

# **Program Summary, 2009 Annual Conference**

**Updated 8/24/09**

This abbreviated version of the WSSDA Annual Conference program is designed to help you plan your conference schedule. Session times and information may change, so this document will be updated periodically. The full printed program will be provided at the conference registration desk beginning Wednesday, November 18. See you there!

## **Conference Tracks:**

**CE** = Community Engagement

**G** = Governance

**SL** = Student Learning

**T** = Technology

## **Wednesday, November 18**

**1:30 PM - 5:30 PM**

### **New School Director Orientation**

Phil Gore, M.Ed., Director, Leadership Development Services, WSSDA • WSSDA Cadre

Launch your school board service with experts who will get you started on the right foot. This fast paced, high-energy workshop will give you insight into your roles and responsibilities within the district and within the community and provide board-superintendent relationship building techniques for a smooth transition onto the team. You will also discover resources for ongoing information and support and get a head start on developing a network of colleagues from around the state.

1. Explain the multiple school director roles of vision, structure accountability and advocacy.
2. Distinguish the differences between board and administrative responsibilities.
3. Identify resources for ongoing information and support.
4. Recognize the value of developing a network of colleagues from other districts around the state.

### **Fierce Conversations for Teams**

Deli Moussavi-Bock, Trainer, Fierce, Inc.

Fierce Conversations change the way we connect with each other, they alter our perceptions of what it means to lead, and they become the behavior that propels individuals and teams toward success. Based on the book of the same name, author Susan Scott defines fierce as passion, integrity, authenticity, collaboration and connecting with people. Attend with your board-superintendent team to lead together for success. A complimentary \$85 Fierce workbook is included for each attendee.

1. Discover three transformational ideas that connect conversations and personal and professional success.
2. Explore seven principles designed to strengthen communication skills among teams.
3. Model the successful practices you will learn in this workshop.

### **Advanced Leadership Seminar: Why Should Anyone Be Led by You?**

WSSDA Cadre

Authors Rob Goffee & Gareth Jones assert that leadership must be viewed as a relationship between the leaders and the led. So, how do you build relationships that inspire the commitment of followers to vigorously pursue a clear and compelling vision? By identifying and mobilizing your leadership assets to capture people's minds, hearts and spirits through authentic leadership. Discover why anyone should be led by you!

1. Explore current thinking about leadership.
2. Identify the principle of authenticity.
3. Discover your own leadership strengths.
4. Identify strategies to use your leadership assets to the best advantage.

## Thursday, November 19

8:00 AM - 8:45 AM

**G Bite: Board Meetings: Chaos or Business and Policy Meeting?**

Garn Christensen, Ph.D., Superintendent, Eastmont School District • Chris Gibbs, Board President, Eastmont School District

The Eastmont School Board has designed a format for monthly meetings and an annual board calendar. The results? Meetings are rarely over 90 minutes and the duties and responsibilities of board members, program administrators, and the community are clearly outlined and understood. Bring copies of your own calendars to share.

1. Plan efficient board agendas.
2. Conduct efficient and orderly meetings.
3. Obtain quality information on district programs.
4. Share samples that can be used by other districts.

**G Bite: Key Work of Boards**

WSSDA Cadre

The Key Work of Boards manual developed by the National School Boards Association has served as a valuable guide to many school boards. This mini-session introduces the new revised edition of Key Work. Join the discussion about how Key Work elements apply to your own school board work.

1. Review the latest edition of NSBA's Key Work of School Boards Guidebook.
2. Identify updates and changes.
3. Discover ways to use this resource in your own board work.

**G Intentionally Attending the WSSDA Conference**

WSSDA Cadre • Sue Kerber, Assistant Director, Leadership Development Services, WSSDA • Phil Gore, M.Ed., Director, Leadership Development Services, WSSDA

First time conference attendees get a quick overview of conference and how to make the most of every opportunity. Get answers to such questions as: How is the conference structured? What's my best approach to selecting sessions? What is a caucus? Should I attend Delegate Assembly? Get tips from veteran school directors and begin getting acquainted with peers from around the state.

1. Gain insight into the structure and business of the conference.
2. Plan your conference approach.
3. Connect with other first-time attendees.

**SL Bite: Safety / Bullying**

TBD

**T Bite: Go GREEN with Paperless Meetings**

George Amend, West Coast BoardDocs Analyst, Emerald Data Solutions • BoardDocs Districts

Realize district savings by "going green" with your documents in board meetings. By going "paperless" through technology, districts can securely publish and update agendas, access minutes and supporting documents, review archives and other data through the internet. Board information becomes accessible to your stakeholders at the click of the mouse! View a brief demonstration of WSSDA's BoardDocs service and hear how school directors have improved their effectiveness in the boardroom.

1. Recognize how BoardDocs services efficiently and economically provide information to board members, stakeholders and the public
2. Discover the two BoardDocs portals: one for the public and one for board members and designated administrators
3. Easily locate archived documents through BoardDocs' archiving capacity.

9:00 AM - 10:30 AM

**Opening General Session**

11:00 AM - 12:00 PM

**Fierce Conversation Roundtable 1**

Join one of the conversations you and your colleagues identify during the open general session using audience response technology. Session topics and room locations will be announced during the session and will be posted at the registration desk. WSSDA Leadership Development Cadre consultants will be on hand to inspire and facilitate conversations and provide a mechanism for recording major highlights.

