework allows school boards to distinguish between management decisions and board governance solutions designed to address the reason school systems exist.

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1:30 PM – 2:45 PM

**Shaping the Future of American Public Education:
What's Next for Changemakers?**



Pennsylvania Convention Center, 121B

Changing social expectations, alternative funding resources, and increased policy flexibility are shifting the education reform landscape. Despite growing urgency to adapt to rapidly changing times, we face deep questions about how our collective efforts might support or undermine public education. This session will highlight trends shaping the future of education changemaking, explore possible futures, and allow participants to apply strategic questions about the future of education changemaking to their contexts.

1:30 PM – 2:45 PM

Social Media: Making it Safe



Pennsylvania Convention Center, 204C

This training will provide a means for creating and maintaining an investigative account for social media. While controversial, these methods will safely navigate all the Department of Justice (D.O.J.) and social media road blocks that will soon prevent law enforcement investigators from operating anonymously.

1:30 PM – 2:45 PM

Succeeding in Academics and Ethics in a Culturally Diverse School District



Pennsylvania Convention Center, 204B

The Valley Stream (NY) Central High School District (enr. 4,600) is committed to all students succeeding in academics and ethics. Come learn the various approaches that Valley Stream has adopted that have led to equity in academics and ethics. The presentation will detail specific academic programs and social/emotional interventions that address the needs of the whole child. Topics will include, but are not limited to, academic growth through strategic planning, interventions for struggling learners, parent outreach and character education.

1:30 PM – 2:45 PM

Supporting Women Educators' Health Challenges



Pennsylvania Convention Center, 103C

With over 67 percent of women leading the educator workforce, it's time we make their health a priority. Take advantage of our on-site women's health expert to learn about the issues directly impacting your workforce and how you can support them with cost-effective and innovative health solutions.



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1:30 PM – 2:45 PM

Talent by Design — HR Leadership for School Improvement

Pennsylvania Convention Center, 117

Teachers and principals account for 58 percent of the variability in student achievement outcomes and represent more than 80 percent of district budgets. Yet, human capital is rarely leveraged as a school improvement strategy. Talent by Design is a set of 12 tools aligned to HR processes across four domains: talent acquisition, talent acceleration, talent development and talent management. Participants will interact with colleagues as they learn how to use tools to improve student achievement and growth outcomes in their own districts.



1:30 PM – 2:45 PM

Ten Pitfalls to Avoid in a School District Election

Pennsylvania Convention Center, 118B

Winning a successful election is a blend of art and science. There are many key ingredients that go into setting your district up for success, and costly mistakes can cause setbacks in your campaign strategies, your community momentum, and ultimately failure on election day. You will learn key strategies that you can quickly and easily implement in your next election campaign that will set your district on a path to victory.



1:30 PM – 2:45 PM

The Arts & Public Support: From Research to Recognition

Pennsylvania Convention Center, 118A

Learn how the public responded in one of the largest surveys of American perceptions about the arts and arts funding. Plus, hear how the 2019 Kennedy Center & NSBA award-winning district has leveraged public support to offer equitable art experiences for all students in its district. From examining policies to introducing specific programs, this panel will help you think about new ways to approach the arts in your district.



1:30 PM – 2:45 PM

The Good, the Bad and the Ugly:

How to Pass a \$112 Million Bond Issue and Build the Schools of Your Dreams

Pennsylvania Convention Center, 113B

Find out how Berea (OH) City Schools (enr. 6,000) turned around a history of defeated tax issues to pass a \$112 million issue to renovate three schools and build two new ones. You will learn about the process used to campaign, inform the community and gain public trust, as well as the pitfalls and triumphs of the construction process.



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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

The Inclusion Profusion: Bringing Schools and Families Together

Pennsylvania Convention Center, 118A



Parents and educators are often at odds — especially when students with special needs are in the mix. Through funny and poignant anecdotes and informative slides, this dynamic session describes some of the challenges that students with special needs bring to school and explores why parent/educator interactions are particularly fraught. Superintendents and school board members will collect powerful strategies for guiding these disparate factions to come together to maximize the potential of the children we share.

1:30 PM – 2:45 PM

The Road to Connecting with Small Districts: How a Commitment to Visit Every Small School District in Washington State Increased their Voice and Influence

Pennsylvania Convention Center, 121C



Learn about our 12-year journey visiting the 200+ school districts with less than 2,000 students. We'll share our experiences as we traveled the backroads of Washington state to celebrate small districts and learn their challenges firsthand. Informative for local school board members, association leaders and staff alike, this session will give you ideas to improve communication and participation among all the diverse districts within your state.

1:30 PM – 2:45 PM

The Trust Edge for Schools

Pennsylvania Convention Center, 113A



A lack of trust is costly to school districts. Research shows that education is one of the most trusted institutions in the United States (2017 Trust Outlook™). A trusted school board member, administrator, teacher, or coach is respected and listened to by their community, staff, and students. As trust levels rise in schools and a trusting environment is built, school districts may likely see positive results in staff retention, student enrollment, and student achievement.



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Accountability



School Safety



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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

The Ultimate Tech Hackathon:

30 Tools & Shortcuts to Use Technology More Effectively

Pennsylvania Convention Center, 119B



So you're at your computer, or on your mobile device, all day long. But did you know that there are dozens of ways to save time using the tools that dominate your computer day ... as well as new tools that you need to know about. From Windows and MS Office tips & tricks to information portals, social media shortcuts to the latest time saving applications, this session will save you and your organization valuable time and money. After attending this session, you will be able to: identify critical PC shortcuts and advanced tips; manage the flow of news and information from the web more effectively; understand shortcuts to using social media for business more time efficiently; and use web sites and services to enhance web searching and office functionality.

1:30 PM – 2:45 PM

Transforming Schools with Creative Leadership

Pennsylvania Convention Center, 104AB



We live in a time of unparalleled potential for education. Never before have we known so much about what makes for effective instruction, and how to transform schools in positive ways. At the same time, educators and students face substantial challenges as well. Students are expected to master both traditional knowledge and new literacies, but often find it difficult to connect with what they are learning in school — and how they are learning it. Teachers are expected to teach for deeper understanding, foster meaningful connections with students, and provide quality instruction while at the same time fulfilling institutional requirements — and maintaining their own positive attitudes and professional satisfaction. Education leaders in turn are working to support teachers, students, and families while at the same time dealing with an ever-changing school climate. We know there is no magic wand to solve these challenges, however recent research suggests a transformative approach with positive outcomes: innovative, research-supported teaching strategies that inspire deeper learning and student engagement, while fostering creativity and valuable social skills. Teacher experiences can be improved not only through the positive impact on students, but also by building teachers' professional capacity through teacher leadership, collaboration, and peer support. Join the Crayola Education Session to explore this research and learn some immediate strategies to integrate creativity into your learning environment.



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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

Transforming Underperforming Schools Through the Educator Evaluation Framework



Pennsylvania Convention Center, 115A

Find out how Springfield (MA) Public Schools (enr. 25,604) used the education evaluation framework to increase student achievement.

1:30 PM – 2:45 PM

What Does It Take to Improve Reading Achievement ... Even in Schools with a High Poverty Population?



Pennsylvania Convention Center, 115C

This presentation explores the actions schools can take to improve reading achievement. Extensive reviews of research have been undertaken to identify those alterable factors that make a difference in student learning — including the amounts of teaching that need to be provided, the specific aspects of literacy that need to be taught, and various quality factors in teaching. This presentation draws heavily from various meta-analyses and research reviews (e.g., National Reading Panel, National Early Literacy Panel, Visible Learning) as well as on the speakers own experiences in improving reading achievement on scale in the Chicago Public Schools.

1:30 PM – 2:45 PM

Working with the Media



Pennsylvania Convention Center, 118C

Working with the media can be a great way to promote and inform the community about your district. However, working with the media can also be one of the most difficult experiences someone will face. From a revolving door of reporters, reporters who don't understand education, reporters with multiple stories they must finish a day, to reporters who are convinced you are hiding something, schools can face a daunting task when working with the media. Learn tips, tricks, and strategies for working with and responding to the media.

SATURDAY

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Saturday, March 30

SESSION DESCRIPTIONS

2:15 AM – 3:30 AM

CUBE Programming

Council of Urban Boards of Education Steering Committee

Elections & Business Meeting

Philadelphia Marriott, Grand Ballroom Salon C-D



3:30 PM – 5:00 PM

State Association Meeting

National Affiliation of Superintendent Searchers (NASS)

Philadelphia Marriott, 305-306


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SATURDAY



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2019 ANNUAL CONFERENCE

September 26-28
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AN **nsba** EVENT



SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Achieving Excellence By Design: How to Create an Inclusive and Unified Strategic Plan for Your District through Accreditation



Pennsylvania Convention Center, 120A

Rather than use costly strategic planning consultants, learn how to lead your school leaders, faculty, students, and families through an inclusive accreditation process to create a unified strategic plan for improving performance across your district. Learn directly from superintendents who have used this process to energize their districts, inspire change, advance student achievement and meet budgetary goals. This session is for Board Members who are looking for ways to effectively and efficiently achieve their district visions.

3:45 PM – 5:00 PM

Addressing Student Mental Health Issues in a Small, Rural Wyoming School District



Pennsylvania Convention Center, 118C

We all experience mental health. Everyone deserves mental health wellness. Youth and adults are experiencing increased mental distress, impacting daily life. Even by simply understanding Maslow's Hierarchy, we know that learning is interrupted when basic needs are not met. In this time of budget cuts and shortages, learn how a rural district in Wyoming is partnering and collaborating to create safe, supportive, validating environments for students, families and school staff. It's time to team up to decrease stigma and increase mental wellness.

3:45 PM – 5:00 PM

Avoiding (or Resolving) Dysfunction in the Boardroom



Pennsylvania Convention Center, Ballroom B

Everyone wants students to succeed, so getting everyone on the same page should be easy — right? Recent brain research offers some clues for the conflict among some board members or the clashes between the board and the superintendent, staff, or community. This session will offer tools for avoiding conflict, along with pathways for resolution if conflict happens, healing the wounds, and restoring district trust levels.



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SESSION DESCRIPTIONS

3:45 PM - 5:00 PM

Becoming A Better Board Member Part 1: Foundations of Governance

Pennsylvania Convention Center, 121C



The challenges of local school governance requires an adaptable leadership and learning style and skills that can only be honed as part of your service. Part I of the Becoming a Better Board Member series will explore how boards of education are uniquely positioned to provide leadership for its schools through board policy that reflects community values, a shared mission and vision for its schools, and an accountability system for results that reflect those values, mission, and vision.

3:45 PM - 5:00 PM

City and School Partnerships: Collaboration that Works

Pennsylvania Convention Center, 121A



Cambridge has a long history of collaboration between city departments and the school district. This includes partnerships in early childhood education, out of school time programming, capital projects, police intervention programs and an office of college success. If done well, this spirit of collaboration can lead to wrap around services and partnerships that benefit our students and their families. Come learn how Cambridge has bridged the divide that often exists between city and school departments.

3:45 PM - 5:00 PM

Creating a “Throughline” from the School Board to the Classroom to Foster Coherence and Improve Outcomes for Students

Pennsylvania Convention Center, 120B



Through strategic planning, priority setting, data consults, and principal coaching and supervision, Grand Island (NE) Public Schools (enr. 10,000) is transforming schools by creating clarity, focus, and accountability. Session participants will learn about GIPS’ collaborative approach to developing instructional leadership and use a tool to conduct a self assessment and identify ways to leverage limited resources to drive school improvement in their own districts.

3:45 PM - 5:00 PM

Digital Equity: Why it Matters for Students, Districts, and Communities

Pennsylvania Convention Center, 201C



Understand how public policy designed to enable equitable access to technology across the U.S. has the power to create positive change in communities. As an expert on the intersection of race, wealth, and technology within the context of civic engagement, criminal justice, and economic development, Dr. Turner Lee offers concrete suggestions for district leaders.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Disrupting Poverty: How School Boards and Districts are Turning High-Poverty Schools into High-Performing Schools



Pennsylvania Convention Center, 204B

Disrupting Poverty provides compelling insight into what it takes to turn a high-poverty District and or school around. This session will highlight the Author's two recent books, a framework for action and 5 specific practices that provide an essential foundation for success in any under-performing District or school. Through gaining an enhanced understanding of how high-poverty, high-performing schools achieve success, board members and district leaders will identify needed action steps to best support their Districts schools and students.

3:45 PM – 5:00 PM

Educate, Plan, Practice: Be Ready for the Unexpected Crisis



Pennsylvania Convention Center, 204C

Northbrook (IL) School District 27 (enr. 1,300) created an all hazards comprehensive Emergency Preparedness Plan (EPP) for schools. This presentation will focus on safety and security assessments, development of an emergency preparedness plan, and active intruder response protocols. Attendees will learn the key steps to evaluate their current safety procedures and leave with the understanding of the tools necessary to go back to their school districts and implement safety and security improvements.

3:45 PM – 5:00 PM

Ensuring Academic Success through the Implementation of the Graduation Intervention Specialist Model



Pennsylvania Convention Center, 118A

In response to declining graduation rates, changing demographics, and increasing enrollment, district leadership collaborated with high school principals to find a solution. Dearborn Public Schools implemented a new model that included the creation of Graduation Intervention Specialists at each high school. Graduation Intervention Specialists intervene early and often with high school students who fail classes and/or struggle to meet the demands of high school.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Ensuring Success: The Role of the School Board in Social-Emotional Programming



Pennsylvania Convention Center, 117

Educators across the country have begun to recognize the benefits of Social Emotional Learning (SEL) in reducing student stress, creating expert learners, and raising successful adults. However, research shows that these results can only be achieved if teachers receive high-quality ongoing SEL training themselves. Learn how the Guild's authenticity-based SEL professional development program provides teachers with a robust toolkit for addressing the whole child and how adopting this method will transform your school community.

3:45 PM – 5:00 PM

Four Key Functions of a School Board: Putting the Pieces Together



Pennsylvania Convention Center, 120C

Learn how Orting (WA) School District (enr. 2,700) shifted the focus of the district and improved student outcomes through leveraging the four key functions Boards are charged with: 1) setting direction and monitoring progress; 2) policy; 3) budget; and 4) evaluating the superintendent. Discover how to connect these four functions throughout the year to maximize the Board's leadership role. You'll leave with samples and annual calendars for direction setting, progress monitoring, policy review, budget building, and superintendent evaluations.

3:45 PM – 5:00 PM

From Distress to Success



Pennsylvania Convention Center, 108A

With student anxiety, depression, self-harm and suicide reaching alarming levels, districts must develop and implement innovative policies and practices to ensure student well-being. The panel shares both the underlying causes of these problems and the successes in promoting student mental health and well-being from the perspectives of a board member, superintendent, and mother of four. The panel will also provide proven best practices on responding to tragic crises from their first hand experiences in their respective districts.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Going Viral: Using Live Video to Boost Your Organization's Visibility

Pennsylvania Convention Center, 118B

In this interactive session, learn how the Kansas Association of School Boards uses live video to offer breaking news to school board members, superintendents, legislators and other key stakeholders to enhance its existing electronic and print media efforts and support its advocacy work and legal and leadership training.



3:45 PM – 5:00 PM

INFORMANCE: A Hands-on Experience From Inside the Music Ensemble

Pennsylvania Convention Center, 107B

Participants will experience skills, practice, concentration, imagination, and discipline involved in learning to play an instrument and as participation in rigorous music education. The session demonstrates how learning in and through the arts is essential for student success and is a vital element in implementing common core.



3:45 PM – 5:00 PM

Join the Winner's Circle: Millage Election Strategies that Position You for Success

Pennsylvania Convention Center, 113A

Asking voters to consider a tax or millage increase can be daunting and a lot of work, especially when it's been more than 31 years since the last election. Learn how Fort Smith Public Schools in Arkansas successfully navigated every phase of the process — from facility planning to messaging, communicating, engaging the community, and sharing information about election processes. We'll share proven strategies, best practices, and avoidable hidden pitfalls. Your next successful campaign election starts now.



3:45 PM – 5:00 PM

Managing Multiple Social Media Networks from Your Smartphone

Pennsylvania Convention Center, 119B

Manage your social media campaign from your smartphone. The audience will see how to recognize opportunities to save time with social media. After the session, the attendee will have linked their business with free marketing technology. They will understand what to look for in a content distribution platform. They will understand the types of posts that will work from their smartphone. Lastly, you will understand how track your ROI for use in future marketing.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Master Class:

School Board/Superintendent Relations

Pennsylvania Convention Center, 114 - Nutter Theater



GENTZEL



DOMENECH

An effective school board/superintendent team is essential to a school system's success. Come hear an informative session between Executive Directors of the National School Board Association and AASA, The School Superintendents Association, and how the two organizations work together to accomplish common goals.

Presenters: **Thomas J. Gentzel**, Executive Director & CEO, National School Boards Association

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

SATURDAY

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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Middle School Computer Science Exploration:
Partnering Early to Align Curriculum to a Changing Economy

Pennsylvania Convention Center, 113C

The business community in Blackstone Valley, Massachusetts, identified employees trained in computer science as a critical need. In response, Hopedale Superintendent Karen Crebase sought out a partner to fund the development of a comp sci curriculum. National nonprofit, American Student Assistance, responded. Hopedale's ultimate goal is to open opportunity to allow students who determine they are interested in computer science as a future education or career pathway to significantly deepen his/her computer science skills (enr. 1,277 pupils).



3:45 PM – 5:00 PM

NHC Programming

**National Hispanic Council of School Board Members
Elections & General Business Meeting**

Philadelphia Marriott, Grand Ballroom Salon A-B



3:45 PM – 5:00 PM

**New Board Member Bootcamp: What your Superintendent
Would Love to Tell You ... But Probably Won't!**

Pennsylvania Convention Center, 119A

As a new school board member, the learning curve can be daunting. But one of the best secrets for success is developing a collaborative relationship with your superintendent. Our panel of experienced superintendents from districts large to small will share what they believe will help you be successful as a new board member and avoid rookie mistakes. Come with your questions. After the panel discussion, it's your chance to ask them what you've always wanted to know.



SATURDAY

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3:45 PM – 5:00 PM

Outsourcing Your Facility Services and Increasing Quality Control

Pennsylvania Convention Center, 103C

With over 100 years of custodial experience, ABM has unique insights on how to build and manage efficient custodial programs. Although we specialize in providing facility services to K-12 schools, ABM Education Services will teach attendees how to effectively manage their custodial programs by focusing on three key areas: Staffing — How to recruit, retain, and manage for quality results; Cleaning — Matching the right chemicals with the correct training for the best program; Administrative Burden — Freeing up administrator's time to focus on their core mission of education.



3:45 PM – 5:00 PM

Positive School Climate: A Key to Student Success

Pennsylvania Convention Center, 112AB

Research indicates that a positive school climate is directly linked to academic achievement, fewer risk behaviors, and positive youth development — factors that contribute to student success. Learn how Alaska school districts are measuring school climate through the statewide School Climate & Connectedness Survey (SCCS), taken by students, staff and families, and how districts are engaging with their school communities, including school boards to make data-informed decisions to lead to meaningful action.



3:45 PM – 5:00 PM

Preparing Students for Today's Mobile Workforce

Pennsylvania Convention Center, 108B

Mobile technology is transforming the way we learn and work. Join a discussion on how digital literacy and fluency with mobile technology are essential to career success. You'll discover the skill sets employers expect from today's graduates and explore how carefully designed technology initiatives can prepare students for career success.



3:45 PM – 5:00 PM

Putting Your Strategic Plan on a Diet in Order to Achieve Extraordinary Results

Pennsylvania Convention Center, 116

Eight years ago, Coxsackie-Athens, a rural district of 1,300 students, began moving from being a good district to one that inspires extraordinary success. In this session participants will learn the six questions that led to immediate and now sustained greater results in graduation, literacy, community service and student mastery of life-ready skills. Participants will learn how to simplify their strategic plan to gain better results now and achieve growth in areas that matter to them.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Secondary Victims of Opioid Addiction: Schools Help through Social-Emotional Learning



Pennsylvania Convention Center, 115C

Opioid addictions don't care who or why. Many addicts have school-age children, so what's a school to do for students who worry constantly about their caregivers? Social-emotional learning gives students strategies to cope with stress and techniques for getting ready to learn. As New Hampshire ranks among the hardest hit states in our opioid-plagued nation, Carla and Brian (Conway Elementary, enr. 240) share best practices based on what they've learned about caring for and educating the children of addicts.

