TAKE YOUR LEADERSHIP TO NEW HEIGHTS

CONFERENCE PROGRAM

FEBRUARY 17–19, 2011 • DENVER, COLORADO
“Because AASA uses NJPA, we can confidently recommend them to our members as a key money and time-saving solution.”

“AASA is proud to partner with NJPA to bring our members—regardless of size—access to multiple contracts representing thousands of products and services at nationally leveraged prices.

Our exclusive, national partnership provides all AASA members immediate, no-cost membership into NJPA and the opportunity to save time, money and staff resources on the purchase of school supplies, equipment and facility construction projects.

Because AASA uses NJPA, we can confidently recommend them to our members as a key money and time-saving solution.”

www.njpacoop.org

Come meet us in BOOTH 917 and learn about our partnership with AASA!
DEAR COLLEAGUE,

WELCOME TO DENVER AND AASA’S 143RD NATIONAL CONFERENCE ON EDUCATION! ON BEHALF OF AASA STAFF, I THANK YOU FOR YOUR ATTENDANCE AND PARTICIPATION IN THIS VALUABLE PROFESSIONAL DEVELOPMENT ACTIVITY.

We are here to discuss the challenges and opportunities facing public education, our schools and our students. From global competitiveness to funding to alternative educational delivery models, the future is filled with change. We come to Denver to continue the dialogue about the evolving nature of American public education and its relationship to education around the world. We know that we are preparing our students for life as world citizens who will meet the challenges of that new status even as they enjoy all that the wide world has to offer.

I believe we are all part of this educational enterprise because we believe that investing in our children is the most important investment we can make to ensure the future of America and our global society. We can no longer afford the luxury of being “isolationists” as we consider the needs of our students.

Whether you’re attending the National Conference on Education for the first time or you’re a regular, you’ll find outstanding program offerings focused on AASA’s mission to support and develop public school system leaders who are dedicated to the highest quality education for all children.

Be sure to visit the NCE Marketplace to find more than 300 companies offering a wide array of products and services designed to help you and your students achieve excellence. As you visit with the representatives, please thank them for their support of the National Conference on Education.

From the dramatic General Sessions to the more intimate sessions featuring our colleagues, thought-provoking authors and speakers, to the small-group discussions, the focus is on stimulating thinking and imagination as we lead America’s school districts.

In our few short days together, use AASA and the National Conference on Education to reunite with old friends and renew your energies to lead America’s schools. Your leadership is critically needed.

Welcome again to Denver and The Great Education Conversation. America’s students depend on us to expand their educational opportunities, and we can meet their expectations and our own if we work together.

EDGAR HATRICK
President, AASA
Loudoun County, VA
Dear Colleague,

We welcome you to Denver and this year’s national conference on education: the Great Education Conversation.

We have two objectives for this year’s conference. First, we want to celebrate the success of America’s public schools. Although we admit that there are too many schools in our country that are failing our students, at the same time, there are many more that are doing a wonderful job of educating our children. The reality is that most of you attending this conference work in school systems that you are undoubtedly proud of and that provide a quality education for the children you serve.

Unfortunately, the reform rhetoric focuses entirely on our failing schools and not enough is done to celebrate our successes. We intend to hold that celebration here in Denver.

Our second objective is to provide the venue for constructive dialogue among all of us working with and for children. Whether we are advocates for charter schools or traditional programs, whether we believe in choice or vouchers, whether we have come into education from the business community or a school of education, as long as our purpose is to provide the best education possible for our children, then we need to be working together. We are providing a forum for that conversation to take place and we have thought leaders from all sides here to express their views.

Michael Fullan and Diane Ravitch will be on our General Session stage on Thursday and Friday, respectively. On Saturday, Darrell Scott will inspire you with his emotional presentation entitled “Rachel’s Challenge.” An important message at a time when bullying is a major concern in our schools.

Rick Hess will share his views on sustainable school reform, while Adam Porsch from the Gates Foundation will talk about charter school-district collaboration. NEA President Dennis Van Roekel will share his views on school transformation, while Eric Paisner from the National Alliance for Public Charter Schools will talk about the autonomy of charters. Rounding out the program are Doug Reeves, Bob Slavin, Bill Spady and many more thought leaders and presenters sure to inspire and inform you and make Denver the place to be for The Great Education Conversation.

Thank you so much for being here with us.

Sincerely,

Daniel A. Domenech
Executive Director, AASA
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NEW FOR 2011!

What does school reform mean to you? Join The Great Education Conversation

AASA SPEAKERS WHO WILL BRING YOU NEW PERSPECTIVES INCLUDE:

GENERAL SESSIONS

MOTION LEADERSHIP: HOW TO MAKE ALL SYSTEMS GO
Michael Fullan, Professor Emeritus, Ontario Institute for Studies in Education, University of Toronto
Michael Fullan, an international leader on educational change, identifies leadership qualities for effective action at the school, district and state levels.
See page 32 for details

WILL SCHOOL REFORM IMPROVE THE SCHOOLS?
Diane Ravitch, Research Professor of Education, New York University; Senior Fellow, Brookings Institution
Diane Ravitch reviews the tumultuous events of the past year: the Race to the Top, the demand to evaluate teachers by test scores, and the furor over “Waiting for Superman,” and assesses the validity of current reform efforts.
See page 36 for details

THOUGHT LEADERS

CONFRONTING TODAY’S SCHOOL REFORM JUGGERNAUT WITH 21ST-CENTURY KNOWLEDGE, MODELS, AND TECHNOLOGIES
Charles Schwahn, Schwahn Leadership Associates
William Spady, Founder, The U4EEAA Initiative
During the past two decades, America’s public schools have been forced farther back into their obsolete Industrial Age past by political initiatives masquerading as “reforms” – allegedly designed to enhance educator accountability and effectiveness. These mandates ignore decades of advances in research, thinking and practice regarding learner capacities, learning and learning systems. This session offers a host of research findings, models, technological applications, and change strategies that local leaders can use to educate their communities and foster educational capacities, learning and learning systems.
See page 45 for details

EDUCATION LEADERS AND 21ST-CENTURY EDUCATION
Kathy Hurley, Vice President, Strategic Partnerships, Pearson
Ken Kay, CEO, EdLeader21
Ken Kay, co-author of 21st Century Education for Education Leaders, and Kathy Hurley examine the critical role education leaders play in moving 21st-century education forward in their districts. Topics include: the seven steps for starting a 21st-century education initiative, the leadership role administrators can play, the politics surrounding 21st-century education, and the kinds of professional learning communities educators need to support 21st-century education.
See page 31 for details

FRONT AND CENTER: HOW TO MAKE THE CENTRAL-OFFICE DRIVE TEACHING AND LEARNING IMPROVEMENT
MODERATOR
Richard Laine, Director of Education Programs, The Wallace Foundation
PANELISTS
Susan Enfield, Chief Academic Officer, Seattle Public Schools, WA
Maria L. Goodloe-Johnson, Superintendent, Seattle Public Schools, WA
Meredith L. Honig, Associate Professor, Educational Leadership & Policy Studies, University of Washington
For decades, school district central offices have been maligned as impediments to districtwide teaching and learning improvement. In this presentation, Meredith Honig shares key findings from a recent study of the promising practices of central offices that work effectively with schools. Joining her are school administrators involved in implementing these practices.
See page 22 for details

GETTING ACCOUNTABILITY RIGHT: A BLUEPRINT FOR 21ST-CENTURY ACCOUNTABILITY SYSTEMS FROM THE CLASSROOM TO THE BOARDROOM
Doug Reeves, Founder, The Leadership and Learning Center
Doug Reeves addresses lessons from accountability gone wrong; restoring credibility to educational accountability; five steps school leaders and policymakers can take now to improve accountability; engaging stakeholders for new accountability systems; and practical effects of improved accountability.
See page 31 for details

THE SAME THING OVER AND OVER: HOW TO AVOID GETTING STUCK IN YESTERDAY’S IDEAS
Rick Hess, Resident Scholar and Director of Education Policy Studies, American Enterprise Institute
We have witnessed decade after decade of hyped reforms found by decorated academics and bombastic advocates. Yet, while we have nearly tripled real per pupil spending since 1970, student achievement has barely budged and a superintendent who nodded off in 1950 would feel almost uncannily at home in most of today’s school districts. What’s the deal?
In The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday’s Ideas, Frederick M. Hess, a resident scholar and the director of education studies at AEI, explains why we need to emancipate ourselves from the institutions and habits of mind that make school reform a pointless, aimless charade. Doing this requires distinguishing the purpose of schooling from its established practice, so as to determine where today’s means do not serve our ends. By asking what we are trying to accomplish, whether today’s schools are equipped for that task, and how we might use twenty-first century tools and talent to do better, school reformers can leave behind anachronistic routines and stale habits of mind that inhibit transformational change.
See page 37 for details

TAKE YOUR LEADERSHIP TO NEW HEIGHTS
USING OUR POWER TO CHANGE — SOLUTIONS FOR AN ERA OF GREAT AMERICAN PUBLIC SCHOOL
Dennis Van Roekel, President, National Education Association
National Education Association President Dennis Van Roekel takes on those who believe that schools can only be changed by ideas imposed from the outside. Instead he calls for a smarter collaboration among federal, state and local authorities, all making a top priority of using the know-how in school districts. He urges local educators — unions and administrators alike — to act now and meet with community partners so that problems, as well as solutions, can be identified.
See page 45 for details

BREAKEW Sessions

CHARTERS AND ESEA, AN OPPORTUNITY FOR LEA’S AND SEA’S
R. Brooks Garber, Vice President for Federal Advocacy, National Alliance for Public Charter Schools
With the pending reauthorization of ESEA/NCLB approaching, the National Alliance for Public Charter Schools highlights its recommendations for the reauthorization, as well as areas of alignment with AASA’s goals, focusing on how public charter schools and federal support can be a resource opportunity in for LEAs and SEAs.
See page 23 for details

OPPORTUNITIES AND CHALLENGES TO DISTRICT-CHARTER COLLABORATION TO IMPROVE OUTCOMES FOR STUDENTS
Adam Porsch, Program Officer, Bill & Melinda Gates Foundation
One of the original arguments used to support the creation of charter schools was that charters would use their flexibility and nimbleness to uncover effective practices, and those identified practices would eventually spread into traditional districts. This theory has not often been realized as politics and various tensions have often inhibited shared learning and collaboration between districts and charters. However, several district and charter leaders are making a real public commitment to change the historically antagonistic relationship between districts and charters and making plans to work together so districts and charters can leverage each other’s relative strengths to improve outcomes across all schools in a city. This panel explores the opportunities, risks, and best practice related to district/charter collaboration.
See page 30 for details

SCHOOL REFORM WITH OR WITHOUT CHARTERS
Robert Slavin, Chairman, Success for All Foundation
Meaningful reform is about helping all students and schools succeed with proven approaches that can be sustained over time. Robert Slavin, chairman of the Success for All Foundation, was recently awarded a federal i3 scale up grant and is considered a leading expert in school reform because of his three decades of experience in comprehensive school improvement and his extensive research on what works and what doesn’t for K-12. Join Slavin as he discusses how proven programs that change core teaching practices can make substantial, scalable, and lasting differences in student achievement in all sorts of schools.
See page 40 for details

SHARED RESOURCES, SHARED RESPONSIBILITIES AND SHARED OPPORTUNITIES IN DENVER PUBLIC SCHOOLS
Parker Baxter, Senior Officer/Counsel, Denver Public Schools, CO
This session explains how the Denver Public Schools is working on a number of exciting collaborative projects that bring traditional schools and charter schools together to provide a better education for all students. Through the Northwest Shared Enrollment Zone, three middle schools — two charters and one district — share a common enrollment zone. Through the Share Campus Initiative, the Denver Public Schools leverages excess capacity in district owned buildings to encourage new school development, reduce districtwide inefficiency, and facilitate the rightsizing and turnaround of existing programs.
See page 25 for details

SUCCESSFUL SCHOOL LEADERS ARE AUTONOMOUS AND ACCOUNTABLE
Eric Paisner, Vice President, Knowledge and Partnerships, National Alliance for Public Charter Schools
Public charter schools are designed to give school leaders autonomy over decisions concerning personnel, scheduling, curriculum, and instruction in exchange for higher expectations of student achievement. A new report reveals seven ways autonomy works in five highly successful charter schools that are closing the achievement gap. This session presents specific case studies showing how school leaders hire highly qualified teachers, create innovative teacher development programs, and adjust class curriculum as they use heightened autonomy to garner increased student performance.
See page 53 for details

USING SCHOOL DATA TO MAKE INFORMED SCHOOL CHOICES
Naomi Rubin DeVeaux, Director of School Quality, Friends of Choice in Urban Schools (FOCUS)
The No Child Left Behind act, soon to be reauthorized under the Elementary and Secondary Education Act, requires states to administer a standardized test to students in public schools — both charter and traditional. These results, if made easy-to-read and linked to other important factors (e.g., school’s demographic composition, location and size), can help the public — especially parents — make informed decisions about schools. Learn how Friends of Choice in Urban Schools (FOCUS) created the interactive, easy-to-understand School Quality Dashboard so that parents, who generally do not care whether a school is a traditional, charter or magnet public school, can compare all types of schools and make an informed school choice.
See page 30 for details

YEAR ONE OF SCHOOL TURNAROUNDS
Rudy Crew, President, Global Partnership Schools
Manny Rivera, CEO, Global Partnership Schools
School turnarounds are one of the most sweeping and complex challenges facing school leaders. Former AASA Superintendents of the Year Rudy Crew and Manny Rivera share a blueprint for how their organization approaches school turnarounds in urban schools. Using case studies and video vignettes, this is a bold inside look at the challenges and transformation experienced during the first year of school turnarounds.
See page 26 for details
THURSDAY, FEBRUARY 17

8:00 A.M. – 3:30 P.M.  Registration Open
8:30 – 9:00 A.M.  Coffee Break in the NCE Marketplace
8:30 A.M. – 3:00 P.M.  NCE Marketplace Open
10:00 – 11:00 A.M.  THOUGHT LEADER SESSIONS
  ▲ Front and Center: How to Make the Central-Office Drive Teaching and Learning Improvement
    Meredith Honig, Associate Professor, Educational Leadership & Policy Studies, University of Washington
  ▲ Transforming Schools: From Technology to Information and Global Communications Planning
    Alan November, Senior Partner, November Learning

11:15 A.M. – 12:15 P.M.  Education Sessions
12:45 – 1:45 P.M.  Education Sessions
2:00 – 3:00 P.M.  THOUGHT LEADER SESSIONS
  ▲ Education Leaders and 21st-Century Education
    Kathy Hurley, Vice President, Strategic Partnerships, Pearson
    Ken Kay, CEO, EdLeader21
  ▲ Getting Accountability Right: A Blueprint for 21st-Century Accountability Systems from the Classroom to the Boardroom
    Doug Reeves, Founder, The Leadership and Learning Center

3:15 – 5:15 P.M.  OPENING GENERAL SESSION
  ▲ Motion Leadership: How to Make All Systems Go
    Michael Fullan, Professor Emeritus, Ontario Institute for Studies in Education, University of Toronto

5:30 – 6:30 P.M.  Welcome Reception
  Capital Ballroom, Hyatt Regency
FRIDAY, FEBRUARY 18

7:30 A.M. – 1:30 P.M.  Registration Open
8:00 – 10:00 A.M.  GENERAL SESSION
   ▲ Will School Reform Improve the Schools?
      Diane Ravitch, Research Professor of Education, New York University; Senior Fellow, Brookings Institution

10:00 – 10:30 A.M.  Coffee Break in the NCE Marketplace
10:00 A.M. – 4:15 P.M.  NCE Marketplace Open
10:30 – 11:30 A.M.  THOUGHT LEADER SESSIONS
   ▲ Failure Is Not an Option®: Building Sustainable Improvement
      Alan Blankstein, Founder and President, HOPE Foundation
   ▲ The Same Thing Over and Over: How to Avoid Getting Stuck in Yesterday’s Ideas
      Rick Hess, Resident Scholar and Director of Education Policy Studies, American Enterprise Institute
   ▲ Insulating the Education Pipeline to Increase College and Career Readiness
      Karen Pittman, President and CEO, Forum for Youth Investment

10:30 A.M. – 3:30 P.M.  Job Central Open
11:45 A.M. – 12:45 P.M.  Education Sessions
NOON – 1:30 P.M.  Federal Relations Luncheon
1:15 – 2:45 P.M.  Education Sessions
2:30 – 3:30 P.M.  THOUGHT LEADER SESSIONS
   ▲ Confronting Today’s School Reform Juggernaut with 21st-Century Knowledge, Models and Technologies
      Chuck Schwahn, Schwahn Leadership Associates
      William Spady, Founder, The U4EEAA Initiative
   ▲ Using Our Power to Change — Solutions for an Era of Great American Public School
      Dennis Van Roekel, President, National Education Association
   ▲ Deliberate Excellence
      Jerry Weast, Superintendent, Montgomery County Public Schools, MD

3:30 – 4:15 P.M.  Happy Hour in the Hall
4:30 – 6:00 P.M.  AASA Awards Ceremony and Reception
                  Centennial D, Hyatt Regency

SATURDAY, FEBRUARY 19

8:00 A.M. – NOON  Registration Open
8:30 – 10:00 A.M.  CLOSING GENERAL SESSION
   ▲ Rachel’s Challenge
      Darrell Scott, Founder, Rachel’s Challenge

10:00 A.M. – 1:30 P.M.  Job Central Open
10:15 – 11:15 A.M.  Education Sessions
11:30 A.M. – 12:30 P.M.  THOUGHT LEADER SESSIONS
   ▲ The Battle for America’s Future
      Bill Millikin, Founder and Vice Chairman, Communities In Schools
   ▲ The American School Superintendent
      Noelle Ellerson, Assistant Director, Policy Analysis and Advocacy, AASA
      Theodore Kowalski, Kuntz Family Endowed Chair and Professor of Educational Administration, University of Dayton
      Robert McCord, Professor in Residence, AASA; Associate Professor, Educational Leadership, University of Nevada Las Vegas

11:30 A.M. – 1:30 P.M.  Dr. Effie H. Jones Memorial Luncheon

ALL EVENTS LISTED ABOVE ARE HELD AT THE COLORADO CONVENTION CENTER UNLESS OTHERWISE NOTED.
AASA CENTRAL
Round out your day by visiting AASA Central! Find out about AASA membership, and get information on the 2012 National Conference on Education, in Houston, TX. You can also take some time to relax and network or engage your colleagues in some friendly competition on the Wii!