1. Practice using the conversational tools presented during the opening general session.
2. Discuss topics of importance with your peers.
3. Identify possible resources for more information and major findings on each topic.

**Fierce Conversation Roundtable 2**

**Fierce Conversation Roundtable 3**

**Fierce Conversation Roundtable 4**

**Fierce Conversation Roundtable 5**

**Fierce Conversation Roundtable 6**

**Fierce Conversation Roundtable 7**

12:15 PM - 1:30 PM

**General Session Luncheon/Networking/Business**

2:00 PM - 3:15 PM

**CE What are the Voters Thinking? Statewide Voter Survey Results**

Trevor Carlson, Sr. Vice President, Seattle-Northwest Securities Corp. • Annette Sommer, Vice President, Seattle-Northwest Securities Corp.

Seattle-Northwest Securities presents results from the 10th edition of its biennial statewide voter survey. The comparative information provides vital information on shifts in public opinion about education. Session participants will be able to use this information to make thoughtful decisions during M&O and bond election development.

1. Discover voter attitude changes with regards to school district funding and opinions about education
2. Demonstrate voter opinion trends with respect to capital projects, overall mood, performance rating of school districts
3. Apply survey results to election communication strategies

**G The Student Voice: The Benefits of Student Representation on Your Board**

Conrad Robertson, Superintendent, Riverview School District • Greg Bawden, President, Riverview School Board of Directors • Courtney Fields, Student Representative, Riverview School District Board of Directors • Carol Van Noy, Board Vice President, Riverview School District, WSSDA Legislative Committee

Are you missing the student voice in your board governance? Districts are educating the best and brightest, so why not listen to future leaders during the decision making process? The Riverview School Board has two student representatives who sit at the board table. Policies and procedures ensure the student representative experience is meaningful and valuable. Learn how you can work with your student reps for political advocacy, budget considerations and community involvement.

1. Discover the value of involving the student voice in board decision making.
2. Build future leaders from within the school community - the students
3. Demonstrate how Riverview student representatives have made a difference in advocacy (e.g. in Olympia and with bonds and levies).

**G Open Public Meetings Act: What Every Director and Superintendent Need to Know**

Marilee Scarbrough, JD, Director, Policy and Legal Services, WSSDA

Just when you thought you knew all about meetings....Surprise! You're challenged about compliance with the OPMA. In this session we will share what new and veteran directors (and superintendents) must know and we'll do it in a way you won't forget the information or this session. Come prepared to participate.

1. Recognize a potential violation of the OPMA
2. Take appropriate action at meetings
3. Locate the appropriate authority for OPMA issues. exemptions.

**G WIAA Hot Topics**

Mike Colbrese, Executive Director, WIAA

Join the discussion about hot issues related to student activities. Be ready to discuss the effects of these issues on your students, your district and your community and the governance role of school directors regarding these issues. Bring your questions and experience to share with your colleagues.

1. More clearly understand the issues surrounding school activities programs
2. Identify the role of school directors in supporting and maintaining school programs
3. Understand how to affect changes in rules and regulations within the WIAA.

**G What IS the Work of a School Director?**

WSSDA Cadre

Explore important distinctions between school board governance and school administration. This is a "must attend" session for new school directors or those seeking strategies to strengthen the school governance team. Bring your questions and gain insight and tips from veteran school directors. The Washington School Board Standards will be used as a resource.

1. Explore the responsibilities of school directors.
2. Distinguish between the work of the board and superintendent.
3. Develop a personal commitment to fulfilling your important role.

**G The Washington Lighthouse Project: Helping Boards Improve Student Achievement**

Phil Gore, M.Ed., Director, Leadership Development Services, WSSDA • WSSDA Cadre

Research reveals a direct link between school board training and improving student learning. Discover how the new Washington Lighthouse Project can help move your district toward higher achievement for your own students. Hear from Washington's first participating districts about the five roles of boards and seven conditions necessary for measurable improvement to take place, and see if your board is ready for the challenge.

1. Explore the Iowa Lighthouse research and the link between board training and improved student learning.
2. Identify the benefits to districts that participate in WSSDA's Washington Lighthouse Project.
3. Discover the five roles of boards and seven conditions necessary to achieve measurable improvement.
4. Examine the process.
5. Determine whether your district is ready for the challenge.

**G Small Schools' Cooperatives - SS**

Wayne Massie, Superintendent, Tekoa School District • Jake Dingman, Superintendent, Oakesdale School District

Cooperatives may all look and operate differently, but essential elements of an effective cooperative are consistent. This session will discuss joint cooperatives for services, academics and athletics currently operating between districts in Whitman County as presented by superintendents and/or board members. A closer look at the benefits and struggles of operating a cooperative will be part of the presentation.

1. Examine various models of cooperatives
2. Explore the benefits and challenges of forming a cooperative
2. Discover the essential elements of all successful cooperatives

SL **Grow Your Middle School Career and Technical Education Offerings through STEM**

TBD

School directors will learn how districts are enthralling middle school students with STEM, Science, Technology, Engineering and Mathematics. Hear from districts that are already using this hands-on approach to integrating academic content into these areas with Career and Technical Education and introducing students to 21st Century careers and skills. Join the discussion and bring your questions.