3:45 PM – 5:00 PM

Shifting Resources to Fund Strategic Priorities



Pennsylvania Convention Center, 121B

In an environment of limited resources and rising demands, funding priorities and new initiatives within existing budgets requires a revised approach to managing resources. This session will cover leading research and practical insights of the highest-impact opportunities to maximize resources for student success and explore four key high-leverage strategies: Precisely managing special education staffing and use of time; Creating cost-effective schedules; Connecting federal funds to strategic priorities; Embracing Academic Return on Investment (A-ROI) to guide investments and abandonment. Key takeaways will include the most practical and politically feasible strategies for shifting scarce resources to fund strategic priorities and raise achievement.

3:45 PM – 5:00 PM

Strengthening Stakeholder Voice for Student Success



Pennsylvania Convention Center, 104AB

In this session, participants will understand the benefits of hearing from stakeholders regularly to make public schools stronger. Everyone will gain an understanding of the opportunities within the Every Student Succeeds Act that bring stakeholders' voices to the table as part of the decision-making process, including for school improvement plan development. The voices of educators, parents, community leaders, and students are critical to the success of public schools, and to the vitality of our communities. Learn how to partner with stakeholders in your community to make sure everyone is moving in the same direction to benefit students.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Student Advisor to the Board – A Must For Effective School Boards

Pennsylvania Convention Center, 111AB

Learn how the Gasconade County School District in rural Missouri has used a student advisor to make the Board more effective for their students. Learn about the board policy and election procedure for a student advisor. Hear from board members about how to collaborate with an advisor to improve communication within the district and the community at large. Get first-hand input on major issues important to students such as food standards and safety procedures. Participants will leave feeling inspired to have a student advisor for their district.



3:45 PM – 5:00 PM

Student Design Challenge: Authentic, Hands-On Experience Enhances 21st Century Skills

Pennsylvania Convention Center, 115A

Learn how Ephrata Area (PA) School District (enr. 4,170) partnered with architects to engage high school students in an authentic design challenge to fully renovate their high school media center and support spaces. Hear from students who worked alongside District administrators and the architects to develop the final media center design, and learn how to emulate similar design challenges in your district.



3:45 PM – 5:00 PM

Supporting All Students Through an Equity Based Support Model

Pennsylvania Convention Center, 202AB

Large diverse school districts often struggle to provide effective curricular, instructional and operational systems and structures to support the diverse needs and effectively prepare all students for college and career readiness in the 21st century. Attendees will discover how the Bakersfield (CA) City School District (enr. 30,890) utilizes an equity based support model to close the achievement gap, raise the bar, and create a culture of high expectations.



3:45 PM – 5:00 PM

The 2020 Census and Its Impact on Public Schools

Pennsylvania Convention Center, 106AB

Join NSBA lobbyist, Deborah Rigsby, and leading national experts in an informative session about the 2020 Census and what it means for your schools.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

The Changing Language of Adolescence (Repeat)

Pennsylvania Convention Center, 103A

Are teens killing language? LOL nooooo Far from causing the ruin of language with their slang, texts, emojis, and tweets, as is often claimed, teens use speech innovatively to create identities, affiliate and distance themselves from others, and ultimately change the language for their younger peers as well as adults, who often adopt these new features, even as they decry them.

Words do matter, and we will dive into this linguistic phenomenon to understand and appreciate the language of teens and young adults, who don't just inherit the linguistic world, they change it.

Presented by Social Sentinel.



3:45 PM – 5:00 PM

The Student Support Card: Measuring what Kids Need to Achieve

Pennsylvania Convention Center, 203AB

The Student Support Card can measure the impact of your school's social-emotional learning programs. Are you getting the results from your investments that you expect? Research shows that SEL skills are correlated to student achievement and school climate. Learn a way to measure the SEL related support each student receives within the schoolhouse and beyond.



3:45 PM – 5:00 PM

Unlocking Time

Pennsylvania Convention Center, 201A

Schools and districts are harnessing the power of time as a critical lever for change in K-12 education with the support of the Bill & Melinda Gates Foundation. Hear strategies to fuel student-centered learning by leveraging four major opportunities to restructure time: 1) the academic calendar; 2) bell schedules; 3) 20 academic programming; and 4) 40 staff time. Gain insights through case studies and data from a diverse set of schools and districts across the county that are implementing these strategies in the 2018-2019 school year.



3:45 PM – 5:00 PM

Using a Portrait of a Graduate to Transform Your District

Pennsylvania Convention Center, 113B

The most transformative districts in the country have engaged their larger community in developing a Portrait of a Graduate, a collective vision that articulates the community's aspirations for all students. In many communities the school board has been a driving force behind this conversation. In this session, school board members from districts across the country will explain the role the school board played in the Portrait of a Graduate process, also sharing perspectives on the power the Portrait of a Graduate has had in their district.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Wellbeing and Resiliency for Educators and the Classroom

Pennsylvania Convention Center, 105B

We understand the importance of teacher retention and the impact it has on everything from school budgets to student welfare. In fact, the *Wall Street Journal* recently reported that an average of 83 per 10,000 public educators quit in the first 10 months of 2018 — the highest rate on record. This session will provide you with the tools and resources you can use to help improve individual educator and classroom wellbeing and resiliency, ultimately resulting in less teacher turn-over.



3:45 PM – 5:00 PM

What Do Students Want to Be When They Grow Up? ... And How Can you Help Them Get There?

Pennsylvania Convention Center, 102AB

Academic development and career readiness are often viewed as two separate conversations, but today's students desire an integrated approach in which classes matter for their futures, align with their interests, and help them to navigate an increasingly complex array of post-secondary options. This session will discuss practical, cost-effective strategies that districts have deployed to boost career outcomes and enhance academic success for all students.



4:00 PM—5:00 PM

Jam Session

Second Level Bridge (near Room 201A)

Sponsored by Little Kids Rock

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Coatesville Area School District, Thorndale, PA

GRAND PRIZE WINNER—CATEGORY 3 (OVER 20,000 ENROLLMENT)

Des Moines Public Schools, Des Moines, IA

WINNERS—CATEGORY 1

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Lapwai School District, Boise, ID
Newport Independent School District, Newport, KY
School District of Altoona, Altoona, WI

WINNERS—CATEGORY 2

Allentown School District, Allentown, PA
Cambridge Public Schools, Cambridge, MA
Chatham County Schools, Pittsboro, NC
Columbia School District 93, Columbia, MO
Roseville Area Schools, Roseville, MN

WINNERS—CATEGORY 3

Anne Arundel County Public Schools, Annapolis, MD
Bakersfield City School District, Bakersfield, CA
Fort Worth Independent School District, Fort Worth, TX
Pomona Unified School District, Pomona, CA
St. Paul Public Schools, St. Paul, MN

Sunday, March 31

AT A GLANCE SCHEDULE

SUNDAY, MARCH 31

Unless otherwise noted, all events and sessions take place at the Pennsylvania Convention Center.

7:00 AM – 4:30 PM

Attendee Registration

Main Lobby

8:00 AM – 9:30 AM

Meal Event

page 138

**National Hispanic Council of
School Board Members Keynote Breakfast**
Ballroom A

8:30 AM – 9:45 AM

Concurrent Education Sessions

page 138

10:00 AM – 11:30 PM

General Session

page 150

Sponsored by Social Sentinel
Keynote Speaker: Johnny Taylor
Exhibit Hall A

11:30 AM – 4:00 PM

Exhibit Hall

Exclusive hours

11:30 AM—1:30 PM & 2:45 PM—3:45 PM

12:00 PM – 12:30 PM

Study Hall Sessions

page 68

Exhibit Hall B/C

12:00 PM – 2:00 PM

Meal Events

page 151

**Education Technology
Keynote Luncheon**

Ballroom A

**National Black Council of School
Board Members Keynote Luncheon**
Philadelphia Marriott, Grand Ballroom
Salon E-F

12:45 PM – 1:15 PM

Study Hall Sessions

page 70

Exhibit Hall B/C

1:30 PM – 2:45 PM

Concurrent Education Sessions

page 153

3:00 PM – 3:30 PM

Study Hall Sessions

page 73

Exhibit Hall B/C

3:45 PM – 5:00 PM

Concurrent Education Sessions

page 163

5:15 PM – 5:45 PM

Drum Circle

page 174

Sponsored by NAMM
2nd Level Bridge (near Room 201A)

SUNDAY

Looking for Presenters? Check the NSBA Events Mobile App for presenters, handouts and the most up-to-date session information.



School Board/
Superintendent
Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



Technology+
Learning
Solutions

SESSION DESCRIPTIONS

Session descriptions as of 1/15/19

7:30 AM – 4:30 PM

Registration - Annual Conference & Exposition

Grand Hall

8:00 AM – 9:30 AM

Meal Event



National Hispanic Council of School Board Members (NHC) Keynote Breakfast

Pennsylvania Convention Center, Ballroom A

This ticketed event is open to all conference registrants, tickets must be purchased in advance.



VARGAS

Keynote Speaker: Arturo Vargas, CEO, The National Association of Latino Elected and Appointed Officials (NALEO)

Arturo Vargas is the Chief Executive Officer of NALEO Educational Fund, a national nonprofit organization that strengthens American democracy by promoting the full participation of Latinos in civic life. He also serves as the Chief Executive Officer of NALEO, a national membership organization of Latino policymakers and their supporters. Arturo has held these positions since 1994. Prior to joining NALEO Educational Fund, Arturo held various positions at the Mexican American Legal Defense and Educational Fund (MALDEF), including Vice President for Community Education and Public Policy. Before joining MALDEF, he was the senior education policy analyst at the National Council of La Raza in Washington, D.C. Arturo is a nationally recognized expert in Latino demographic trends, electoral participation, voting rights, the Census, and redistricting. Arturo holds a master's degree in Education and a bachelor's degree in History and Spanish from Stanford University.

Sponsored by:



8:30 AM – 9:45 AM

A National Perspective on Competency-based Education and the Future of Learning

Pennsylvania Convention Center, 201C



The concept behind competency-based education is simple: learning is best measured by students demonstrating mastery of learning targets, rather than credits given for hours in a seat. Discover exemplars from local systems leveraging opportunities for K-12 competency-based education and personalized learning, forging a path step-by-step from the current to future state — toward a long-game of redesigning the education system for future success.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Addressing the Opioid Epidemic in Your Community

Pennsylvania Convention Center, 105B



The United States is in the midst of a drug crisis with fatal consequences with drug overdose deaths tripling in the last two decades. You're likely seeing the devastating effects in your community. Learn how to support those being affected by this epidemic.

8:30 AM – 9:45 AM

Arts Reaching/Teaching in Schools (A.R.T.S. Partners)

Pennsylvania Convention Center, 117



Gates Chili Central School District has developed a unique partnership which is proving to be a pathway to success, fostering a strong sense of community between an arts organization and the district. The partnership is developing best teaching practices and increasing student engagement across the district through an inquiry-based curriculum focused on integrating the arts and providing common experiences at all grade levels. Students use touring Broadway to address standards in all content areas and engage with artists first-hand. Attendees will leave with: an increased understanding of the impact a school-wide/district-wide program centered around the arts is able to have on the community at large; how the arts can be a bright spot among many educational challenges; and guidance about creating integrated arts-based curriculum in their own districts which taps into educational requirements and connects social-emotionally with students.

8:30 AM – 9:45 AM

Can Character be Cultivated? What the Research Says

Pennsylvania Convention Center, 201A



Evidence shows that character strengths like self-control, curiosity, humility, and empathy are important to the success and well-being of students and their communities, but can those traits be effectively cultivated? Dr. Angela Duckworth, 2013 MacArthur Fellow and author of the New York Times Bestseller, *Grit: The Power of Passion and Perseverance*, describes promising strategies from the Character Lab Research Network of innovative schools that are closing the gap between science and practice.



School Board/
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Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Changing the Trajectory of Students' Lives Through Equal Opportunity Schools

Pennsylvania Convention Center, 203AB



Do you want to intentionally frame conversations to define what “equity” really means in your schools with regard to Advanced Placement coursework and the culture of access you want to build? Leave this session with tools you can use in the areas of student identification, outreach, recruitment, and support. Hear stories from one district’s transformational partnership with the non-profit organization Equal Opportunity Schools, with a mission to fully close the enrollment gap in AP courses for low-income and minority students.

8:30 AM – 9:45 AM

Community and Partner Engagement: How School Districts can Harness the Power of Volunteers

Pennsylvania Convention Center, 113C



Lewisville ISD launched an innovative, revamped volunteer program to increase community and partner engagement in their schools during the 2017–2018 academic year. These volunteers directly support student success and teachers’ needs through activities such as mentoring, fundraising or chaperoning field trips. Learn how to evaluate your current volunteer program, and develop a plan to recruit and retain the most effective volunteers for your district.

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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Consolidating School District Governance in Vermont: Lessons Learned

Pennsylvania Convention Center, 121A



In 2015, Vermont passed Act 46, requiring every school district in Vermont to assess whether its district governance structure supported the following five goals: equity, quality, transparency, accountability, and affordability. Districts got financial incentives to merge into districts serving at least 900 students; at the time, a third of Vermont's districts served fewer than 100 students. Since 2015, 206 districts in 185 towns have formed 50 new union school districts, a reduction of 156 districts. This session will provide an overview of the law, process, and lessons learned.

8:30 AM – 9:45 AM

Controlling Operational Costs into Operational Benefits

Pennsylvania Convention Center, 103C



The panelists will discuss the methods they used to stop the depletion of their fund balances while also creating ways to increase classroom spending. Each panelist has a unique perspective on the challenges of their individual districts and the means by which they prevailed. Their districts had passed bonds, closed schools, reduced staff, and taken other measures but were still left with a funding gap.

8:30 AM – 9:45 AM

Creating Impactful Business Partnerships through Community Collaboration — Junior Achievement JA-MBA program

Pennsylvania Convention Center, 113B



Community Collaboration is one of four pillars in the Fulton County Schools Strategic Plan 2022. The JA-MBA is an innovative school model, between Junior Achievement (JA) and Fulton County Schools (FCS), designed to provide rigorous standards-based education infused with career-readiness, entrepreneurship and financial literacy skills that are the hallmarks of a JA education.

8:30 AM – 9:45 AM

Crossing the Lines: When Educators Become Predators

Pennsylvania Convention Center, 204C



Since 1997 there have been 241 Missouri public school teachers that had their teaching licenses revoked for "Sexual Misconduct With a Child." The Missouri School Boards Association Center for Education Safety has decided it is time to speak out on this topic. This session is designed to help identify the signs of an educator who may potentially gravitate towards a student. This is not a comfortable subject to deal with but if we don't bring child sexual abuse out into the open, how can we hope to protect those we love most — our children? Research for this program includes interviews with six Missouri sex offenders, formerly teachers, who are currently in prison or on probation/parole.



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School Safety



Study Hall



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Crowd-Based Innovation: Join the National Movement!

Pennsylvania Convention Center, 111AB

Most school districts lack the tools to engage staff, challenge the status quo, and inspire lasting change. Fortune 100 companies have made impressive gains in staff empowerment, cost-savings, and future-focused innovation with the power of crowd-based innovation. Minnetonka (MN) Public Schools (enr. 10,500) has used this toolkit for the past eight years, and now these powerful tools are available to all future-focused education leaders. Join this session to learn how your district can join the 2019-20 InnovateK12 cohort!



8:30 AM – 9:45 AM

Data Sharing With Your Community Partners — Efficiently and Legally

Pennsylvania Convention Center, 113A

Are you familiar with the FERPA exceptions? Have you seen a system that utilizes the FERPA exceptions to share data with community partners? Over the past two years the San Antonio Independent School District has established a system that reduces time-consuming compliance hurdles and ensures appropriate data handling. This system allows community partners such as the San Antonio Housing Authority to access data efficiently AND legally. Learn how you can develop your own data-sharing system.



8:30 AM – 9:45 AM

Fostering Resilience Through Student Service Initiatives

Pennsylvania Convention Center, 115C

Serving 4,200 students, Warwick School District has implemented strategic student services programming designed to enhance social and emotional learning and foster resilience. This session will examine infrastructure/policy considerations necessary in light of increased regulatory and legal focus on mental wellness for all students, and will provide proactive strategies/practices supporting resilience initiatives, methods of assessing risk, and resources to develop and integrate trauma-informed and restorative approaches to enhance school climate.



8:30 AM – 9:45 AM

From Desegregation to Diversity to Resegregation: The Legal Framework for Current Challenges

Pennsylvania Convention Center, 118C

“Racially divided schools are a major and intensifying problem for American education—maybe even a crisis,” the *Atlantic* noted in a recent piece. Learn about the current status of de- and re-segregation in the U.S. by examining key court decisions from Brown forward, and by discussing current efforts to increase integration and diversity in student populations.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Google-licious

Pennsylvania Convention Center, 119B

Everyone knows that if they want to find out about ... anything ... all they have to do is ask Google. But how we interfaced with Google in the past years has greatly changed, due to the impact of new technologies and devices. As Google continues to add services and tools to its platform, most people are just still using the basic functionality ... if that much at all. This session is for everyone from Google novices to search engine pros. It will demystify how to use the various search tools to find what you need ... and do so in a minimal amount of time. After participating in this session, you will be able to: understand the 5 critical techniques of effective web searching; identify over 10 Google tools beyond the standard search box; recognize how and why results are returned from your search; and understand how to best use Google on your mobile devices.



8:30 AM – 9:45 AM

Greening the School Cafeteria through Public/Private Partnerships

Pennsylvania Convention Center, 121B

In Fall 2016, the Hawaii Lt. Governor's Farm-to-School Pilot Project Initiative was launched to implement a statewide farm to school program. Meet the leadership team responsible for its successes and identify the potential roadblocks on the path to greening the school cafeteria through a public/private partnership. Attendees will learn to proactively avoid potential mistakes in their journey towards improving the way their cafeteria food is served as well as supporting the local food system.



8:30 AM – 9:45 AM

How to Deal with Negative People and Keep from Becoming Negative Yourself

Pennsylvania Convention Center, Ballroom B

Negative people are tremendous energy drainers for children, other adults, and themselves. Learn 10 action steps that you can use to deal effectively with negativism, and how the Port Washington-Saukville (WI) Public Schools (enr. 2,700) used these steps to transform their buildings into special places for learning, and how it all started with the school board. The suggestions and ideas shared can be used immediately.



8:30AM – 9:45AM

Kindergarten Readiness or the Lack Thereof: What is Proven to Increase the Academic Preparedness of Our Youngest Customers?

Pennsylvania Convention Center, 106AB

This session will explore the evidence of increasing academic preparedness with children entering kindergarten and what parent programs actually work.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Leading for Equity: Ensuring LGBT Students & Staff Thrive

Pennsylvania Convention Center, 204B



The LGBT population makes up 10 percent of our students; our policy, curriculum, action, and attention are not keeping pace with the law or the moral imperative to provide an environment where LGBT students & staff thrive. Board members can lead the way and use their influence to assist with the organizational changes that are critical for addressing this work. Learn how the Oceanside Unified School District in CA is ensuring ALL means ALL, when discussing issues related to equity.

8:30 AM – 9:45 AM

Learning Spaces Matter: Students', Teachers', and Principals' Perceptions of Student Engagement in New Learning Spaces

Pennsylvania Convention Center, 118A



Educators have both debated and embraced the idea of design thinking. Whether the designer is engaged in the architecture or learning design process, the needs of the student are foremost. However, the empirical impact of designs in K-12 education is relatively unknown. In order to explore the impact new learning spaces has on student engagement, a mixed methods study was conducted at replacement schools in Texas. The results of the study are revealed based on students', teachers', and principals' perceptions.

8:30 AM – 9:45 AM

Legal Issues Related to Disparities in Student Discipline

Pennsylvania Convention Center, 202AB



Nationwide, there is a pattern of racial and ethnic disparities in student discipline. This session will review the legal issues involved in such disparities and provide practical guidance, as well as address both legally problematic practices and lawful methods for trying to reduce disparities.

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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Master Class:

Resilience Can Be Taught: 4 Keys to Unleashing Resilience

Pennsylvania Convention Center, 114 - Nutter Theater



MOORE

Resilience is something we're all born with. Learn about vital skills of resilience and 3 keys to creating a resilient climate. This engaging presentation will empower you to deliver these skills to students of any background and learning style, enabling them to thrive not only in school, but in life.

Presenter: **Christian Moore**, Founder, Why Try Organization



8:30 AM – 9:45 AM

Montessori Education for Low Socio-Economic Students in Public Schools

Pennsylvania Convention Center, 112AB

Longview (TX) ISD (enr. 8,900) is taking a traditional private school-based educational program and making it work for all students. Longview implemented a district-wide Montessori learning model for all pK-K students at its new state of the art Montessori campus. By utilizing this approach in its 80 percent low socio-economic, 80 percent minority district, it has proven to be the kick start that kids need to be successful academically as well as socially.