AWARDS
AASA gives out numerous awards to recognize the good that school administrators do. See pages 12–15 for a list of these awards and recipients.

Please note that the only awards being given from the General Session stage this year will be the Superintendent of the Year Award, the American Education Award and the Distinguished Service Award. All other awards will be given at a special ceremony at the Hyatt Regency, in Centennial D, on Friday, February 18, 4:30 – 6:00 P.M.

BADGES
Please wear your AASA National Conference on Education badge at all times while in the Colorado Convention Center. Your badge is required to enter all conference events. If your badge is incorrect or has been misplaced, visit the Badge Corrections & Reprints counter outside of Hall D in the Colorado Convention Center.

Badges sponsored by

BOOKSTORE
Located in the NCE Marketplace, located outside of Hall D in the Colorado Convention Center, the bookstore is open the following hours and hosts the following book signings:

THURSDAY, FEBRUARY 17
8:30 A.M. – 5:30 P.M.
FRIDAY, FEBRUARY 18
7:30 A.M. – 4:30 P.M.
SATURDAY, FEBRUARY 19
8:00 A.M. – 1:00 P.M.

Bookstore sponsored by

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**BOOK-SIGNING SCHEDULE**

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<tr>
<th>THURSDAY, FEBRUARY 17</th>
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<tr>
<td>12:30 – 1:00 P.M.</td>
<td>Alan November</td>
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<td>3:15 – 3:45 P.M.</td>
<td>Doug Reeves</td>
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<td>5:30 – 6:00 P.M.</td>
<td>Michael Fullan</td>
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<td>10:15 – 10:45 A.M.</td>
<td>Diane Ravitch</td>
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<td>11:45 A.M. – 12:15 P.M.</td>
<td>Alan Blankstein</td>
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<td>11:45 A.M. – 12:15 P.M.</td>
<td>Rick Hess</td>
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<td>2:30 – 3:00 P.M.</td>
<td>Paul Houston</td>
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<td>3:15 – 4:15 P.M.</td>
<td>Chuck Schwahn and William Spady</td>
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<tr>
<td>10:15 – 10:45 A.M.</td>
<td>Darrell Scott</td>
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**BUSINESS CENTER**

**7:30 A.M. – 5:30 P.M., DAILY**

A full-service business center is located just off Lobby A in the red-carpeted corridor. Attendees will appreciate the Hands-Free Ship-It-Home Service, which stores, packs and ships attendee items for one low price. The Business Center also has workstations with high-speed Internet, as well as office supplies, copy, fax and printing services. The Business Center will remain open until 6:15 P.M. on Friday, February 18, for exhibitor shipping.

**CONFERENCE BAGS**

Each registered attendee is allowed one conference bag. Bags can be picked up at the Materials Pick-Up counter in the registration area outside of Hall D in the Colorado Convention Center.

Conference bags sponsored by
FOCUS ZONES
To help you identify topics that may be of particular interest to you, we have created the following focus zones:

## BOARD/SUPERINTENDENT ISSUES
Maybe you are new to the job, new to a district, an aspiring superintendent or a veteran educator who has to work with a board of education. This year’s programming will feature panels of your colleagues discussing board/superintendent issues and ways for you to deal with the myriad of issues that come across your desk every day. Learn how to build a great relationship, communicate effectively and deal with problems so there is a win-win solution for everyone.

Sponsored by Scientific Learning

## EXECUTIVE LEADERSHIP
The leaders of the future require extensive background knowledge and professional development in all aspects of executive leadership. Whether you are a principal, cabinet member or head of a school system, effective leadership skills are necessary to transform public education. Learn how to build effective teams, use a systems-thinking approach for change, and understand what succession planning really means and how school-level organization increases student achievement.

Sponsored by

## GREAT EDUCATION CONVERSATION
For decades, organizations outside the public school system have both supported and criticized the traditional education framework. Today, in a culture of pervasive media, criticism often finds a louder voice than acclaim. Yet, those of us in the system clearly see the outstanding accomplishments and successes our teachers and students achieve every year. These sessions will change the debate to an education conversation among traditional educators and external reformers.

## JOB CENTRAL
Whether you are in the market for a new position or you just want to brush up on your interview skills, the Job Central Focus Zone has sessions on topics including career planning, interview skills and tips, and contract negotiations.

Sponsored by

## MANAGEMENT
Has the economy put a damper on innovations in your school or school system? Learn cost-effective solutions for surviving these turbulent times. Also hear about hot topics such as national standards, effective leadership techniques, using technology for data-driven results, social networking, and current technologies that can improve student achievement. Leading with knowledge is powerful!

Sponsored by

## STUDENT ACHIEVEMENT
Students of today must be prepared for a global society through innovative instructional practices, curriculum and technology. Sessions will include the hot topics of today coupled with practical application strategies to help school system leaders deal with unions, and pay-for-performance issues, observations and evaluations as they strive to improve student achievement.

Sponsored by CollegeBoard

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CONFERENCE DAILY ONLINE
AASA is providing daily coverage of key speakers, topical sessions and awards, along with a photo gallery and a conference blog involving three AASA members. The site is updated each evening at www.aasa.org.

EDUCATION SESSIONS
The AASA National Conference on Education offers over 75 education sessions from which to choose.

**THURSDAY, FEBRUARY 17**
11:15 A.M. – 12:15 P.M. AND 12:45 – 1:45 P.M.
**FRIDAY, FEBRUARY 18**
11:45 A.M. – 12:45 P.M. AND 1:15 – 2:45 P.M.
**SATURDAY, FEBRUARY 19**
10:15 – 11:15 A.M.

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DR. EFFIE H. JONES MEMORIAL LUNCHEON [$69]
**SATURDAY, FEBRUARY 19**
11:30 A.M. – 1:30 P.M.
**ROOM 702–704, COLORADO CONVENTION CENTER**
**FEATURING LILLIAN LOWERY**

If you would like to purchase a ticket for this luncheon, see the Onsite Registration counter outside of Hall D in the Colorado Convention Center. See page 54 for details.

Dr. Effie H. Jones Memorial Luncheon sponsored by PEARSON

EXHIBIT WELLNESS
This fun and interactive pavilion located in the NCE Marketplace will feature vendors and organizations providing the best ideas and products for you to take back to your districts, as well as information on AASA’s health and wellness initiatives. You will use the information shared at Exhibit Wellness in both your personal and professional lives. See page 55 for more information.

Exhibit Wellness sponsored by ING

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NATIONAL CONFERENCE ON EDUCATION • FEBRUARY 17–19, 2011 • DENVER, COLORADO • AASA.ORG/NCE
FEDERAL RELATIONS LUNCHEON [$69]
FRIDAY, FEBRUARY 18
NOON – 1:30 P.M.
ROOM 702–704, COLORADO CONVENTION CENTER
FEATURING KEVIN WELNER
If you would like to purchase a ticket for this luncheon, see the Onsite Registration counter outside of Hall D in the Colorado Convention Center. See page 42 for details.

FIRST AID
If you have a medical emergency, please pick up the nearest convention center house phone and someone will assist you. If you are in need of non-emergency assistance, a First Aid Station is located in Lobby E of the Colorado Convention Center.

FOOD SERVICE
There are multiple food service locations located throughout the Colorado Convention Center. Please see onsite signage for hours of operation.

GENERAL SESSIONS
General Session speakers are selected to help you take your leadership to new heights by learning about how motion leadership, school reform, and kindness and compassion can help you move your district and community forward. All general sessions will take place at the Colorado Convention Center in Hall C.

THURSDAY, FEBRUARY 17
3:15 – 5:15 P.M.
FEATURING MICHAEL FULLAN
See page 32 for details.

FRIDAY, FEBRUARY 18
8:00 – 10:00 A.M.
FEATURING DIANE RAVITCH
See page 36 for details.

SATURDAY, FEBRUARY 19
8:30 – 10:00 A.M.
FEATURING DARRELL SCOTT
See page 50 for details.

INTERNET CAFÉ
Stay connected with your office and family while you are away! Visit the Internet Café located in the NCE Marketplace to check your e-mail or research the latest in education. This convenient station will ensure that you don’t miss a beat.

JOB CENTRAL
Job Central will provide efficient opportunities for state school board associations and potential job seekers to share information about job opportunities within specific states and the characteristics boards are seeking in candidates. Job Central also has its own focus zone for education sessions. When looking through the program book, look for sessions marked with to note Job Central sessions.

LOCAL TOURS
Many different local and regional tours will be held during the National Conference on Education. If you are interested in purchasing a tour ticket, visit the onsite registration counter located outside of Hall D in the Colorado Convention Center.

NCE MARKETPLACE
Making the Job of School System Leaders Easier
THURSDAY, FEBRUARY 17
8:30 A.M. – 3:00 P.M.
FRIDAY, FEBRUARY 18
10:00 A.M. – 4:15 P.M.
Your schedules are full and your budgets are tight, but your job still requires you to address your day-to-day school system needs. As the ultimate decision maker, you owe it to yourself to seek out the abundant resources available within the NCE Marketplace. Not a sales pitch, see it as an avenue to invigorate your perspective on what is possible, what is new and cutting edge, and what can be applied or retooled to fit your unique K-12 community. See pages 56–57 for more details.

PRESS
Press information is available at the onsite registration counter located outside of Hall D in the Colorado Convention Center.

REGISTRATION
Hall D, Colorado Convention Center
THURSDAY, FEBRUARY 17
8:00 A.M. – 3:30 P.M.
FRIDAY, FEBRUARY 18
7:30 A.M. – 1:30 P.M.
SATURDAY, FEBRUARY 19
8:00 A.M. – NOON

A representative from AASA housing is available to answer questions about hotels and reservations during registration hours at the Housing desk in the AASA registration area, located outside of Hall D Lobby in the Colorado Convention Center. This representative can help you locate friends and colleagues who made their reservations through AASA’s housing service.
SHUTTLES
Shuttles will run during the following days and times:
THURSDAY, FEBRUARY 17
7:30 A.M. – 5:45 P.M.
FRIDAY, FEBRUARY 18
7:00 A.M. – 4:45 P.M.
SATURDAY, FEBRUARY 19
7:30 A.M. – 1:00 P.M.
All shuttles will arrive to and depart from the West Shuttle Dropoff. Shuttle route maps and schedules are available at each official conference hotel.

SOCIAL MEDIA
Share your experiences at the National Conference on Education on Twitter! Add this to your tweet: #nce11
What’s Twitter?
It is communication, collaboration, and social networking in a whole new way! Try it today!

THOUGHT LEADERS
AASA strives to bring exemplary speakers to the National Conference on Education to discuss critical issues that affect students, leaders, communities and school systems. Thought Leaders will evaluate how global, national and state issues will impact your schools and communities.

WELCOME RECEPTION
THURSDAY, FEBRUARY 17
5:30 – 6:30 P.M.
CAPITOL BALLROOM, HYATT REGENCY
Come join us as we celebrate the AASA National Conference on Education. The mood with be relaxed – perfect for mingling with colleagues and old friends!
Attendance will be monitored, and badges and/or a ticket must be presented upon entry.
Sponsored by

SEARCH FIRMS & STATE ASSOCIATIONS
All of the following search firms and state associations can be found at Job Central, Room 710–712 in the Colorado Convention Center.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>REPRESENTATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona School Boards Association</td>
<td>John Gordon (602) 254-1100 x101 <a href="mailto:jgordon@azsba.org">jgordon@azsba.org</a></td>
</tr>
<tr>
<td>Arkansas, Iowa, Louisiana, New Mexico, North Dakota, South Dakota, Washington School Boards Association</td>
<td>McPherson &amp; Jacobson (888) 375-4814 <a href="mailto:mail@macnjake.com">mail@macnjake.com</a></td>
</tr>
<tr>
<td>Association of Alaska School Boards</td>
<td>Bruce Johnson (907) 586-1083 <a href="mailto:bjohnson@asba.org">bjohnson@asba.org</a></td>
</tr>
<tr>
<td>Hazard, Young, Attea &amp; Associates, Ltd.</td>
<td>William Attea (847) 724-8465 <a href="mailto:billattea@comcast.net">billattea@comcast.net</a></td>
</tr>
<tr>
<td>Illinois Association of School Boards</td>
<td>Dawn Miller (217) 528-9688 <a href="mailto:dmiller@iasb.com">dmiller@iasb.com</a></td>
</tr>
<tr>
<td>Indiana School Boards Association</td>
<td>Ronald E. Barnes — BWP and Associates (812) 856-8396 <a href="mailto:rbarnes@indiana.edu">rbarnes@indiana.edu</a></td>
</tr>
<tr>
<td>Karla Reiss Executive Coaching</td>
<td>Karla Reiss (303) 530-9699 <a href="mailto:kreiss3@earthlink.net">kreiss3@earthlink.net</a></td>
</tr>
<tr>
<td>Maryland Association of Boards of Education</td>
<td>Bea Gordon (202) 363-1747 <a href="mailto:bgordon@mabe.org">bgordon@mabe.org</a></td>
</tr>
<tr>
<td>McPherson &amp; Jacobson Executive Search</td>
<td>Thomas Jacobson (888) 375-4814 <a href="mailto:t_jacobson@macnjake.com">t_jacobson@macnjake.com</a></td>
</tr>
<tr>
<td>New England School Development Council</td>
<td>Ken DeBenedictis (508) 481-9444 <a href="mailto:kensuede@verizon.net">kensuede@verizon.net</a></td>
</tr>
<tr>
<td>Ohio School Boards Association</td>
<td>Ron Delane (614) 540-4000 <a href="mailto:r_delane@osba-ohio.org">r_delane@osba-ohio.org</a></td>
</tr>
<tr>
<td>Oklahoma State School Boards Association</td>
<td>Keith Ballard (405) 528-3571 <a href="mailto:keithb@osba.org">keithb@osba.org</a></td>
</tr>
<tr>
<td>Oregon School Boards Association</td>
<td>Donna Herren (503) 578-6722 <a href="mailto:jknieling@osba.org">jknieling@osba.org</a></td>
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<tr>
<td>Ray &amp; Associates</td>
<td>Gary L. Ray (319) 393-3115 <a href="mailto:glr@rayassoc.com">glr@rayassoc.com</a></td>
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<tr>
<td>RBL Enterprises — Institute for Educational Development</td>
<td>Ruth Love (510) 622-7707 <a href="mailto:rblenterprises@aol.com">rblenterprises@aol.com</a></td>
</tr>
<tr>
<td>Texas Association of School Boards</td>
<td>Benjamin Canada (512) 467-0222 <a href="mailto:benjamin.canada@tasb.org">benjamin.canada@tasb.org</a></td>
</tr>
</tbody>
</table>
AASA NATIONAL SUPERINTENDENT OF THE YEAR AWARD — FINAL FOUR

PHINNIZE J. FISHER
CURRENTLY: Superintendent, Greenville County Schools, SC
PREVIOUSLY: Deputy Superintendent and Chief of Staff of Greenville County Schools, SC
ACADEMIC DEGREES: Ed.D., and M.A., The State University of New Jersey, and B.S., St. Paul’s College
DISTRICT SIZE: 69,800 students
ACCOMPLISHMENTS: Fisher is recognized for her vision and determination that led to the construction of 70 schools, the opening of the state’s first elementary school with a fully integrated engineering curriculum, students consistently outperforming their national peers on high-stakes tests, meeting the needs of a very diverse student population by championing virtual schools, twilight schools, and choice programs that provide opportunities for learning while recognizing the important role of extracurricular activities in developing an individual’s full potential.

MARY ALICE HEUSCHEL
CURRENTLY: Superintendent, Renton School District, WA
PREVIOUSLY: Deputy State Superintendent, Office of the Superintendent of Public Instruction, WA
ACADEMIC DEGREES: Ed.D., Seattle Pacific University, M.S., Northwestern University and B.S., Wheelock College
DISTRICT SIZE: 14,500 students
ACCOMPLISHMENTS: Heuschel is recognized for her relentless pursuit of equity and excellence and unwavering belief that all students meet high personal and academic standards. Significant growth in student achievement has occurred since she took the helm as superintendent five years ago. The dropout rate has been dramatically reduced; the graduation rate has steadily increased to an all-time high, reaching 93 percent for the last two consecutive years. The Renton School District is closing the achievement gaps among all minority student groups. Heuschel is a passionate leader who is able to build skill, leadership capacity and teamwork among educators. The district’s schools and many staff have been recognized by state and local organizations for improvement, innovation and excellence.