1. Discover the rich applied learning programs that can be provided to middle school students in science, technology and mathematics (STEM)
2. Facilitate implementation of STEM CTE programs at the middle school level, thereby preparing students to take advantage of advanced coursework at the high school level in science, math and technology.
3. Design pathways for students in STEM, from middle to high school and beyond, and inspire young adults through CTE classes to pursue STEM-related careers

3:45 PM - 5:00 PM

CE **Getting to the Bottom Line: How to Involve the Community in Budget Reductions**

Skip Uhrling, Director, Longview School District • Ted Thomaas, Director, Longview School District • Suzanne Cusick, Ph.D., Superintendent, Longview School District

Will budget reductions ever go away? Not in the foreseeable future according to most economic indicators. Join the Longview School District to learn how they involved all stakeholders in the budget reduction process while still maintaining sanity! Discover a well-designed plan to reduce spending while including all stakeholders. Learn what worked and didn't work with the strategies they used to hear concerns, gather input, and then make thoughtful decisions.

1. Discover how the Longview School District used a fully transparent budget reduction process to positively involve as many constituents as possible
2. Recognize the importance of communicating the budget reduction message using a variety of venues.
3. Plan how the Longview School District budget reduction process might work in your district.

G **Audit 101 for New Board Members**

Rick Bonner, CPA, Audit Manager School Programs, State Auditor's Office • Jan Jutte, CPA, Director for Legal Affairs, State Auditor's Office • Lou Adams, CPA, Senior Performance Audit Coordinator - K-12 Education, State Auditor's Office

Did you know many areas of interest to you are included in your school district's annual audit? Did you also know the State Auditor's Office encourages your involvement in the audits? Join us for a dynamic discussion on how your governance role is key to the audit process.

1. Discover the value you bring to your district's audit.
2. Identify common areas of interest between you and the auditors.
3. Prepare your school district for future audits.

G **School Law: The Latest Decisions**

Marilee Scarbrough, JD, Director, Policy and Legal Services, WSSDA

Gain an enlightening and refreshing perspective on the current federal and state legal cases involving school districts. This interactive session will explore legal issues involving student rights, sexting, personnel and other "hot topics" in a understandable, enjoyable, informative manner. And yes - you will learn a lot of law in the process.

1. Recognize potential legal issues
2. Discover appropriate legal strategies for school district management
3. Avoid illegal behaviors

G **Online Board Self Assessment**

Sue Mills, Executive Director, The Center for Educational Effectiveness • Phil Gore, M.Ed., Director, Leadership Development Services, WSSDA

Board self assessment is easy using this new online tool developed by the Center for Educational Effectiveness in partnership with WSSDA. See a demonstration of how it works and the valuable data that

can be collected over time to continuously improve board performance.

1. Discover the new online assessment tool.
2. Explore how self assessment can benefit your board.
3. Determine how this tool can be used by your board.

**SL Step by Step... How and Why you need to become a 21st Century School**

Bob Hughes, Member, State Board of Education; Former Director, Lake Washington School District and WSSDA Board of Directors • Fred O'Neal, Ph.D., Board Chair, South Whidbey School District and Leadership WSSDA Alumnus

Identify the important steps needed to take us from today's educational system to a true 21st Century School. The steps explored may improve the effectiveness of existing educational systems, while laying groundwork necessary for transitioning to a 21st Century School approach. The 21st Century School model is designed to prepare independent learners that the future will require.

1. Identify local and national examples of schools operating at higher performance levels, focused clearly on 21st Century skills
2. Identify significant factors in the current educational paradigm that place limits on effectiveness and productivity.
3. Detail a step-by step approach to remove, or at least significantly reduce, these limits on effectiveness and productivity
4. Identify advantages to students by taking each of these steps

**SL Teaching Tribal Sovereignty**

Shana Brown, Teacher, Seattle School District; Lead Curriculum Writer for OSPI Tribal Sovereignty Curriculum

Teachers often do not teach local tribal history because of a lack of reliable materials. OSPI's curriculum project fills that void. Our unique philosophy and approach encourages even reluctant teachers to confidently teach tribal sovereignty. Learn about this ground-breaking initiative and how you can implement it in your district.

1. Develop a working definition of tribal sovereignty and understand its cultural, historical, and spiritual roots
2. Recognize how recent legislation changes the teaching of social studies in our state
3. Create an action plan for district-wide implementation
4. Initiate contact with local tribes to establish/develop school-tribal partnerships
5. Access online materials for teacher and district review

**3:45 PM - 5:30 PM**

**CE Leadership and Communication in Extraordinary Times**

Dale Rice, Board President, Vancouver Public Schools • Tom Hagley, Jr., Executive Director, Community & Government Relations, Vancouver Public Schools • Kris Sork, Communications Director, Vancouver Public Schools • Patricia Mattison, Communications Specialist, Vancouver Public Schools • Steven Webb, Ed.D., Superintendent, Vancouver Public Schools

Want a fresh perspective on public involvement, communication, and promotional strategies for your school system? See how Vancouver Public Schools board/superintendent leadership team used the development of a new strategic plan as a marketing opportunity to inspire, motivate and engage stakeholders with more timely, targeted and two-way communication.