8:30 AM – 10:00 AM

AIAN Programming

National American Indian/Alaska Native Council of School Board Members Business Meeting

Philadelphia Marriott, Grand Ballroom Salon C-D



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Natural Helpers: Students Keeping Peers Safe

Pennsylvania Convention Center, 108A



Participants will learn about the Natural Helpers program, which trains students in effective communication, crisis intervention strategies, limit-setting and coping skills. This program is student driven, from the selection process through implementation. Participants will actively experience several of the students' activities; receive examples of required paperwork, including a budget; and engage in discussions about the usefulness of the program and the need for faculty endorsement. A video, including interviews of students sharing their personal experiences, will also be presented. Time will be provided for questions and answers and problem solving concerns. Participants will depart the session with a clear understanding of the steps necessary to incorporate the Natural Helpers program into their school community as well as strategies to best ensure success.

8:30 AM – 9:45 AM

New Board Member Bootcamp: Governing Through Policy: Possibilities and Pitfalls

Pennsylvania Convention Center, 119A



Effective policies are an essential tool for effective district governance. We will review best practices for policy development and implementation including tips and tricks for policy communication and handbook development. Interactive discussions of pitfalls and possibilities boards and administrators face will assist you in impacting student success and district operations through policy governance.

8:30 AM – 9:45 AM

Pharmacy Clinical Management

Pennsylvania Convention Center, 102AB



School Districts who self-fund their pharmacy benefits are wasting 30%-50% of their pharmacy benefits costs because of inefficient prescribing practices by physicians who treat their covered members. The NSBA/Keenan Pharmacy Clinical Management Program works directly with physicians and members to help ensure the best possible drug therapies are chosen, based on both their clinical effectiveness and cost efficiency. Please attend this workshop to hear more about how your school can retain and not waste those assets, so you can put them back into your school's budget.

8:30 AM – 9:45 AM

Preparing Students for Today's Mobile Workforce

Pennsylvania Convention Center, 108B



Mobile technology is transforming the way we learn and work. Join a discussion on how digital literacy and fluency with mobile technology are essential to career success. You'll discover the skill sets employers expect from today's graduates and explore how carefully designed technology initiatives can prepare students for career success.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

School Board Norms and Protocols: What Are They and Why Are They Important?



Pennsylvania Convention Center, 121C

How do I get an item added to the agenda? Who is the media spokesperson for the school board? These questions and more can be answered if your school board governance team has an agreed upon set of school board norms and protocols. This session will discuss how to create school board norms and protocols with your school board & superintendent working together as a team and how your state association can assist with this process.

8:30 AM – 9:45 AM

Social Media: Blessing or Curse?



Pennsylvania Convention Center, 120A

School board trustees and school district staff, as well as parents and community members, now extensively use social media such as Facebook, Twitter, etc. In this session, experienced trustees and legal counsel share and discuss practical action steps to take advantage of social media to promote your district and enhance communication with the community, while avoiding harmful traps, negative backlash and legal pitfalls.

8:30 AM – 9:45 AM

Council Programming Sponsored by UnitedHealthcare



The Impact of Trauma on African American Students and the Implications for Academic Success

Pennsylvania Convention Center, 204A

This session sponsored by the National Black Council of School Board Members

This workshop looks at the prevalence of traumatic stress among African American students, and discusses how to implement trauma-informed practices in schools that support students in learning and healing.

8:30 AM – 9:45 AM

The Impacts of Mental Health Awareness in the Classroom



Pennsylvania Convention Center, 103A

Dr. Aguirre, Assistant Professor of Psychiatry at Harvard Medical School, will give a broad overview of the nature of mental disorder in today's school classroom and consider proactive approaches to mitigate the impact of current and future stressors in children and adolescents. There will be a particular focus on risky behavior including suicidal and self-injurious behavior, as well as the effects of mental illness and medication on school participation and functioning and a review of practical measures a school can take.



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School Safety



Study Hall



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

The Latest in School Law

Pennsylvania Convention Center, 104AB

There is a constant onslaught of new cases and laws that may have a significant effect on you as a board member, on your school board, and on your school district. Be prepared and avoid potentially costly litigation by learning about the latest happenings in school law in an informative, fast-paced, and fun format.



8:30 AM – 9:45 AM

The School Culture Revival

Pennsylvania Convention Center, 120B

There is a realization among schools across America that climate and culture matter. As a matter of fact, I would go so far to suggest that you show me a high performing school and I will show you a school with a “strong” climate and culture. Attend this session to learn more about a National Principal’s Survey on Climate and Culture and recommended tools from National Principals of the Year!



8:30 AM – 9:45 AM

The State of Play: What’s Happening in Washington, DC

Pennsylvania Convention Center, 118B

Learn the latest developments in Congress and within the Trump Administration impacting our students and public school districts. This session will provide you with a federal legislative update and insider perspective on the “state of play” in Washington, DC. Further, the presenters will discuss strategies for how you, as a local school board member, can use your unique position to advocate and influence the national education debate.



8:30 AM – 9:45 AM

Top 10 Strategies to Take Your Board to the Next Level

Pennsylvania Convention Center, 121B

What you do and how you do it matters. Learn key strategies your board and superintendent can implement to become highly effective and drive student success. From the basics of teamwork and conducting effective meetings, to the complexities of strategic planning and execution, using technology and data, aligning your work, and engaging stakeholders, you will learn practical strategies that can make a difference and take your governance team to the next level.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

**Understanding the Labor Market and Planning for the Future:
Preparing Students for College and Careers**



Pennsylvania Convention Center, 115A

How do we best prepare students for the workplace and a middle-class life style? Automation and technology have changed the economic landscape. Schools must connect the dots and show students the link between school and the workforce. This session describes 9 STEM-Based Advanced Career (AC) Curricula designed to increase the value of a student's education by connecting a career focus with a college-ready academic core. The AC career pathway courses are organized around authentic projects that industry and post-secondary leaders helped shape to engage students in deeper learning.

8:30 AM – 9:45 AM

**Utilizing Instructional Rounds to Maximize Classroom Coaching,
Teaching Practices and Student Outcomes**



Pennsylvania Convention Center, 116

Learn how the Camden City School District's Office of Early Childhood (enr. 2,465) used Instructional Rounds to focus its coaching lens on classroom teaching practices with the greatest impact on student learning. Hear how this approach to teacher development supports a program-wide culture of continuous improvement.

8:30 AM – 9:45 AM

**What's Cookin' in Child Nutrition? Innovative Approaches: How
Student Insights and Collaboration Drive Menu Innovation**



Pennsylvania Convention Center, 107B

Through an expansive series of student tastings, vendor food fairs, and a host of survey and voting mechanisms, students provide their feedback each year and determine the ultimate direction of the breakfast and lunch menus. Learn how large urban districts combine marketing concepts and culinary strategies, in an intentional effort to provide great-tasting meals that students want!

8:30 AM – 9:45 AM

**Yes, Every District Can Expand Digital Learning for
Each and Every Student and Teacher**



Pennsylvania Convention Center, 102AB

Districts continue to struggle with ways to bring an equitable, powerful digital learning environment to each and every student and teacher. The challenges include finances, device management, and lack of broadband access in every home. This panel of district leaders from throughout the US will share their stories of strategies to successfully address each of these challenges. No matter the size of the district, small to large, using a purchasing, management, and device trade-up plan, every district can realize the sustainability of digital learning devices that support your progressive and personalized learning goals.



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Study Hall



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Sunday, March 31

SESSION DESCRIPTIONS

10:00 AM – 11:30 AM

GENERAL SESSION

Pennsylvania Convention Center, Exhibit Hall A



Keynote Speaker

JOHNNY C. TAYLOR JR., SHRM-SCP

@JohnnyCTaylorJr

President and Chief Executive Officer, Society for Human Resource Management

NSBA General Session Host:

Lu Ann Cahn, Educator, Journalist, Speaker, Author

Student Arts Entertainers Performance

Mariachi Juvenil Azteca

Edcouch, TX

Special Presentation of the 2019 ASBJ Magna Award

Steve Dunmore, CEO of Schools, Sodexo North America

Meet the State School Board Presidents

NSBA President's Report

Frank C. Pugh, President, National School Boards Association

Santa Rosa, CA

AASA President's Remarks

Gail Pletnick, President, AASA, The School Superintendent Association

General Session Sponsored by:



SUNDAY



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SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

Meal Event

Education Technology Keynote Luncheon: Timeless Learning - Getting to Yes to Change Schools



Pennsylvania Convention Center, Ballroom A - Meal Events

This ticketed event is open to all conference registrants, tickets must be purchased in advance.



MORAN

Presenter: Dr. Pamela Moran, Executive Director, Virginia School Consortium for Learning

Dr. Pamela Moran, recently retired superintendent of thirteen years, also has worked as a science teacher, staff developer, elementary principal, and assistant superintendent. She was the 2010 president of the Virginia Association of School Superintendents and the 2016 Virginia Superintendent of the Year, one of four finalists for the national superintendent of the year. She has authored articles and posts for *Education Week*, *School Administrator*, *EdSurge*, and the Alliance for Excellent Education. In addition to presenting Tedx Talks she has keynoted conferences at the state and national level. She is co-author of *Timeless Learning: How Imagination, Observation, and Zero-based Thinking Change Schools* and has been a contributor to books on a variety of educational topics including school technology, leadership, strategic planning, and engagement. Currently she serves as the Executive Director for the Virginia School Consortium for Learning and serves on the Aspen Institute National Commission on Social, Emotional, and Academic Development Council of Distinguished Educators, the Maker Education Advisory Board, and the American Institute of Architects Educational Advisory Committee.



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Study Hall



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SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

Meal Event

National Black Council of School Board Members (NBC) Keynote Luncheon



Philadelphia Marriott, Grand Ballroom Salon E-F

This ticketed event is open to all conference registrants, tickets must be purchased in advance.



MARKS

Keynote Speaker: Dr. Bryant Marks, Founder and Principal Trainer, National Training Institute on Race and Equity

Dr. Bryant T. Marks, Sr., is a minister, researcher, trainer, and award-winning educator. His personal and professional mission is to develop the knowledge, wisdom, and skills of others that will allow them to reach their full potential and live their lives with purpose and passion. Dr. Marks is the Founder and Chief Training Officer of the National Training Institute on Race and Equity and he is a professor in the Department of Psychology at Morehouse College. He served on President Obama's Board of Advisors with the White House Initiative on Educational Excellence for African Americans and as senior advisor with the White House Initiative on Historically Black Colleges and Universities. Dr. Marks was a contributor/trainer with the Obama Administration's My Brother's Keeper (MBK) and 21st Century Policing programs. Dr. Marks has provided implicit bias training to over 2,000 Police Chiefs and executives via a series of briefings for the White House and local police departments including the Los Angeles Police Department. He has also provided training related to diversity and implicit bias to individuals in education corporations, philanthropy, non-profits, local and federal government. He holds a B.A. in psychology and a minor in economics from Morehouse College, and an M.A. and Ph.D. in Social Psychology from the University of Michigan. Dr. Marks conducts research and professional development in the areas of diversity and implicit bias, Black male psychology and development, the academic achievement of minority college students, innovations in STEM education, and personal passion and productivity.

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SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

#SELGoals: Tangible, Achievable and Data-Driven

Pennsylvania Convention Center, 115A



Your district's SEL program was expensive, and it doesn't seem to be making the positive impact you had hoped. What went wrong? Greg, Kiljoong and Carla detail how districts can use what they already have in place to enhance and improve hard-to-measure Social-Emotional Learning instruction. ESSA requires it. Greg, Kiljoong and Carla demonstrate how Woodridge (IL) district 68 (enr. 2,964) tackled these issues head-on with innovation, data collection and "outside of the box" ensure educational success.

1:30 PM – 2:45 PM

30 Million Students: DonorsChoose.org's Impact

Pennsylvania Convention Center, 104AB



DonorsChoose.org, the nonprofit built exclusively to support K-12 public schools and address educational inequities, has helped teachers in 4 out of 5 U.S. public schools request extra resources for their classroom. Founder and CEO Charles Best launched the nonprofit 18 years ago as a high school history teacher. Since then, the organization has generated \$750 million from over three million citizen donors for public school classrooms. Join this session to learn how DonorsChoose.org provides end-to-end safeguards and accountability for district leaders while supporting the needs of both teachers and students.

1:30 PM – 2:45 PM

**A Multi-tiered Solution: Steps to Build Capacity Across
a District to Increase Academic Results**

Pennsylvania Convention Center, 115C



Increased academic improvement requires a solid implementation of a multi-tiered solution regardless of how much academic distress is in your buildings. We will share how we implemented a comprehensive plan that resulted in more than 90 percent of children reading at grade level or beyond. A key element of our success was professional development that supported teachers and developed a higher level of expertise to transfer learning into the classroom.



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Technology+
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SESSION DESCRIPTIONS

1:30 PM - 2:45 PM

A Trauma-Informed Perspective of Educational Environments

Pennsylvania Convention Center, 107B

In this session we'll review Tier-1 environmental elements and the use of evidence based practices which are often impeded by common educational environments. This discussion will be informed by the Adverse Childhood Experience studies and Trauma Informed Practices. The Trauma Informed Multi-Tiered Systems of Support framework will be used as a foundation when discussing classroom and school environment design. Participants will gain an understanding of how the educational environments can support or impede social emotional learning of youth and impact human development outcomes.



1:30 PM - 2:45 PM

AI Demystified: Fact, Fiction, and the Future of Learning

Pennsylvania Convention Center, 119B

Artificial Intelligence, Big Data, Machine Learning, Robotics: Powerful technologies are rapidly redefining the future of learning, school, and work. The age of intelligent machines is here, and the speed of technological change is without historical precedent. We'll separate myth from machine, explore how AI is dramatically altering society, and discuss how schools may organize teaching and learning to meet the challenges of preparing students for the 4th Industrial Revolution. Exponential technology change is coming — is your school ready?



1:30 PM - 2:45 PM

Apprenticeships: How Can We Convince Parents that They Lead to Good Jobs?

Pennsylvania Convention Center, 116

When “dirty” jobs and hard work are the stigma of apprenticeships, it is hard to convince parents that such programs may be a better option for their children. To help school leaders better understand apprenticeships, CPE conducted a thorough study on apprenticeship programs. Based on the data from the U.S. Department of Education and Department of Labor, we made some key recommendations for schools and policy makers. The objective of this session is to share our research with school leaders and educators. We will cover the following topics: (a) What do 21st century apprenticeships look like? (i.e., national trend, federal system of funding apprenticeship programs, demand-and-supply apprenticeship information system); (b) What do data say about apprenticeships? (c) Apprenticeships have been proven to work. Why don't we use them more? and (d) What should school districts consider for partnering with local businesses and community colleges and building apprenticeship programs?



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1:30 PM – 2:45 PM

Beyond Standardized Testing: Life Ready Graduate Program Prepares Students for an Ever-Changing World



Pennsylvania Convention Center, 111AB

Learn how Ephrata (PA) Area School District (enr. 4,170) aims for higher targets through their Life Ready Graduate program created to enhance students' knowledge, skills and dispositions beyond traditional content mastery and standardized assessments. Discover ways to establish a similar "profile of a graduate" in your district.

1:30 PM – 2:45 PM

Board/Superintendent Relations: We Can Make This Work



Pennsylvania Convention Center, 113A

Student success is directly related to the relationship between a Board of Education and its Superintendent/CSA. Join us to explore how this relationship, one of trust and cooperation, can be developed and continually improved on. What steps can be taken to prevent the partnership from falling apart, causing a deadly ripple effect through the District? This will be an interactive session; participants should come prepared to share and learn from each other.

1:30 PM – 2:45 PM

Committing to Equity: Boards and Districts That Expect Success for ALL Students



Pennsylvania Convention Center, 204B

Creating high-performing schools in districts where a significant percentage of the students live in poverty requires Boards and district leaders to closely collaborate to ensure equity for all students. Equitable leading and teaching embodies the belief that what is good practice for our highest performing students also represents good (and essential) practice for our lowest performing students. The co-author of the best-selling ASCD books *Disrupting Poverty* and *Turning High-Poverty Schools into High-performing Schools* will lead participants through recent case studies of districts and schools that have defied the odds to lead their under-achieving students to high achievement by comprehensively committing to equity based practice. Board members and leaders will engage in constructive action planning to successfully level playing fields and create an authentic commitment to equity for all of their students.



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1:30 PM – 2:45 PM

Creating Safer, Resilient Schools

Pennsylvania Convention Center, 103C

Schools and their communities are constantly tested by various hardships. From natural disasters to unexpected violence, our schools have the duty to educate, while also protecting and supporting their communities when disaster strikes. As these events rise closer to the forefront, we're shifting the conversation from recovery to resilience.



1:30 PM – 2:45 PM

Crisis Communication: Before, During, and After

Pennsylvania Convention Center, 204C

Do you know how your district would communicate in a crisis? Are you prepared to reach your parents, students, staff, and community in the event something happens in your district? Come review ideas and best practices to ensure that when something happens in your district (because something will), you are ready to manage the event through an effective communication process.



1:30 PM – 2:45 PM

Culture Eats Strategy for Breakfast: How to Create a District Culture of Mutual Respect

Pennsylvania Convention Center, 112AB

Haysville (KS) Unified School District #261(enr. 5,600) has focused on creating a culture of mutual respect for the past 16 years. As a result of this effort, student office discipline referrals have decreased dramatically, employee retention rates have improved, and the culture of the district is very positive. Attendees will learn the strategies that were implemented and how they might be able to replicate these results in their districts. Time will be provided for questions and answers.



1:30 PM – 2:45 PM

Equity in Outcomes: Evolving our Schools to Meet the Opportunities and Challenges of Cultural Inclusivity

Pennsylvania Convention Center, 203AB

The greatest opportunity children can be provided is the chance to get a quality education. Consequently, there must be an irrefutable belief in the ability of all students to succeed. Education leaders (teachers, staff, admin, BOE) must be in pursuit of the alpha, a positive experience and outcome for every student and sanctioning the inevitable. Attendees will gain a better understanding of how culture shapes our thinking, and how policies and practices promote the development of the various talents of a culturally diverse student body.



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Equity Programming, Sponsored by United Healthcare



Everybody Counts: Understanding the 2020 Census, and its Implications for Latino Students and the Schools They Attend

Pennsylvania Convention Center, 204A

Session sponsored by the National Hispanic Council of School Board Members

This workshop will address the importance of the 2020 Census and the need to ensure that everyone is counted, so that all students are able to take advantage of the resources available and necessary to ensure educational success.

1:30 PM – 2:45 PM

Everyone Can Code



Pennsylvania Convention Center, 108B

Technology has a language. It's called code. At Apple we believe coding is an essential skill. Learning to code teaches you how to solve problems and work together in creative ways. And it helps you build apps that bring your ideas to life. We think everyone should have the opportunity to create something that can change the world. So we've designed a new approach to coding that lets anyone learn, write, and teach it.

1:30 PM – 2:45 PM

How “Smart” is Your Board? Build EQ (Emotional Intelligence) & Avoid the “Glue” of a Sticky Situation



Pennsylvania Convention Center, 121B

Emotional Intelligence (EQ) is more predictive of an organization's success than cognitive ability and technical skill combined. School boards must effectively protect, grow and guide public education in their respective districts. The stakes are too high to chance crash and burn scenarios because one or two members say/do something out of order. This session is a practical guide on how to sustain a positive and productive Board culture — minimize/resolve conflict, be a valuable asset to education and grow each member's emotional intelligence.

1:30 PM – 2:45 PM

Increasing Access to Gifted Programming



Pennsylvania Convention Center, 202AB

Durham Public Schools (enr. 33,000) is committed to equity and access for all students. This presentation will share how DPS has increased access to under-represented groups in our academically and intellectually gifted program. Details regarding the process for access to gifted programming and the instructional support provided to both students and teachers will be shared. DPS has created multiple pathways that recognize student abilities resulting in increased access and outcomes for students.



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Lifting Student Voices to Enhance Engagement & Empower Literacy Learning

Pennsylvania Convention Center 109B



Greater than 70 percent of teens use more than one social networking site. Our students are consuming and producing written content on social media with regularity; yet, students often struggle to recognize any connection between their digital citizenship and the ELA classroom. How can we harness the inclination of students to engage with peers on social media to enhance student engagement and empower literacy learning in the classroom and beyond? This session will take a peek into a day in the life of students who are who equipped to use their digital citizenship as a passport to greater literacy learning. We will share student successes and explore growth opportunities using qualitative and quantitative measures.

1:30 PM – 2:45 PM

Master Class: Equity Solutions

Pennsylvania Convention Center, Ballroom B



VAIL

Find out how other districts are tackling equity challenges with their students and communities. The 2019 Magna Grand Prize-winning districts — Coatesville Area School District, Des Moines Public Schools, and Winchester Public Schools — discuss how their exemplary programs remove barriers for underserved children.