MARCUS P. JOHNSON
CURRENTLY: Superintendent, Sanger Unified School District, CA
PREVIOUSLY: Assistant Superintendent of Human Resources, Sanger United School District, Sanger, CA
ACADEMIC DEGREES: M.A., Fresno Pacific University and B.A., California State University, Fresno
DISTRICT SIZE: 10,800 students
ACCOMPLISHMENTS: Johnson is recognized for restructuring the district’s schools into Professional Learning Communities focused on student learning, high-quality instruction and teacher collaboration. In a two-year time period, the achievement gains were immediate and dramatic. Sanger became one of the first districts in the state of California to exit Program Improvement, its status under the No Child Left Behind Act in 2004. Since then, the Sanger District has shown some of the highest overall achievement gains in the state; 13 schools have been designated as State Distinguished Schools; 12 schools have been designated as Title I Academic Achieving Schools; two schools have been named National Blue Ribbon Schools; and all 13 elementary schools were honored for their outstanding character development programs.

TOM TRIGG
CURRENTLY: Superintendent, Blue Valley School District, KS
PREVIOUSLY: Assistant Superintendent, Blue Valley School District, Overland Park, KS
ACADEMIC DEGREES: Ed.D., University of Kansas, M.S., Emporia State University and B.A., Ottawa University
DISTRICT SIZE: 21,000 students
ACCOMPLISHMENTS: Trigg is recognized for his vision, now a reality, of a uniquely innovative program to provide real-world learning experiences for students. The Center for Advanced Professional Studies prepares the next-generation of professionals by focusing on student collaboration with business leaders, mentorships, internships, partnerships, project-based learning and 21st-century skills.

Under Trigg’s leadership, student achievement results reach an all-time high in Blue Valley. Since the inception of NCLB, the district, every school in the district, each grade-level and all subgroups have attained Adequate Yearly Progress. According to research conducted by the University of Missouri-Kansas City, Blue Valley is the only district in the nation with an enrollment of more than 20,000 students that can make this claim.
Over 50 of the highest-performing state-level, Canadian and international winners will also be honored. They are:

<table>
<thead>
<tr>
<th>State</th>
<th>Name</th>
<th>School District</th>
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<tbody>
<tr>
<td>ALABAMA</td>
<td>Jamie Blair</td>
<td>Vestavia Hills City Schools</td>
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<tr>
<td>ALASKA</td>
<td>Steve Bradshaw</td>
<td>Sitka School District</td>
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<tr>
<td>ARIZONA</td>
<td>Beverly J. Hurley</td>
<td>Buckeye Union High School District 201</td>
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<td>ARKANSAS</td>
<td>Joyce L. Vaught</td>
<td>Lakeside School District</td>
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<tr>
<td>CALIFORNIA</td>
<td>Marcus P. Johnson</td>
<td>Sanger Unified School District</td>
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<td>COLORADO</td>
<td>John L. Barry</td>
<td>Aurora Public School System</td>
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<td>CONNECTICUT</td>
<td>Elizabeth M. Osga</td>
<td>Regional School District 18</td>
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<td>DELAWARE</td>
<td>Daniel D. Curry</td>
<td>Lake Forest School District</td>
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<td>FLORIDA</td>
<td>Ronald Blocker</td>
<td>Orange County Public Schools</td>
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<td>GEORGIA</td>
<td>Samuel T. King</td>
<td>Rockdale County Public Schools</td>
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<td>IDAHO</td>
<td>James P. Norton</td>
<td>Parma School District 137</td>
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<td>ILLINOIS</td>
<td>Robert E. Gillum</td>
<td>Ball Chatham Community Unit School District 5</td>
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<td>INDIANA</td>
<td>Thomas Hunter</td>
<td>Greensburg Community School Corporation</td>
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<td>IOWA</td>
<td>Gary Sinclair</td>
<td>Dallas Center-Grimes Community School</td>
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<td>KANSAS</td>
<td>Tom Trigg</td>
<td>Blue Valley Unified School District 229</td>
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<td>KENTUCKY</td>
<td>Thomas D. Shelton</td>
<td>Daviess County Public Schools</td>
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<td>LOUISIANA</td>
<td>Gary L. Jones</td>
<td>Rapides Parish Schools</td>
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<td>MAINE</td>
<td>Robert Bouchard</td>
<td>Central Lincoln County School System, Maine AOS 93</td>
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<td>MARYLAND</td>
<td>Edward W. Shirley</td>
<td>Caroline County Public Schools</td>
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<td>MASSACHUSETTS</td>
<td>Michael F. Fitzpatrick</td>
<td>Blackstone Valley Vocational Regional School District</td>
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<td>MICHIGAN</td>
<td>Brian W. Davis</td>
<td>Holland Public Schools</td>
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<tr>
<td>MINNESOTA</td>
<td>Scott R. Staska</td>
<td>ROCORI Independent School District 750</td>
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<td>MISSISSIPPI</td>
<td>Charles E. Garrett, Jr.</td>
<td>New Albany School District</td>
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<td>MISSOURI</td>
<td>Dennis Fisher</td>
<td>Park Hill School District</td>
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<td>MONTANA</td>
<td>Julie Walker</td>
<td>Plevna School District 55</td>
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<td>NEBRASKA</td>
<td>Michael J. Cunning</td>
<td>Hershey Public Schools</td>
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<td>NEVADA</td>
<td>Robert Slaby</td>
<td>Storey County School District</td>
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<td>NEW HAMPSHIRE</td>
<td>Bruce C. Labs</td>
<td>School Administrative Unit 23</td>
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<td>NEW JERSEY</td>
<td>Mark J. Raivetz</td>
<td>Haddon Township Public Schools</td>
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<td>NEW MEXICO</td>
<td>Janel M. Ryan</td>
<td>Farmington Municipal Schools</td>
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<td>NEW YORK</td>
<td>Bernard P. Pierozio</td>
<td>Yorks City School District</td>
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<td>NORTH CAROLINA</td>
<td>Donald L. Martin</td>
<td>Winston-Salem/Forsyth County Schools</td>
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<td>NORTH DAKOTA</td>
<td>Jeff G. Fastnacht</td>
<td>Ellendale Public School District 40</td>
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<td>OHIO</td>
<td>Phillip G. Price</td>
<td>Mayfield City School District</td>
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<td>OKLAHOMA</td>
<td>Kathryn Turner</td>
<td>Fletcher Public Schools</td>
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<td>OREGON</td>
<td>Nancy L. Golden</td>
<td>Springfield Public Schools</td>
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<td>PENNSYLVANIA</td>
<td>Kathleen R. Kelley</td>
<td>Williamsport Area School District</td>
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<td>RHODE ISLAND</td>
<td>Katherine E. Sipala</td>
<td>Narragansett School System</td>
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<td>SOUTH CAROLINA</td>
<td>Phinnize J. Fisher</td>
<td>Greenville County Schools</td>
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<td>SOUTH DAKOTA</td>
<td>Dean Christensen</td>
<td>Deul School District 19-4</td>
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<td>TENNESSEE</td>
<td>Richard L. Kitzmiller</td>
<td>Kingsport City Schools</td>
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<td>TEXAS</td>
<td>Richard A. Middleton</td>
<td>North East Independent School District</td>
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<td>UTAH</td>
<td>Ronald F. Wolf</td>
<td>Box Elder School District</td>
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<tr>
<td>VERMONT</td>
<td>Thomas F. O’Brien</td>
<td>Addison Northwest Supervisory Union</td>
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<tr>
<td>VIRGINIA</td>
<td>Rosa S. Atkins</td>
<td>Charlottesville City Public Schools</td>
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<tr>
<td>WASHINGTON</td>
<td>Mary Alice Heuschel</td>
<td>Renton School System</td>
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<tr>
<td>WEST VIRGINIA</td>
<td>Frank D. Devono</td>
<td>Monongalia County Schools</td>
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<tr>
<td>WISCONSIN</td>
<td>Joe A. Schroeder</td>
<td>Muskego-Norway Schools</td>
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<tr>
<td>WYOMING</td>
<td>Diana I. Clapp</td>
<td>Fremont County School District 6</td>
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<tr>
<td>CANADA</td>
<td>John Mackle</td>
<td>Peterborough Victoria Northumberland and Clarington Catholic District School Board</td>
</tr>
<tr>
<td>INTERNATIONAL SCHOOLS</td>
<td>David Toze</td>
<td>Manila, Philippines</td>
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</tbody>
</table>
DISTINGUISHED SERVICE AWARDS

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

THE 2011 RECIPIENTS ARE:

Theodore J. Kowalski is a former superintendent and college of education dean. His professional publications include 31 books and over 150 book chapters, monographs and referenced journal articles. His textbooks on the superintendency, school public relations, principalship and administrator communication are widely used in preparation programs. He is currently a professor at the University of Dayton. An AASA member since 1972, Kowalski was the lead researcher and one of the authors of the AASA decennial study of superintendents.

Mark T. Bielang served as president, regional president and executive board member of the Michigan Association of School Administrators before serving as AASA president from 2009–2010. Bielang is currently the superintendent of Paw Paw Schools, MI, where he has led the school system since 1995. He has been an AASA member since 1996.

AMERICAN EDUCATION AWARD

Presented at the Friday General Session
Since 1928, AASA has given the American Education Award to honor an outstanding American citizen who has achieved excellence or a distinguished career in his or her profession, and who therefore serves as a role model and teacher to others. This year, the recipient of the American Education Award is Diane Ravitch.

Diane Ravitch is a historian of education. She is Research Professor of Education at New York University. She is a senior fellow at the Brookings Institution in Washington, DC. Her most recent book is The Death and Life of the Great American School System: How Testing and Choice Are Undermining Education.

AWARDS CEREMONY AND RECEPTION

A special Awards Ceremony and Reception will be held on Friday, February 18, from 4:30 – 6:00 P.M. at the Hyatt Regency, Centennial D. These honors honor the expertise and talents of aspiring superintendents, outstanding women administrators, technology and communication specialists, as well as architects and great humanitarians. The awards reception is sponsored by Global Partnership Schools.

AASA Women in School Leadership Award

This first-time offered award sponsored by Farmers Insurance and AASA pays tribute to the talent, creativity and vision of outstanding women educational administrators in the nation’s public schools.

Fifty-one superintendents, assistant superintendents, aspiring superintendents, central-office directors, school principals and other school system leaders across the United States were nominated for this award.

THE FINALISTS ARE:

Claudia Ardon-Diaz, Director of the Migrant Education Program, Delano Union School District, CA. Diaz restructured the migrant program in her school district, extending the school day from kindergarten through eighth grade, formulating math and language arts focus standards, adding Saturday Academies for struggling students, and ensuring that preschool-age students participate in “Aprendiendo en Casa,” a program for migrant parents and teachers.

Melody A. Johnson, Superintendent, Fort Worth Independent School District, TX. During the five years that Johnson has led Fort Worth ISD, student achievement has been increasing and the achievement gap has been shrinking. In 2009–10, students showed statistically significant gains in nearly every grade and every subject for every student population. A recent report issued by Thomas Fordham University called Fort Worth a “hotbed” for educational reform.

Ranelle J. Lang, Superintendent, Greeley-Evans School District 6, CO. Lang revised and aligned the district curriculum, changed the teachers’ instructional philosophy from “Have I Taught It?” to “Have Our Students Learned It?,” instituted data-driven decision making, and improved district effectiveness and accountability — and accomplished this with limited per student funding.

Valerie P. Truesdale, Superintendent, Beaufort County School District, SC. Truesdale focuses on professional development and the use of technology, believing that teachers must teach in the manner in which students learn. In her district, every teacher has a laptop and learning spaces have interactive white boards and student response systems. She provides training and support for data analysis so that teachers can use data to shape instruction.
Presented during Alan November’s Thought Leader Session on February 17 at 10:00 A.M.
This first-time award, sponsored by Lightspeed Systems and AASA, honors districts for excellence in promoting informed practices, collaborations, sustained improvement, and an evolving awareness of their responsibilities to ensure safe, equitable and ethical uses of learning technology. Forty-one school districts submitted portfolios. The first place award winner receives the November Learning team’s November Learning Review, which includes custom-designed best-practice strategies for teaching and learning, through a clearly defined, step-by-step guide to integrating and aligning technology across the curriculum. The second place award winner earns a district-wide subscription for Lightspeed Systems Web Access Manager with product training. The third place winner receives one free registration to the 2011 Building Learning Communities Conference in Boston, three-nights lodging and $500 for travel expenses, all provided by Lightspeed Systems.

THE RECIPIENTS OF THE AWARD ARE:
First Place — Northwest Independent School District, TX, Superintendent, Karen Rue; Director of Instructional Technology, Karla Burkholder

Second Place — North East Independent School District, TX, Superintendent, Richard Middleton; Senior Director, Technology Services, Thomas Johnson

Third Place — Tupelo School District, MS, Superintendent, Randy Shave; Director of Technology, Brenda Meriweather

AASA Leadership Through Communication Award
The AASA Leadership Through Communication Award recognizes the leadership of outstanding superintendents and public relations communications professionals in achieving the education goals of their district. The award is jointly sponsored by AASA, the National School Public Relations Association and Blackboard Inc. The award recipient receives $10,000 to be used in the school district for student scholarships or communication activities that benefit students and schools.

THE RECIPIENT OF THIS AWARD IS:
Vancouver Public Schools, WA, Steven T. Webb, Superintendent; Tom Hagley, Jr., Executive Director, Community and Government Relations

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

James A. Williams, Superintendent, Buffalo Public Schools, NY, has been named the recipient of the Administrator Award for Distinguished Support of Music Education.

The AASA Architectural Awards
The Architectural Awards Program is in partnership with AASA, the American Institute of Architects and the Council of Educational Facility Planners, International. Begun in 1949, the two awards have been bestowed on the projects that exemplify outstanding design and educational purpose.

THE SHIRLEY COOPER AWARD IS GIVEN TO:
VMDO Architects, PC for its design of the Manassas Park Elementary School, VA. The superintendent overseeing this project was Thomas DeBoit, Manassas Park City Schools, VA.

THE WALTER TAYLOR AWARD IS GIVEN TO:
Flansburgh Architects for its design of Energy Laboratory – Hawaii Preparatory Academy, HI. The head master overseeing this project was Lindsay Barnes, Jr., HI.

Seven of the nation’s outstanding graduate students in educational administration have been selected by the American Association of School Administrators to receive $2,500 scholarships. AASA selects recipients on the basis of their experience and excellence in school administration, personal essays about their qualifications and recommendations from university faculty. Each scholarship is named in honor of a former AASA executive director.

THE 2011 SCHOLARSHIP RECIPIENTS ARE:
S. D. Shankland Award
Matthew James Adams, Elementary Principal, Ankeny Community School District, IA

Worth McClure Award
Christopher Stephen Bernier, Principal, School Choice Services, Orange County Public Schools, FL

Finis E. Engleman Award
Maribel Galan, Elementary Principal, Norwalk-La Mirada Unified School District, CA

Forrest E. Connor Award
Fawzia A. Kevai, Elementary Principal, Elk Grove Unified School District, CA

Paul B. Salmon Award
Amy Marie Kortemeyer, Elementary Director of Teaching and Learning, Linn-Mar Community School District, IA

Richard D. Miller Award
Kathleen A. Rieke, Coordinator of Mathematics, Science and Title I, Metropolitan School District of Washington Township, IN

Paul D. Houston Award
Bruce Ralph Willingham Jr., Assistant Superintendent of Personnel, Maple Heights City Schools, OH

Two veteran educators and members of AASA, including the immediate past president of AASA, will be honored with the 2010 Dr. Effie H. Jones Humanitarian Award. The award honors the memory of Effie H. Jones, an educator and leader who performed groundbreaking work in elevating the status of minorities and women in education during her tenure as the organizer of the Office of Minority Affairs at AASA. She was profiled in the film “Women at the Top” for her work in the 1970s with women who aspired to the superintendency. Prior to coming to AASA, Jones worked as a teacher, counselor and school administrator. Recipients were selected based on their dedication and efforts related to the advocacy, support, mentoring, encouragement and successful advancement of women and minorities in education.

THE 2011 HONOREES ARE:
Arlene C. Ackerman, Superintendent, The School District of Philadelphia, has spent her entire career as a fearless advocate for children. Prior to assuming the top position in Philadelphia, she held the Christian A. Johnson Endowed Chair in Outstanding Educational Practice at Teachers College, Columbia University, and served as professor and director of the Urban Education Leaders Program, the college’s largest doctoral program for public school leaders. Ackerman is a national expert in raising student achievement and closing the achievement gap in large, urban school districts.

Diane E. Reed, Associate Professor and Co-Director of the Educational Leadership Program, St. John Fisher College. Prior to this position, she served as superintendent of Honeoye Falls-Lima (HF-L) School District for 14 years. A native of New York state, she has spent a good part of her career mentoring, coaching and being a role model for women in education, and has published articles on women and resilience in turbulent times and on the eight principles of enlightened leadership. Her teaching and research interests are focused on educational leadership, social justice, gender equity, education policy and innovation.
AASA acknowledges and expresses sincere appreciation to our Award partners.
Leading Learning
Leading Change
Connecting Schools Around the World

By developing an integrated, knowledge-rich community that connects worldwide resources, Global Partnership Schools creates a culture of change that moves educators, community leaders, and parents into a new zone of thinking, behavior, and core assumptions of what it takes to educate all children and make their dreams come true.

www.gps.us.com

Proud Sponsor of the 2011 National Conference on Education
Each year, the annual high school drop out rate is greater than twice the American casualties of World War II.

It is not too late.

