

**Critical Issues Breakout Session**  
**Friday, December 11, 2009**  
**9:00 – 10:00 a.m.**

**SURVIVAL SKILLS FOR TODAY'S STUDENTS**

**FLW Salon A**

Teaching to the test is a mistake because it interferes with transmitting the seven "survival skills" every student should acquire before graduating. What makes a student successful in the global workforce will make a person successful at life. Tony will discuss his observations from visiting school districts and how our schools need to move from content standards to performance standards.

**Presenter:** **Tony Wagner**, *Change Leadership Group, Harvard Graduate School of Education*

**Facilitator:** **Robert Rice**, *President, ASBA*

**SEXTING IN SCHOOLS: WHAT IT IS AND  
WHAT YOU NEED TO KNOW**

**FLW Salon B**

Communicating via social media has become the de facto standard for the next generation. IMing and texting, which allow real-time conversations, have replaced email, their dinosaur-like predecessor. For some teens, these tools also have opened the door to abuse and risky behavior. This session will address the disturbing trend among teens of "sexting," which is the act of sending sexually explicit messages or photos electronically, primarily between cell phones. Learn about the issues school communities face in dealing with this trend.

**Presenters:** **Lamar Johnson**, *Board Member, Casa Grande ESD*

**Amy DeLeon**, *Detective, Casa Grande Police Department*

**Facilitator:** **Jeff Smith**, *Superintendent, Balsz ESD*

**DUAL LANGUAGE: ESTABLISHING FOUNDATIONS  
FOR SUCCESS**

**FLW Salon C**

Osborn School District's Spanish/English Dual Language program is a 50/50 model directed by the Language Acquisition Curriculum Specialist and supported by the school principal and ELL paraprofessional. The goal of the program is to ensure bilingualism and biliteracy in English and Spanish while meeting state academic standards and building positive cross-cultural attitudes. Once established with bilingual staff and administrative support, its continuation relies upon individuals truly committed to the goals of dual language.

**Presenters:** **Noemi Cortes**, *Language Acquisition Curriculum Specialist, Osborn ESD*

**Michael Robert**, *Principal, Osborn ESD*

**Luis Valencia**, *Teacher, Osborn ESD*

**Facilitator:** **Dr. Richard Lines**, *Graham County*

*Director, ASBA*

**GREENING UP THE BOTTOM LINE: SUSTAINABLE STRATEGIES THAT WORK** **FLW Salon D**

With the loss of "excess utilities" funding, find out how to make your operating budget work for you through no-cost, low-cost and smart investment strategies. Learn about funding system replacement plans, grant opportunities and more. All attendees will receive a free School Energy Usage Comparison Tool to compare their energy usage to other similar buildings in the region.

**Presenters:** **Prem Sundharam**, *Associate, DLR Group*  
**David Anderson**, *Project Engineer, DLR Group*  
**Eric Hafner**, *Project Engineer, DLR Group*  
**Brian Hummel**, *Project Engineer, DLR Group*

**Facilitator:** **William Goodale**, *Mohave County Director, ASBA*

**LEGAL ISSUES FOR SCHOOL DISTRICTS RELATED TO THE EDUCATION OF UNDOCUMENTED CHILDREN**

**FLW Salon G**

A glance at a few newspaper headlines reveals that the issue of undocumented persons living in the United States is controversial. Schools districts are affected directly by this issue because undocumented children attend public elementary and secondary schools. In fact, the U.S. Supreme Court held in *Plyler v. Doe* that undocumented children have a constitutional right to receive a free public K-12 education. This session will take a look at key legal questions commonly asked by school board members and school administrators related to undocumented students.

**Presenter:** **Lisa Soronen**, *Senior Staff Attorney, National School Boards Association*

**Facilitator:** **Ray Laughter**, *Navajo County Director, ASBA*

## Arizona Hispanic-Native American Indian Caucus

FLW Salon H

Join the members of the caucus as issues relevant to these populations are explored and the annual meeting is conducted.