Presenter: **Kathleen Vail**, *Editor in Chief*, American School Board Journal

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1:30 PM – 2:45 PM

Master Class: The Secret Life of Teens: Influencing this Generation

Pennsylvania Convention Center, 114 - Nutter Theater



FELDMAN

Perhaps the most in-depth research project America's education sector has ever seen, Shane Feldman recently completed a 2-year study that sent him into high schools, undercover as a student, to uncover the universal struggles facing today's teens. Shane's stories will help education leaders gain new insight into the hidden social and psychological worlds of today's youth. Shane's findings will ignite honest conversations about the problems facing today's teens and outline effective steps educators can take to better support their students.

Presenter: **Shane Feldman**, *Founder & Executive Director*, Count Me In



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Murky Waters: Political Officials & Social Media

Pennsylvania Convention Center, 120C

On May 23, 2018, a Federal District Court Judge ruled it is a violation of the First Amendment for a public official (in this case the President) to block their critics from a social media account used essentially for government business. Join Walsh Gallegos attorneys Elena M. Gallegos & Linda Trujillo as they provide an interactive overview of how the courts view public officials use of various social media platforms.



1:30 PM – 2:45 PM

New Board Member Bootcamp: From “Robert’s Rules” to “Robert Rules!”

Pennsylvania Convention Center, 119A

Do board meetings leave you feeling stressed, frustrated and exhausted? Learn how “Robert” can help you facilitate better discussions and group decision making at the board table. Join us while we make parliamentary procedure come to life through this interactive session complete with video, group discussion and survival tips using Robert’s Rules, the guide to parliamentary procedure.



1:30 PM – 2:45 PM

Playing Together in the Sandbox: Rules for Building a Positive Board-Superintendent Relationship

Pennsylvania Convention Center, 121A

What are the common rules for playing a sandbox? How can these rules be used to foster positive board-superintendent relationships? Led by two former school board members, this workshop will focus on practical tips for building positive board-superintendent relationships, including communication, strategic planning, superintendent evaluation, board self-evaluation, and clearly written policy and administrative procedures.



1:30 PM - 2:45 PM

Playing Your Way to College: The Link Between Video Games and College Scholarships

Pennsylvania Convention Center, 201C

Competitive video gaming has become a mainstream consumer activity; a billion-dollar industry by itself. Did you know there is over \$9 million in scholarship funds available for students to play eSports in college? Hear how the NCAA, higher education and school districts are supporting these programs and what goes into starting one.



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Preparing for ESSA. It Starts Now! Analyzing Early Exploration of Site-Based Results to Create the Districts Narrative

Pennsylvania Convention Center, 102AB

The new ESSA site-based financial reporting requirements present both challenges and opportunities. The availability of financial data broken down by school building should lead to meaningful conversations, but it could also lead to challenging questions that school leaders need to be prepared to address. As the topic of equity moves to center stage in the ESSA era, this session will be an exercise of the key strategies of developing a district narrative using the early exploration of results as the foundation.



1:30 PM – 2:45 PM

Preparing Students for Their Future in a Globally Connected World

Pennsylvania Convention Center, 201A

As the world grows increasingly technological and connected, our schools must find ways to prepare students for an unknown future. Finding a balance between technological relevance and vital workforce skill like empathy and humanity means giving students opportunities to connect and learn with others around the globe. Join our panelists to see how this is possible, often by utilizing free resources.



1:30 PM – 2:45 PM

Rust, Revitalize or Revolt: The Future of America's Rural Schools

Pennsylvania Convention Center, 118C

Rural America fuels, feeds and fights for our nation. Yet, America's rural schools are in crisis. Loss of employment, population and state resources have decimated many schools and their communities. While rural schools have high graduation rates, the value of the diplomas they issue has been called into question as they struggle to offer the educational opportunities provided by suburban and even urban neighbors. State and federal governments are slow to respond, often failing to recognize the problem in light of their high graduation rate.



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Santa Fe Public School Digital Learning Plan: A Focus on Equity and Student Learning

Pennsylvania Convention Center, 113C

Santa Fe Public Schools staff, and BOE President, will share the recent steps SFPS has taken in preparing students for college and career. The focus of the Digital Learning Plan has remained providing ubiquitous access and differentiated learning opportunities for a student population at the heart of the Learning Gap (enr. 13,500: 80 percent Hispanic, 75 percent Free and Reduced, 22 percent ELL, 16 percent Special Services). After successfully building our a robust infrastructure, capable of supporting future-ready learning, SFPS is now poised to complete our “Digital Leap”.



1:30 PM – 2:45 PM

Schools in Crisis: Dealing with Dangerous and Aggressive Students

Pennsylvania Convention Center, 108A

Almost every day in America a student engages in conduct that is dangerous or aggressive. This seminar discusses provisions under the IDEA and its implementing regulations on “serious bodily injury” and “dangerous child.” Cases will be reviewed for fact patterns on conduct rising to “serious bodily injury” entitling Districts to move students to interim alternative educational setting (IAES), cases regarding exclusions for “dangerous child,” and trends on decisions on cases supporting “threat assessments” with the goal of safety at school.



1:30 PM – 2:45 PM

Social Media: How to Connect Without Going Viral

Pennsylvania Convention Center, 120A

Social media has become a fact of life for board members, whether because of their own pages or those of fellow board members. Understand the opportunities and challenges faced when posts and tweets become a topic of conversation or a source of contention in the board room. Explore the policies that govern and impact the use of social media.



1:30 PM – 2:45 PM

Stop Doing Obsolete Things Better and Start Doing Better Things

Pennsylvania Convention Center, 118A

Families have choices: vouchers, private, religious and charter schools. Keeping kids in public education means providing instruction so exciting kids would rather be in class than recess, so that parents believe public schools are the best choice. Making sure your schools are not using obsolete methodologies, but the best teaching strategies, is well within the board’s purview. We will demonstrate strategies, pre K-12, personalized to each child’s interest and reading level, that will keep them coming back for more.



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Teachable Momentum: A Guide to Closing America's Early Reading Gap

Pennsylvania Convention Center, 117



Presenting the most effective MTSS Practices, evaluated by Lehigh University, and proven to improve the proficiency of academically challenged, as well as highly-skilled, students. Are you curious if you are using all of the MTSS processes PROVEN to be effective? Learn how schools use the foundational principles of group decision-making, employ a collaborative problem-solving model, and take vital steps to implement professional development models that support measurable results of closing the literacy gap.

1:30 PM – 2:45 PM

The Impacts of Mental Awareness in the Classroom

Pennsylvania Convention Center, 103A



Dr. Aguirre, Assistant Professor of Psychiatry at Harvard Medical School, will give a broad overview of the nature of mental disorder in today's school classroom and consider proactive approaches to mitigate the impact of current and future stressors in children and adolescents. There will be a particular focus on risky behavior including suicidal and self-injurious behavior, as well as the effects of mental illness and medication on school participation and functioning and a review of practical measures a school can take.

1:30 PM – 2:45 PM

The Problem with Believing People Are the Problem: A Systems Approach to Improved Student Achievement

Pennsylvania Convention Center, 113B



Various states have enacted reforms aimed at improving student achievement. Some strategies replace teachers, administrators, and even entire boards under the assumption that district problems are people problems. Unfortunately, the results have been mixed at best. This session will argue that district problems are systems problems that best respond to system solutions by creating system reliability. The Cascading Tiles Model of school organization will be presented that effectively holds the system accountable for higher student achievement.

1:30 PM – 2:45 PM

The Science of Teaching Reading and Math: What Has Been Proven to Work?

Pennsylvania Convention Center 106AB



After 10 years of evidence gathering in schools with high poverty, what worked? We will discuss the details as to what actually works and can be replicated in other schools.



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The View from Washington – NSBA Legal Advocacy

Pennsylvania Convention Center, 118B

NSBA Chief Legal Officer will introduce you to the legal advocacy work NSBA is doing in Washington and courts nationwide as the voice for local governance of public schools.



1:30 PM – 2:45 PM

Top 10 Legal Issues Impacting District Athletic Programs

Pennsylvania Convention Center, 120B

Much like school law itself, the subtopic of sports law has become more complex in recent years. This session will review the key legal issues impacting school athletics, including ensuring equitable access to sports programs; disciplining student athletes; addressing hazing, harassment and bullying; and mitigating liability for sports injuries.



1:30 PM – 2:45 PM

Working Together with the Superintendent, with the Staff, and with One Another: Principles for Effective School Board Governance (Part 2/2)

Pennsylvania Convention Center, 121C

The board has a responsibility to employ and evaluate one person — the superintendent. Still, the board must delegate authority so that the superintendent can manage and lead the staff. This relationship is key to establishing a positive culture for all. Learn how the board takes responsibility for itself with three key principles of effective governance from the staff of the Illinois Association of School Boards. All are welcome to this Part 2 session (see Part 1) covering IASB's Foundational Principles of Effective Governance.



3:45 PM – 5:00 PM

62,000 Square Feet of Culinary Bliss: Springfield Public Schools' Innovative Approach to Maximizing Overall Student Well-Being

Pennsylvania Convention Center, 109B

This session is facilitated by Mike Grey, VP Operations for Sodexo — the World Leader in Quality of Life Services and longtime foodservice management partner of Springfield Public Schools (SPS). Joining Mr. Grey is Mr. Patrick Roach, SPS Chief Financial and Operations Officer, and Mr. Mark Jeffrey, District Manager with Sodexo. This panel will share how a strategic partnership between the District, the City of Springfield, and Sodexo is resulting in a first-of-its-kind, 62,000 square foot Culinary and Nutrition Center which will deliver freshly baked, cooked and prepared meals to over 26,000 SPS students in more than 60 schools.



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After School Programs: The Policies, Practices and Possibilities

Pennsylvania Convention Center, 201A

While lots of options exist, over 11.3 million children remain on their own from 3 pm – 6 pm. Gain new perspectives on selecting programs that are both effective and efficient; what the research says about different types of extended day experiences; and how federal policy may align with those options.



3:45 PM – 5:00 PM

Aligning Talent with Access and Opportunity: A Systemic Approach to Educational Equity

Pennsylvania Convention Center, 120C

Learn how this 18,000-student suburban district is positively impacting students and families by leveling the playing field for each child. The superintendent and Board members will discuss the district's thorough evaluation of curriculum/course offerings for access and opportunities, development of a clear plan to address disparities, staffing efforts and community engagement and communications. The leaders will also share the district's new equitable dual-credit partnership with higher education, designed to provide all a pathway to success.



3:45 PM – 5:00 PM

All Students Reading by the End of Grade 3: One District's Journey

Pennsylvania Convention Center, 116

Bethlehem Area (PA) School District, a diverse district (enr. 13,740), embarked on an ambitious plan to ensure all students read on grade level by the end of grade 3. Using lessons learned from the success of Lincoln Elementary School, a Focus School, the district saw the percentage of kindergarteners on-track to meet future reading goals increase from 47 percent to 88 percent. Participants will learn how improved outcomes were realized through improved processes, structures, and instruction.



3:45 PM – 5:00 PM

Assessment for Learning: Bright Spots from Virginia

Pennsylvania Convention Center, 112AB

How can system leaders effectively support assessment for, not of, learning? This is the question being addressed in an innovative statewide network in Virginia. Eleven divisions — rural, suburban and urban — across the commonwealth have been collaborating for over two years to implement student-engaged assessment. You'll hear from district leaders who will share tools developed that can be used to increase student engagement in the assessment process.



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Becoming A Better Board Member Part 2: Board Chair Basics

Pennsylvania Convention Center, 121C

The challenges of local school governance require an adaptable learning and leadership style and skills that can only be honed as part of your service. The role of the board president may not be as glamorous as one might imagine, but the job description is an important one. There is a specific set of knowledge and skills to best serve your colleagues and provide the leadership necessary to lead a high-functioning board. Part II of the Becoming a Better Board Member series examines how best practices in setting agendas, keeping order in meetings, and serving as board spokesperson can help you fulfill the demands associated with your obligation as a leader of leaders.

3:45 PM – 5:00 PM



Brave New World: How a 160-year old International Curriculum is Transforming American Education

Pennsylvania Convention Center, 115A

The Cambridge International program is used by more than 1 million learners in over 160 countries and 11,000 schools. Learn how the School District of Palm Beach County (FL), with an enrollment of nearly 194,000 students, has used the Cambridge curriculum to increase rigor and accelerated coursework options, improving college readiness and post-secondary outcomes among students of diverse backgrounds. Additionally, hear from a higher education leader about how the Cambridge program develops and prepares students for post-secondary success.

3:45 PM – 5:00 PM



Building Family Engagement through Fathers and Father-Figures Volunteering a Full School Day

Pennsylvania Convention Center, 113A

WATCH D.O.G.S.® is a family engagement educational initiative that utilizes the influence of fathers and father-figures to provide active, positive, adult male role-models for the students. The session attendees will learn the steps required to identify a qualified parent program coordinator, build a small team of advocates, create a successful launch event, and then schedule and organize a record number of parent volunteers utilizing the available WATCH D.O.G.S.® program materials and support to significantly increase family engagement.

3:45 PM – 5:00 PM



“But, I was just being social!”: Student Use of Social Media

Pennsylvania Convention Center, 108A

Join Husch Blackwell Education attorneys in a discussion of student rights and responsibilities in the use of social media. This session will explore the relationship between students' First Amendment rights and efforts to prevent or prohibit inappropriate uses of social media, including cyberbullying and sexting. The presenters will also address legal issues related to the use of social media by public schools as a method of communicating with students.



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Community Engagement: Building Relationships to Advance Student Achievement



Pennsylvania Convention Center, 121A

One of the eight characteristics of Effective School Boards is involvement of stakeholders in the work of the district. Why is this important and what are the benefits? What does effective community engagement look like, and how do boards engage their communities successfully? In this session, we'll explore different types of community engagement, how to develop an engagement plan, and address how the sometimes untamed social media animal can become a positive element in your plan.

3:45 PM – 5:00 PM

Drugs, Substance Abuse and Public Schools: An NSBA Legal Guide for School Leaders



Pennsylvania Convention Center, 118C

NSBA Senior Staff Attorney Jordan Cooper discusses legal issues and best practices on student use of prescribed, unprescribed, legal and illicit drugs at school.

3:45 PM – 5:00 PM

Grow Your Own: Using Social Capital to Recruit, Develop, and Retain a Diverse and Competent Teaching and Administrative Team



Pennsylvania Convention Center, 204B

The Bergenfield Public Schools located in Northern New Jersey has seen a dramatic change in demographics over the past 15 years where the school population has seen a rapid rise in English Language Learners — 60 percent of the 4,000 students who attend come from a home where English is not the primary language. Find out how the Bergenfield School District has developed a teacher apprentice program to aid in the recruitment of minority teachers and how the district uses social capital to recruit and maintain a diverse administration.

3:45 PM – 5:00 PM

How Good Boards Make Impactful Decisions



Pennsylvania Convention Center, 121B

This session will share research on the common variables shared by high-performing boards when it comes to considering and making both ordinary and high-impact decisions. Participants will learn the protocols these boards utilize to assure themselves that even the highest risk decisions are made using consistent practices and the right evidence.



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How to Compete in the Digital Landscape

Pennsylvania Convention Center 106AB

Given the competitive landscape across all levels of education, it's important for schools and institutions to stand out among the competition when it comes to their digital presence. There are a number of key areas that should be addressed and cultivated, such as establishing your goals, identifying your target personas and executing a digital strategy that drives those goals home. Our objective is to arm administration with the strategy and tools they need to drive enrollment and foster a community within their school.



3:45 PM – 5:00 PM

If Johnny Can't See, Johnny Can't Read

Pennsylvania Convention Center, 113C

Join us to learn about a unique partnership between the Buckeye Elementary School District (AZ) and the Buckeye Lions Club (AZ) providing free vision screenings and eyeglasses to students. Students in need, unfortunately, often do not get regular eye examinations or eyeglasses when needed. Students with vision problems inherently have learning problems as a result. Lions purchased a SPOT Vision Screener, and makes it available to trained school nurses to use as needed. Nurses identify students in need of services, and Lions provide eyeglasses as needed.



3:45 PM – 5:00 PM

Leadership for Equity: Successful Strategies for Closing the Opportunity Gap for Underrepresented Student Participation in AP/IB Programs in Montgomery County Public Schools

Pennsylvania Convention Center, 203AB

Montgomery County (MD) Public Schools (enr. 161,000) is committed to students graduating exceptionally prepared for college and career. The district has confronted the participation/opportunity gap (race and income) that exists in the AP/IB programs. In partnership with Equal Opportunity Schools, MCPS has developed strategies for underserved students, who had the same aspirations and qualifications as their peers to be identified and engaged with for AP/IB enrollment, which increased enrollment by more than 1,100 underserved students in two years.



3:45 PM – 5:00 PM

Leveraging Contextually Driven Artificial Intelligence (AI) for Safer Schools

Pennsylvania Convention Center, 103A

This talk will describe contextually-driven AI opportunities for violence prevention. Professor Patton will describe identified pathways to violence and aggression on social media, the role of trauma and grief in shaping aggressive conversations on social media, and new immersive simulations used to teach youth healthy social media practices and assisting educators with using social media for safer online environments for students.



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Leveraging Title IV Funds for Music Education

Pennsylvania Convention Center, 104AB

In September 2018, Congress passed a FY19 spending bill which provides funds for Title IV-A SSAE grants. Join your NSBA colleagues to learn best practices to utilize these funds for music education.



3:45 PM – 5:00 PM

Master Class:

Creating Contagious Cultures: The Happiness Advantage in Education

Pennsylvania Convention Center, 114 - Nutter Theater



HUGHES



Happiness fuels success, not the other way around. From leading research in the field, we know that a positive engaged brain provides the greatest competitive advantage in the 21st century in the office, and in our schools. This happiness advantage includes higher engagement levels, increased levels of optimism and well-being, greater productivity and reduced levels of stress. Best yet, happiness is contagious. As leaders, educators and collaborators, we all play a critical role in defining culture and creating the environment necessary to promote happiness and well-being ... the precursors to sustainable performance in education. Based on Harvard positive psychology expert Shawn Achor's best-selling book *The Happiness Advantage*, in this master class you will learn how the latest research on positive psychology in education can be applied to the benefit of your district. You will discover new ways in which you can achieve greater happiness for yourself, as well as realize your potential to impact others. You will leave with the mindset and skillset to create positive change around you, enhancing your own well-being and that of others. Key take-aways: Explore the 7 principles of positive psychology that fuel success and performance in education; Understand the behavior changes necessary to "spark" staff and faculty engagement; Learn core leadership and execution strategies for creating and sustaining a positive culture; Obtain information on the latest research regarding "Positivity in Education."

Presenter: Devin C. Hughes, Author, Speaker, Consultant, and Executive Coach



SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Moving Beyond Compliance to Implementing a Continuous Improvement Process



Pennsylvania Convention Center, 118A

In response to the increasing enrollment, subgroup numbers, and initiatives to meet the needs of English Learners and Economically Disadvantaged students, the district leadership team developed a process that provides for an internal accountability system and enhanced professional learning communities. Institutionalizing regular school visits has resulted in continuous, systemic, and vertical instructional improvement across the district. This has also resulted in gains in student achievement and graduation rates.

3:45 PM – 5:00 PM

New Board Member Bootcamp: Educational Equity 101 — Assuring Success for All



Pennsylvania Convention Center, 119A

The promise of public education holds that all children — regardless of family circumstances — can be placed on an equal footing to pursue their goals for college, careers and citizenship. In this workshop, participants will explore how an “equal” education may be an insufficient goal. Rather public schools can be more effective working toward a view of “equity” which recognizes that some children may need more resources and support in order to become college and career-ready graduates. Participants will learn where they can focus their efforts to improve equity in their school districts and leave with tools to engage their communities in this challenging but vitally important work.

3:45 PM – 5:00 PM

Next Generation Accountability: Discovering the Opportunities in ESSA



Pennsylvania Convention Center, 117

During its first two years of implementation, many educators find the Every Student Succeeds Act (ESSA) as little more than “No Child Left Behind 2.0.” There remains an excessive emphasis on standardized tests and a distinct absence of innovation. In this interactive session, participants discover how we can do better. Schools, districts, and states can be the engines of innovation, replacing ineffective and oppressive accountability practices with those that genuinely inform teaching, learning, and leadership.

3:45 PM – 5:00 PM

Overcoming Barriers



Pennsylvania Convention Center, 105B

How can we overcome barriers to success faced by students in the 21st century, such as: adverse childhood events, mental health challenges, and school performance? It’s more than just reading, writing, and arithmetic.



School Board/
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Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



Technology+
Learning
Solutions

SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Prioritizing Student Voice in Strategic Planning

Pennsylvania Convention Center, 120A



This session will highlight measures taken by a diverse school district in Minnesota to prioritize student voice and leadership in the development and implementation of the district's strategic plan. Presentation will focus on strategies for developing culturally responsive student leadership that elevate student voices from all racial and cultural identities. Highlights will include: student-led action research, student-led community engagement, and lessons learned using a world cafe model for engagement.