Booth 936
The National Conference on Education would not be possible without the generous support of our corporate partners. On behalf of the entire AASA community, it is with sincere gratitude that we acknowledge our 2011 National Conference on Education supporters.
### THURSDAY • FEBRUARY 17

#### SCHEDULE-AT-A-GLANCE

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<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td><strong>8:00 A.M. – 3:30 P.M.</strong></td>
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<tr>
<td>Hall D</td>
<td>Registration Open</td>
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<td>8:30 – 9:00 A.M.</td>
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<tr>
<td>Hall D, NCE Marketplace</td>
<td>Complimentary Coffee Break</td>
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<td>8:30 A.M. – 3:00 P.M.</td>
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<td>Hall D, NCE Marketplace</td>
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<td><strong>10:00 – 11:00 A.M.</strong></td>
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<tr>
<td>Four Seasons Ballroom 1</td>
<td>THOUGHT LEADER MEREDITH HONIG</td>
<td>Room 103</td>
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<td>Front and Center: How to Make the Central-Office Drive Teaching and Learning Improvement</td>
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<td>Four Seasons Ballroom 2–3</td>
<td>THOUGHT LEADER ALAN NOVEMBER</td>
<td>Room 106</td>
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<td>Transforming Schools: From Technology to Information and Global Communications Planning</td>
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<td><strong>11:15 A.M. – 12:15 P.M.</strong></td>
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<td>Room 607</td>
<td>Advocacy Update with Bruce Hunter</td>
<td>Room 703</td>
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<td>Room 103</td>
<td>Charters and ESEA, an Opportunity for LEA’s and SEA’s</td>
<td>Room 106</td>
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<td>Room 108</td>
<td>Communication Is Everything — A Strategic Look at Online Communication with the School Community</td>
<td>Room 102</td>
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<td>Room 707</td>
<td>The Computer Ate My Teacher! Technology: The New Face of Today’s Classroom</td>
<td>Room 102</td>
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<tr>
<td>Four Seasons Ballroom 2–3</td>
<td>Digital Learning Farm with Thought Leader Alan November</td>
<td>Room 708</td>
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<td>Room 705</td>
<td>Every Child, Every Classroom, Every Day: Superintendent Entry</td>
<td>Room 708</td>
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<tr>
<td>Room 606</td>
<td>Evocative Coaching: Transforming Schools One Conversation at a Time</td>
<td>Room 601</td>
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#### Room Descriptions

- **Room 601:** Year One of School Turnarounds
- **Room 603:** How to Use a Big-Picture Approach to Improve Your Schools
- **Room 103:** Leading the Charge to Impact Child Health and Well-Being: The Actions and Influence of State Administrator and School Board Executives
- **Room 106:** Money Moves That Can Boost Student Achievement
- **Room 708:** Professorships: Tools and Techniques for Getting and Keeping One
- **Room 612:** Setting Policies to Reduce Uncomfortable and Distracting E-mail Communication
- **Room 105:** Shared Resources, Shared Responsibilities and Shared Opportunities in Denver Public Schools
- **Room 610:** Some Call It STEM; Some Call It Inquiry-Based Learning: We Call It the Future
- **Room 603:** Strengthening Your IT Operation in a Challenging Budget Environment
- **Room 111:** Systemic School Reform: Partnering to Ensure ELL Success
- **Room 604:** Using Data in a Response-to-Instruction (RTI) Model to Improve Student Achievement
- **Room 109:** Using Data to Transform the Culture of Schools and Central Office Units
- **Room 605:** What If School Districts Acted Like Consumers?
- **Room 608:** What School Leaders Need to Know to Improve Instruction
- **Room 601:** Year One of School Turnarounds
<table>
<thead>
<tr>
<th>12:45 – 1:45 P.M.</th>
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| Room 612         | AASA President-Elect Candidate Debate  
| Room 108         | AASA’s 2011 Legislative Agenda with Bruce Hunter  
| Room 105         | Addressing and Preventing Childhood Obesity in the Hispanic Community  
| Room 110         | Administrators Are Human Capital Too  
| Room 207         | Advanced Placement for the 21st Century  
| Room 106         | Advocacy Update with Noelle Ellerson  
| Room 707         | Building the Foundation for Successful Change as a New Superintendent  
| Room 601         | Derailed Superintendents: Red-Flag Warning Signs  
| Room 603         | District Reform: Leveraging Change  
| Room 109         | Effective District Communications During Crisis Situations  
| Room 708         | Electronic Portfolios — What Goes into One  
| Room 107         | Entry Plan 101: Strategies from Rural, Suburban and College-Town Superintendents  
| Room 608         | Establishing the Building Blocks for Student Engagement  
| Room 604         | Getting All Students to Graduate  
| Room 706         | Getting, Keeping and Enjoying Your Superintendency  
| Room 703         | Is Your District a Workplace Star?  
| Room 606         | Move from Traditional to a Whole Student Support Model  

| Room 610         | A Network Approach to Building System-Level Instructional Leadership  
| Room 111         | Online Teaching and Learning: Cost, Policy and Quality Considerations  
| Room 102         | Opportunities and Challenges to District-Charter Collaboration to Improve Outcomes for Students  
| Room 602         | Response to Instruction: The Administrator’s Role  
| Room 705         | A Successful College- and Career-Ready Model: Career Clusters  
| Room 607         | Texas Hold ‘Em — Dealing Five Key Cards for Raising Test Scores  
| Room 104         | Using School Data to Make Informed School Choices  
| Room 605         | Using Student Voices to Drive Change  

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<th>2:00 – 3:00 P.M.</th>
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| Four Seasons Ballroom 1 | THOUGHT LEADERS KATHY HURLEY AND KEN KAY  
|                    | Education Leaders and 21st-Century Education  
| Four Seasons Ballroom 2-3 | THOUGHT LEADER DOUG REEVES  
|                    | Getting Accountability Right: A Blueprint for 21st-Century Accountability Systems from the Classroom to the Boardroom  
| Knowledge Exchange Theater, Hall D |  
|                    | Engage, Enrich & Enhance Professional Development with Online Learning  

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<th>3:15 – 5:15 P.M.</th>
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| Hall C           | GENERAL SESSION FEATURING MICHAEL FULLAN  
|                    | Motion Leadership: How to Make All Systems Go  

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<th>5:30 – 6:30 P.M.</th>
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| Capitol Ballroom, Hyatt Regency | AASA Welcome Reception  

**FOCUS ZONES**  
**BOARD/SUPERINTENDENT ISSUES**  
Sponsored by **Scientific Learning**  
**EXECUTIVE LEADERSHIP**  
**STUDENT ACHIEVEMENT**  
Sponsored by **CollegeBoard**  
**GREAT EDUCATION CONVERSATION**  
**JOB CENTRAL**  
**MANAGEMENT**  
Sponsored by **ORGANIZATIONAL HEALTH**
THURSDAY, FEBRUARY 17 CONFERENCE

DETAILS

8:00 A.M. – 3:30 P.M.

HALL D
REGISTRATION OPEN

8:30 – 9:00 A.M.

HALL D, NCE MARKETPLACE
COMPLIMENTARY COFFEE BREAK
Sponsored by

8:30 a.m. – 3:00 P.M.

HALL D, NCE MARKETPLACE
NCE MARKETPLACE OPEN

10:00 – 11:00 A.M.

FOUR SEASONS BALLROOM 1
THOUGHT LEADER SESSION

MODERATOR
Richard Laine, Director of Education Programs,
The Wallace Foundation

PRESENTERS
Susan Enfield, Chief Academic Officer, Seattle Public
Schools, WA
Maria L. Goodloe-Johnson, Superintendent, Seattle Public
Schools, WA
Meredith I. Honig, Associate Professor, Educational
Leadership and Policy Studies, University of Washington

FOUR SEASONS BALLROOM 2–3
THOUGHT LEADER SESSION

TRANSFORMING SCHOOLS: FROM TECHNOLOGY TO INFORMATION AND GLOBAL
COMMUNICATION PLANNING
Introduction by David K. Pennington, Executive Committee
Member, AASA; Superintendent, Ponca City Public School
District, OK
Education is at the bottom of the economy in terms
of productivity gains as a result of technology. The
key is not more stuff, but redesigning the processes of
schooling. In this presentation, Alan November describes
how to leverage investments in technology to rethink
the design of homework, make use of real-time student
feedback, build collegiality, and create more rigorous and
motivating assignments.

PRESENTER
Alan November, Senior Partner, November Learning

THIRD AND CENTER: HOW TO MAKE THE CENTRAL-OFFICE DRIVE TEACHING AND
LEARNING IMPROVEMENT
Introduction by Rodney P. Green, Executive Committee
Member, AASA; Superintendent, East China School
District, MI
For decades, school district central offices have been
maligned as impediments to districtwide teaching and
learning improvement. In this presentation, Meredith
Honig shares key findings from a recent study of the
promising practices of central offices that work effectively
with schools. Joining her are school administrators
involved in implementing these practices.

This session made possible by

TAKE YOUR LEADERSHIP TO NEW HEIGHTS
11:15 A.M. – 12:15 P.M.

ROOM 607

ADVOCACY UPDATE
A timely overview of AASA’s advocacy work as it relates to ESEA, with a focus on Title I, assessments and standards. Hear from AASA’s policy team and get your questions about federal policy in ESEA answered.

PRESENTER
Bruce Hunter, Associate Executive Director, Advocacy, Policy and Communications, AASA

ROOM 103

CHARTERS AND SEA, AN OPPORTUNITY FOR LEA’s AND SEA’s
With the pending reauthorization of ESEA/NCLB approaching, the National Alliance for Public Charter Schools highlights its recommendations for the reauthorization, as well as areas of alignment with AASA’s goals, focusing on how public charter schools and federal support can be a resource opportunity in for LEA’s and SEA’s.

PRESENTER
R. Brooks Garber, Vice President for Federal Advocacy, National Alliance for Public Charter Schools

ROOM 108

COMMUNICATION IS EVERYTHING — A STRATEGIC LOOK AT ONLINE COMMUNICATION WITH THE SCHOOL COMMUNITY
No group understands the importance of communication better than public school leaders. Reaching target audiences across different channels is becoming more challenging. Learn how one district now delivers messages by e-mail, voice, text, Web, RSS feeds, and through Facebook and Twitter, and find out how you can set up an Online Contact Center to meet your online communications needs.

PRESENTERS
JaneMarie Borger, Communications Director, Berkeley County Schools, WV
Mark Franke, President, Relatix Corporation

ROOM 705

EVERY CHILD, EVERY CLASSROOM, EVERY DAY: SUPERINTENDENT ENTRY
Whether you are a first-time superintendent, a new school leader, or a seasoned superintendent with multiple districts on your resume, how you choose to enter a new position can determine your success or failure. Superintendents tackle state budget crises, divided school boards, mayors fighting for control of the schools, and racially divided school cultures, all from the very first day in office.

Using case studies, this session examines personal and professional hurdles to establishing leadership in a new district and the role context plays, as well as key steps in the entry process.

PRESENTERS
Leslie Boozer, Doctoral Student, Harvard Graduate School of Education
Laura Kelley, Doctoral Student, Harvard Graduate School of Education
Robert Peterkin, Kepple Professor of Education, Harvard Graduate School of Education
11:15 A.M. – 12:15 P.M. CONTINUED

**ROOM 606**

**EVAOTIVE COACHING: TRANSFORMING SCHOOLS ONE CONVERSATION AT A TIME**

In the age of accountability, how can school administrators effectively work with teachers and other school personnel to improve student achievement? Presenters explore how evocative coaching is an effective strategy that invites them into the performance-improvement process as valued collaborators who need not fear the consequences of sharing stories, expressing feelings, exploring strengths, imagining new possibilities, and experimenting with how best to meet the educational needs of students. Learn how the Center for School Transformation has developed a simple, yet profound, way of facilitating new conversations in schools through Story Listening, Expressing Empathy, Appreciative Inquiry, and Design Thinking that inspires and invigorates the passion for making schools better, one conversation at a time.

**PRESENTERS**

Bob Tschanne-Moran, President, Center for School Transformation
Megan Tschanne-Moran, Associate Professor, School of Education, College of William & Mary

**ROOM 703**

**HOW TO USE A BIG-PICTURE APPROACH TO IMPROVE YOUR SCHOOLS**

The National Center for Educational Achievement discusses root causes that prevent a school system from achieving its mission. See the signs and symptoms of a school system that is lacking a coherent, improvement approach; understand what a systemwide approach to school improvement planning means, see how to approach your own school improvement efforts with more clarity and confidence, and leave with research-based strategies and examples of how to create a more collaborative school culture focused on student achievement.

**PRESENTERS**

Wesley Boykin, Director of Outreach, National Center for Educational Achievement
Efrai Mercado, Director of Outreach, National Center for Educational Achievement
Kent Scribner, Superintendent, Phoenix Union High School District, AZ

**ROOM 106**

**LEADING THE CHARGE TO IMPACT CHILD HEALTH AND WELL-BEING: THE ACTIONS AND INFLUENCE OF STATE ADMINISTRATOR AND SCHOOL BOARD EXECUTIVES**

Executive directors of AASA state affiliates, together with their state school boards association counterparts, receive technical support from AASA and NSBA to explore the effects of childhood asthma on student achievement, attendance, health and well-being. Representatives of the state departments of health and education and state asthma coalitions were invited by the administrators and boards in Indiana, Kentucky, Michigan, Montana and Wisconsin to join them in a Leadership Forum to develop solutions. Together, across five states, these leaders became a force to be reckoned with on improving policy and practice environments and exerting a new capacity to address childhood asthma in their states. Hear the steps this collaborative has taken and the lessons each state team is learning that can be applied to a variety of local school district issues.

**PRESENTERS**

John G. Ellis, Executive Director, Indiana Association of Public School Superintendents
Thomas M. Langdon, Superintendent, Big Rapids Public Schools, MI
Phyllis J. Lewis, Coordinator of Health Services, Indiana Department of Education
William H. Mayes, Executive Director, Michigan Association of School Administrators
Darrell C. Rud, Executive Director, Montana Association of School Superintendents

**ROOM 102**

**MONEY MOVES THAT CAN BOOST STUDENT ACHIEVEMENT**

Tough economic times can be a springboard for rethinking how your district is using resources. The Eugene School District, OR, shares strategies and approaches for carefully redirecting resources to improve student success in the classroom. Learn how the district fosters internal and community support for these strategies and how board members are engaged in the process. This session includes a look at current research regarding how schools typically spend resources and how they are beginning to reallocate resources differently to ensure that all students have equal opportunities to achieve at high levels.

**PRESENTERS**

Barbara Bellamy, Communications Director, Eugene School District 4J, OR
George Russell, Superintendent, Eugene School District 4J, OR

**ROOM 708**

**PROFESSORSHIPS: TOOLS AND TECHNIQUES FOR GETTING AND KEEPING ONE**

Are you interested in becoming a college professor? Three female professors of educational leadership with differing levels of experience take you on the journey from exiting public school central-office administration to acquiring a college professorship teaching graduate courses in educational leadership. Learn how to find a responsible, engaging mentor; walk through the process of getting an appointment; explore the secrets of staying on the job; and take a look at the many surprises, challenges and opportunities afforded you once you become a professor.

**PRESENTERS**

Vicki VanTuyle, Assistant Professor, Southern Illinois University Edwardsville
Sandra Watkins, Professor, Western Illinois University
Carol Webb, Assistant Professor, Western Illinois University
ROOM 612

SETTING POLICIES TO REDUCE UNCOMFORTABLE AND DISTRACTING E-MAIL COMMUNICATION

Recent research findings reveal that uncomfortable e-mail communication affects the workplace environment, with many educators describing uncomfortable e-mails as a form of harassment. The findings suggest the need for school districts to adopt policies and provide appropriate professional development concerning e-mail communication for educators. This presentation explores the issues emanating from the intersection of communication and technology and the policies needed as a result.

PRESENTER
Merle Horowitz, Superintendent, Marple Newtown School District, PA

ROOM 105

SHARED RESOURCES, SHARED RESPONSIBILITIES AND SHARED OPPORTUNITIES IN DENVER PUBLIC SCHOOLS

This session explains how the Denver Public Schools is working on collaborative projects that bring traditional schools and charter schools together to provide a better education for all students. Through the Northwest Shared Enrollment Zone, three middle schools — two charters and one district — share a common enrollment zone. Through the Share Campus Initiative, the Denver Public Schools leverages excess capacity in district-owned buildings to encourage new school development, reduce districtwide inefficiency, and facilitate the right-sizing and turnaround of existing programs.

PRESENTER
Parker Baxter, Senior Officer/Counsel, Denver Public Schools, CO

ROOM 610

SOME CALL IT STEM; SOME CALL IT INQUIRY-BASED LEARNING; WE CALL IT THE FUTURE

Changing the conversations and design process is often necessary in creating collaborative learning environment that encourages a life of inquiry. This session shares tools and processes used in creating and designing for the future.

PRESENTERS
Jim Brady, Executive Director, America’s Schoolhouse Council
Jack Moussau, Principal, MOA ARCHITECTURE

ROOM 603

STRENGTHENING YOUR IT OPERATION IN A CHALLENGING BUDGET ENVIRONMENT

Dramatic declines in school budgets are forcing many difficult choices upon school leaders. But it’s certainly not reducing the need for effective technology in school operations, communications and classrooms. This presentation explores an evolving model of technology delivery — called software-as-a-service or Webware — that is enabling districts to actually increase the quality and breadth of their technology in spite of the current funding crisis.

PRESENTERS
Randall Collins, Past President, AASA; Superintendent, Waterford Public Schools, CT
John Raymond, President, PowerIT

ROOM 111

SYSTEMIC SCHOOL REFORM: PARTNERING TO ENSURE ELL SUCCESS

The failure of many districts to effectively address the needs of children who are linguistically and culturally diverse has resulted in thousands of students not being able to graduate on time and become contributing members of their community. This presentation focuses on the consequences of a failed educational system for English Language Learners and best practice for addressing the academic needs of ELL students.