1. Explore the benefits of engaging students, graduates, parents, staff and community members in creating a brand identity for your district
2. Develop a comprehensive plan for marketing and strategic communication
3. Communicate more effectively with your district's stakeholders and diverse constituent groups

**G Legislative Advocacy for School Directors**

Debbie Long, Director, Central Valley School District (Spokane) and Chair, WSSDA Legislative Committee • Dan Steele, Assistant Executive Director, WSSDA

Effective legislative advocacy is essential for a successful K-12 system. Learning and understanding legislative advocacy will help make your role as an advocate easier and more rewarding. Whether you are a veteran or a new school director, you will learn the importance of your advocacy role and be provided with effective techniques to carry it out. You will also learn about the hot legislative issues for the upcoming session.

1. Understand the legislative process
2. Utilize effective advocacy practices
3. Discuss key legislative issues for the 2010 session.

#### **G Small Schools Success Stories from Around the State - SS**

Elissa Dyson, Director, Onion Creek School District and Chair, WSSDA Task Force on Small Schools Issues  
• Martharose Laffey, Executive Director, Washington State School Directors Association

Join this roundup of small school districts as their board/staff teams share exciting, innovative, and cost-effective programs. The districts are being showcased by WSSDA's Task Force on Small Schools as a result of site visits to conducted around the state over the past three years. Rotate through several mini-sessions to gather great new ideas and connect with others who are facing similar small schools challenges and share closing comments with the full group.

1. Learn ways other small districts are facing challenges like declining enrollment, fiscal constraints, community support, and student learning issues.
2. Identify people in other small districts who can serve as resources for development of programs.
3. Understand methods and regulatory framework for cooperation and collaboration among small districts.

#### **T ThinkTech - Leading the Educational Team of the Future**

Dee Ann Kline, Board Chair, Grapeview School District • Ken Christoferson, Director, Stanwood-Camano School District • Jane Cline, Director, Okanogan School District • Laura Jaecks, Board Chair, Wenatchee School District • Ken Christiansen, Director, Lakewood School District • Richard Parker, Director, South Whidbey School District • Kim Golding, Board Chair, Tacoma School District • Mitch Jensen, Board Vice Chair, East Valley School District (Spokane) • Nancy Merrill, Vice Chair, Enumclaw School District • Siobhan Sullivan, Board Vice Chair, Granite Falls School District

Skype, Google, Twitter, Facebook - see networking in action using today's technology! This year's Leadership WSSDA Class will demonstrate collaboration opportunities for board members in an "online learning community". Courses include creating strategic plans in 20 days, using social networking technologies to enhance learning opportunities, and motivating students with 21st century skills and tools.

1. Demonstrate emerging technologies as teaching and learning tools.
2. Discover techniques to bridge the Digital Divide between tech savvy and technologically challenged learners.
3. Recognize the benefits of online learning communities as a way for board members to collaborate and network.



## Friday, November 20

8:30 AM - 10:00 AM

Caucus Meeting/Elections: DA 1

Caucus Meeting/Elections: DA 2

Caucus Meeting/Elections: DA 3

Caucus Meeting/Elections: DA 4

Caucus Meeting/Elections: DA 5

Caucus Meeting/Elections: DA 6

Caucus Meeting/Elections: DA 7

Caucus Meeting/Elections: DA 8

Caucus Meeting/Elections: DA 9

Caucus Meeting/Elections: DA 10

Caucus Meeting/Elections: DA 11

10:30 AM - 11:00 AM

T **Bite: Technology Policy for 21st Century Leadership**

Dennis Small, Educational Technology Director, Office of Superintendent of Public Instruction

Find out what challenges and opportunities await policymakers tackling the development of progressive, technology-related policies in K-12 education. With 19 years of frontline experience in the edtech sector, Dennis Small opens up the discussion on acceptable use.

1. Recognize the issues present in the current school operating environment.
2. Design an acceptable use policy based on a model template.
3. Learn how to develop strategies that support a sustainable, technology-rich learning environment.

10:30 AM - 11:45 AM

CE **Our Community Partnerships Office: A Story of Transformational Volunteerism**

Rich Parker, Board Vice President, South Whidbey School District • Fred McCarthy, Ed.D., Superintendent, South Whidbey School District • Dick Guise, Community Partnerships Coordinator, South Whidbey School District • Fred O'Neal, Ph.D., Board President, South Whidbey School District

In your community there exists a special person with very high level managerial experience, great people skills, and a passion for public education. See how the South Whidbey School District has been transformed by the weekly presence of just such an individual. Let them share such experiences as: where to find such a person; how to empower them, and what benefits can accrue to your district.

1. Appreciate the value of a volunteer community partnerships coordinator.
2. Recognize what is necessary for such a person to survive and thrive in your school district.
3. Create a plan for implementation of such a position in your district.

CE **Building Community Support in Tough Economic Times**

Sandy Catt, Communications and Community Relationships, Longview School District • Jerry Stinger,

Director, Longview School District • Suzanne Cusick, Ph.D., Superintendent, Longview School District

Learn how Longview School District successfully garnered community support for school initiatives during a difficult economic climate. See how transparency, integrity, and visibility help build trusting relationships. Understand the importance of community engagement and the many benefits of an ongoing plan to involve the community in its schools.