3:45 PM – 5:00 PM

Redesigning Schools for Innovation & Equity through the 7 C's

Pennsylvania Convention Center, 202AB



This thought-provoking session asks you to consider shifts happening in preparation for a rapidly approaching future. Hear Greenwich, CT (enr. 9,066), Park City, UT (enr. 5,000), D300 (enr. 20,000), and Mundelein, IL (enr. 2,300) leaders' approach to addressing today's most pressing problems through the lens of innovation & equity in school design. Take home 7 C's: creativity, communication, collaboration, critical thinking, cultural fluency, character & civic engagement as a framework to plan your district's "future of the future" (Moe 2018) in this fast-paced look at preparing for a bright tomorrow.

3:45 PM – 5:00 PM

School Safety in the Age of School Shootings

Pennsylvania Convention Center, 204C



Join members of the NSBA legal team for an overview of key legal issues associated with keeping school safe in the age of tragic mass shootings.

3:45 PM – 5:00 PM

Security Audits: Moving Security to the Top of Your Priority List

Pennsylvania Convention Center, Ballroom B



Active Shooter is now common terminology among Americans, especially school leaders, faculty, parents and students. A safe environment for learning has become more of a necessity than ever. School administrators have moved security to the top of their priority list. Where does that begin? Many schools have responded with an examination of their buildings and campuses to see if more equipment or other changes can help students and staff be more secure. They have utilized resources internal and external to conduct security audits. But, what is a security audit and how do you know if the person or entity conducting yours is reliable or even knows what they are doing?

Session will repeat on Monday at 10:00 AM in Room 204C.



SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Student Voices: How 6th Graders Define Digital Learning

Pennsylvania Convention Center, 201C



Hear the top 5 things every board member and district leader should know about today's students, digital learning and their aspirations from a panel of middle school students. Since 2003, the Speak Up Research Project on Digital Learning has collected the authentic, unfiltered views and ideas of over 5.4 million K-12 students, parents and educators about digital learning. Student panelists react to and enrich the data by sharing their desire for learning experiences that are socially-based, untethered and digitally rich.

3:45 PM – 5:00 PM

Successful Strategic Planning

Pennsylvania Convention Center, 111AB



The Western Maricopa Education District (West-MEC), a public school district serving more than 35,000 students, implemented a strategic plan in 2016. Find out how the district managed to embrace business practices to develop and implement an inclusive plan that improves educational experiences, organizational excellence, and community relations while also boosting leadership capacity in the district.

3:45 PM – 5:00 PM

Take a Tour of the 21st Century School: The Next Step in School Safety and Learning

Pennsylvania Convention Center, 102AB



A digital tour will illustrate current and future design features that are aimed at creating a safe environment that enhances learning and student performance. Perspectives will be shared from first responders, educators, and architects. Safety features appropriate for each age level will be presented.

3:45 PM – 5:00 PM

Ten Best Practices to Avoid Liability

Pennsylvania Convention Center, 120B



Board of education members are often faced with many challenging issues which could lead to your board of education becoming part of a lawsuit. This session will explore the common legal pitfalls boards of education face, the best ways to deal with them when they occur, and most importantly the best ways to avoid them.



School Board/
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Student
Achievement and
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School Safety



Study Hall



Technology+
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Solutions

SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

The Board's Role in Driving Successful Technology Initiatives

Pennsylvania Convention Center, 108B

Technology can play an important role in improving learning when it's implemented effectively by district leadership. This session draws from best practices of Apple Distinguished Schools around the world and addresses critical elements of leadership and the board's role in guiding strategic technology decision-making.



3:45 PM – 5:00 PM

The Public Inquiry Process: A New and Innovative Way to Address Difficult Conflicts

Pennsylvania Convention Center, 118B

In 2017, the Illinois State Board of Education received a complaint about special education practices at the Chicago Public Schools. Rather than conduct a private complaint review, the Board took the innovative step of convening a Public Inquiry, with an appointed Inquiry Team, to review the concerns in a process that allowed for community involvement and input. The process resulted in strong public support for the process and gave both sides a public forum. Come learn how this process could work in your state, or in your district.



3:45 PM – 5:00 PM

Threading and Embedding Computer Science and Design Thinking PreK-12

Pennsylvania Convention Center, 119B

Find out how the Mineola (NY) school district (enr. 3,000) has created a unique curriculum that embeds design thinking and coding projects at every grade level. Teachers and students are supported by virtual mentors through an online platform called KidOYO. The virtual mentors eliminate the need for teachers to 'become experts' in computer science. As children progress through the grades, the curriculum adds design prototyping, manufacturing, design and production—culminating with selling a product.



3:45 PM – 5:00 PM

Transforming Core Instruction: Student Academic Teams for SEL and Rigor

Pennsylvania Convention Center, 115C

Grand Island Schools (enr. 10,000) shifted from teacher-centered instruction, where a diverse student population typically were passive learners, to rigorous team-centered instruction, where students actively take accountability for their own learning. The transformation was driven by the board-adopted strategic plan, with visionary goals for closing student achievement and social-emotional skills gaps. The presenters will share classroom video evidence and school data. Participants will assess their schools' core instruction and its impact.



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SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

Welcome to Your District's Board Meeting ... Now What?!?

Pennsylvania Convention Center, 107B



For those who are new to the world of school board governance, attending your first board meeting can seem daunting. Not only do you have to find a way to quickly come up to speed on a wide array of issues so you can cast votes knowledgeably, but you have to get to know the other leaders in the room and how you can best add value. Join us for a session designed to provide you with simple tips, tricks, and tools to lessen your learning curve. We've assembled a panel of state school board association experts, and others who are employing technology tools in clever ways to help board members research current issues, review agendas, search past minutes and policies — including drafts, and much more. Through a combination of discussion and demonstration, our panel will provide strategies to help you be better prepared for your next board meeting.

3:45 PM – 5:00 PM

What's Cookin' in Child Nutrition? Innovative Approaches: How Student Insights and Collaboration Drive Menu Innovation

Pennsylvania Convention Center, 103C



Through an expansive series of student tastings, vendor food fairs, and a host of survey and voting mechanisms, students provide their feedback each year and determine the ultimate direction of the breakfast and lunch menus. Learn how large urban districts combine marketing concepts and culinary strategies, in an intentional effort to provide great-tasting meals that students want!

3:45 PM – 5:00 PM

Yes, Get Into the Weeds! How “Constituent Services” Relates to School Board Policy-Making

Pennsylvania Convention Center, 113B



School board members are routinely told not to get into “the weeds,” but instead to “focus on policy.” In this workshop, we will challenge the “stay out of the weeds” orthodoxy and discuss how issues raised by parents, students, and community members can lead to game-changing policies, with examples from Cambridge, Massachusetts (enr. 7,000). Participants will learn how to abstract up from specific complaints to policy, with opportunities to share examples from their own districts.



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School Safety



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Sunday, March 31

SESSION DESCRIPTIONS

5:15 PM – 5:45 PM

Drum Circle

Second Level Bridge (near Room 201A)

Sponsored by NAMM

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



Designing 21st Century Safe Schools

ITTNER
Optimizing human performance and
experience through informed design.

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AT A GLANCE SCHEDULE

MONDAY, APRIL 1

Unless otherwise noted, all events and sessions take place at the Pennsylvania Convention Center.

7:30 AM – 12:00 PM

Attendee Registration
Grand Hall

8:00 AM – 11:30 AM

Experiential Learning Visit page 176
Science Leadership Academy
@ Center City
*Bus Departs from the 12th & Arch Street Entrance
of the Pennsylvania Convention Center*

8:30 AM – 9:45 AM

Concurrent Education Sessions page 176

10:00 AM – 11:15 AM

Concurrent Education Sessions page 185

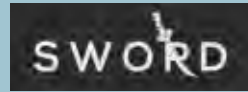
11:30 AM – 1:00 PM

General Session page 195
Sponsored by SWORD
Keynote Speaker: Michele Gay
Exhibit Hall A



NSBA CENTER FOR
SAFE SCHOOLS
AN nsba INITIATIVE

Founding Partner:



National Safe Schools Center

How can education leaders engage communities to create supportive learning environments that promote physical and emotional safety for students and staff?

Visit the NSBA Booth #625 and learn more about the National Safe Schools Center.

Looking for presenters? Check the NSBA Events Mobile App for presenters, handouts and the most up-to-date session information.



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Monday, April 1

SESSION DESCRIPTIONS

7:30 AM – 11:00 AM

Session descriptions as of 1/15/19

State Association Meeting

Convention Managers Meeting

Philadelphia Marriott, 305-306

8:00 AM – 11:30 PM

Experiential Learning

Science Leadership Academy @ Center City



This ticketed event is open to all conference registrants, tickets must be purchased in advance.

Join Chris Lehmann, the founding principal of the Science Leadership Academy (SLA), as he shares highlights at this progressive science and technology high school that is a public magnet in the School District of Philadelphia. Established in partnership with The Franklin Institute, SLA is an inquiry-driven, project-based, 1:1 laptop school that is one of the pioneers of the School 2.0 movement nationally and internationally and has redefined educational best practices for the 21st century. Visit includes continental breakfast and transportation.

Please arrive at 7:45 AM. Bus Departs from the 12th & Arch Street Entrance of the Pennsylvania Convention Center.

MONDAY



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

A Trauma-Informed Perspective of Educational Environments



Pennsylvania Convention Center, 105B

In this session we'll review Tier-1 environmental elements and the use of evidence based practices which are often impeded by common educational environments. This discussion will be informed by the Adverse Childhood Experience studies and Trauma Informed Practices. The Trauma Informed Multi-Tiered Systems of Support framework will be used as a foundation when discussing classroom and school environment design. Participants will gain an understanding of how the educational environments can support or impede social emotional learning of youth and impact human development outcomes.

8:30 AM – 9:45 AM

Achieving and Sustaining Student Improvement and Growth: A Framework Focused on Student Achievement



Pennsylvania Convention Center, 118A

As the third largest district in Texas, Cypress-Fairbanks ISD continues to experience student growth each year. Through a deeply embedded framework that is focused on student achievement, CFISD has continued to be the largest district where all campuses received the "Met Standard" rating on the Texas Accountability Rating System. Join us as we share how the CFISD framework for Student Achievement guides curriculum focused on rigor, effective use of data, professional development and teachers' and administrators' actions.

8:30 AM – 9:45 AM

Board's Role? Superintendent's Role? Who Does What?



Pennsylvania Convention Center, 113A

Research clearly suggests that the board-superintendent relationship does more to determine the effectiveness and efficiency of education in schools than any other single factor. Utilizing NSBA's *Key Work of School Boards*, we will explore key roles of the board and superintendent, present real-life scenarios for discussion, identify "what went right/wrong," and strategies for building a positive working relationship with the board-superintendent team. We will discuss the importance of board training, communication and establishing norms.

CEU Tracking

To track your sessions, log in to the NSBA Events mobile app or visit www.nsba.org/CEU.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Building a Culture of Trust

Pennsylvania Convention Center, 120B



The research is clear — school districts with high trust levels are up to three times more likely to enjoy positive student outcomes. Students achieve more, the staff performs better, parents are happier, and communities love their schools. The task of creating a culture of trust is a critical leadership role for governance teams. This session will review the primary trust builders, as well as the confounding factors. Participants will discuss real-world scenarios and take home practical protocols.

8:30 AM – 9:45 AM

Building a Strong Foundation “The Importance of Early Learning”

Pennsylvania Convention Center, 115C



Hamilton Local Schools (enr. 3,215) has one of the leading Preschool Programs in the State of Ohio. This 5 Star Step Up to Quality Licensed Preschool has been requested to lead by example at local and state conferences. Our Preschool has a well balanced program of academics, social emotional, and age appropriate activities to meet the needs of all our learners. Participants will have the opportunity to learn about our successes and program foundation. Our Preschool is lucky to be supported by our Board of Education.

8:30 AM – 9:45 AM

Capitalizing on Serendipity ... to Facilitate Organizational Change

Pennsylvania Convention Center, 113C



Find out how Austin (MN) Public Schools (enr. 5,200) used a partnership with an improv comedy school to shift mindset. This resulted in ability to capitalize on a construction project to shift educational spaces throughout the district as well as implement a crowd-sourced innovation program.



SESSION DESCRIPTIONS

8:30 AM - 9:45 AM

Equity Programming

Council Joint Session: Models of Excellence: Lessons from the Field

Pennsylvania Convention Center, 204A

Hear from CUBE and Council award winners from across the country as they discuss how they raised levels of support by implementing non-traditional approaches, and student-based interventions to ensure positive outcomes for students when the odds suggested otherwise.



8:30 AM - 9:45 AM

Culture of Love: Cultivating a Positive and Transformative Organizational Culture

Pennsylvania Convention Center, 120C

The 2017 New York State Superintendent of the Year, Luvelle Brown, has led a successful school and community transformation effort. Systems thinking and community engagement have led to significant changes in teaching and learning practices, Professional Learning Communities, human capital efforts, and revamped governance structures. Additionally, a strategic action process involving self-reflection, conflict resolution, and policy shifts has cultivated a positive and loving culture. Individual and collective actions that are patient, honest, caring, forgiving, trusting, committed, and selfless are deeply embedded in the school district's ethos.



8:30 AM - 9:45 AM

Effective Responses to Student Mental Health Issues

Pennsylvania Convention Center, 113B

Mental health conditions affect millions of Americans and are a growing concern for school districts. Many national, state, and local groups are pulling together to support students, employers, educators, and families. As a school and community leader, you can help. Learn how in this fast-paced and informative program as the Port Washington-Saukville (WI) School District (enr. 2,700) shares several proven successful leadership techniques.



8:30 AM - 9:45 AM

Everyone Can Code

Pennsylvania Convention Center, 108B

Technology has a language. It's called code. At Apple we believe coding is an essential skill. Learning to code teaches you how to solve problems and work together in creative ways. And it helps you build apps that bring your ideas to life. We think everyone should have the opportunity to create something that can change the world. So we've designed a new approach to coding that lets anyone learn, write, and teach it.



SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

From Surviving to Thriving: How to Structure and Support an Innovative Emotional Support Program

Pennsylvania Convention Center, 202AB

More high school students are experiencing significant mental health needs which impact their ability to function successfully in public school settings. Presenters will describe the key components of “409”, an innovative Emotional Support Program that provides students with the individualized support they need throughout their school day. This inclusive program implemented at Upper St. Clair School District (enr. 4,000) has positively impacted students during high school and beyond. Student, parent and staff perspectives will be shared.



8:30 AM – 9:45 AM

Future-Proofing Rural Education

Pennsylvania Convention Center, 201C

How might educators design education innovations and utilize emerging technologies to help cities, towns and rural communities find new signature identities? With rapid changes in the future of work and the future of learning, it is becoming increasingly evident that large, central governments are no longer flexible enough to adapt to the rapid pace of societal change. Rural communities are engaging in rethinking what is possible with their education systems through student-centered learning, asset mapping and community connectivism to expand opportunities and light a fire for every learner to engage in world-class learning opportunities.



8:30 AM – 9:45 AM

How Can School Boards Lead Community-wide School Safety Efforts?

Pennsylvania Convention Center, 204C

As districts face challenges providing safe learning environments, School Administrative Unit 16 (NH) undertook a comprehensive process to implement its safety program. This presentation addresses how SAU 16 addressed facility needs, allocated resources, implemented training, identified responsibilities, and developed a community-wide safety program. SAU 16 is a seven-district SAU comprising the towns of Brentwood, East Kingston, Exeter, Kensington, Newfields, Stratham and the Exeter Regional Cooperative (enr. 5,790).



8:30 AM – 9:45 AM

How Social Studies Prepares Students for College, Career and Civic Life

Pennsylvania Convention Center, 201A

With heightened civic engagement sweeping the country, now is the perfect time to reassess how your district addresses social studies across its curriculum. Hear recent research from the National Council for the Social Studies that says students want more options to learn practical strategies that your board and local community can implement to meet that desire.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Increasing Early Literacy Outcomes through an Assessment Audit

Pennsylvania Convention Center, 115A

The Every Student Succeeds Act (ESSA) allows states and districts to use funds to conduct an assessment audit. An assessment audit can help districts identify the assessment functions for which they have duplication and where they have gaps. This session will support school board members and district administrators to learn the purposes of assessment, the characteristics of tools suited for each purpose, and the components of a comprehensive, efficient early literacy assessment system.



8:30 AM – 9:45 AM

It's Not the Picture, it's the Frame! Strategies for Success with Difficult Board Member Conversations

Pennsylvania Convention Center, 121A

Having a hard time with a difficult conversation or topic? Hard to find ways get through to difficult community members (or board colleagues)? This session will provide help and strategies to determine whether a difficult conversation is indeed one that must be had, and then to ensure that is approached professionally, comfortably and appropriately.



8:30 AM – 9:45 AM

Let's Save Democracy! Modeling Excellence in Governance

Pennsylvania Convention Center, 121B

Philadelphia, birthplace of American democracy, seems an auspicious setting to consider how we can save a form of government that has made our country the lighthouse of the world. Deep political divides threaten our future as a democracy, a form of government in decline internationally. How can we, representing the essence of grassroots democracy, restore confidence that we are all strengthened when we live up to the principles of our forefathers? Modeling excellence in district governance/leadership can show the way.



8:30 AM – 9:45 AM

Optimistic Allies: Building Our Capacity as Educators and Advocates for Change

Pennsylvania Convention Center, 204B

Given the importance and impact that diversity and equity issues play in the lives of students, it is imperative that school boards are prepared to meet the needs of diverse learners. Too often, this work happens after a significant bias incident occurs, leaving leaders to react and respond. Come learn about a customizable diversity/equity training program that can help strengthen and increase the capacity of teachers, administrators, and board members to help ensure all children feel respected, engaged, and welcome.



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

**Scrap the VHS, Floppy Disk, and 8-Track Tape:
Respond to Changes in Education to Improve Student Outcomes**

Pennsylvania Convention Center, 117

New revelations from brain science, cognitive technologies, blended instruction, and personalized learning are changing the educational landscape like never before; districts and communities are responding with new pedagogies, educational delivery models, and innovative space design to improve student outcomes. Institutional change is inevitable to keep pace with this learner-centered paradigm shift. Learn from a cross-disciplinary team of educators, researchers, psychologists, and architects how to best implement change in a sustainable way.



8:30 AM – 9:45 AM

**Set Your SAILS for Success! An Evidence-Based Model for
Academic Achievement for All Students**

Pennsylvania Convention Center, 116

Effective K-12 schools achieve success by paying close attention to five essential components: Standards, Assessments, Instruction and Intervention, supported by Leadership and a Sustained Commitment (SAILS). This session presents specific strategies for using this evidence-based framework for success so every school can increase student academic achievement. Specific strategies will be outlined and a real-world example of a highly-challenged school that incorporated these components achieved 90 percent academic success.



8:30 AM – 9:45 AM

Suicide Prevention, Response, and Liability Concerns for Schools

Pennsylvania Convention Center, 118C

Informed by recent data on youth suicide rates, we'll examine issues of key importance to school leaders ahead of, during, and after such tragedies. We'll tackle the legal issues: confidentiality under federal and state law, prevention and response protocols for both suicidal and homicidal threats, policy and liability. We'll also discuss some of the human issues, like the impact of school violence and bullying, and how a school district addresses these issues while a community grieves the loss of a child.



8:30 AM – 9:45 AM

TeenHope: A Partnership to Address Student Mental Health

Pennsylvania Convention Center, 108A

Due to recent examples of school violence, there has been a call for greater mental health programs in schools. Called TeenHope, this voluntary program screens students for depression, anxiety and other emotional concerns to identify teens who could benefit from further evaluation and treatment. Beginning in the 2013-2014 school year Penn Manor High School formed a partnership with the Samaritan Counseling Center of Lancaster, PA followed by Elizabethtown High School in 2016. Five other schools also participate with others in conversation.



MONDAY



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SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

The Establishment Clause vs. The Freedom to Exercise Religion. Student and Staff Rights Regarding Religion in Public Education



Pennsylvania Convention Center, 120A

Attendees will learn legal limitations and what is allowed with regard to the personal religious beliefs of students and staff in public education. Information will be presented with interactive activities as to what is legal and what is not legal. Attendees should have a basic understanding of school policies and the implementation of rules regarding religion in public education.

8:30 AM – 9:45 AM

The Office for Civil Rights Under the Trump Administration



Pennsylvania Convention Center, 118B

This program will begin with an in-depth review of the recent priorities of the Office for Civil Rights under the Trump Administration and enforcement of civil rights in public schools. The program will help attendees understand the unique role of the Office for Civil Rights of the U.S. Department of Education. The presentation will cover recent federal guidance on diverse civil rights issues affecting school districts, an analysis of OCR's shifting enforcement priorities, and do's and don'ts when responding to OCR complaints.