PRESENTER
Hector Montenegro, Area 3 Superintendent, San Diego Unified School District, CA

ROOM 604

USING DATA IN A RESPONSE-TO-INSTRUCTION (RTI) MODEL TO IMPROVE STUDENT ACHIEVEMENT

This session presents information about Response to Instruction (RTI), a data-based early intervention, prevention, and acceleration model for the delivery of reading instruction. Two key elements are staff collaboration for instructional delivery and ongoing assessment for the purpose of focusing instructional needs and demonstrating learning. RTI includes a proven, research-based foundation and is refined and implemented by site personnel as a unique function of the individual school site.

PRESENTERS
Cara Bergen, Executive Director, Tustin Public Schools Foundation
Dick Bray, Superintendent, Tustin Unified School District, CA
ROOM 109

**USING DATA TO TRANSFORM THE CULTURE OF SCHOOLS AND CENTRAL OFFICE UNITS**

Gain insights and specific strategies from two successful superintendents who have transformed the culture of their districts: a veteran who has successfully used this data-based approach in three different states (a county system, an urban district and a district in a small town); and a new superintendent who is using this data-based approach in an urban setting. Don’t miss this opportunity to see how they have used a data-based systemic approach for transforming their districts and for improving student performance.

This session made possible by

**PRESENTERS**

Marvin Fairman, President, Organizational Health
Alan Ingram, Superintendent, Springfield Public Schools, MA
Bob Moore, Superintendent, Victoria Independent School District, TX

ROOM 605

**WHAT IF SCHOOL DISTRICTS ACTED LIKE CONSUMERS?**

New research shows that urban school district officials can improve the way principals are trained and developed, and this session shows districts how to improve the quality and effectiveness of new leaders. Based on a report available through The Wallace Foundation, the session details what happens when a district acts like a consumer of leader-preparation programs (hint: it has a better shot at hiring principals who can successfully lead urban and other high-need schools).

This session made possible by

**PRESENTERS**

Margaret “Terry” Orr, Director, Future School Leaders Academy, Bank Street College of Education
Sheila Smith-Anderson, St. Louis Public Schools, MO
Lynne Wheat, Administrator Recruitment and Development & Wallace KYCLS Grant, Jefferson County Public Schools, KY

ROOM 608

**WHAT SCHOOL LEADERS NEED TO KNOW TO IMPROVE INSTRUCTION**

Improving student achievement rests first and foremost on our ability to improve the quality of teaching so school leaders must have the instructional expertise necessary to support teachers in the improvement process. This presentation provides powerful new research illustrating the level of instructional expertise among school and district leaders across the country. Participants get a comprehensive instructional framework for analyzing the quality of teaching across five categories and 13 subdimensions that they can use for classroom observation, and an inquiry-based tool to support classroom walkthroughs.

**PRESENTER**

Stephen Fink, Associate Professor, Educational Leadership and Policy Studies, University of Washington

ROOM 601

**YEAR ONE OF SCHOOL TURNAROUNDS**

School turnarounds are one of the most sweeping and complex challenges facing school leaders. Former AASA Superintendents of the Year Rudy Crew and Manny Rivera share a blueprint for how their organization approaches school turnarounds in urban schools. Using case studies and video vignettes, this is a bold inside look at the challenges and transformation experienced during the first year of school turnarounds.

**PRESENTERS**

Rudy Crew, President, Global Partnership Schools
Manny Rivera, CEO, Global Partnership Schools

**11:30 A.M. – 2:30 P.M.**

**CAPITOL 2-3, HYATT REGENCY**

**AASA COUNCIL OF COUNTY SCHOOL DISTRICT SUPERINTENDENTS LUNCHEON**

*By invitation only*

**Sponsored by VALIC**

**NOON – 1:30 P.M.**

**CENTENNIAL A–C, HYATT REGENCY**

**CENTURY CLUB 100 LUNCHEON ON eSCHOOL NEWS — TECH SAVVY SUPERINTENDENTS AWARDS**

**12:45 – 1:45 P.M.**

**ROOM 612**

**AASA PRESIDENT-ELECT CANDIDATE DEBATE**

Meet the candidates for AASA President-Elect. This session is a lively town hall discussion with the candidates seeking to become AASA’s next nationally elected leader. This is your time to ask questions, get answers and learn what each candidate’s goals are for AASA. Take the time now to become a knowledgeable voter. Ballots will be mailed the week after the National Conference on Education.

**CANDIDATES**

Benny Gooden, Superintendent, Fort Smith Public Schools, AR
Paul Shaw, Superintendent, White County School System, GA

**ROOM 108**

**AASA’S 2011 LEGISLATIVE AGENDA**

AASA’s policy and advocacy team presents the newly adopted 2011 AASA Legislative Agenda, the member-driven policy statement that drives the organization’s policy and advocacy efforts throughout the year.

**PRESENTERS**

Sasha Bartolf, Legislative Specialist, AASA
Bruce Hunter, Associate Executive Director, Advocacy, Policy and Communications, AASA
ROOM 105

**ADDRESSING AND PREVENTING CHILDHOOD OBESITY IN THE HISPANIC COMMUNITY**

AASA has officially partnered with the Association of Latino Administrators and Superintendents (ALAS) to address childhood obesity within some of the most at-risk and vulnerable communities in the country. The intent of this joint effort is to increase the capacity of ALAS to provide leaders of Hispanic-serving school districts with resources, research, policies, strategies and technical assistance to better serve students most vulnerable to childhood obesity. This workshop reviews comprehensive preK-12 programs in health and wellness that address physical, health, emotional and social issues using a district-developed curriculum integrated in core subject areas and community resources. This session includes information on partnering with First Lady Michelle Obama’s Initiative on Childhood Obesity.

**PRESENTER**
Hector Montenegro, Area 3 Superintendent, San Diego Unified School District, CA

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ROOM 110

**ADMINISTRATORS ARE HUMAN CAPITAL TOO**

There’s a growing recognition that teachers aren’t the only educators who need direction and continuous support to do their best work. As reflected in both recent research and emerging practice, school districts are rethinking how educators of all types are recruited, inducted, evaluated, compensated and supported. This presentation highlights districts’ creative approaches to and substantial investments in instructional capacity at all levels, from teacher leaders to central offices. This session made possible by

**MODERATOR**
Richard Lane, Director of Education Programs, The Wallace Foundation

**PRESENTERS**
Susan Enfield, Chief Academic Officer, Seattle Public Schools, WA
Maria L. Goodloe-Johnson, Superintendent, Seattle Public Schools, WA
Meredith I. Honig, Associate Professor, Educational Leadership and Policy Studies, University of Washington

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ROOM 207

**ADVANCED PLACEMENT FOR THE 21ST CENTURY**

Join College Board staff for a discussion of future developments in AP designed to help educators provide enhanced AP opportunities to students. Learn about plans to increase support for AP teachers and how the College Board is working with colleges and universities to ensure that credit, placement and admissions opportunities are maintained and expanded. Also hear about forthcoming changes to AP science, history and world language courses — changes that will enable teachers to privilege depth of learning over breadth of content coverage and foster the development of 21st-century skills in students.

**PRESENTERS**
Susan Landers, Executive Director, Policy and Publications, Advanced Placement® Program, College Board
Trevor Packer, Vice President Advanced Placement®, College Board

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ROOM 106

**ADVOCACY UPDATE**

Hear AASA’s policy team give a concise update on major federal legislative initiatives, including appropriations, REAP, charters and competitive funding. Come get answers to your questions about federal education policy!

**PRESENTER**
Noelle Ellerson, Assistant Director, Policy Analysis and Advocacy, AASA

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ROOM 707

**BUILDING THE FOUNDATION FOR SUCCESSFUL CHANGE AS A NEW SUPERINTENDENT**

This presentation explains the Organizational Health Improvement process, a data-based approach to diagnosing and improving the leadership effectiveness of principals and their leadership teams. The objective is to develop and capitalize on the leadership capacity of individuals and teams on campuses throughout a school district in order to improve student performance.

**PRESENTERS**
Dennis Dearden, Superintendent, Casa Grande Union High School District, AZ
Marvin Fairman, President, Organizational Health Diagnostic Development Corporation
ROOM 601
DERAILLED SUPERINTENDENTS: RED-FLAG WARNING SIGNS
Come join this lively presentation and learn how to recognize and respond to warning signs, and avoid the pitfalls that may derail you in the superintendency. Become better able to navigate and assess the culture and apply appropriate strategies to come out a winner.

PRESENTERS
Vicki VanTuyle, Assistant Professor, Southern Illinois University
Sandra Watkins, Associate Professor, Western Illinois University

ROOM 603
DISTRICT REFORM: LEVERAGING CHANGE
While there is general agreement that district, state and national contexts influence school improvement, competing theories and conflicting evidence about how to improve teaching and learning persist. AdvancED® commissioned an independent research team to study district-level improvement and its relationship to school-level work using the current AdvancED® standards for organizational effectiveness as the guiding framework. This session shares the research findings and the 14 “leverage points” that have the greatest promise of increasing student achievement and supporting the instructional core.

PRESENTER
Mark Elgart, President/CEO, AdvancED

ROOM 109
EFFECTIVE DISTRICT COMMUNICATIONS DURING CRISIS SITUATIONS
Crisis situations can present a make-or-break scenario for school administrations. Responsive, strategic crisis communications can restore the community’s trust in the district, while poor crisis communication can exacerbate an already bad situation. This session helps administrators avoid the three critical errors of poor crisis communications by examining ways to assess an ongoing crisis, communicate with outraged or panicked stakeholders, determine the appropriate information to share during a crisis, and craft media talking points and a “safe zone” of topics to discuss.

PRESENTER
Collin Earnst, Principal, Haselton Group

ROOM 708
ELECTRONIC PORTFOLIOS — WHAT GOES INTO ONE
Not only can you not fit all your experience on a one-page resume, the method of creating that resume has also changed. In this session, consultants from McPherson & Jacobson, L.L.C., Executive Recruitment and Development, describe how to create and submit an electronic portfolio, what should be included in the portfolio, and how to apply online.

PRESENTERS
David Barker, Superintendent Search Consultant, McPherson & Jacobson, L.L.C.
William Dean, Superintendent Search Consultant, McPherson & Jacobson, L.L.C.
Thomas Jacobson, Owner/CEO, McPherson & Jacobson, L.L.C.

ROOM 107
ENTRY PLAN 101: STRATEGIES FROM RURAL, SUBURBAN AND COLLEGE-TOWN SUPERINTENDENTS
This session for rural, suburban and college-town superintendents provides entry plan activities that enable new superintendents to gather information about the community and organization, establish a strong community presence early on, assess the organization’s strengths and needed improvements, identify critical issues, address areas of concern, build on strengths, and create a valuable network of contacts and resources.

PRESENTERS
William Clark, Superintendent, Manheim Central School District, PA
Barry Tomasetti, Superintendent, Kennett Square School District, PA

ROOM 608
ESTABLISHING THE BUILDING BLOCKS FOR STUDENT ENGAGEMENT
Learn the dynamics involved in establishing and implementing the Building Blocks for Student Engagement from the perspective of school leaders, teachers, and students. The BBSE model is being used and studied in four school districts representing suburban, urban and rural settings at the middle and high school levels. The BBSE links research on how the brain learns with an understanding of how children’s environments shape their minds. The districts involved have identified several common emerging themes: paradigm shifts from achievement gap to opportunity gap and from motivation to engagement, developing skills for the 21st century that lead to learning how to learn and higher levels of student achievement, the importance of a consistent pedagogy, and a proven methodology for providing equitable learning opportunities for all students.

PRESENTERS
Suzanne D’Annolfo, Assistant Professor, University of Hartford
Jeffrey Schumann, Deputy Superintendent, Newington Public Schools, CT
ROOM 604  
**GETTING ALL STUDENTS TO GRADUATE**
This interactive session conducted by a high school principal shares methods used in an all-minority, Title I school that resulted in a graduation rate over 90 percent for the past three years. This session includes practical and easily implemented activities applicable to other districts and schools.

**PRESENTER**
Benjamin Shuldiner, Principal, New York City Department of Education

ROOM 706  
**GETTING, KEEPING AND ENJOYING YOUR SUPERINTENDENCY**
Mary Frances Callan and Bill Levinson experienced significant success as superintendents prior to retirement. Stimulated by their experiences leading superintendent searches and mentoring aspiring and experienced superintendents, they have written a practical guide to finding the right job, keeping it, and being successful in an increasingly difficult educational atmosphere. In this session, they team up with Bill Attea, who has also had a highly successful experience as a superintendent and extensive experience in working with school board development and superintendent searches, to provide usable, practical tips on how to conduct an effective job search and how to get off to a good start that will point to long-term success once you find the right position. Applicable to novice and veteran superintendents.

**PRESENTERS**
William Attea, Chair of the Board, Hazard, Young, Attea & Associates
Mary Frances Callan, Author
William Levinson, Author

ROOM 703  
**IS YOUR DISTRICT A WORKPLACE STAR?**
We all know boosting student achievement for all is THE measure of success for every school and district. Many variables contribute to that goal. For one, school leaders must create a workplace of excellence so everyone thrives. This session describes 10 essential factors for creating an excellent workplace using a new organizational assessment tool, Workplace Stars. Participants can opt to take a complimentary, confidential online survey to determine how their school or district is currently functioning.

**PRESENTERS**
Bryce Bird, Superintendent, Riverdale School District, WI
Karla Reiss, President, The Change Place

ROOM 606  
**MOVE FROM TRADITIONAL TO A WHOLE STUDENT SUPPORT MODEL**
Learn how Minnetonka High School created an embedded health model in 2007 that moves health from the traditional stand-alone semester course to one that is integrated into the school day throughout all four high school years.

**PRESENTER**
David Adney, Principal, Minnetonka Schools, MN

ROOM 610  
**A NETWORK APPROACH TO BUILDING SYSTEM-LEVEL INSTRUCTIONAL LEADERSHIP**
Sixteen New Jersey superintendents from urban, suburban and rural districts of varying sizes have joined together in a community of practice powerfully focused on instructional improvement through instructional rounds. This session tells the story of the New Jersey Network of Superintendents and engages participants in a thought-provoking and practical exploration of its implications and applications for instructionally focused professional learning for superintendents.

**PRESENTERS**
Victoria Kniewel, Superintendent, West Windsor-Plainsboro Regional School District, NJ
Pablo Munoz, Superintendent, Elizabeth Public Schools, NJ
Robert Peterkin, Keppel Professor of Education, Harvard Graduate School of Education
Scott Thompson, Assistant Executive Director, Panasonic Foundation

ROOM 111  
**ONLINE TEACHING AND LEARNING: COST, POLICY AND QUALITY CONSIDERATIONS**
A growing number of schools across the country are offering online courses for students as part of their academic schedule and experience. Whether the courses are core content, electives or AP, the successful implementation of online course programs requires clear planning, specific policies and active promotion. This session examines best practice in online program implementation, including policy and cost considerations.

**PRESENTERS**
Robert Gratz, Superintendent, Hackettsstown School District, NJ
Dana Koch, Director of Global Services, Virtual High School Global Consortium
ROOM 102

OPPORTUNITIES AND CHALLENGES TO DISTRICT-CHARTER COLLABORATION TO IMPROVE OUTCOMES FOR STUDENTS

One of the original arguments used to support the creation of charter schools was that charters would use their flexibility and nimbleness to uncover effective practices, and those identified practices would eventually spread into traditional districts. This theory has not often been realized as politics and various tensions have often inhibited shared learning and collaboration between districts and charters. However, several district and charter leaders are making a public commitment to change the historically antagonistic relationship between districts and charters and making plans to work together so districts and charters can leverage each other’s relative strengths to improve outcomes across all schools in a city. This panel explores the opportunities, risks and best practice related to district/charter collaboration.

PRESENTER
Adam Porsch, Program Officer, Bill & Melinda Gates Foundation

ROOM 602

RESPONSE TO INSTRUCTION: THE ADMINISTRATOR’S ROLE

This presentation emphasizes the role of school administrators in Response to Instruction (RTI) program design and implementation. Explore ways to design an RTI plan based on current district programs and changing student needs, while being fiscally responsible. Topics include designing a creative/flexible schedule, using existing staff members in new ways, reviewing instructional material and providing staff training.

PRESENTER
Edythe Austrumuhl, Superintendent, Deerfield Township School, NJ

ROOM 705

A SUCCESSFUL COLLEGE- AND CAREER-READY MODEL: CAREER CLUSTERS

In partnership with the Microsoft Partners in Learning, the National Association of State Directors of Career Technical Education Consortium recently highlighted five schools in a series of guides showcasing how Career Clusters have been implemented across the country. Presenters share best practice and replicable ideas from the sites, including what it takes to successfully implement a Career Cluster in a remote rural location, how to effectively engage business and community partners with your program, examples of how to integrate real-world work into your program, and innovative academic integration models.

PRESENTERS
Dean Folkers, Deputy Executive Director, National Association of State Directors of Career Technical Education Consortium
Kelly Green, Academic Program Manager, Microsoft U.S. Partners in Learning

ROOM 607

TEXAS HOLD 'EM — DEALING FIVE KEY CARDS FOR RAISING TEST SCORES

The Colorado Cowboy and the Cultured Crooner return to AASA (former three-time featured presenters) with a new program and a new sidekick. The “Know When to Hold ’Em” duo has created a program focusing on five key elements (i.e., cards) for raising test scores. The duo draws upon prior student achievement successes coupled with “Gabby’s” 45 years of superintendent experience. The format is classic Colorado Cowboy in style and delivery. You’ll be treated to a zany, hilarious series of songs, quips, quotations and homilies. The revised lyrics of both classical and country songs will have you laughing one minute and ready to “Take Your Leadership to New Heights” the next. Don’t miss this opportunity to kick back, relax and learn — (boots are optional).