1. Learn the do's and don'ts to successfully engage your community in school initiatives.
2. Discover strategies for communication with the community.
3. Design a communication plan for your community based on the information resources.

#### G **The American Recovery and Reinvestment Act - Exploring Use of the Funds**

Bob Harmon, Assistant Superintendent, Special Programs and Federal Accountability, OSPI • JoLynn Berge, Director Agency Budget and Fiscal Services, OSPI • Gayle Pauley, Director, Title I/LAP/CPR, OSPI

The American Recovery and Reinvestment Act has provided Washington school districts funds to improve student learning. Explore how districts are using these funds to accelerate results for students, improve productivity among staff and foster continuous improvement. Receive information about accountability requirements and bring information about your own district's use of the funds to share with other districts.

1. Review the ARRA and how funding has been distributed to school districts.
2. Identify how districts are using the funds to accelerate student results.
3. Recognize the accountability requirements of ARRA as it relates to the use of funds.
4. Share information with other districts and state experts about issues or concerns.

#### G **The Basics of School Law**

WSSDA Cadre

What are your fiduciary duties? How can you avoid conflict of interest? What is the legal role for directors in the budget process? In union negotiations? You are sure to leave this session with a clearer understanding of your legal obligations as a school director.

1. Gain a foundation of school boarding from the legal perspective.
2. Explore the legal requirements for school board meetings.
3. Identify and observe such laws as the Open Public Meetings Act, conflicts of interest, and public records.

#### G **Aim High: Using Washington's School Board Standards for Self Assessment**

Phil Gore, M.Ed., Director, Leadership Development Services, WSSDA • Board Standards Task Force Members

WSSDA's Board Standards Task Force provides a hands-on walk-through of the voluntary standards for boards and for individual school directors approved by the WSSDA Board of Directors. Explore how each set of standards can be used to guide the work of your board, help measure the success of board work, and indicate areas for team or individual training or professional development.

1. Explore the Washington School Boards Standards.
2. Discover strategies to use the standards as a way to assess the work of your board.
3. Identify elements within the individual standards that may guide your own professional development plan.

#### G **Consolidation of School Districts--What Does the Research Say & What is Happening In Washington State? - SS**

Todd Johnson, PH.D, Director, Center for Research & Data Analysis, ESD 113 • Patrick DeHuff, Superintendent, Easton School District • Elissa Dyson, Director, Onion Creek School District and Chair, WSSDA Task Force on Small Schools Issues • Jim Kowalkowski, Director, Rural Education Center & Superintendent, Davenport School District

As we endure tight economic times, consolidation of small school districts continues to be a hot topic. During this session a panel made up of the Rural Education Center director, a researcher, several small school superintendents and a school director from a small district will share their views and expertise on this important issue. A review of national and state-wide research on consolidation will also be provided.

1. Demonstrate knowledge about consolidation issues

2. Explore national and state-wide research on consolidation
3. Share information and experiences with your colleagues

**G We Are the World: Student Voices from Tukwila**

TBD

Our schools are becoming more ethnically diverse each year. A student panel from Foster High School in Tukwila, the most ethnically diverse school district in the country, will share their thoughts and experiences of attending school in an international environment.

**SL K-12 Education Agenda for Change: State Curriculum Resources and Updates**

Alan Burke, Ed.D., Deputy Superintendent for K-12 Education, OSPI • Jessica Vavrus, MPA, Director of Teaching & Learning, OSPI

Join OSPI to learn about state-level resources and supports available for district curriculum leaders and receive a comprehensive picture of what's happening with state standards and instructional supports in all content areas. Highlights will include math and science updates and essential components to navigating the changing landscape of PreK-12 education.

1. Understand state roll-out of the revised K-12 mathematics and science standards and instructional materials review results.
2. Appreciate PreK-12 state systems, collaborations, and partnerships as essential components to navigating the changing landscape of public education.
3. Provide input on ways the systems can best support districts in this time of interdependence.

**SL Small Schools: Expanding Opportunities and Saving Money - SS**

TBD

Superintendents and directors from three small districts share how their students benefit from programs supported through cooperatives, extended learning, combined programs and regional delivery systems. Participants will explore a variety of innovative programs that provide effective and efficient delivery of services in the communities they serve.

1. Discover innovative and cost effective options for program delivery in small districts.
2. Review steps taken to create cooperative and distance learning opportunities for students in small districts.
3. Explore possibilities of expanding opportunities and cost savings in local districts.

**11:15 AM - 11:45 AM**

**G Bite: Tips to Keep Your District Thinking Strategically**

WSSDA Cadre

Those not sure where they are going, may still get somewhere. But, where? Join the conversation with WSSDA strategic planning consultants and successful strategic planning districts to see how to keep your district thinking strategically.

1. Identify effective strategic planning processes.
2. Learn from others' successes in developing an effective strategic plan.
3. Consider a strategic planning process or update for your own district.