8:30 AM – 9:45 AM

The Power of Strategic Communications to Further Educational Excellence & Equity



Pennsylvania Convention Center, 121C

Working toward excellence and equity calls for change. And change is hard. Providing clear, two-way communications both informs stakeholders of what is being done and why, and also creates opportunities for them to be heard. This relationship building is essential to the success of the work. Attendees will learn why and how to develop an effective culture of communications to support the development and implementation of equitable policies and practices.

8:30 AM – 9:45 AM

The School Board Role in Transforming the Organizational Culture: A Look at Professional Learning Organizations



Pennsylvania Convention Center, 119A

How can school boards transform district culture? To improve organizational culture and impact student achievement, it takes a systemic approach led by the board working collaboratively with internal and external stakeholders. Much attention has been given to the need for Professional Learning Communities while little attention has been given concerning the role of the board. This presentation focuses on how the school board can ensure the academic success of all students by utilizing an organizational systemic approach to learning.



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8:30 AM – 9:45 AM

The UnSchool Challenge — Reimagining Alternative Education

Pennsylvania Convention Center, 112AB

Find out what happened when Liberty Academy decided to reimagine alternative education so that students enjoy school, find value, and have confidence in their abilities upon graduation. The UnSchool Challenge is a “Reverse Internship Design Challenge.” It allows students to learn in context, acquire soft skills, use voice and choice, explore careers, have an authentic audience, practice design thinking, create a professional network, and build a workshop culture that connects school to the real world.



8:30 AM – 9:45 AM

Threat Management and Why It Matters

Pennsylvania Convention Center 103A

On any given day, in any given school, someone is acting out, sharing information that is concerning and telegraphing signals of potential harm. Once this information is made known, what do you do with it? How do you manage it? What happens if you don't? Who should be involved? These questions, processes and associated training enhance school safety and support students and staff that may be in need of some assistance. They inform school personnel and students that violent incidents can be prevented, reinforce the message that threat assessment is about prevention and support; and tell them how and where to relay reports of threat or other concerns they may have. Join Dr. Randazzo as she walks you through a threat assessment from start to finish and helps demystify its complexity.



8:30 AM – 9:45 AM

Twenty Years of Mayor-Appointed Board Governance

Pennsylvania Convention Center, 120C

Twenty years ago the State of Ohio changed the Cleveland schools governance system from that of an board elected directly by the voters to a board appointed by the Mayor of Cleveland. See what this change of governance has meant to the Cleveland (OH) Municipal School District (enr. 40,000), and how it has affected education reform and transformation, and community collaboration in a large urban school district over the past two decades.



8:30 AM – 9:45 AM

Use Technology Tools to Prepare Students to Avoid Debt and Enhance Career Readiness

Pennsylvania Convention Center, 106AB

Today 70 percent of college students graduate with a significant number of loans and many can't find jobs in their fields. Other students end up with the loans but not the degree as the result of financial hardship, the need to balance education and paying jobs, deficient preparation, or lack of motivation or vision. This session discusses how high schools, community colleges, and technical training centers can harness technology that sequences content into bite-size learning using animations, gaming, virtual and augmented activities, and interactive videos. These tools prepare students for training and career opportunities via registered construction apprenticeships.



SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

Using Social Media to Strategically Promote your School District



Pennsylvania Convention Center, 119B

The strategic use of social media creates a greater sense of connection and transparency within the school community and with the students that we serve. Participants will learn how Dearborn Public Schools — a District with 21,000 students — uses social media to promote the school district in a positive manner. We use social media (Facebook, Twitter, LinkedIn, Instagram, etc.) to complement our community engagement plan with an emphasis on visibility in the schools and community.

8:30 AM – 9:45 AM

What Does Security in Public Schools Look Like Today



Pennsylvania Convention Center, 114 - Nutter Theater

This 75-minute long panel of experts will explore the new look of security, everything from the physical building, offsite venues, environmental, bio hazards, to transportation. Panelists will discuss what factors should go into developing policies and crisis plans to keep children safe. Time will be available for attendees to ask questions.

8:30 AM – 9:45 AM

What K-12 Policymakers and Administrators Need to Know About School Cybersecurity



Pennsylvania Convention Center, 111AB

As K-12 districts increase their investment in digital learning, so too are they increasing their cybersecurity risks. This panel presentation will provide research-based insights and practical strategies for how school districts can become more proactive in managing these new risks. The session will highlight how school boards and superintendents can take an active role in cybersecurity issues, focused on ensuring the continuity of digital teaching and learning, and safeguarding student/educator data and district financial systems.

10:00 AM – 11:15 AM

Becoming A Better Board Member Part 3: Superintendent Evaluation

Pennsylvania Convention Center, 121C

The challenges of local school governance require an adaptable leadership and learning style and skills that can only be honed as part of your service. Part III of the Becoming a Better Board Member Series examines superintendent evaluation. Many boards of education have a legal obligation to evaluate superintendents annually, but it is also one of the most important responsibilities of the school board. Examine how the benefits of an effective performance evaluation helps set priorities, drive school improvement and student achievement, fosters positive board/superintendent relations, develops a positive relationship between the school board and superintendent, and provides an opportunity to demonstrate accomplishments of the district priorities.



School Board/
Superintendent
Partnerships



Student
Achievement and
Accountability



School Safety



Study Hall



Technology+
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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Board Leadership via a Framework of Effective Governance: Leadership Attributes (BE, KNOW, and DO) that Enable a ‘Good Board’ to Become Great!



Pennsylvania Convention Center, 120A

How can a board (working through superintendent and staff) assure consistently positive results for students over a sustained 15-year period while reducing (in some cases eliminating) the opportunity gap posed by poverty and increasing diversity? Using extensive literature on board effectiveness, and research-supported attributes (BE, KNOW, and DO) arrayed in a rubric showing progressive levels of effectiveness, we can self-assess, guide our own development, and (with improved board performance) enhance district and student success. Come learn about an assessment tool you can use in your district to develop your board for student success.

10:00 AM – 11:15 AM

Bridging the Gap: Strengthening Cross-Generational Communication on School Boards



Pennsylvania Convention Center, 103C

Less than 10 years ago a multi-generational school board wasn't an issue. Today you'll find board members from the baby boomer generation sitting next to millennial board members. Effective communication between cross generations can be challenging. This session will provide strategies to reduce tension, nurture respect, understand workplace expectations and communication styles, and improve communication to strengthen boards.

10:00 AM – 11:15 AM

Bringing High Levels of Customer Service to Public Education



Pennsylvania Convention Center, 204B

Learn how Newport (KY) school district (92 percent free and reduced lunch) improved student, teacher, parent, and community relationships with their PEAK Award-winning teacher home visit program. The Newport Board recognized there was a gap between students and teachers as only a handful of teachers live within the school district. Every student K-12 receives a home visit by a teacher before school begins each year. Come hear more about this program and other innovative customer service techniques that are utilized by this school district.

10:00 AM – 11:15 AM

Challenges Around School Security: Policies, Procedures and Personal Privacy



Pennsylvania Convention Center, 109B

One of the greatest challenges facing school board members and superintendents is determining what are the right policies and procedures that will keep students safe while protecting student privacy and retaining the environment of a place of learning. School resource officers are on the front line of today's security threats in schools—in this session, hear from the Executive Director of the National Association of School Resource Officers what they see as best practices for school policy and procedures.



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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Developing and Implementing a Process for Monitoring Continuous School Improvement



Pennsylvania Convention Center, 118A

Find out how Madison Elementary School District (enr. 6,000) developed and implemented a process to ensure continuous school improvement. School teams develop the School Integrated Action Plan by conducting an effective needs assessment. Progress on the plan is monitored by district administration and the governing board. Throughout the iterative process, District leadership identifies individual site needs for professional development and scaffold customized support for each school as plan implementation occurs.

10:00 AM – 11:15 AM

Digital Trends in K-12: A Town Hall Conversation



Pennsylvania Convention Center, 201C

Innovative school districts discuss their reactions to top trends identified in 2019. District leaders share their current digital priorities and what they anticipate focusing on in the coming year in this highly interactive session.

10:00 AM – 11:15 AM

Effective Use of Social Media in Local and State Advocacy



Pennsylvania Convention Center, 118C

With Facebook being the modern corner coffee shop and Twitter impacting international relations, how is a local school board member to use these resources effectively to advocate for the school district? Learn effective strategies for taking your advocacy for your district to your community and the state capitol. Learn what works, what does not, and how the best social media can be used to engage your stakeholders in support of your schools, students, and the resources they need.

10:00 AM – 11:15 AM

Emergency Operations Planning for Special Needs



Pennsylvania Convention Center, 203AB

The purpose of an emergency operation plan or EOP is to keep safe or remove from harm's way all persons within a school environment during an emergency situation. This goal can be significantly compromised if the special medical and functional needs of students and staff are not part of the EOP. This session will present the process of consideration of special and functional needs and share an emergency planning guide to address those needs developed by the Missouri School Boards' Association and the Missouri Center for Education Safety.



Student Achievement and Accountability



School Safety



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Technology+ Learning Solutions

SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Foster Care and Education: What Foster Children Need to Succeed

Pennsylvania Convention Center, 117



Children in foster care are one of the invisible subgroups of students who need special attention and support. In this session, we will examine the academic achievement of children in care and discuss best practices for meeting the educational needs of children in foster care.

10:00 AM - 11:15 AM

Good Student Results to Great Student Results: You Can Do It Too!

Pennsylvania Convention Center, 116



Learn how Crestwood School District (PA) determined good DIBELS scores weren't good enough! Despite the reputation of being a high performing district, hidden by good composite scores, lurked a different reality. A careful review of skill- and student-specific annual data revealed that many readers were not good enough, and predictive scores of future reading success were not great. See our data analysis process, learn the procedures we instituted, and try the practices teachers implement that open doors of opportunity for our 3,100 students.

10:00 AM – 11:15 AM

How to Respond to Cyberbullying, Online Threats, and Social Media Challenges

Pennsylvania Convention Center 105B



Younger and younger kids are using social media every day. This session, hosted by Lifetouch, will offer insights for administrators on how best to train faculty, educate their students, and be prepared for online threats through the unique lens of law enforcement Officer, SRO, and the founder of Safe Schools 4 All. Jeff Bean will share practical and effective methods to help keep schools safe.

10:00 AM – 11:15 AM

Improving Reading Outcomes through Goal Setting and Progress Monitoring

Pennsylvania Convention Center, 119A



Struggling readers need instruction that accelerates learning and closes the gap. Typical growth is unlikely to be sufficient. Knowing typical growth rates is useful for selecting individual student progress monitoring goals in a MTSS model, particularly when determining dyslexia and other reading disabilities. This workshop will explore a new model for setting goals in an effort to improve reading in a MTSS model.

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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Including the School Bus in Our School Safety Conversations

Pennsylvania Convention Center, 202AB





We know that children are 10-15 times safer on the school bus when we consider the risk of traffic accidents and injuries. But what about their safety when we consider violent crime, attacks, hostage-taking or terrorism? The school bus is a soft target ... alone in the community with a single school district staff member to safeguard the children riding the bus. Join us for a discussion about recognizing these risks and training our staff to safeguard our children.

Tracking Session and Attendance/ Continuing Education Credit (CEU)

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(Select the settings icon , select Online Profile Login, Include your 4-digit registration ID number found on the lower left-hand corner of your badge.)
3. Open the Sessions icon 
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5. Select 'Session Check In'
6. Enter the session ID (available on the sign outside the session room)
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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Join the OER Team! What Leaders Need to Know about Using Open-Educational Resources

Pennsylvania Convention Center, 111AB

Liberty Public Schools (MO), a Department of Education Office of Educational Technology #GoOpen Ambassador District, shares simple steps your district can take to begin using Open Educational Resources (OER). Session learning includes: beginning steps to launch a #GoOpen initiative in your district; understanding the definition of OER; reviewing processes and policies for OER transition; accessing OER resources; and understanding significant financial savings available to districts using OER.



10:00 AM – 11:15 AM

Leveraging ESSA to Support the Learning + Health Connection

Pennsylvania Convention Center, 115C

The Every Student Succeeds Act (ESSA) recognizes the learning and health connection. As school districts implement the law, it is critical to provide them with tools to leverage school health to support student success. For example, ESSA needs assessments and school improvement plans that consider critical health needs can improve academic outcomes and attendance. This is of the utmost importance for at-risk students who have higher rates of both poor health and poor academic outcomes.



10:00 AM – 11:15 AM

Mission Is Transformation

Pennsylvania Convention Center, 118B

Mike will share insights and specific skill sets for creating long-term cultural transformation toward respect, sex, consent, bystander intervention, supporting survivors, and the language we use. Domitrz will reveal simple techniques that everyone can immediately use — from students to staff, faculty, and parents. TAKEAWAYS: Gain unique insights, precise steps, and effective strategies for TRANSFORMING the culture within your communities toward healthy sexual discussions and helping students make safer choices.



10:00 AM – 11:15 AM

Next Generation High School with Career Academy

Pennsylvania Convention Center, 113A

Surry County Schools (NC) (enr. 8,130) has taken the traditional high school beyond brick and mortar to create the Next Generation High School. Our new normal blends personalized and customized learning with college and work-based learning into the high school landscape through our partnerships. Students are earning college credits, career credentials, and opportunities for paid internships.



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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Council Programming Sponsored by United Healthcare

Partnering for Educational Equity for Native American Students
Pennsylvania Convention Center, 204A



This session is sponsored by the National Council of American Indian/Alaska Native School Board Members.

This session explores how community and educators can work together to reach agreement and commitment about educational priorities that address the specific needs of American Indian and Alaska Native students.

10:00 AM – 11:15 AM

Safe and Secure Schools: How Do We Get There?

Pennsylvania Convention Center, 108A



Creating a safe and secure learning environment takes more than cameras and a double entry vestibule. The psychology of space design in schools can directly impact the ever-important, often missing, feeling of being safe by building occupants. In addition, it is important for school systems to complete a thorough risk assessment preceding the development of a thorough Crisis Management Plan. As community assets, the creation of safe school environments is the responsibility of the entire neighborhood and community.

10:00 AM – 11:15 AM

Security Audits - Moving Security to the Top of Your Priority List

Pennsylvania Convention Center, 204C



Active Shooter is now common terminology among Americans, especially school leaders, faculty, parents and students. A safe environment for learning has become more of a necessity than ever. School administrators have moved security to the top of their priority list. Where does that begin? Many schools have responded with an examination of their buildings and campuses to see if more equipment or other changes can help students and staff be more secure. They have utilized resources internal and external to conduct security audits. But, what is a security audit and how do you know if the person or entity conducting yours is reliable or even knows what they are doing?

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SESSION DESCRIPTIONS

10:00 AM - 11:15 AM

Technology Integration to Transform Teaching and Learning

Pennsylvania Convention Center, 113C

Dive into the process used by the Rush-Henrietta (NY) Central School District (enr. 5,300) to embed technology standards (ISTE) into viable, integrated curriculum. This curriculum includes defined technology skills, assessments and integrated learning experiences for mastery. We'll share our process for developing our district's technology scope and sequence, upgraded curriculum, performance-based assessments and everything in between. Participants will receive resources and samples of student work to assist in their technology transformation.



10:00 AM - 11:15 AM

The Art of the Ask and Other Lobbying Techniques

Pennsylvania Convention Center 107B

Join NSBA lobbyists Deborah Rigsby and Whitney Riggs for a dynamic session on how lobbying happens on the Hill, how you can improve your "ask," the unique role of staff in influencing your legislator, and how to use data to advance your position. Learn about the use of social media to activate community support using examples from NSBAC's effort in support of NSBA's campaign for full funding for special education.



10:00 AM - 11:15 AM

The Board's Role in Driving Successful Technology Initiatives

Pennsylvania Convention Center 108B

Technology can play an important role in improving learning when it's implemented effectively by district leadership. This session draws from best practices of Apple Distinguished Schools around the world and addresses critical elements of leadership and the board's role in guiding strategic technology decision-making.



10:00 AM - 11:15 AM

The Importance of Creating Trauma Sensitive Schools

Pennsylvania Convention Center, 114 - Nutter Theater

One in four children in every classroom has been exposed to early childhood trauma. The change in brain development can be connected to bullying (both perpetrators and bullies), attendance, discipline, and to the achievement gap. The Adverse Childhood Experiences (ACEs) study discovered that childhood trauma leads to the adult onset of chronic diseases, mental illness, violence and being a victim of violence. This workshop, led by an experienced special educator, administrator, and school board member, will explain the impact of trauma on learning, define "trauma-sensitive schools" and give an overview of the elements of a trauma-informed school to reduce discipline incidents, improve attendance, and improve academic achievement.



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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

The Innovative Approach to the K-5 Classroom

Pennsylvania Convention Center, 119B

The Downingtown Area School District (enr. approx. 6,000) provides all students in K-5 classrooms the opportunity to infuse personalized learning, design thinking and innovative practices in a multitude of collaborative flexible learning spaces.



10:00 AM – 11:15 AM

The Miracle in New Madrid

Pennsylvania Convention Center, 201A

New superintendent, new principals, and a collaborative environment have come together to create a synergy that is turning around this small rural district in Southeast Missouri. When one turnaround school in the district began to see tremendous results, the remaining schools, teachers and principals hopped on board despite at the time facing a financial crisis. Using the research of highly-effective schools and focusing on principal coaching and a collaborative environment, this district has gone from stagnation to success.



10:00 AM – 11:15 AM

The School Board's Role in Distributed Leadership: What Is It and Why Govern This Way?

Pennsylvania Convention Center, 121A

Conduct an internet search of "Distributed Leadership" and receive over 100,000 responses in under a second, which proves an inundation of information exists on distributed leadership; however, what's lacking from that search result is how the school board is included in a distributed system. We believe there is a governance role for the school board in a distributed system working with a district-wide distributed leadership team. Let's explore that role together and hear from a school district who's school board governs this way.



10:00 AM – 11:15 AM

Threat Management and Why It Matters

Pennsylvania Convention Center, 103A

On any given day, in any given school, someone is acting out, sharing information that is concerning and telegraphing signals of potential harm. Once this information is made known, what do you do with it? How do you manage it? What happens if you don't? Who should be involved? These questions, processes and associated training enhance school safety and support students and staff who may be in need of some assistance. They inform school personnel and students that violent incidents can be prevented; reinforce the message that threat assessment is about prevention and support; and tell them how and where to relay reports of threat or other concerns they may have. Join Dr. Randazzo as she walks you through a threat assessment from start to finish and helps demystify its complexity.



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SESSION DESCRIPTIONS

10:00 AM – 11:15 AM

Why Can't We All Just Get Along? Interest Based Bargaining (IBB) for Improved Negotiations

Pennsylvania Convention Center, 120B

Haysville (KS) Unified School District #261 (enr. 5,600) has used Interest Based Bargaining (IBB) for the past 16 years for negotiations between the board of education and the teachers' association. Attendees will learn the key elements of this process that has enabled the school district to create an environment of mutual trust and problem solving. Time will be provided for questions and answers.



10:00 AM – 11:15 AM

Why Research Findings Should Impact Design Solutions

Pennsylvania Convention Center, 115A

Scientific evidence abounds. Researching to obtain new knowledge is not easy, and then applying it in design solutions is sometimes even harder. DLR Group is sharing our sponsored research efforts and challenges to: (1) develop an in-house and partnered research team; (2) engage in primary research initiatives using academic protocols; and (3) provide directions for how that new knowledge is shared and how new in-house protocols are being developed to embed this Evidence-Based Design into the design of project solutions.



10:00 AM – 11:15 AM

Why Should A Superintendent Candidate Choose Your District?

Pennsylvania Convention Center, 120C

This session will explore search from the candidate's perspective. Boards spend a great deal of time developing a profile of the "perfect fit" for their district, but often do not consider what a candidate is looking for in a Board. We will consider: 1) What's important for your Board to know as you begin your search; 2) What specific board attributes matter most to candidates; 3) What can your board do now to better prepare? 4) Building your Board's profile and image; 4) Once you have found each other, how to stay on the same page.