PRESENTERS
Mike Hall, “Cultured Crooner,” National Association of Middle School Principals
Taylor Stephenson, “Gabby,” ESC–20 San Antonio, TX
Jim Wilson, “Colorado Cowboy,” Executive Consultant for Rural and Small Schools, AASA

ROOM 104

USING SCHOOL DATA TO MAKE INFORMED SCHOOL CHOICES

The No Child Left Behind Act, soon to be reauthorized under the Elementary and Secondary Education Act, requires states to administer a standardized test to students in public schools — both charter and traditional. These results, if made easy-to-read and linked to other important factors (e.g., school’s demographic composition, location and size), can help the public — especially parents — make informed decisions about schools. Learn how Friends of Choice in Urban Schools (FOCUS) created the interactive, easy-to-understand School Quality Dashboard so that parents, who generally do not care whether a school is a traditional, charter or magnet public school, can compare all types of schools and make an informed school choice.

PRESENTER
Naomi Rubin DeVeaux, Director of School Quality, Friends of Choice in Urban Schools

ROOM 605

USING STUDENT VOICES TO DRIVE CHANGE

All around the world, education innovators are using student engagement as a tool to drive change among the adults in their school systems. Greater integration of technology and online learning, flexible scheduling and more direct college credit opportunities are among the changes being driven by “Digital Natives,” who no longer accept the “stand and deliver” teaching style so common in our secondary schools. Learn how one region in Michigan is pursuing secondary redesign by using student voices and choice as a strategy to achieve acceptance among teachers, parents and the broader community.

PRESENTERS
Richard Bagin, Executive Director, National School Public Relations Association
Ronald Koehler, Assistant Superintendent, Organizational/Community Initiatives, Kent Intermediate School District, MI
1:00 – 5:00 P.M.
CAPITOL 1–2, HYATT REGENCY
ALAS BOARD MEETING

2:00 – 3:00 P.M.
FOUR SEASONS BALLROOM 1
THOUGHT LEADER SESSION

EDUCATION LEADERS AND 21ST-CENTURY EDUCATION

Introduction by Fred S. Morton, Executive Committee Member, AASA; Director, Maggie Walker Governor’s School, VA
Ken Kay, co-author of 21st Century Education for Education Leaders, and Kathy Hurley examine the critical role education leaders play in moving 21st-century education forward in their districts. Topics include the seven steps for starting a 21st-century education initiative, the leadership role administrators can play, the politics surrounding 21st-century education, and the kinds of professional learning communities educators need to support 21st-century education.

PRESENTERS
Kathy Hurley, Vice President, Strategic Partnerships, Pearson
Ken Kay, CEO, EdLeader21

FOUR SEASONS BALLROOM 2–3
THOUGHT LEADER SESSION

GETTING ACCOUNTABILITY RIGHT: A BLUEPRINT FOR 21ST-CENTURY ACCOUNTABILITY SYSTEMS FROM THE CLASSROOM TO THE BOARDROOM

Introduction by Jerry E. Colonna, Executive Committee Member, AASA; Superintendent, Beaverton School District, OR
Doug Reeves shares lessons from accountability gone wrong with a focus on restoring credibility to educational accountability, five steps school leaders and policymakers can take now to improve accountability, ways to engage stakeholders in new accountability systems, and the outcomes of improved accountability.

PRESENTER
Doug Reeves, Founder, The Leadership and Learning Center

3:00 – 5:00 P.M.
AGATE A, HYATT REGENCY
THE HORACE MANN LEAGUE BOARD MEETING

KNOWLEDGE EXCHANGE THEATER, HALL D, NCE MARKETPLACE

ENGAGE, ENRICH & ENHANCE PROFESSIONAL DEVELOPMENT WITH ONLINE LEARNING

Is your Professional Development program meeting the needs of your 21st-century schools and staff? This session explores how the effective use of online learning courses, resources and digital Professional Learning Communities can provide high-quality professional learning environments aligned to student achievement. Explore how you can provide personalized learning anytime, anywhere with lower overall costs compared to traditional models. Learn how Jeffco Public Schools in Golden, CO, has provided over 65 online courses and 300 professional learning communities to over 5,000 teachers. Strategies to plan and implement a successful online professional development plan are addressed.

This session made possible by Blackboard K-12

PRESENTERS
John Canuel, VP K–12 Education Strategy, Blackboard
Jill Montoya, Online Professional Development Coordinator, Jeffco Public Schools, CO
3:15 – 5:15 P.M.

**HALL C**

- **GENERAL SESSION**
  - **STUDENT ENTERTAINMENT**
  - El Mariachi Juvenil de Bryant Webster
  - Directed by Pamela Linan and Jacqueline Linan
  - **AASA PRESIDENTIAL ADDRESS**
  - Ed Hatrik, President, AASA; Superintendent, Loudoun County Public Schools, VA
  - **WELCOME TO DENVER**
  - Robert Hammond, Commissioner of Education, State of Colorado
  - **AASA NATIONAL SUPERINTENDENT OF THE YEAR AWARD**
  - **MOTION LEADERSHIP: HOW TO MAKE ALL SYSTEMS GO**
  - Michael Fullan, an international leader on educational change, identifies leadership qualities for effective action at the school, district and state levels.
  - **PRESENTER**
    - Michael Fullan, Professor Emeritus, Ontario Institute for Studies in Education, University of Toronto
  - **Sponsored by**
    - [MOTION LEADERSHIP: HOW TO MAKE ALL SYSTEMS GO](#)

5:30 – 6:30 P.M.

- **CAPITOL BALLROOM, HYATT REGENCY**
  - **AASA WELCOME RECEPTION**
  - Come join us as we celebrate the 2011 AASA National Conference on Education!
  - *Attendance is monitored and badges and/or a ticket must be presented upon entry.
  - **Sponsored by**
    - [AASA WELCOME RECEPTION](#)

6:30 – 7:30 P.M.

- **AGATE B, HYATT REGENCY**
  - **OKLAHOMA RECEPTION**
  - Sponsored by Stephen H. McDonald & Associates, Inc.

6:30 – 8:30 P.M.

- **CENTENNIAL D, HYATT REGENCY**
  - **AASA SUPERINTENDENT OF THE YEAR DINNER**
  - *By invitation only
  - **ELWAY’S DOWNTOWN (1881 CURTIS STREET)**
  - **ALABAMA DINNER**
  - Sponsored by Compass Learning

6:30 – 10:00 P.M.

- **CENTENNIAL A–C, HYATT REGENCY**
  - **RENAISSANCE LEARNING**

7:30 – 8:30 P.M.

- **MINERAL BC, HYATT REGENCY**
  - **NEW ENGLAND ASSOCIATION OF SCHOOL ADMINISTRATORS**
  - This event is sponsored by JCJ Architects and O+G Industries

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**TAKE YOUR LEADERSHIP TO NEW HEIGHTS**
Michael Fullan, one of the world's foremost experts on sustainable change in education, introduces the concept of Motion Leadership and how you can move individuals, institutions, and whole systems forward. This is the skinny on change—the essential components of how it happens, the basics of what to do, and your straight-forward role within it.

Become change savvy as you experience Motion Leadership, and journey through effective schools and school systems that have accomplished measurable institutional change. Fullan moves the practices observed within these systems into theory that you can then apply immediately to your own action planning.

Register today for this online, self-paced, professional learning experience that features video, live webinars, book excerpts, exercises, and author collaboration. Benefits include:

1. **Learn** directly from the source—Each course is author-developed and facilitated by certified experts.
2. **Deepen** your understanding based upon the author’s latest strategies and feedback—Live author discussion over a series of webinars.
3. **Access** a suite of tools and resources from the leading PD providers—Based upon a Corwin best-selling book and powered by School Improvement Network's PD 360 technology, including full access to more than 1,400 videos and a community of over 600,000 educators.
4. **Customize** your professional learning needs—Flexible design allows teams to form private groups, exchange files, and assign facilitators.
5. **Engage** anytime, anywhere—Online, on demand!

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**The Skinny on Becoming Change Savvy**

**Eight Online Modules Cover:**
- The Skinny of Motion Leadership
- Ready-Fire-Aim
- The Instructional Core
- Love, Trust, and Resistance
- Leadership for All
- Making Motion

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"There has never been a more in-depth and real exploration into what it takes for any school leader to put real change in motion!"

—Michael Fullan

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**FRIDAY • FEBRUARY 18**

**SCHEDULE-AT-A-GLANCE**

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<tr>
<td>7:30 A.M. – 1:30 P.M.</td>
<td>Hall D</td>
<td>Registration Open</td>
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| 8:00 – 10:00 A.M.  | Hall C, NCE Marketplace          | GENERAL SESSION FEATURING DIANE RAVITCH  
Will School Reform Improve the Schools? |
| 10:00 – 10:30 A.M. | Hall D, NCE Marketplace         | Complimentary Coffee Break                                                                       |
| 10:00 A.M. – 4:15 P.M. | Hall D, NCE Marketplace         | Knowledge Exchange Theater, Hall D, NCE Marketplace  
Capture Every Penny: Supplier Rebates and School  
Food Service Contracting |
| 10:30 – 11:30 A.M. | Four Seasons Ballroom 1         | THOUGHT LEADER ALAN BLANKSTEIN  
Failure Is Not an Option®: Building Sustainable Improvement |
| 10:30 A.M. – 3:30 P.M. | Four Seasons Ballroom 2–3       | THOUGHT LEADER RICK HESS  
The Same Thing Over and Over: How to Avoid Getting Stuck in Yesterday’s Ideas |
<p>| 11:45 A.M. – 12:45 P.M. | Room 710–712                     | Job Central Open                                                                                 |
|                   | Room 607                         | Accountability as a Learning System: What School Leaders Can Do Right Now with Doug Reeves     |
|                   | Room 107                         | American International Schools: The Adventures and the Opportunities                            |
|                   | Room 705                         | Breakthrough Schools: Best Practices and Strategies to Improve Student Achievement               |
|                   | Room 108                         | Budget Relief: Cost Recovery for Community Use of Your Schools                                  |
|                   | Room 610                         | The Cavalry Isn’t Coming: Are You Ready to Lead?                                               |
|                   | Room 106                         | Charter School Systems: Promise of Innovation                                                    |
|                   | Room 708                         | Creating a Detailed Master Application Package                                                  |
|                   | Room 604                         | Crucial Conversations About America’s Schools                                                    |
|                   | Room 707                         | Daunting Questions for Superintendents and Principals                                           |
|                   | Room 612                         | It Can Happen: Improving Student Achievement Through an Interactive Classroom                  |
|                   | Room 606                         | Leadership Matters: Advancing an Agenda of Educational Reform During Fiscal Austerity           |
|                   | Room 102                         | Learning Environments Matter                                                                   |
|                   | Room 105                         | The Opportunities and Pitfalls of Difficult Budget Years                                         |
|                   | Room 103                         | New Superintendents: Surviving the First Two Years                                              |
|                   | Room 109                         | Redying Students for What’s Next: Enhancing College and Career Readiness                        |
|                   | Room 104                         | Redesigning Schools to Support Struggling Learners                                              |
|                   | Room 111                         | Rock-Solid Leadership: Implementing a Districtwide Technical Assistance Process That Delivers RESULTS! |
|                   | Room 104                         | School Reform With or Without Charters                                                          |
|                   | Room 602                         | Six Ways to Design School Systems So All Children Succeed                                        |</p>
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<td>NOON – 1:30 P.M.</td>
<td>Room 702–704 Federal Relations Luncheon featuring Kevin Welner</td>
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<td>1:15 – 2:15 P.M.</td>
<td>Room 102 The ABCs of Career Clusters</td>
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<td>Room 607 Accountability for What Works, What Matters and What’s Next</td>
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<td>Room 608 Adopting World-Class Models for Quality Management and Performance Excellence in K-12 Facilities</td>
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<td>Room 706 Enhancing Board/Superintendent Relationships</td>
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<td>Room 105 Fierce Conversations: Transform the Conversations Central to School Success</td>
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<td>Room 604 Giving Wings to Children’s Dreams: Making Our Schools Worthy of Our Children with Paul Houston</td>
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<td>Room 106 Informative Assessment: Data-Driven Decisions and Reflections</td>
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<td>Room 107 Interventions for Ensuring Healthy Buildings and Healthy Students</td>
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<td>Room 708 Interviewing at Your Best</td>
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<td>Room 612 Lead Districts and Learning Supports — It’s the Total Child That Matters</td>
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<td>2:30 – 3:30 P.M.</td>
<td>Four Seasons Ballroom 1 THOUGHT LEADERS CHUCK SCHWAN AND WILLIAM SPADY</td>
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<td>Confronting Today’s School Reform Juggernaut with 21st-Century Knowledge, Models and Technologies</td>
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<td>Four Seasons Ballroom 2–3 THOUGHT LEADER JERRY WEAST Deliberate Excellence</td>
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<td>Room 207 THOUGHT LEADER DENNIS VAN ROEKELE Using Our Power to Change — Solutions for an Era of Great American Public School</td>
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<td>3:30 – 4:15 P.M.</td>
<td>Hall D, NCE Marketplace Happy Hour in the Hall</td>
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<td>4:30 – 6:00 P.M.</td>
<td>Centennial D, Hyatt Regency AASA Awards Ceremony and Reception</td>
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FRIDAY, FEBRUARY 18  CONFERENCE

DETAILS

7:00 – 8:00 A.M.
QUARTZ, HYATT REGENCY
MISSISSIPPI BREAKFAST

AGATE, HYATT REGENCY
MISSOURI BREAKFAST

7:30 A.M. – 1:30 P.M.
HALL D
REGISTRATION OPEN

8:00 – 10:00 A.M.
HALL C
GENERAL SESSION

AASA EXECUTIVE DIRECTOR’S ADDRESS
Daniel A. Domenech, Executive Director, AASA

AASA DISTINGUISHED SERVICE AWARD
Benny Gooden, Superintendent, Fort Smith Public Schools, AR
Paul Shaw, Superintendent, White County School System, GA

AASA PRESIDENTIAL CANDIDATE REMARKS

WILL SCHOOL REFORM IMPROVE THE SCHOOLS?
Diane Ravitch reviews the tumultuous events of the past year: the Race to the Top, the demand to evaluate teachers by test scores, and the furor over “Waiting for Superman,” and assesses the validity of current reform efforts.

PRESENTER
Diane Ravitch, Research Professor of Education, New York University, and Senior Fellow, Brookings Institute

10:00 – 10:30 A.M.
HALL D, NCE MARKETPLACE
COMPLIMENTARY COFFEE BREAK
Sponsored by

10:00 A.M. – 4:15 P.M.
HALL D, NCE MARKETPLACE
NCE MARKETPLACE OPEN

10:30 – 11:30 A.M.
KNOWLEDGE EXCHANGE THEATER, HALL D, NCE MARKETPLACE
CAPTURE EVERY PENNY: SUPPLIER REBATES AND SCHOOL FOOD SERVICE CONTRACTING
Under USDA Procurement rules implemented in 2008, food service management contractors (FSMCs) must subtract most supplier rebates from the amount they ask school districts to reimburse. However, developments in 2010 suggest that some FSMCs may not be complying fully with the regulations, which USDA Under-Secretary Kevin Concannon reiterated in November 2010.

This session made possible by

PRESENTER
Barry Sackin, President, B. Sackin & Associates LLC

FOUR SEASONS BALLROOM 1

THOUGHT LEADER SESSION

FAILURE IS NOT AN OPTION®: BUILDING SUSTAINABLE IMPROVEMENT
Introduction by Clark J. Godshall, Executive Committee Member, AASA; Superintendent, Orleans-Niagara BOCES, NY

Districts continually ask how they can make sustainable, scalable improvement in teacher effectiveness to support school and district improvement goals. The answer is to

TAKE YOUR LEADERSHIP TO NEW HEIGHTS
build a culture of trust and collaboration to spread the good things already happening within a district to all its schools. In this session, Alan Blankstein draws on 15 years of research and a decade-long track record in the field to share a framework for building and leveraging the work of leadership teams so that Failure Is Not an Option for any student.

**PRESENTER**
Alan Blankstein, Founder and President, The HOPE Foundation

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**ROOM 207**

**THOUGHT LEADER SESSION**

**INSULATING THE EDUCATION PIPELINE TO INCREASE COLLEGE AND CAREER READINESS**

Introduction by Bob E. Gillum, Executive Committee Member, AASA; Superintendent, Ball Chatham Community Unit School District 5, IL

Educators are called on to increase the number of students completing high school and matriculating to and through postsecondary education. To accomplish this goal, it is important to focus not only on the education pipeline (PK–16) but the critical wrap-around supports — the insulation that provides access to services such as tutoring, after-school and summer programs, and internship opportunities — for all young people. World-renowned youth development expert Karen Pittman, co-founder of Ready by 21, leads a conversation about focusing the broad community on college and career readiness.

**PRESENTER**
Karen Pittman, President and CEO, The Forum for Youth Investment

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**FOUR SEASONS BALLROOM 2–3**

**THOUGHT LEADER SESSION**

**THE SAME THING OVER AND OVER: HOW TO AVOID GETTING STUCK IN YESTERDAY’S IDEAS**

Introduction by Joe J. Gertsema, Executive Committee Member, AASA; Superintendent, Yankton School District, SD

We have witnessed decade after decade of hyped reforms found by decorated academics and bombastic advocates. Yet, while we have nearly tripled per pupil spending since 1970, student achievement has barely budged, and a superintendent who nodded off in 1950 would feel almost uncannily at home in most of today’s school districts. What’s the deal?