**12:00 PM - 1:30 PM**

**General Session Luncheon/Awards**

**1:45 PM - 2:30 PM**

**Pre-Assembly WSSDA Business Overview**

**2:30 PM - 3:00 PM**

**G Bite: Creating a School Board Operating Protocol**

WSSDA Cadre

How can boards work together most effectively? How do new team members know what is expected of them, how to treat one another and best work with a superintendent? Answers to these questions can be found through developing and following a clear board protocol. Bring samples of your own operating protocol to share with your colleagues during this bite sized mini session.

1. Gain a clear understanding of the significance of a board protocol.
2. Examine best practices for board operating agreements.
3. Increase your personal capacity for improved board relations.
4. Share samples of protocols from other boards.

**2:30 PM - 3:45 PM**

**CE Harness the Power of Community to Prepare Each Student for College, Career and Citizenship**

Sue Shields, Public Relations Director, West Valley School District • Pam McLeod, Board President, West Valley School District • Austin DePaolo, Community Engagement Officer, College Success Foundation • Polly Crowley, Ph.D., Superintendent, West Valley School District

Learn how the West Valley School District School Board initiated a powerful community engagement effort that connects parents, staff, business partners, social service agencies and faith-based groups to address student achievement gaps. Volunteers set up tutoring groups, developed a community center, launched an education foundation and engaged disenfranchised parents. Take away some of these strategies for use in your own district.

1. Design strategies to help organize an initiative to build a sustainable community engagement plan to support students.
2. Use protocols directed toward community engagement.
3. Develop an environment of community collaboration to support the diverse and challenging needs of students.

**G Economic Stimulus Package: Capital Facilities Financing**

Jon Gores, Senior Vice President, D.A. Davidson & Co. • Jim McNeill, Bond Attorney, Foster Pepper PLLC

The American Recovery and Reinvestment Act (the Stimulus Act) contains numerous school district capital finance related provisions. Explore how these provisions will benefit school districts.

1. Thorough understanding of the Capital Facilities Financing Provisions in the Act
2. Learn if these new provisions will benefit your school district.
3. Participants will be provided examples of how the "Act" can augment existing capital project financings.

**G The Basics of School Finance**

Shawn Lewis, Assistant Superintendent, North Thurston Public Schools

Education funding is extremely complex, but you needn't be a CPA to get a handle on your fiscal responsibility. Following an overview of education funding, identify the essentials every school director must know about budgets and finance to be effective.

1. Explore essential areas and aspects of school finance and budgets.
2. Understand the annual financial and budget calendar and cycle.
3. Ask thoughtful questions about process and product of school budgets.
4. Participate effectively in budget approval process.

**G How to Conduct a Transparent Superintendent Search**

Al Cohen, Ed.D, Consultant, McPherson & Jacobson L.L.C. • Mike Boring, Ed.D, Consultant, McPherson & Jacobson L.L.C. • Bill Williams, Director, North Thurston School District • Aaron Owada, Board President, North Thurston School District • Thomas Jacobson, Ph.D., Owner, McPherson & Jacobson L.L.C.

The WSSDA Superintendent Search Consultants, McPherson & Jacobson L.L.C., and North Thurston School Directors share how they conducted a superintendent search that involved all stakeholder groups in a very transparent superintendent search. The process gained praise from a skeptical media.

1. Understand the complexities of conducting a superintendent search
2. Explore how to successfully involve stakeholders in a meaningful manner
3. Discover when to seek assistance in conducting a superintendent search

**SL Leading to Collaboration: A Systemic Approach**

Denise Vogel, Board President, White River School District • John McArtor, Director, White River School District • Susan McGuire, Director, White River School District • Jean Lacy, Director, White River School District • Joe Dieringer, Director, White River School District • Tom Lockyer, Superintendent, White River School District

Professional Learning Communities is a research based practice of working in teams to change the culture of how instruction is provided to students. After a four-year journey, the concept is now embedded in the educational practice of the White River School District. Discover how the school board and superintendent are critical leaders in supporting and sustaining this effort.

1. Demonstrate the organizational design, data, and planning process used to initiate this ongoing practice.
2. Discover the depth of training, staff development, commitment, persistence, and changes in past practice necessary to accomplish a district-wide implementation.
3. Gain evidence that validates the value the collaborative model rather than in the traditional model of teacher isolation.

**T Standards for 21st Century Learning Environments**

Dennis Small, Educational Technology Director, Office of Superintendent of Public Instruction

In 2008 a progressive group of educators from across Washington developed standards for educational technology, which frame the critical technological literacies and fluencies necessary for life beyond graduation. Explore the standards and learn about their immediate and far-reaching impacts.

1. Understand the structure and content of the educational technology standards.
2. Adapt strategies for support – professional development and the essential conditions for technology integration.
3. Learn how to promote and support 21st century learning environments.

**2:30 PM - 4:30 PM**

**Delegate Assembly**

**3:15 PM - 3:45 PM**

**G Bite: State Board 101 for New School Directors**

Edie Harding, Executive Director, Washington State Board of Education

New school directors will gain an understanding of the role and level of authority of the State Board of Education, how the members are elected or appointed, the kinds of decisions they make and how those decisions directly impact education in your own districts. Discover how your voice can make a difference in their decision making process.