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Monday, April 1

SESSION DESCRIPTIONS

11:30 AM – 1:00 PM

CLOSING GENERAL SESSION

Pennsylvania Convention Center, Exhibit Hall A

Keynote Speaker
MICHELE GAY



@MicheleGay_

*Mother, former teacher, and co-founder of Safe and Sound Schools:
A Sandy Hook Initiative.*

NSBA General Session Host:

Lu Ann Cahn, *Educator, Journalist, Speaker, Author*

Actions of Your Delegate Assembly

Frank C. Pugh, *2018-2019 NSBA President*

Meet the NSBA Board of Directors

NSBA Incoming President's Report

ElizaBeth Branham *provides an overview of her priorities for the coming year.*

Special Presentation of the 2019 Lifetouch Raffle Winner

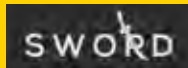
NSBA Center for Safe Schools

Charlie Wilson, *NSBA Secretary/Treasurer*

NSBA Chicago 2020

Illinois Association of School Boards

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BOOTH #813

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Collaborative Conversion Workbook

Exhibitors (BY BOOTH NUMBER)

Exhibitors as of January 15, 2019

Exhibitor	Booth#	Exhibitor	Booth
SafeDefend, LLC.....	100	Sodexo.....	301
Stantec.....	101	Southern Bleacher Company.....	306
Nevco.....	104	U.S. Army Recruiting Command.....	307
EAB.....	106	Neola, Inc.	308
The Nutrition Group.....	107	American Fidelity Assurance Co.	312
Institute of Child Nutrition.....	108	Aramark K-12 Education	313
Verify Residence.com.....	110	Davis Demographics & Planning	314
eBOARDsolutions.....	113	SafeGuard	316
Tremco Roofing.....	115	SPORT SAFE Testing Service	318
IPVideo Corporation	119	Perkins + Will	319
Attachment & Trauma Network.....	124	Audio Enhancement	320
IKM Architecture	125	District Administration Media	321
BoardDocs a Diligent Brand.....	201	Chartwells K12	324
Musco Sports Lighting, Inc.	206	SSC Service Solutions.....	325
Keystone Purchasing Network.....	207	Shaw Sports Turf	328
Outdoor Aluminum, Inc.	208	Association of School Business Officials International.....	329
Essentials in Education/Bible Literacy Project.....	209	Drug Enforcement Administration - DEA	331
SFL+A Architects	212	VolunteerNow / VOLY.org.....	334
ECRA Group and Hazard, Young, Attea & Associates.....	213	RTI International.....	335
McPherson & Jacobson, LLC.....	214	Starlab	343
The Date Safe Project, Inc.	215	Durham School Services.....	401
American School	217	DLR Group.....	407
JC Penney/IZOD Schoolwear.....	218	PBK Architects.....	409
Interkal, LLC.....	219	AVID Center.....	413
Florida Virtual School	220	National Education Association.....	415
D.A.R.E. America.....	221	Skyward, Inc.	418
KinderLab Robotics, Inc.....	224	VH1 Save The Music Foundation.....	424
All American Workwear	225	NAMM Foundation	425
Wm. B. Ittner, Inc.	226	Little Kids Rock.....	428
EdLeader21/Battelle for Kids	227	eSchoolView	434
LSI Exterior Facility Solutions.....	228	Mexican American School Boards Association.....	435
Choose To Be Nice, LLC.....	230	Federal Deposit Insurance Corp.	441
Align Us, Inc.	231	Education Logistics, Inc.	500
SFE-Southwest Foodservice Excellence	234	French Toast Official School Wear	501
Aiphone Intercom Systems	235		

(continued)

(BY BOOTH NUMBER) Exhibitors

Exhibitor	Booth#	Exhibitor	Booth
EDgear - Software That Empowers Educators	502	Robert J. Miller & Associates, Inc., Grants Consulting and Fund Raising Counsel.....	700
Preferred Meals	506	UnitedHealthcare/Optum.....	701
ABM	507	SEMGeeks	702
Nabholz Construction Services	512	Acellus - Int'l Academy of Science.....	707
Kelly Educational Staffing.....	513	Crayola, LLC.....	713
Family, Career and Community Leaders of America, Inc.	514	NXTBoard.....	715
Cambridge Assessment, Inc.	515	IDG Architects, Inc.	718
Moving Minds	516	Pride Surveys	719
WhyTry.....	517	BootUp PD, Inc.	720
National School Public Relations Assn.	519	ATS&R Planners/Architects/Engineers	721
LifeTrack Services, Inc.	521	Siemens Industry, Inc./Building Technologies Division	738
Wight & Company.....	524	FoodService Sustainability Solutions	739
Blue Bird Corp.	525	Powering America (NECA and IBEW)	740
SCHRADERGROUP.....	526	Beyond Green Sustainable Food Partners ..	744
ACALETICS - Math / Educational Development Associates.....	528	Hellas Construction	801
Strong Fathers - Strong Families, LLC.....	530	K12 Insight	807
Johnson Controls, Inc.	534	ESPS, LLC	812
Daktronics.....	535	Artcobell	813
Substitute Teacher Service, Inc.	545	Watch D.O.G.S.	814
Metz Culinary Management	601	Ray and Associates, Inc.	818
International Training Institute.....	603	KI	825
Step By Step Learning, LLC.....	607	IntraLogic Solutions.....	835
DecisionInsite, LLC	612	Forecast5 Analytics, Inc.	837
Aetna.....	613	National School Boards Action Center	838
West Roofing.....	614	National Association of School Resource Officers, Inc.	839
HDE - Hottest Deal Ever	616	ViewSonic.....	900
ESS	619	FieldTurf & Tarkett Sports	901
SportGroup.....	620	BoardPaq	906
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PESG.....	634	First Student, Inc.	913
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Lifetouch	639	KCBA Architects	929
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		ACTIVAR Constructions Products Group.....	934

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Exhibitors (BY BOOTH NUMBER)

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Toner Cable Equipment, Inc.	935
Bonfire Interactive	936
Ukeru.....	937
TeachKind.org	938
National Safety Shelters.....	940
Tarket Sports Indoor	1000
CodeREV Kids.....	1001
Brock USA	1006
Digitalis Education Solutions.....	1007
Thomas Built Buses, LLC	1013
Walmart.....	1024
McKissack & McKissack of Washington, Inc.	1025
Securitech Group, Inc.	1026
American College of Education	1027
Janney Montgomery Scott, LLC	1028
Advanced Medical Personnel Services/Advanced School Staffing.....	1029
Hollis + Miller Architects	1030
Rosen Classroom.....	1031
SABRE - Security Equipment Corporation.....	1034
SchoolPresser	1100
Kohl's/Chaps	1101
Interlocal Purchasing System (TIPS).....	1102
Maker Maven, LLC.....	1103
Sourcwell, formerly NJPA	1107
CBRE HEERY	1109

Exhibitor	Booth
Anatomage, Inc.	1113
ACORN Wire and Iron Works.....	1115
SCUTA.....	1119
Longstreet Holdings.....	1121
Upperline Code.....	1124
ZKTecoUSA.....	1125
Consumer Financial Protection Bureau.....	1129
LogiCourt	1130
Academy Educational Consulting.....	1131
FVHD Architects-Planners.....	1200
Royal Holdings Technology Corp. SWORD	1201
Transportation Advisory Group	1202
American Sikh Council	1206
Social Sentinel	1207
National Affiliation of Superintendents Searchers (NASS).....	1208
BuyBoard	1212
Diamond Assets.....	1218
The Origins Program.....	1220
Empatico	1224
Ideal Jewelry.....	1225
The Pin Man - Appreciation Incentives	1227
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Navajo Jewelry and Crafts	1231
KP CREATIONS, LLC.....	1233



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Academy Educational Consulting empowers public and private educational institutions to take control of the leadership succession process, make hiring decisions with more confidence, and minimize the negative effects of turnover. The company's online programs teach Boards how to communicate with search firms more productively, conduct searches more thoroughly, and vet candidates more effectively.

ACALETICS-Math

528

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Phone: 866-877-1222
www.acletics.com

We are a leading provider of gap-closing math supplemental instructional materials and services. Our products and services are standards- and results-based. Our professional development services are well-received by school administrators, teachers, staff and parents. We were recognized by the State of Florida as a Mathematics Best Practice.

Acellus - Int'l Academy of Science

707

11020 NW Ambassador Drive
Kansas City, MO 64153
Phone: 816-229-3800
www.science.edu/acellus

Acellus is an online video-based learning system that makes a science of the learning process and customizes courses to fit the learning requirements of each student. Acellus uses deficiency diagnostics to differentiate instruction within the classroom, providing customized personal instruction to students.

ACORN Wire and Iron Works

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www.acornwire.com/



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A

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advancedschoolstaffing.com

Advanced School Staffing is a major national provider focused on school-based Special Education therapy staffing. We specialize in SLP, OT, PT, LSSP, and BCBA placements, offering quality clinicians, flexibility, and dependable client services.

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www.aetna.com

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 37.2 million people with information and resources to help them make better-informed decisions about their health care.

Aiphone Corporation

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Redmond, WA 98052
Phone: 800-692-0200

www.aiphone.com

Aiphone offers the solution your district needs to see and talk with visitors before admitting them into your schools. From simple audio door answering to video entry systems and high-power paging units, we can create a solution for virtually any intercom application. Whether your schools have one or multiple buildings, Aiphone has the right system for you.

1029



Align Us

5519 N. Cumberland Avenue, Suite 1015
Chicago, IL 60656
Phone: 407-242-2001

www.align.us

Strategic Initiatives and Employee Handbook Administration. Why, What, How. The Align Us platform connects district "doers" with top-level initiative makers so staff understands WHY they are working and the initiative makers see WHAT had been done. Led by Abe Reese, founder of AppliTrack & K12JobSpot.com, interconnected team-productivity tools built on a modern private collaboration platform.

231

613



All American Workwear

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Van Nuys, CA 91402
Phone: 818-909-6200

<https://aawuniforms.com/>

All American Workwear,™ with 55 years of industry experience, offers a unique school uniform solution that allows schools to fundraise through uniform sales. Our goal is to create a closer community between school administrators and families, while giving students access to high-quality school uniforms at lower prices.

225

American College of Education

101 W. Ohio Street, Suite 1200
Indianapolis, IN 46204
Phone: 833-230-6585

www.ace.edu

American College of Education aims to deliver high-quality, affordable and accessible online programs grounded in evidence-based content and relevant application. ACE is accredited by the Higher Learning Commission, offering M.Ed programs with tuition under \$8,000 and Ed.D. programs with tuition under \$20,000.

1027



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312

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Phone: 800-654-8489

www.americanfidelity.com

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American School

217

2200 East 170th Street
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Phone: 708-418-2800

www.americanschool.org

American School offers accredited high school and middle school courses at a cost students, parents and schools can afford. Students may take online or paper-based courses as they work toward middle school completion or their high school diplomas. American School is accredited by MSA-CESS, Ai and NCPSA and recognized by the State of Illinois as a non-public school.

American Sikh Council

1206



P.O. Box 932
Voorhees, NJ 08043
Phone: 856-816-0788

americansikhcouncil.org/

American Sikh Council (ASC) is a representative and elected body of Sikh Gurdwaras (Sikh places of prayer) and Sikh institutions. ASC works to promote Sikh interests at the national and international level focusing on issues of advocacy, education, and well-being of humankind.

Anatomage

1113

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San Jose, CA 95110
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www.anatomage.com

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To support the K-12 educational mission, Aramark provides innovative food and facilities services management for over 500 school districts nationwide. For more information, visit www.aramark.com.

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www.asbointl.org

ASBO International is the premier association for school business officials worldwide. Through first-class programs and services, members uphold the highest standards of school business and promote the most effective use of educational resources.

ATS&R Planners/Architects/Engineers 721

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Phone: 800-545-3731
www.atsr.com

For 70+ years, ATS&R has provided services in planning, architecture, engineering, site development, interior design, technology, and field administration. We're passionate about creating beautiful, functional, sustainable, and compelling learning environments. Good architecture is about people. Whether learning or teaching, working or playing — people make a building come alive.

Attachment & Trauma Network

P.O. Box 79181
North Dartmouth, MA 02747
Phone: 888-656-9806
www.attachmenttraumanetwork.org

The Attachment & Trauma Network created a school program because we believe that educators need to teach educators about creating trauma sensitive schools. We offer a wide variety of professional development opportunities including in-person and virtual experiences.

329

Audio Enhancement

14241 S. Redwood Road
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www.AudioEnhancement.com

Audio Enhancement's SAFE System quickly connects classrooms to first responders through audio and visual classroom proceedings for just-in-time help. Adding the industry-leading EPIC System allows the front office to see where the emergency is taking place and adds an extra level of safety and assurance for those in the school. Visit us to find out how we've improved school-wide communication.

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AVID Center

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www.avid.org

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AVID is a college and career readiness system centered on engaging professional learning that shows educators how to increase student engagement, promote classroom collaboration, and activate deeper levels of learning in their classrooms with practical, immediately useful tools and instructional strategies. AVID helps educators shift their beliefs about teaching and learning, allowing them to cultivate a growth mindset both for themselves and their students.

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B

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Tucson, AZ 85701
Phone: 520-623-2466
www.edleader21.org

Battelle for Kids is a national not-for-profit committed to collaborating with school systems and communities to realize the power and promise of 21st century learning for every student. Our team of educators and communications, technology and business professionals work with school systems to offer an educational experience that prepares all students as lifelong learners in an ever-changing world.

Beyond Green Sustainable Food Partners

1103 W. Grand Avenue
Chicago, IL 60642
Phone: 312-275-6801
www.beyondgreenpartners.com

Beyond Green Partners provides measured strategies and solutions for schools interested in making the switch to more sustainable operations. BGP is a consulting company that promotes scratch-cooked foods, local sourcing, and zero-waste. Our team provides tools and services that help contribute to a healthier, cleaner, and more efficient food system while connecting with the communities we serve.

227

Blue Bird Corp

402 Blue Bird Boulevard
Fort Valley, GA 31030-5088
Phone: 478-822-2092
www.blue-bird.com

Blue Bird has always been an industry leader in Alternative Fuels. Partnered with Ford and ROUSH CleanTech, we offer a propane-powered school bus that delivers innovative solutions to your alternative fuel needs. Stop by booth #525 to talk with a representative about our wide variety of alternative fuels and how they can benefit you today!

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As part of the Diligent family of governance solutions, BoardDocs is the agenda and board management platform that provides school districts with best-in-class security, top-rated customer support and constant innovation. BoardDocs has helped over 3,500 organizations dramatically lower costs, improve transparency and reduce time spent producing board packets by up to 75 percent.

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BoardPaq

112 South Main Street
St. Charles, MO 63301
Phone: 314-669-4745
www.boardpaq.com

School Boards rely on BoardPaq to help lower cost and increase transparency as their paperless board meeting solution provider. BoardPaq is accessible using your favorite web browser or our iPad and Windows applications. BoardPaq works with K-12 and Higher Education public and private organizations, School Boards and State and Local Government Boards to save time, paper and money.

Bonfire Interactive

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Kitchener, ON N2G 1H6
Canada
Phone: 647-484-5289
gobonfire.com

Bonfire is a leader in strategic sourcing and procurement technology that makes the Request for Proposal (RFP) process easy. The solution is a collaborative and powerful cloud-based platform that offers online solicitation, submission, contract evaluation and management, and vendor performance.

BootUp PD

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Phone: 435-565-6358
bootuppd.org

BootUp, a nonprofit 501(c)(3) organization, delivers remarkable coding initiatives to empower all elementary students. We empower teachers to implement elementary coding programs through long-term professional development, coaching, and mentoring. We work with school districts to design professional development plans tailored to the unique needs of each district.

906

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www.brockusa.com

The innovative leader in shock pads now revolutionizes infill technology for artificial turf athletic fields. By taking an athlete-first approach to research and development, Brock moves the industry towards creating the best, safest, and most sustainable playing environment for athletes at all levels of competition. If we protect the player, we protect the game.

1006

936



BuyBoard

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Phone: 800-695-2919
www.buyboard.com

1212



The BuyBoard provides schools with an opportunity to save time and money while purchasing the products, equipment, and services they use every day. Through the collaboration between NSBA and several State School Boards Associations, schools and other governmental entities can take advantage of the volume discounts and pricing achieved through the Cooperative's competitive procurement process.

Cambridge Assessment International Education

295 Madison Avenue, Suite 715
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Phone: 917-522-2140
www.cambridgeinternational.org

515

Cambridge Assessment International Education ('Cambridge International') offers a learner-centered instructional system aligning curriculum, pedagogy, and assessment for grades K-12. Cambridge International is part of the University of Cambridge.

B-C

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C

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www.heery.com

CBRE | Heery provides comprehensive program management, project management, and construction management services across the U.S., ensuring that school projects maximize building and operational value, achieve the design vision, and meet the project budget and schedule.

1109

ClassGuard

9702 Newton Avenue S
Bloomington, MN 55431
Phone: 952-838-1912

www.Class-Guard.com

The ClassGuard privacy screen completely blocks all light and vision in seconds. ClassGuard screens can be added to existing vision lights on doors and sidelights. Designed for schools to be used during a lockdown emergency or for everyday activities including testing or audiovisual presentations.

934

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www.ChartwellsK12.com

Chartwells K12 provides nutritious and delicious food to more than 600 school districts nationwide, and is committed to nourishing student bodies, minds and spirits, paving the way for a lifetime of success and well-being.

324

CodeREV Kids

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Phone: 310-450-4984

www.coderevkids.com/

CodeREV provides STEAM curriculum and camps for budding programmers, future video game and virtual reality designers, app developers, robotics engineers, and 3D animators. Our unique curriculum, industry proven instructors, and project-based learning approach makes CodeREV a fun AND educational experience that your kids won't forget!

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choosetobenice.com

We are a social enterprise dedicated to encouraging and inspiring kindness. Our mission is to eliminate negative behaviors that are so pervasive in our society today. We offer SEL curriculums for K-12 educators to create and reinforce lasting cultures of kindness within our schools. Through students, choosing to be nice spreads home, reaches the workplace and extends to the wider community.

230



Cutting Edge AveNEW

Consumer Financial Protection Bureau

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www.consumerfinance.gov/practitioner-resources/youth-financial-education/

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Los Angeles, CA 90051
Phone: 800-223-3273
www.dare.org

D.A.R.E. (Drug Abuse Resistance Education) is a scientific based program utilizing trained police officers to provide students the resistance skills necessary to avoid involvement in drugs, gangs, violence and other harmful behaviors.

Daktronics

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713

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535

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Davis Demographics is the only K-12 Demographer with 25 years of experience exclusively serving the K-12 community. Our proven planning and forecasting methodologies, combined with our industry-leading SchoolSite software, help ensure our clients achieve the most precise planning strategy. Enrollment forecasting and analytics. GIS mapping. Redistricting. Desktop and online software tools.

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Diamond Assets is a trusted Apple hardware trade-up company that pays schools for the residual value of their devices. We support schools with life-cycle planning models to improve the sustainability of their technology investments. Expect detailed evaluation of devices; certified, secure data erasure; a thorough reconciliation review; and prompt payment.

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C-D

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1007

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www.digitaliseducation.com

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District Administration Magazine

321

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www.districtadministration.com

District Administration provides K12 leaders with critical news and information for school district management through its monthly magazine, website, e-newsletters and the District Administration Leadership Institute Superintendent Summits.

DLR Group

407

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www.dlrgroup.com

DLR Group is an integrated design firm delivering architecture, engineering, interiors, planning, and building optimization for new construction, renovation, and adaptive reuse. Our promise is to elevate the human experience through design.

Durham School Services

401

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Durham School Services, Petermann Ltd. and Stock Transportation are premiere providers of school transportation services. Combined, we operate more than 21,500 school buses, employ over 27,000 people, and serve over 550 school districts in 34 states and 4 provinces. Getting students to school safely, on time, and ready to learn®.

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ephesuslighting.com

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ECRA Group is a premier leadership, executive search, planning, and analytics firm focused on assisting boards of education and educational leaders improve student outcomes by adopting more evidence-based practices. ECRA Group has partnered nationally with 1,200+ school systems, and works in partnership with AASA to expand the definition of student success through Personalized Learner profiles.

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www.edulog.com

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500

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1224

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Columbus, OH 43215
Phone: 614-675-5557
www.eschoolview.com

eSchoolView provides education websites and software. In addition to our easy to use content management system (CMS), we have other software that can be integrated via one platform saving resources - Instant Connect, Facilities Management, Mobile Suite, PR Consulting and more.

ESPS, LLC

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CARE2 provides violence risk assessment tools utilized by social workers, teachers, courts and medical professionals to create a comprehensive intervention plan to prevent future aggression. CARE2 provides assessments, case consultation and training.

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www.ESS.com

ESS is a leading education management firm specializing in full service, cost effective management of substitute teachers, paraprofessionals, and support personnel for school districts.

434

Essentials in Education

115 E. 62nd Street
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Phone: 540-622-2265
www.essentialsineducation.org

Essentials in Education publishes *The Bible and Its Influence*, an academic course on Bible Literacy being taught in 640 public schools in 44 states across America. Its Freedom in America Series is a set of instructional resources focusing on America's founding documents.

209

812

Family, Career and Community Leaders of America, Inc.