In The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday’s Ideas, Rick Hess, a resident scholar and the director of education studies at AEI, explains why we need to emancipate ourselves from the institutions and habits of mind that make school reform a pointless, aimless charade. Doing this requires distinguishing the purpose of schooling from its established practice, so as to determine where today’s means do not serve our ends. By asking what we are trying to accomplish, whether today’s schools are equipped for that task, and how we might use 21st-century tools and talent to do better, school reformers can leave behind anachronistic routines and stale habits of mind that inhibit transformational change.

**PRESENTER**
Rick Hess, Resident Scholar and Director of Education Policy Studies, American Enterprise Institute

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**ROOM 607**

**ACCOUNTABILITY AS A LEARNING SYSTEM: WHAT SCHOOL LEADERS CAN DO RIGHT NOW**

For more than a decade, accountability has been principally a system of punishment and rewards based upon reading and math scores. Such a limited view of accountability not only fails to improve student achievement, but also has failed to improve the learning of teachers and leaders of educational systems. There is a better way, and Doug Reeves provides it in this new presentation for 2011. He makes a compelling argument that school leaders cannot wait for state or national governments to devise new tests and systems, but rather that leaders must act now to create a new vision of accountability as a learning system. Reeves provides practical examples, guiding principles, and a useful framework for new accountability systems at the district, state and national level. This interactive session also includes the latest research from Reeves’ work on leadership and student achievement and time for questions and discussions with audience members.

**PRESENTER**
Doug Reeves, Founder, The Leadership and Learning Center
11:45 A.M. – 12:45 P.M. CONTINUED

ROOM 107

AMERICAN INTERNATIONAL SCHOOLS:  
THE ADVENTURES AND THE OPPORTUNITIES

Are you reaching retirement age? Interested in a mid-career change of scenery or working in an overseas school? This session explores the possibility of staying in the profession you know and love but doing it in another part of the world. It includes information on recruitment, school directories, employment opportunities and how to get started.

PRESENTERS
Roger Douglas, Director of Administrative Services, International School Services
Bob Gross, Regional Education Officer for Western Europe, Office of Overseas Schools, U.S. Department of State

ROOM 705

BREAKTHROUGH SCHOOLS: BEST PRACTICES AND STRATEGIES TO IMPROVE STUDENT ACHIEVEMENT

Gain a greater understanding of how to use the core areas of NASSP’s school improvement documents Breaking Ranks, including collaborative leadership, personalization, and curriculum/instruction/assessment. Find out how Breakthrough Schools use the strategies and practices aligned with the Breaking Ranks framework to deliver a rigorous curriculum that engages students; focuses on collaboration among staff and community; and makes sure students and adults connect in personal ways to achieve dramatic results.

PRESENTERS
Virginia Minshew, Principal, Park View High School, VA
John Nori, Director, Program Development, National Association of Secondary School Principals
David Spage, Director, High School Education, Loudoun County Public Schools, VA

ROOM 108

BUDGET RELIEF: COST RECOVERY FOR COMMUNITY USE OF YOUR SCHOOLS

Most school budgets do not include funds to recover the very real costs for after-hours use of schools by the community, including additional utility usage and custodial overtime. A case study of the Thompson School District, CO, describes a successful cost recovery program and reinforces new market research from more than 1,000 school districts about recovering costs.

PRESENTERS
Ron Cabrera, Superintendent, Thompson School District, Loveland, CO
Brian Erickson, Director of Facilities, Thompson School District, CO
Lee Prevost, President, SchoolDude.com

ROOM 610

THE CAVALRY ISN’T COMING: ARE YOU READY TO LEAD?

The current economic downturn and decreased school funding, along with the confluence of technology, international competition, and changing economic and societal expectations, present an unprecedented challenge and opportunity for educational leaders. This session features details and specific ideas and strategies we can pursue in this new era of leadership.

PRESENTERS
Kathleen Cooke, Superintendent, Hamilton School District, WI
James Rickabaugh, Superintendent, Whitefish Bay School District, WI

ROOM: 106

CHARTER SCHOOL SYSTEMS: PROMISE OF INNOVATION

The state of Georgia has a process for public school districts to apply for charter status as a whole. Upon acceptance by a State Charter Advisory Council, each school within a system is granted charter status. This session describes the charter models in Georgia, particularly the Charter Systems model, and gives examples of how the increased flexibility from state requirements is enhancing the learning environment, improving student achievement, and increasing engagement among parents and the community.

PRESENTERS
Jarod Anderson, Director of Learning, Gainesville City School District, GA
Merrianne Dyer, Superintendent, Gainesville City School District, GA
David Shumake, Associate Superintendent, Gainesville City School District, GA

ROOM 708

CREATING A DETAILED MASTER APPLICATION PACKAGE

Are you really ready to get that great new job? This interactive session for entry-level as well as senior school leaders covers self-assessment and effective application material preparation and examines ways to proactively avoid perilous errors candidates often make.

PRESENTER
Gary L. Ray, President, Ray and Associates Inc.

ROOM 604

CRUCIAL CONVERSATIONS ABOUT AMERICA’S SCHOOLS

For decades, elected officials, business leaders, the general public, parents and even school employees have been fed a steady diet of warnings about “declining schools.” In this presentation, ERS Chief Executive Officer John Draper steps back from the rhetoric and looks at the reality of what is happening across America’s schools. He identifies some of the Talk, the Truth and the Crucial Conversations school leaders need to lead and provides tools for reframing the conversation to be more effective with every audience.

PRESENTER
John Draper, Executive Director, Educational Research Service
ROOM 707
DAUNTING QUESTIONS FOR SUPERINTENDENTS AND PRINCIPALS
This session explains how data from the National Student Clearinghouse helps high schools answer questions about their effectiveness in increasing high school to college transitions, the types of institutions students attend, how students fare in those institutions, and how many go on to do graduate work. In addition, a representative from the state of Rhode Island discusses how they have used these data in evaluating secondary educational outcomes within their state.

PRESENTER
Jeff Tanner, Former Vice President, National Student Clearinghouse

ROOM 612
IT CAN HAPPEN: IMPROVING STUDENT ACHIEVEMENT THROUGH AN INTERACTIVE CLASSROOM
Participants examine the interactive, engaging world of a PITSICO mathematics lab and how it has transformed student achievement for Carolina High School and Academy in Greenville, SC. Learn how students in Algebra I explore concepts and content through a hands-on team approach with teachers truly acting as the “guide on the side” and how students take the curriculum and run with it. The lab incorporates curriculum, technology, teamwork, cross-curricular concepts, innovation and performance so that freshman grade-level passing rates and end-of-course test passing rates soar.

PRESENTERS
Andrew Baker, Mathematics Teacher, Greenville County School District, SC
Michael Delaney, Assistant Principal, Greenville County School District, SC

ROOM 102
LEARNING ENVIRONMENTS MATTER
Research-based design shows correlations between facilities and student achievement and behavior. This session focuses on considerations for your next school improvement program and the changing dialogue that is necessary to maximize your resources.

PRESENTERS
Jim Brady, Executive Director, America’s Schoolhouse Council
Patrick J. Brosnan, President/CEO, Legat Architects Inc.

ROOM 105
THE OPPORTUNITIES AND PITFALLS OF DIFFICULT BUDGET YEARS
Faced with perilous budget scenarios, districts everywhere are struggling with how to explain their predicaments to parents, teachers, students, and their communities and gain their support. The art and science of managing these critical relationships are non-trivial. They have subtleties and come loaded with opportunities and pitfalls. This session details practical steps of an innovative and systemic approach to nurturing the bedrock of public education, i.e., the public’s trust.

PRESENTERS
Suhaib Farooqui, Chief Executive Officer, K12 Insight
Jesse Leib, Senior Vice President, K12 Insight

ROOM 606
LEADERSHIP MATTERS: ADVANCING AN AGENDA OF EDUCATIONAL REFORM DURING FISCAL AUSTERITY
Public Schools for Tomorrow is a network of public school leaders who believe that America’s future depends on a renewed vision for public education and know that leadership matters. Its members believe that effective school leaders focus their organization on goals for achievement and citizenship, persistently support those goals in word and deed, thoughtfully nurture reflective communities of learners, and consistently use feedback to monitor goals and improve learning. This session highlights how PSFT leaders persevere in advancing an agenda of educational reform and renewal during this period of fiscal austerity.
**ROOM 703**

**NEW SUPERINTENDENTS: SURVIVING THE FIRST TWO YEARS**
The session is designed as a mentoring meeting where seasoned superintendents engage newly appointed superintendents in problem solving in a secure and confidential setting. Bring your challenges — get solutions and a partner committed and qualified to help you succeed.

**PRESENTERS**
- Linda Dawson, Senior Partner, Aspen Group IntI, LLC
- James Hager, Professor, University of Nevada Las Vegas
- Tim Ham, Superintendent, Madison School District, AZ
- Robert McCord, Professor in Residence, AASA; Associate Professor, Educational Leadership, University of Nevada, Las Vegas

**ROOM 103**

**REACTING STUDENTS FOR WHAT’S NEXT: ENHANCING COLLEGE AND CAREER READINESS**
High school graduates enter the workforce each year either as career-bound individuals or in preparation for/concurrently with their postsecondary education path. AASA, the National Center for Educational Achievement, and Corporate Voices for Working Families discuss the importance of a systemwide focus on college and career readiness that emphasizes academically rigorous and engaging curricula for students who are “career bound” or “college bound” so that all students are prepared for what’s next. Topics include national research on students’ readiness for the workplace, stories of business-community support for the workforce development pipeline, and the benefits to schools of partnering with the business community on youth development.

**PRESENTERS**
- Wesley L. Boykin, Director of Research, National Center for Educational Achievement
- John-Anthony C. Mezo, Vice President, Work Readiness, Corporate Voices for Working Families

**ROOM 104**

**SCHOOL REFORM WITH OR WITHOUT CHARTERS**
Meaningful reform is about helping all students and schools succeed with proven approaches that can be sustained over time. Robert Slavin, chairman of the Success for All Foundation, was recently awarded a federal i3 scale up grant and is considered a leading expert in school reform because of his three decades of experience in comprehensive school improvement and his extensive research on what works and what doesn’t for K–12. Join Slavin as he discusses how proven programs that change core teaching practices can make substantial, scalable and lasting differences in student achievement in all sorts of schools.

**PRESENTER**
- Robert Slavin, Chairman, Success for All Foundation

**ROOM 602**

**SIX WAYS TO DESIGN SCHOOL SYSTEMS SO ALL CHILDREN SUCCEED**
This session presents six ways to design school processes that lead to high student engagement and enable teachers and principals to prescribe appropriate interventions for students who need help. This presentation provides precise and practical examples of schools making a difference.

**PRESENTERS**
- Richard Hawkins, Adjunct Associate Professor, Dowling College
- Robert Manley, Professor, Dowling College
ROOM 603
THE SUPERINTENDENT AND SCHOOL BUSINESS OFFICIAL: SURVIVING THE ECONOMIC CRISIS
Massive budget reductions have weakened instructional programs and support services in school districts across the nation. And now, the ARRA cliff is right around the corner. What can district officials do to ensure our students receive a high-quality education in a healthy school environment? We can’t print more money, but we can leverage our internal relationships to manage district finances more effectively. Learn how the superintendent and the school business official can work together to lead the district through these uncertain times.

PRESENTERS
Charles Linderman, Director of Business Affairs, Great Valley School District, PA
Alan Lonconus, Superintendent, Great Valley School District, PA
John Musso, Executive Director, ASBO International

ROOM 608
USING REAL-WORLD ISSUES TO BOOST STUDENT ENGAGEMENT AND ACHIEVEMENT
Education for Sustainability is a framework that guides both operational and curricular innovations by engaging students in multiple content areas using real-world interconnections between vibrant communities, strong economies, and healthy ecosystems both locally and globally. This session explores how schools and districts across the country are beginning to educate for sustainability and how doing so increases student engagement and achievement, addresses the realities of students’ lives, promotes skills needed for careers in the 21st century, and provides an integrated context for teaching and learning.

PRESENTERS
Kim Bernier, Co-Chair, K-12 Sector, U.S. Partnership of Education for Sustainable Development
Bill Stewart, Special Projects, Gladstone School District, OR
Bob Stewart, Superintendent, Gladstone School District, OR

ROOM 706
WHAT SCHOOL BOARDS SEEK IN WHAT THEY PERCEIVE TO BE EFFECTIVE SUPERINTENDENTS
One result of No Child Left Behind, Race to the Top, and greater public pressure is that school boards are looking for superintendents who not only are instructional leaders, but who have demonstrated they can improve the achievement of all students. This session examines what research and best practice tell us about effective superintendents and provides suggestions about what superintendents and aspiring superintendents might do to put their best foot forward.

PRESENTERS
Bill Attea, Chair of the Board, Hazard, Young, Attea & Associates
Lou Gatta, Chair of the Board, The ECRA Group
Hank Gmitro, President, Hazard, Young, Attea & Associates

ROOM 110
WEB CAMERAS WATCHING YOU: SCHOOL SECURITY OR INVASION OF STUDENT PRIVACY?
Web cameras, embedded in laptops given by the Lower Merion School District, PA, district to all of its high school students, were supposed to track lost computers, but more than 58,000 images were taken of students; many in the privacy of their homes. One student sued the district after being confronted by an administrator over an image showing possible drug use. This suit brought international media attention, calls for Congressional legislation, and an FBI investigation. This presentation provides an overview of the situation and a conversation regarding the clash between individual rights and the power of invasive technology.

PRESENTER
Terrance Furin, Assistant Professor, Saint Joseph’s University

ROOM 605
WHAT DO 21ST-CENTURY SKILLS LOOK LIKE IN THE CLASSROOM?
This videotape presentation shows 21st-century skills in classroom practice and invites discussion among participants about what those skills look like.

This session is a follow-up from Ken Kay and Kathy Hurley’s Thought Leader Session on Thursday, February 17, 2:00 – 3:00 P.M. in the Four Seasons Ballroom 1.

PRESENTERS
Kathy Hurley, Vice President, Strategic Partnerships, Pearson
Ken Kay, CEO, EdLeader21
NOON – 1:30 P.M.

ROOM 702–704

FEDERAL RELATIONS LUNCHEON

GOOD RESEARCH CAN’T BE MADE TO SAY ANYTHING: HOW AND WHY POLICYMAKING SHOULD BE BASED ON HIGH-QUALITY RESEARCH

In this presentation, Kevin Welner describes how the National Education Policy Center attempts to clearly explain how to distinguish high- from low-quality research and to also explain what researchers know about best (and worst) practices to policymakers and the public, in order to inform policy decisions.

Advocacy think tank reports have become widely influential for policymakers and the media. This influence, however, is due not to superiority of their research; instead, it is due to the think tanks’ proficiency at packaging and marketing their publications — many of which are of very weak quality.

Since the Think Tank Review Project, “Think Twice,” began five years ago, they have found that these advocacy reports have often attained greater prominence than articles addressing the same issues that are published in the most rigorous and respected research journals. Think Twice applies academic peer review standards to reports from think tanks and then publishes reviews on the project Web site.

PRESENTER
Kevin Welner, Professor, University of Colorado at Boulder, School of Education; Director, National Education Policy Center

1:15 – 2:15 P.M.

ROOM 102

THE ABCs OF CAREER CLUSTERS

The nationally validated Career Clusters curriculum framework provides resources to link education and workforce development. This session explains what clusters are, why schools should implement them, how to do so, and their benefits for students, parents, schools and employers.

PRESENTER
Dean Folkers, Deputy Executive Director, National Association of State Directors of Career Technical Education Consortium

ROOM 607

ACCOUNTABILITY FOR WHAT WORKS, WHAT MATTERS AND WHAT’S NEXT

This session takes a look at several elements of accountability, including coherence and alignment; foundational research for design, development and implementation; and new vocabulary for a new approach.

PRESENTER
Tim Waters, President and CEO, Mid-Continent Research for Education and Learning

ROOM 608

ADOPTING WORLD-CLASS MODELS FOR QUALITY MANAGEMENT AND PERFORMANCE EXCELLENCE IN K–12 FACILITIES

This presentation helps make the business case for a healthy learning environment. Find out how the Charlotte-Mecklenburg School District, a member of AASA’s Urban Healthy Schools Coalition, uses the EPA’s Tools for Schools management program to ensure safe, clean, well-maintained buildings and classrooms conducive to learning.

PRESENTER
Phil Berman, Executive Director for Building Services, Charlotte-Mecklenburg Schools, NC

ROOM 706

ENHANCING BOARD/SUPERINTENDENT RELATIONSHIPS

Learn how to enhance the board/superintendent relationship through meaningful evaluation procedures, a set of board operating principles, and strategic goal setting and long-range planning.

PRESENTERS
Sharon Cox, Superintendent Search Consultant, McPherson & Jacobson, L.L.C.
William Dean, Superintendent Search Consultant, McPherson & Jacobson, L.L.C.
Thomas Jacobson, Owner and CEO, McPherson & Jacobson, L.L.C.

ROOM 105

FIERCE CONVERSATIONS: TRANSFORM THE CONVERSATIONS CENTRAL TO SCHOOL SUCCESS

Experience a taste of foundational skills that transform school culture by enlivening classrooms, improving learning outcomes, and enhancing students’ abilities to navigate their lives, now and in the future, one conversation at a time. Learn how practicing effective conversational frameworks can build emotional capital and increase productivity, innovation and bottom-line results in your schools.

PRESENTERS
Elaine Cash, Superintendent, Riverdale Joint Unified School District, CA
Deli Moussavi-Bock, Director, Fierce in the Schools, Fierce Inc.