1. Explore the role and level of authority of the State Board of Education.
2. Examine the State Board structure and how members are elected/appointed.
3. Discover how to communicate effectively with members of the State Board on important issues.

**4:00 PM - 4:30 PM**

**G Bite: Professional Educator Standards Board**

Jennifer Wallace, Executive Director, Professional Educator Standards Board • Lori Blanchard, Board Vice President, Montesano School District

TBD

**4:00 PM - 5:15 PM**

- CE Engaging the Community in Budget Priorities**  
 Cathy Swanson, Board President, Northshore School District • Buzz Blick, Consultant, Change Forward • Larry Francois, Superintendent, Northshore School District
- Yearly budget reductions have become an unpleasant, yet necessary, reality for most school districts across the state. Learn an authentic community engagement process to establish guiding principles and budget reduction priorities. Utilizing interactive response pad technology, this process can be replicated in any district.
1. Obtain balanced and objective community input into budget priorities.
  2. Solicit stakeholder advice to inform board decision making.
  3. Create an environment that maximizes participation and minimizes special interest dominance.
- G School Finance 2: Beyond the Budget**  
 Shawn Lewis (tentative), Assistant Superintendent, North Thurston Public Schools
- Experienced school directors know there is much more to school finance than approving the budget. Delve deeper into the school finance arena to understand such subjects as COLA's, bonds, levy capacity and impact fees. Bring your toughest school finance questions for the experts and exchange experiences with fellow school directors.
1. Explore complex school finance issues.
  2. Evaluate and prioritize budget decisions.
  3. Discover aspects of school funding sources.
  4. Determine ways to help improve your district's finance and capacity.
- G Data Dashboards for School Directors**  
 WSSDA Cadre
- "By itself, data has no value. When data is put into a form that is easily understandable, it becomes information. When information is used to guide decisions that are in the best interest of students and families we serve, it becomes knowledge." Stan Beckelman. Know the importance of data; take the next step and use data for decisions that improve student learning.
1. Review the theory and purpose of data dashboards.
  2. Explore with colleagues how dashboards and scorecards are used in their districts.
  3. Discover the culture change that occurs when using this type of accountability system.
  4. Identify steps to start using data dashboards in your district.
- G Conflict Resolution Skills for School Officials**  
 Jennifer Harris, Legal Analyst/Ombudsman, The Governor's Office of the Education Ombudsman
- Develop specific communication skills and strategies that promote effective collaboration and conflict resolution with parents and others within the school community. Learn how to approach conversations and meetings that avoid blaming, competition, and impasse. Help those you work with move on from the past and reach solutions for the future.
1. Facilitate productive meetings that put conflicting issues on the table and find common ground between different viewpoints.
  2. Build better trust and working relationships with members of the school community.
  3. Better understand and respond to the concerns of individuals in dispute.
  4. Use strategic communication skills to surface and identify the real issues that underlie conflicts.
  5. Work collaboratively with parents, instead of at cross purposes, when confronting difficult and controversial issues.
- SL The Work of the Washington State Board of Education**  
 Edie Harding, Executive Director, Washington State Board of Education
- The State Board of Education is moving forward with initiatives that will impact education in every district. Gain insight into the work of the State Board with discussion and updates on such topics as : the status of the accountability work; a new joint OSPI/SBE recognition system for schools and districts; the work of the CORE 24 Implementation Task Force; and the new math requirements for the Class of 2013. You will also

learn how to stay current with the work of the State Board and discover resources for these initiatives.

1. Examine the work of the State Board of Education and how it impacts local districts.
2. Gain first hand updates on major State Board initiatives.
3. Identify resources to stay current with State Board initiatives.
4. Recognize effective ways to communicate the State Board's work to your constituents.

**SL Expand your Credit Course Offerings through Career and Technical Education**

Dan Newell, Director of Secondary Education, OSPI • Barb Dittrich, Advanced Placement Coordinator, OSPI • Mary Nagel, NBPCT, Family and Consumer Science Program Supervisor, OSPI

Every district has academic credit graduation requirements, Advanced Placement classes and some dual-credit options that grant high school AND tuition-free college credit. But did you know that Career and Technical Education classes, which introduce and teach an abundance of technology and 21st Century job skills, can also offer these advantages? Learn how to transform a CTE course into an AP, course/credit equivalent or dual credit course and how to support your faculty during the transition.

1. Transform a CTE curriculum into an AP, equivalency or dual credit curriculum
2. Recognize the advantages of expanding the credit versatility of CTE curricula as a way to improve and increase options for student learning
3. Articulate the value of earning high school credit, college credit and AP credit through CTE

**4:45 PM - 5:15 PM**

**G Bite: The BECCA Bill/Truancy: Legislative Changes through Bill 5881**

Steve Zuber, M.ED, Ombudsman, The Governor's Office of the Education Ombudsman

New provisions have been added to the current "BECCA" Bill on truancy. Legislative bill 5881 was signed into law in the Spring of 2009. This session will explain the changes and additions to previous truancy legislation and demonstrate how it affects school districts.

1. Demonstrate awareness of the 5881 legislation and the changes it made to the existing "BECCA" legislation.
2. Review best practices in how to establish and utilize truancy boards.
3. Create strategies to implement the new provisions.