**Presenter:** David Esquivel, *Chairman, HNAIC*

**Facilitator:** David Esquivel, *HNAIC*

## BEAT THE ODDS SCHOOL PARTNERS PROGRAM

FLW Salon I

The Beat the Odds Institute was founded by the Center for the Future of Arizona, a non-profit, to implement the results of a research study focused on improving pupil achievement in low income, minority intensive schools. Through the School Partners Program, exemplary principals provide mentoring to principal "partners" and help them assess and benchmark their schools, develop action plans to utilize the BTO research results, and facilitate monthly sessions that provide training and opportunities for networking.

**Presenters:** Dr. Marjorie Kaplan, *Director, Beat the Odds Institute*

Terry Eisenberg, *Mentor Coordinator, Beat the Odds Institute*

**Facilitator:** Jim Coulter, *Pima County Co-Director, ASBA*

## STRATEGIES TO INCREASE REVENUES FOR YOUR DISTRICT

FLW Salon J

This session will provide specific strategies that can be used to increase a district's budget capacity. The presentation will also cover recent changes to bond and override laws that provide new opportunities for school districts to raise revenues for operational and capital needs.

**Presenters:** Chuck Essigs, *Director Government Relations, Arizona Association of School Business Officials*

Judy Richardson, *Vice President, Stone & Youngberg*

**Facilitator:** Elaine Hall, *Pima County Co-Director, ASBA*

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10:00 a.m. Exhibit Viewing/Door Prizes/

Beverage Break

McArthur Ballroom

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**Critical Issues Breakout Sessions**  
**Friday, December, 11, 2009**  
**10:30 – 11:30 a.m.**

**CHALLENGING STUDENTS, FAMILIES AND  
COMMUNITIES TO EXPECT MORE FOR EDUCATION**  
FLW Salon A

This session will provide an overview of Expect More Arizona's efforts to make education the top priority of all Arizonans. Attendees will get background on where the non-political, non-partisan statewide partnership is headed and its strategies for engaging more students, families and communities in support of education. Resources available to partners will be shared and attendees will be asked to participate in an interactive dialogue about how Expect More Arizona can help advance local school and school board priorities.

**Presenters:** **Paul Luna**, *President,*  
*Helios Education Foundation*  
**Nicole Magnuson**, *Lead Consultant,*  
*Expect More Arizona*

**Facilitator:** **Irene Patino**, *Pinal County Director, ASBA*

**BUILDING ADVOCACY THROUGH COMMUNITY  
SUPPORT**  
FLW Salon B

This session will identify various ways in which districts can support organizations in the community and develop mutually advantageous advocacy positions. By expanding the sense of community to be inclusive of the school district, the district can provide support to parent groups, the business community and service organizations through training programs, organizational support and information sharing. The goal is to establish networks that allow for diverse groups to join together for mutually beneficial purposes.

**Presenters:** **Mike Smith**, *Lobbyist, Arizona School*  
*Administrators*  
**Nedda Shafir**, *Public Relations Consultant,*  
*Arizona School Administrators*

**Facilitator:** **Dr. Greg Wyman**, *Associate*  
*Superintendent, Tempe UHSD*

**GOVERNING AND MANAGING A JOINT  
TECHNOLOGICAL EDUCATION DISTRICT (JTED)**  
FLW Salon C

A panel of experts will discuss leadership opportunities related to governing and managing a Joint Technological Education District.

**Presenters:** **Betsy Parker**, *Superintendent, WAVE*  
**Ray Polvani**, *Superintendent,*  
*Mountain Institute*  
**Lee Treece**, *Board President, CAVIAT*

**Facilitator:** **Harry Clapeck**, *Santa Cruz County*  
*Director, ASBA*

## **BEWARE OF STATISTICS: WHAT TO ASK FOR AND ABOUT NUMBERS**

**FLW Salon D**

A heuristic nonmathematical guide to statistics providing a general overview of how to logically analyze data, what statistics you need and pitfalls to watch out for.