1910 Association Drive
Reston, VA 20191
Phone: 703-476-4900
www.fcclainc.org

Family, Career and Community Leaders of America (FCCLA) is a national non-profit student organization that helps youth develop leadership and workplace skills to prepare for both college and careers through peer-to-peer education, community engagement and the application of skills learned in the Family and Consumer Sciences (FCS) classroom. Visit our exhibit to learn about the many opportunities.

514

619

Federal Deposit Insurance Corp.

3501 Fairfax Drive
Arlington, VA 22226-3599
Phone: 703-562-6097
www.fdic.gov

The FDIC's Money Smart for Young People curricula for Pre-K-12 includes an educator guide and student guide for grades 3-12, PowerPoint slides, and a parent/caregiver guide with activities to support classroom learning at home. The curriculums are free of charge, aligned with key educational standards, and there are no copyright restrictions.

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www.firststudentinc.com

First Student strives to provide the best start and finish to every school day by completing six million student journeys daily for our school district partners.

Florida Virtual School

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www.flvsglobal.net

Our digital curriculum helps schools and districts increase their offerings for both classroom and blended learning environments. Discover new and exciting options—including NCAA-approved core courses—from an award-winning, international leader in digital learning. Plus, see how teachers and administrators can benefit from our extensive Professional Development and Training options.

FoodService Sustainability Solutions 739

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www.fs-sustainability.com

Foodservice Sustainability Solutions empowers schools to create zero waste environments by offering 100 percent landfill diversion recycling solutions. StyroGenie recycles polystyrene foam, reducing waste volume by 95 percent, Compost Accelerator provides on-site reduction of food waste volume up to 90 percent.

913

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Phone: 630-955-7501
www.forecast5analytics.com

Forecast5 Analytics provides interactive data analytics solutions that allow school leaders to identify strategic and financial opportunities with highly visual output in areas such as financial performance, compensation, and student achievement.

837

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Foundation for Individual Rights in Education

510 Walnut Street, Suite 1250
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Phone: 717-285-9000
thefire.org

1228



The Foundation for Individual Rights in Education defends and sustains the individual rights of students and faculty members at America's colleges and universities, including free speech, freedom of conscience, due process and legal equality. FIRE is at NSBA exhibiting newly-developed free speech curricular materials for use with high school students.

French Toast

100 West 33rd Street, Suite 1012
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501

French Toast is the leading brand of school wear in the country. Providing a uniform for a kid's life, we have helped thousands of school communities implement successful school dress code policies. Serving as the premier one-stop shop for school apparel programs, French Toast has you covered from uniforms to spirit wear and everything in between.

F

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F-I

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Our expertise encompasses all aspects of architecture, including the design of new facilities and additions as well as educational programming, capital project planning, feasibility/assessment studies, interior design and construction contract administration services. We offer an unparalleled understanding of complicated, occupied and phased building alterations, rehabilitation/addition projects.

HDE

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HDE provides affordable protective cases for your school's technology devices such as iPads, MacBooks, and Chromebooks. Our cases come in a variety of fun styles and colors to suit your classrooms. We work with hundreds of schools across the country and look forward to helping with your device protection needs.

Hellas Construction

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Phone: 512-250-2910-282
www.hellasconstruction.com

Hellas Construction is one of the largest sports construction contractors in the United States. While specializing in the general construction of sports facilities and synthetic surfaces, Hellas also champions innovative artificial turf manufacturing, base construction, field, track and tennis planning, installation and maintenance.

1200



Hollis + Miller Architects

1828 Walnut Street, Suite 922
Kansas City, MO 64108
Phone: 816-442-7700
www.hollisandmiller.com

Hollis + Miller Architects is an integrated architectural firm focused on designing the future of learning environments.

Ideal Jewelry

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IDG ARCHITECTS

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Houston, TX 77060
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www.idgarch.com

IDG Architects, Inc., formerly Integrated Design Group (IDG), was founded in 2001 by Ben McMillan AIA, NCARB, NOMA, the firm's CEO, as a multi-disciplined, full service architectural firm offering a full-range of architectural services including survey and analysis of existing facilities, design, project management, programming, planning and interiors.

1030

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1207



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801 5th Street
Graham, TX 76450
Phone: 800-433-0912
www.southernbleacher.com



Southern Bleacher is your ticket for galvanized steel stadiums with aluminum decking. Our superior workmanship is your solid investment for new venues, renovations and additions. Choose the best ... choose Southern Bleacher!

306

301



Sport Group

109 Conica Lane
P.O. Box 160
Harmony, PA 16037
Phone: 724-452-3018
www.advpolytech.com

Advanced Polymer Technology is a leading manufacturer of polyurethanes for all sports surfaces: track, turf, tennis, playgrounds and gym floors. APT takes great pride in developing quality products that are ecologically friendly and all our turf and urethanes are made in the USA. Please stop by our booth to discuss all your sport surfacing needs. We look forward to seeing you at the show!!

620

S

EXHIBITORS



Exhibitors (ALPHABETICAL)

S

EXHIBITORS

SPORT SAFE Testing Service

318

20 Grace Drive
Powell, OH 43065-9178
Phone: 614-847-0847
www.sportsafe.com

SPORT SAFE Testing Service specializes in the Development and Administration of Student, Employee, and DOT Drug Testing Programs.

Sprinturf, LLC

640

146 Fairchild Street, Suite 150
Daniel Island, SC 29492
Phone: 843-936-6022
www.sprinturf.com



Sprinturf is a leading U.S. based provider of Synthetic Turf playing surfaces. The Sprinturf product line provides superior safety and performance for all users from professional and collegiate athletes to young children. Customers include The Philadelphia Eagles, The University of Pennsylvania, UCLA, The U.S. Naval Academy and is the Official Turf Provider for The Kansas City Chiefs

SSC

325

1845 Midpark Road, Suite 201
Knoxville, TN 37921-5951
Phone: 800-765-0129
www.sscserv.com

SSC partners with educational institutions nationwide to provide quality integrated facilities programs including custodial, maintenance, and grounds services. We are committed to our customers' goals and our employees' well-being.



Stantec

101

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Pittsburgh, PA 15222
Phone: 412-394-7145
www.stantec.com/education

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When we invest in our future, we move forward together. Our innovative, forward-thinking educational facilities support our greatest asset: the next generation of students who will reimagine what's possible. Visit ideas.stantec.com/nsba19 for more information.

STARLAB

343

86475 Gene Lasserre Boulevard
Yulee, FL 32097
Phone: 800-875-3214
starlab.com/

Starlab®, a division of Emersive Learning, offers portable planetarium systems that let you inspire and engage your students in multiple subjects—astronomy, geography, meteorology, earth science, physics and more. STARLAB® arrives with pre-planned curriculum and detailed instructor's guides, designed by teachers and compliant with state standards. Explore everywhere, learn anywhere with Starlab®.

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Step By Step Learning

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Whitehall, PA 18052
Phone: 412-999-2555
www.sbsl.org



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607

Step By Step Learning® is a premier professional development and consulting company that has academically turned around schools. We work in partnership with district and building leaders to train, support, and help facilitate a change in belief and instructional pedagogy to build sustainable results for children.

Strong Fathers - Strong Families, LLC 530

P.O. Box 136188
Fort Worth, TX 76136
Phone: 817-301-4086
www.strongfathers.com

Strong Fathers-Strong Families helps schools ENGAGE fathers and families so that students ACHIEVE. Through curriculum, training, and program facilitation, Strong Fathers uses our experience with almost 200,000 families to help schools use the best practices to engage parents so that students are successful. Spaghetti suppers do not impact learning, but engaged families do. Let us show you how.

Substitute Teacher Service, Inc.

545

P.O. Box 37
Media, PA 19063
Phone: 610-566-6466
www.thesubservice.com



Substitute Teacher Service, Inc. or STS is the largest provider of substitute staff to school districts and Intermediate Units throughout Pennsylvania. As a Forbes 2018 winner of the "Best Employer of New Grads", we are at the forefront of quality substitutes and cost-effective solutions. Our company motto is "Better Fill Rates and Lower Costs."



SWORD Mobile Threat Detection

1201

5147 7th Avenue S
Birmingham, AL 35212
Phone: 256-527-8133
www.royalholdings.org/education



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Meet SWORD, the world's first mobile, handheld weapons and explosives detection device with facial recognition capabilities. It is developed by Royal Holdings Technologies Corp, a supporter and partner of NSBA. SWORD provides real-time, actionable intelligence to help prevent serious threats before they happen. Using multiple technologies embedded within a military grade case attached to a cell phone or iPad, SWORD can scan persons and objects from over 30 feet away in any weather condition.

S

EXHIBITORS



Exhibitors (ALPHABETICAL)

T

EXHIBITORS

Tarket Sports Indoor

175 North Industrial Boulevard NE
Calhoun, GA 30701
Phone: 706-383-5821

www.tarketsportsindoor.com

Tarkett Sports is a division of the Tarkett Group. The Tarkett Group has now reached over \$2.5 billion in annual sales and is a global leader in commercial, residential, and sports flooring. Tarkett Sports' surfacing solutions include hardwood and synthetic basketball courts, volleyball courts, multipurpose floors, weight room flooring, running tracks, and world-renowned FieldTurf artificial turf.

Tarkett Sports

7445 Cote De Liesse Road, Suite 200
Montreal, QC H4T 1G2
Canada

Phone: 514-375-2579

www.tarkettsportsindoor.com

Tarkett Sports is a division of the Tarkett Group. The Tarkett Group has now reached over \$2.5 billion in annual sales and is a global leader in commercial, residential, and sports flooring. Tarkett Sports' surfacing solutions include hardwood and synthetic basketball courts, volleyball courts, multipurpose floors, weight room flooring, running tracks, and world-renowned FieldTurf artificial turf.

TeachKind

501 Front Street
Norfolk, VA 23510
Phone: 757-962-8247

TeachKind.org

TeachKind, PETA's humane education division, promotes compassion for animals through free lesson plans, classroom presentations, online resources, and more. We partner with school districts on character-building programs to help prevent violence to animals and humans.

1000

The Date Safe Project, Inc.

P.O. Box 269
Mukwonago, WI 53149
Phone: 800-329-9390

www.datesafeproject.org/

The DATE SAFE Project: the school and parent program for building strong boundaries, instilling an "Ask First" approach, teaching bystander intervention, and honoring the strength of survivors. Reduce sexual assault in your community by creating a Culture of Respect for every child. What would it look like if every child in relationships felt equally valued?

215



The Nutrition Group

580 Wendel Road, Suite 100
Irwin, PA 15642
Phone: 888-272-8106

www.thenutritiongroup.biz

Providing the Absolute Best in Food and Facility Management Services since 1975. Our services include: School Food Service Management, Custodial Maintenance Management, Facilities Planning & Management Solutions, and Consulting Services. Come see why our 200 plus clients consider Nutrition the best company for their students and community.

107

The Origins Program

3805 Grand Avenue S.
Minneapolis, MN 55409
Phone: 612-822-3422

www.originsonline.org/

The Origins Program offers powerful teaching and learning practices to support students, educators, schools and districts in achieving educational equity and academic excellence. These Developmental Designs practices and strategies assist students in advancing their Social Emotional Academic Learning S.E.A.L.® and builds trust among the adults and strengthens school connections with families.

1220



938



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(ALPHABETICAL) Exhibitors

The Pin Man - PositivePins.com

P.O. Box 52528
802 E 6th Street
Tulsa, OK 74152-0528
Phone: 800-282-0085

www.positivepins.com

The Pin Man/PositivePins.com, designs and distributes lapel pins, wearables, lanyards, bags, awards, usb drives, writing instruments and other incentives that recognizes board members, administrators, educators, volunteers, parents, students and others. We provide over 10,000 products that can be imprinted with your school's emblem or mascot for fundraising and recognition.

1227



Toner Cable Equipment, Inc.

969 Horsham Road
Horsham, PA 19044
Phone: 215-675-2053
tonercable.com

Toner Cable continues to be a provider and manufacturer of digital and analog electronic equipment. Toner Cable Equipment Inc is one of those rare companies that not only stocks equipment needed for TV systems but also possesses a highly knowledgeable staff to advise its customers.

935



Thomas Built Buses, LLC

1408 Courtesy Road
High Point, NC 27260
Phone: 336-889-4871

thomasbuiltbuses.com

Thomas Built Buses is committed to providing safe and reliable transportation for America's most precious cargo. A subsidiary of Daimler Trucks North America LLC, a Daimler Company, is headquartered in High Point, N.C. It operates several manufacturing plants producing Type A, C and D buses for school, childcare and activity markets.

1013

Transportation Advisory Group

1006 Vineyard Street
Cohoes, NY 12047
Phone: 518-424-0040

www.tagusa.org

Our student transportation advisory group was formed with knowledge and experience in providing solutions for the often complex transportation issues facing our school districts. Our focus is to further improve an existing transportation system, whether public or privately operated, by implementing industry-wide "best practices" modified to your unique business needs.

1202



TIPS

4845 US Hwy 271 N
Pittsburg, TX 75686
Phone: 866-839-8477

www.tips-usa.com

TIPS is a leading national purchasing cooperative offering members access to competitively priced purchasing contracts that save time and money by streamlining the process and leveraging the purchasing power of our 4,300-member agencies. "Purchasing Made Personal"

1102

Tremco Roofing

3735 Green Road
Beachwood, OH 44122
Phone: 216-496-0209

Tremco Roofing and Building Maintenance has been delivering roofing and weatherproofing solutions since 1928. Innovative restoration options offer long term warranties and can save over half the cost of a traditional replacement. Visit our booth or Website to learn more about our compliantly bid procurement options for all our solutions.

115



T

EXHIBITORS



Exhibitors (ALPHABETICAL)

U.S. Army Recruiting

206 9th Cavalry Regiment Road
Fort Knox, KY 40121
Phone: 502-626-1985
www.goarmy.com

The U.S. Army is made up of the most dedicated, most respected Soldiers in the world. These Soldiers protect America's freedoms while serving at home and abroad. Visit the U.S. Army booth to learn more about Army career and education opportunities and ArmyEdSpace.com, which houses programs and resources to empower America's youth to make informed decisions for the future.

Ukeru

704 Baker Lane
Winchester, VA 22604
Phone: 540-542-0200
www.ukerusystems.com

With a philosophy of comfort versus control, Ukeru provides training on key concepts such as trauma-informed care and conflict resolution — as well as physical techniques and tools that help manage challenging behavior. By focusing on these concepts, Ukeru minimizes the need to use restraint and seclusion. This approach lowers workers' compensation costs and employee turnover while improving outcomes.

307



UnitedHealthcare®

UnitedHealthcare/Optum

P.O. Box 9472
Minneapolis, MN 55440
Phone: 763-732-6920

www.uhc.com

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701



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Cutting Edge AveNEW

Upperline, LLC

492 Saint Marks Avenue, Apt 2
Brooklyn, NY 11238
Phone: 646-653-2633

www.upperlinecode.com

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1124



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Phone: 800-836-2994
www.VerifyResidence.com

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VH1 Save The Music Foundation

1515 Broadway, 21st Floor
New York, NY 10036-8901
Phone: 212-846-7155

www.vh1savethemusic.org

VH1 Save The Music Foundation is a New York 501(c)(3) nonprofit that helps kids, schools, and communities realize their full potential through the power of making music. Since inception, we have donated over \$56 million worth of new musical instruments to over 2,100 U.S. schools in 261 school districts around the country—impacting the lives of millions of students.

ViewSonic

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Brea, CA 92821
Phone: 909-444-8730
www.viewsonic.com

As leaders in interactive displays, ViewSonic meets the needs of 21st century learners. From interactive ViewBoards and projectors, we design award-winning education solutions to help you connect and collaborate.

110



424

900

VolunteerNow/VOLY.org

2800 Live Oak Street
Dallas, TX 75204
Phone: 214-818-9848
www.voly.org

As a national technology nonprofit, VolunteerNow developed VOLY.org — an innovative, all-in-one volunteer solution for school districts that makes it easy to recruit, manage and track the volunteers who support your schools. This fully-hosted, cloud-based solution lets your volunteers quickly and easily sign-up for opportunities that match their personal missions and schedules.

Walmart

10720 W Indian School Road, #19-214
Phoenix, AZ 85037
Phone: 877-301-6400
www.walmart.com

Walmart stores, including Walmart.com, provides top value School Wear and is America's #1 outlet for families with students in uniforms, dress codes and spirit days. Walmart stores serve millions of people each day and we do our best to ensure that the products on our shelves reflect the diverse needs and wants of our customers.

Watch D.O.G.S.

1600 West Sunset Avenue, Suite B
Springdale, AR 72762
Phone: 888-540-3647
dadsofgreatstudents.com

WATCH D.O.G.S.® (Dads Of Great Students) is a nationally recognized family and community engagement program designed to bring the fathers and father-figures of your students into the hallways, classrooms, library, lunchroom and playground of your school. Founded in 1998, this program will generate more than 4 million in-school volunteer hours this school year alone. Your success is guaranteed!

334

1024

814

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V-W

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Exhibitors (ALPHABETICAL)

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WhyTry

5455 North River Run Drive
Provo, UT 84604
Phone: 801-705-6145

whytry.org

WhyTry's Founder, Christian Moore, developed a series of 10 visual analogies designed to catch students' attention while teaching them important life concepts. This program has been used in 18,000 organizations worldwide.

614

Wight & Co.

2500 North Frontage Road
Darien, IL 60561
Phone: 630-969-7000

www.wightco.com

Founded in 1939, Wight & Company specializes in providing comprehensive architecture, engineering, and construction services to PK-12 clients. Wight is the first company to receive the Sustainable Performance Institute's Green Firm Certification, and our extensive LEED design portfolio includes one of the first LEED-Certified high schools and the first LEED-Silver Early Childhood Center in the United States.

524

517

Cutting Edge AveNEW

ZKTecoUSA

6 Kingsbridge Road
Unit 8, Suite 8
Fairfield, NJ 07004

Phone: 862-505-2101

www.zktecousa.com

ZKTecoUSA is one of the largest global manufacturers and distributors of bio-metric security solutions, with focus on layered school entrance control and security solutions. Visit our booth 1125 so we can show you how integrating hybrid bio-metric security technology safeguards students, staff and visitors.

1125



W-Z

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Exhibitors (PRODUCT OR SERVICE)

Exhibitors as of January 15, 2019

Administrative & Operations Software

Align Us	231
BoardDocs	201
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NXTBoard	715
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Toner Cable Equipment, Inc.	935
ViewSonic.....	900

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The Pin Man - PositivePins.com	1227
VolunteerNow / VOLY.org.....	334

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District Administration Magazine	321
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Rosen Classroom.....	1031

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Bullying, Suicide & Crime Prevention Programs & Materials

American Sikh Council	1206
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Strong Fathers - Strong Families, LLC	530
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Distance Learning Systems, Interactive Television & Satellite Uplinking

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KCBA Architects	929
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SafeDefend, LLC	100
SCHRADERGROUP architecture, LLC	526
SfL+a Architects/Firstfloor	212
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ABOUT NSBA



National School Boards Association

The Leading Advocate for Public Education

The National School Boards Association (NSBA) is the leading advocate for public education. For more than 75 years, we have been leading the effort to support and enhance public education. We are succeeding in creating the best possible environment in which students can realize their dreams.

NSBA is a federation of 49 state associations and the U.S. territory of the Virgin Islands, representing their more than 90,000 school board officials. These local officials govern more than 13,600 local school districts serving more than 50 million public school students. Working with and through our state associations, and serving as their Washington, D.C., office, NSBA advocates for equity and excellence in public education through school board governance.

We believe public education is America's most vital institution. It is a civil right necessary to the dignity and freedom of the American people, and all children deserve equal access to an education that allows them to reach their potential.

In pursuit of these beliefs, NSBA and our members will continue to lead the national conversation about public education, advocate for public policies that ensure all students everywhere have access to a great public education where they live, create a better understanding of the importance of school boards and the benefits of local governance, and enhance the effectiveness of school boards.

NSBA and our members utilize our resources including the Council of School Attorneys (COSA), the Council of Urban Boards of Education (CUBE), the National Black Council of School Board Members (NBC), the National Hispanic Council of School Board Members (NHC), the National American Indian/Alaska Native Council of School Board Members (AIAN), the Conference of State Association Legislative Staff (CSALS), the Federal Relations Network (FRN), the Friends of Public Education Network (FPE), the National School Boards Action Center (NSBAC), the Center for Public Education (CPE), the Stand Up 4 Public Schools campaign, and a robust and continuous media program to fulfill our mission.

NSBA is a not-for-profit organization. The public policy agenda is determined by a 150-member Delegate Assembly made up of local school board members who represent their state associations of school boards. The Board of Directors translates this policy into action. Programs and services are administered by the NSBA Executive Director and CEO and by professional staff. NSBA is headquartered in Alexandria, Virginia, in the metropolitan Washington, D.C., area.

National School Boards Association

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