**5:30 PM - 7:00 PM**

**President's Reception/Entertainment/Election Results**

## Saturday, November 21

8:45 AM - 10:00 AM

### CE **High School Medical and Mental Health Education - Making it Happen**

Yuko Umeda, RN, Public Health Nurse, Jefferson County Public Health • Beth Young, Board Chair, Port Townsend School District • Mike Blair, Superintendent, Chimacum School District • Whitney Meissner, Ph.D., High School and Middle School Principal, Chimacum School District • Anna (Cammy) Brown, Director, Chimacum School District

Combining resources in the community to provide health education and services to students is gaining in popularity in small districts, but is an approach that all districts could use. Explore the possibilities as several small school districts share their stories about collaborating with local health districts, community hospitals, students, parents, volunteers, and school staff to provide health care to students in need of those services. In some cases, funding is provided by grants of local agencies and volunteers.

1. Recognize the need and feasibility of community groups and other school districts to combine and share their resources to provide health education to those students who are in need.
2. Discover the benefits of combining resources and working together as a community, especially in today's economic climate,
3. Design and locate a health facility with very minimal and limiting funding capacity.

### CE **Communicating with your Constituents in a Struggling Economy**

Cathy Dahlquist, Board President, Enumclaw School District • Michael Nelson, Superintendent, Enumclaw School District

Participants will hear about the Enumclaw School District's journey in communicating and engaging its public around tough issues during challenging times. These issues included passing a Capital Facilities and Instructional Technology levy, creating a common K-12 early dismissal day and making severe budget reductions. All three topics occurred last spring during difficult economic times.

1. Discover how one district successfully communicated with staff and community around three critical and important K-12 educational issues.
2. Recognize ways that these strategies might be used in their district.
3. Design an action plan for your district to begin a focused and continuous relationship with your constituents.

### G **An Introduction to the Policy Governance® Model: Governance Skills for Boards that Want to Make a Difference for Kids**

Bob Hughes, State Board of Education; Former Director, Lake Washington School District; and Former Director, WSSDA Board of Directors • Rick Maloney, Ed.D., Director, University Place School District; Director, Director Area 3, WSSDA Board of Directors

Improve your board's effectiveness...to make a difference for kids. This workshop explains one of the hottest new concepts in governance - Policy Governance®. Learn from your colleagues with hands-on expertise. Sharpen board governance skills, focus on learning, and lead your professional staff, ensuring the district is accountable for continuous improvement.

1. Distinguish board business from staff business
2. Know the job of the board
3. Know the principles of the Policy Governance® model
4. Write policy that guides the board's own process
5. Write policy that guides the superintendent
6. Monitor performance of the district to assure the community that it is accomplishing desired results and avoiding unacceptable situations or conditions.

### G **Effective Practices for Leading the Team**

WSSDA Cadre

Explore the key role the board president/chair plays in shaping the climate and success of the school district. Explore practices that send positive messages to your stakeholders and your board team. Learn ways to use communicate through agendas and minutes and implement processes for appropriate public



comment. This session is designed for the board president/chair, those who aspire to be, or who want to gain insight into this leadership role

1. Explore methods to plan and preside over productive board meetings.
2. Discover strategies to represent effectively the board in the community.
3. Identify valuable tools for leading and working with a team.
4. Develop strategies to keep the team focused and moving in a positive direction.

SL **Creating a Partnership to Support Turnaround Schools**

Marty Shaffer, Board President, Clover Park School District • Debbie LeBeau, Superintendent, Clover Park School District • Doug Kernutt, Administrator for Human Resources, Clover Park School District • Sam Fitzgerald, President, Clover Park Education Association • Charlotte Clouse, Principal, Southgate Elementary School, Clover Park School District • Robin Walter, Assistant Superintendent for Elementary Schools, Clover Park School District

School improvement is everyone's responsibility. Creating positive partnerships between district staff, the school board, the teacher bargaining unit, and Southgate Elementary School has led to a planning/implementation process that will result in restructuring it into a successful turnaround school. Take away strategies that can make a positive impact in your district.

1. Understand the collaborative roles of the school board, central office and teacher bargaining unit as they support schools that are not making adequate yearly progress (AYP).
2. Discover how one elementary school, working with maximum support from the teacher's association, district staff and school board is able to plan for and implement the federal guidelines related to being in school improvement.
3. Recognize that school improvement is everyone's responsibility and that courageous decisions must be made on behalf of children.

SL **Arts Education = 21st Century Learning and Leading Success**

AnnRene' Joseph, Arts Program Supervisor, Teaching, Learning, Assessment, OSPI

Join this unique, interactive and engaging session of dancing, singing, acting, creating, and playing! You will actually experience 21st century skills utilizing technology, access, empowerment, out of the box thinking, entrepreneurial vision, and creating, performing and responding. It's not just for the fun of it; it's about meeting the learning needs for a unique community of learners in every district.

1. Design a plan of action to address a unique community of learners of each district.
2. Recognize and experience how to meet the needs of the various audiences and move them to greatness through the artistic processes and thinking skills of creating, performing and responding.
3. Discover how each participant - the board, administrators, teacher, student, all play a role in creating a culture for creative learning.

10:15 AM - 11:45 AM

**Closing General Session**