**Presenter:** *Mike Martin, Research Analyst, ASBA*

**Facilitator:** *Maureen Irr, Yuma County Director, ASBA*

## **COLLABORATION: A KEY TO THE ART OF LEADERSHIP AND THE ROLE OF BOARD MEMBERS**

**FLW Salon G**

More and more, according to Achieve, Inc. the general public - including students, parents, teachers and administrators - as well as employers are speaking out on the importance of U.S. public education reform. With growing frequency, the public recognizes the need to improve high schools so that all graduates are adequately prepared for college and careers and the public sees the importance of remaining internationally competitive through innovation and creativity. But too often board members hear, "Innovation and creativity are great - except in my hometown." School district leadership, including elected school board members, must commit to using various strategies to connect with their constituencies to get their message across and build support. Effective collaboration is one of those strategies. Hear from business members of ABEC about collaboration and how to make the most out of your business-education relationships.

**Presenters:** *Susan Carlson, Executive Director, Arizona Business & Education Coalition (ABEC)*

*Dave Howell, Director State Government Relations, Wells Fargo Bank*

*Gus Miranda, Public Affairs Representative, State Farm Insurance*

**Facilitator:** *Cindy Matus Morriss, Board Member, Patagonia ESD*

## **BOARD LEADERSHIP: IT'S NOT ABOUT YOU**

**FLW Salon H**

The leadership role that elected school board members undertake as a result of "winning" their election requires an understanding of the leadership role being embarked upon. Over a period of 30 years, many individuals have helped shape my understanding of "The Art of Leadership" role in the triad of business, government, community. The session will focus on the importance of the district's mission and values and the 4-E & 1-P framework for building winning teams.

**Presenter:** *Harry Garewal, Board President, Isaac ESD*

**Facilitator:** *Debra Scott, Treasurer, ASBA*

## A SCHOOL DISTRICT'S STRATEGY FOR BUILDING POSITIVE MESSAGES THROUGH SOCIAL MEDIA

FLW Salon I

There are over 400 social networking applications. Having a social media strategy, and using social networking effectively, can help you build your most valuable asset-relationships! Today's leaders know that it's all about relationships. Come ready to learn how to transform your relationships through social networking. Five key tools will be reviewed: blogs, Twitter, Facebook for Schools, Linked In, Jigsaw and Slideshare.

**Presenter:** **Sharyl Allen**, *Superintendent, Grand Canyon USD*

**Facilitator:** **Chuck Wahler**, *Coconino County Director, ASBA*

## PTA PARTNERS IN LEADERSHIP

FLW Salon J

Board members of the Arizona Parent Teachers Association will discuss how the PTA differs from other parent organizations and how they can help to promote and benefit student achievement in your school district. Also learn about the roles and relationship that PTAs have with schools, districts and communities.

**Presenters:** **Melissa Maier**, *AZ PTA Treasurer*

**Jeannie Myrick**, *Leadership Development Chair, AZ PTA; board member, Littleton ESD*

**Rochelle Wells**, *President-elect, AZ PTA; board member, Tempe ESD*

**Facilitator:** **Dee Navarro**, *Secretary, ASBA*

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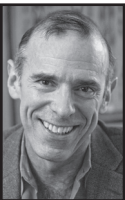
11:45 a.m. Luncheon

AB Ballroom

**Presiding:** **Debbie King**, *President Elect, ASBA*

**Invocation:** **Ken Van Winkle**,  
*President Elect,*  
*ASA Superintendents' Division*

**Introductions:** **Debbie King**, *President Elect, ASBA*



**Luncheon Presentation:**

**Tony Wagner**

1:15 p.m. **Super grand door prize**  
Winner must be present

**Adjournment** 19