ROOM 604

GIVING WINGS TO CHILDREN’S DREAMS: MAKING OUR SCHOOLS WORTHY OF OUR CHILDREN

In this session, Paul Houston, former executive director of AASA, critiques the current reform efforts and offers a compelling and inspiring alternative vision for how we might remake our schools.

PRESENTER
Paul Houston, Former Executive Director, AASA
ROOM 106
INFORMATIVE ASSESSMENT: DATA-DRIVEN DECISIONS AND REFLECTIONS
Through interactive discussions, see assessments from multiple perspectives and learn about the features and benefits of a Web-based data-management system that uses a variety of methods for collection of student responses, teacher observations, and program information. Topics include: the use of informative assessments to meet individual student’s needs, the benefits of a Web-based data-management system to track data from informative assessments, and how informative assessments and the data-management system can be integrated with current or future practices in a district.
PRESENTERS
Melissa Rowe, Executive Director of Assessment and Research, Grand Prairie ISD, TX
David Shea, Regional Account Manager, Data Driven Software Corporation

ROOM 107
INTERVENTIONS FOR ENSURING HEALTHY BUILDINGS AND HEALTHY STUDENTS
A strong relationship exists between a school’s healthy indoor environment and its student wellness and productivity. North East Independent School District, TX, has revised its Operations Division and Facility Maintenance and Support Department to address the factors responsible for ensuring that classroom environments are conducive to teaching and learning. This session identifies the three critical areas of Indoor Environment Quality (IEQ) related to student health, attendance, and performance and the actions to improve the indoor environment.
PRESENTERS
Ron Clary, Executive Director, North East Independent School District, TX
Brian Gottardy, Associate Superintendent for Business Services and Operations, North East Independent School District, TX
Gerald Lamping, Director, North East Independent School District, TX
Richard A. Middleton, Superintendent, North East Independent School District, TX
Diane Rhodes, Director, North East Independent School District, TX

ROOM 708
INTERVIEWING AT YOUR BEST
This mock interview session allows participants to consider current interview questions and practice current interview strategies.
PRESENTER
Gary L. Ray, President, Ray and Associates Inc.

ROOM 612
LEAD DISTRICTS AND LEARNING SUPPORTS — IT’S THE TOTAL CHILD THAT MATTERS
AASA, Scholastic and the UCLA Center for Mental Health in Schools have formed a unique collaborative aimed at expanding leaders’ knowledge and use of comprehensive learning supports. During this session, representatives from the four lead districts in this initiative (Indian River County, FL; Gainesville County, GA; Jefferson County, KY; and Sabine Parish, LA) share their successes and challenges from the first year of learning supports implementation.
PRESENTERS
Shelly Berman, Superintendent, Jefferson County Public Schools, KY
Merrianne Dyer, Superintendent, Gainesville City Charter Schools, GA
Dorman Jackson, Superintendent, Sabine Parish Public Schools, LA
Harry LaCava, Superintendent, Indian River Public Schools, FL

ROOM 705
LEGAL ISSUES WITH RESPECT TO THE EDUCATION OF IMMIGRANT STUDENTS AND ENGLISH LANGUAGE LEARNERS
This session presents recent state and federal immigration law reforms and reviews the legal issues related to the rights of immigrant students and English language.
PRESENTER
Maree Sneed, Partner, Hogan Lovells

ROOM 605
MAKING LEMONADE IN BAD BUDGET TIMES
This presentation shares experiences and ideas on how to tackle budgets in tough economic times.
PRESENTERS
Patrick Murphy, Superintendent, Arlington Public Schools, VA
Chuck Woodruff, Associate Executive Director, Finance and Operations, AASA
NEW CONGRESS, NEW GOVERNORS, NEW RESEARCH: SAME EDUCATION POLICY DEBATES?
Context is key, especially when it comes to education policy. Hear the latest on how a new Congress, new governors, and the latest AASA research and policy findings are shaping education policy debates ranging from ESEA and IDEA to funding and the continued budget strains at the state and local level.

PRESENTER
Noelle Ellerson, Assistant Director, Policy Analysis and Advocacy, AASA

THE PUBLISHED PROFESSIONAL
What does it take for an education leader to be a successful contributor to a professional publication? Two editors representing AASA discuss writing opportunities for educators and others in The School Administrator and the AASA Journal of Scholarship and Practice and for submitting an AASA book proposal. Participants get the chance to interact with the editors, who will provide examples of appropriate topics for each publication and an overview of each publication’s mission, intended audience and review process.

PRESENTERS
Jay P. Goldman, Editor, The School Administrator, AASA
Christopher Tienken, Editor, AASA Journal of Scholarship and Practice

PUTTING IT ALL TOGETHER: A LEADER’S GUIDE TO SYSTEMS THINKING
Just like Captain James Sullenberg landing flight 1549 in the Hudson River, school leaders must integrate their knowledge and experience to successfully navigate the challenges of schooling in today’s economic and global climate. But what are the points of leverage that can move a district/school forward? Learn the essential elements of systems thinking and explore a holistic approach to school leadership.

PRESENTERS
Jacqueline Brayman, Senior Consultant, Universal Leadership Group
Maureen Grey, Senior Consultant, Universal Leadership Group
Michael Stearns, Assistant Professor, Department of Educational Leadership, Grand Valley State University

RECASTING SENIOR YEAR: FOSTERING ENGAGEMENT THROUGH MEANINGFUL AND RELEVANT LEARNING
Learn about the powerful benefits of four programs that have proven especially successful in engaging high school seniors in meaningful and relevant learning.

PRESENTERS
Janice Dreis, Former Director of Senior Guidance, New Trier High School, IL
Lawrence Rehage, Former Director of Senior Guidance, New Trier High School, IL

SOARING ABOVE THE SUMMIT: A FRAMEWORK FOR LEADING SCHOOL TRANSFORMATION
Meaningful improvement in education requires strategic decision making and risk taking by education leaders. Betty Morgan, AASA 2010 National Superintendent of the Year, provides a framework for “Soaring Above the Summit,” including fundamental components, key elements, actions and innovations that enhance student achievement.

PRESENTER
Elizabeth “Betty” Morgan, AASA 2010 National Superintendent of the Year, Superintendent, Washington County School District, MD

STRATEGIC PLANNING: AVOIDING THE PITFALLS
Are you frustrated with planning initiatives that consume valuable time and energy without yielding a viable tool to drive improvement and accountability? Do your efforts get mired in vision statement language? Are your goals obsolete before your plan is fully implemented? Does your plan just sit on the shelf? This session identifies common strategic planning pitfalls and how to avoid them.

PRESENTERS
Robert Bastress, President, Bastress Consulting Group
Sharon Cox, President, Synergetic Leadership Group

SURVIVE AND THRIVE IN CHALLENGING TIMES WITH STRONG COMMUNICATION LEADERSHIP
In an era of growing demands and diminishing times, a commitment to ongoing, strategic communication is key to sustaining support, increasing the effectiveness of leadership initiatives, and ensuring continuity of district values. Learn how the recipients of the 2011 Leadership Through Communication Award used a superintendent transition and the adoption of a new strategic plan to revitalize the district’s overall, year-round communication effort and make effective communication a primary operating principle.

MODERATOR
Richard Bagin, Executive Director, National School Public Relations Association

PANELISTS
Thomas R. Hagley, Jr., Executive Director, Community and Government Relations, Vancouver Public Schools, WA
Steven T. Webb, Superintendent, Vancouver Public Schools, WA
1:15 – 2:45 P.M.

ROOM 601

REINVENTING YOUR SCHOOL BOARD
Superintendents succeed when their boards succeed. And boards succeed when board members understand what their job is and use a coherent operating system to do that job. Learn how the Fairfax County, VA, school board and superintendent are successfully leading the nation’s 12th largest school district together. Join Superintendent Jack Dale and partners from The Aspen Group International in exploring a state-of-the-art governing system that achieves role clarity and an authentic, honoring evaluation system; includes systemic alignment around student goals; and promotes board self-discipline with value-add and authentic governance. This is a 90-minute breakout session.

PRESENTERS
Jack Dale, Superintendent, Fairfax County Public Schools, VA
Linda J. Dawson, Senior Partner, The Aspen Group International LLC
Randy Quinn, Senior Partner, The Aspen Group International LLC

2:30 – 3:30 P.M.

FOUR SEASONS BALLROOM 1

THOUGHT LEADER SESSION

CONFRONTING TODAY’S SCHOOL REFORM JUGGERNAUT WITH 21ST-CENTURY KNOWLEDGE, MODELS AND TECHNOLOGIES
Introduction by Molly S. Ringo, Executive Committee Member, AASA; Executive Director, K-12 Education, Everett School District 2, WA
During the past two decades, America’s public schools have been forced farther back into their obsolete Industrial Age, past by political initiatives masquerading as “reforms” — allegedly designed to enhance educator accountability and effectiveness. These mechanistic, top-down, factory-model mandates either ignore or fly in the face of decades of advances in research, thinking, and practice regarding learner capacities, learning and learning systems — plus the realities of life in today’s vibrant Age of Empowerment. This session provides an open challenge to this ill-informed political juggernaut by offering a host of research findings, models, technological applications and change strategies local leaders can use to educate their communities and foster educational opportunities consistent with 21st-century thinking and readily available technologies.

PRESENTERS
Charles Schwahn, Schwahn Leadership Associates
William Spady, Founder, The U4EEAA Initiative

FOUR SEASONS BALLROOM 2–3

THOUGHT LEADER SESSION

DELIBERATE EXCELLENCE
Introduction by Ron L. Lankford, Deputy Commissioner, Missouri Department of Education
How does a school system move through the sequential process of organizational maturity to achieve a culture of high expectations for all students? This interactive presentation illuminates five stages of change and the guideposts that help you know where your district is on the journey to self-sustaining innovation.

PRESENTER
Jerry Weast, Superintendent, Montgomery County Public Schools, MD
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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tr>
<td>3:30 – 4:15 P.M.</td>
<td>HALL D, NCE MARKETPLACE</td>
<td>HAPPY HOUR IN THE HALL (Sponsored by Turner)</td>
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<td>4:30 – 5:30 P.M.</td>
<td>MINERAL A, HYATT REGENCY</td>
<td>CONNECTICUT RECEPTION</td>
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<td>4:30 – 6:00 P.M.</td>
<td>CENTENNIAL D, HYATT REGENCY</td>
<td>AASA AWARDS CEREMONY AND RECEPTION</td>
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<td>5:00 – 6:30 P.M.</td>
<td>MINERAL G, HYATT REGENCY</td>
<td>NABSE RECEPTION (Sponsored by ARAMARK Education and Pearson Education)</td>
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<td>5:00 – 7:00 P.M.</td>
<td>MINERAL DE, HYATT REGENCY</td>
<td>NORTHWEST RECEPTION (AK, ID, MT, OR, WA) This reception sponsored by Advanced Academics, Inc., The Beresford Company, Core Education and Consulting Solutions, Inc., D.A. Davidson &amp; Company, (NTN) National Training Network/Algebraic Thinking, Seattle-Northwest Securities Corp., TransACT Communications, Inc. The state associations would also like to recognize their continuing partnership with Education Northwest.</td>
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<td>5:30 – 7:00 P.M.</td>
<td>PEAKS LOUNGE, HYATT REGENCY</td>
<td>ILLINOIS RECEPTION</td>
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<td>GRANITE ROOM, HYATT REGENCY</td>
<td>MICHIGAN RECEPTION</td>
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<td>CAPITOL 1–2, HYATT REGENCY</td>
<td>NORTH DAKOTA, SOUTH DAKOTA AND WYOMING RECEPTION</td>
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<td>CENTENNIAL G–H, HYATT REGENCY</td>
<td>TEXAS RECEPTION</td>
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<td>5:30 – 7:30 P.M.</td>
<td>CAPITOL 5–7, HYATT REGENCY</td>
<td>ALAS RECOGNITION RECEPTION</td>
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<td>BLAKE STREET VAULT (1526 BLAKE STREET)</td>
<td>PENNSYLVANIA RECEPTION</td>
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<td>6:00 – 7:00 P.M.</td>
<td>TITANIUM ROOM, 5TH FLOOR, HILTON GARDEN INN DENVER DOWNTOWN (1400 WELTON STREET)</td>
<td>KENTUCKY RECEPTION (Sponsored by Pearson)</td>
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<td>6:30 – 8:30 P.M.</td>
<td>RESTAURANT KEVIN TAYLOR AT THE HOTEL TEATRO (1106 14TH STREET)</td>
<td>ALABAMA DINNER (Sponsored by Classworks and American Fidelity)</td>
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<td>6:45 – 9:00 P.M.</td>
<td>CENTENNIAL D, HYATT REGENCY</td>
<td>THE SUCCESS FOR ALL FOUNDATION AFTER PARTY</td>
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<td>7:00 – 9:00 P.M.</td>
<td>AGATE AB, HYATT REGENCY</td>
<td>INDIANA UNIVERSITY RECEPTION (Sponsored by Indiana University Administrators Association and VPS Architecture Inc.)</td>
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<td>9:00 – 11:00 P.M.</td>
<td>CENTENNIAL A–C, HYATT REGENCY</td>
<td>AASA PRESIDENT’S RECEPTION (Sponsored by)</td>
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*By invitation only*
The American Association of SchoolAdministrators (AASA), ARAMARK, and ING take great pleasure in announcing the 2011 Superintendent of the Year National Finalists.

THE FOUR FINALISTS FOR 2011 AASA NATIONAL SUPERINTENDENT OF THE YEAR:
Phinnize J. Fisher, Greenville County Schools, South Carolina
Mary Alice Heuschel, Renton School System, Washington
Marcus P. Johnson, Sanger Unified School District, California
Tom Trigg, Blue Valley Unified School District #229, Kansas

2011 SUPERINTENDENT OF THE YEAR WINNERS

ALABAMA
Jamie Blair
Vestavia Hills City Schools

ALASKA
Steve Bradshaw
Sitka Borough Schools

ARIZONA
Beverly J. Hurley
Buckeye Union High School District #201

ARKANSAS
Joyce L. Vaught
Little Rock School District

CALIFORNIA
Marcus P. Johnson
Sanger Unified School District

COLORADO
John L. Barry
Aurora Public School System

CONNECTICUT
Elizabeth M. Osga
Regional School District #18

DELAWARE
Daniel Davison Curry
Lake Forest School District

FLORIDA
Ronald Blocker
Orange County Public Schools

GEORGIA
Samuel T. King
Rockdale County Public Schools

IDAHO
James P. Norton
Parma School District #137

ILLINOIS
Robert E. Gillum
Burr Chatham Community Unit School District #5

INDIANA
Thomas Hunter
Greensburg Community School Corporation

IOWA
Gary Sinclair
Dallas Center-Grimes Community School

KANSAS
Tom Trigg
Blue Valley Unified School District #229

KENTUCKY
Thomas D. Shelton
Daviess County Public Schools

LOUISIANA
Gary L. Jones
Rapides Parish Schools

MAINE
Robert Bouchard
Central Lincoln County School System, Maine AOS #93

MARYLAND
Edward W. Shirley
Caroline County Public Schools

MASSACHUSETTS
Michael F. Fitzpatrick
Blackstone Valley Vocational Regional School District

MICHIGAN
Brian W. Davis
Holland Public Schools

MINNESOTA
Scott R. Staska
ROCORI Independent School District #750

MISSISSIPPI
Charles E. Garrett, Jr.
New Albany School District

MISSOURI
Dennis Fisher
Park Hill School District

MONTANA
Jule Walker
Plevna School District #55

NEBRASKA
Michael J. Cunning
Hershey Public Schools

NEVADA
Robert Slaby
Storey County School District

NEW HAMPSHIRE
Bruce C. Labs
School Administrative Unit #23

NEW JERSEY
Mark J. Raivetz
Haddon Township Schools

NEW MEXICO
Janel M. Ryan
Farmington School District

NEW YORK
Bernard P. Pierorazio
Yonkers City School District

NORTH CAROLINA
Donald L. Martin
Winston-Salem/Forsyth Schools

NORTH DAKOTA
Jeff G. Fastnacht
Ellendale Public School District #40

OHIO
Phillip G. Price
Mayfield City School District

OKLAHOMA
Kathryn Turner
Fletcher Public Schools

OREGON
Nancy L. Golden
Springfield Public Schools

PENNSYLVANIA
Kathleen R. Kelley
Williamsport Area School District

RHODE ISLAND
Katharine E. Sipala
Narragansett School System

SOUTH CAROLINA
Phinnize J. Fisher
Greenville County Schools

SOUTH DAKOTA
Dean Christensen
Deuel School District #19.4

TENNESSEE
Richard L. Kitzmiller
Kingsport City Schools

TEXAS
Richard A. Middleton
North East Independent School District

UTAH
Ronald F. Wolff
Box Elder School District

VERMONT
Thomas F. O’Brien
Addison Northwest Supervisory Union

VIRGINIA
Rosa S. Atkino
Charlottesville City Public Schools

WASHINGTON
Mary Alice Heuschel
Renton School System

WEST VIRGINIA
Frank Devono
Monongalia County Schools

WISCONSIN
Joe A. Schroeder
Muskegon-Norway Schools

WYOMING
Diana I. Clapp
Fremont County School District #6

INTERNATIONAL
David Toze
Philippines International School of Manila

AASA, ARAMARK, and ING stand together to salute our nation’s outstanding contributors to public education. Our heartfelt thanks for your dedication, talent, and ability to make education more accessible and more meaningful to America’s students. ING and ARAMARK thank our partner, AASA, for their unfailing support, leadership, and commitment to the Superintendent of the Year Program.
# SATURDAY • FEBRUARY 19

## SCHEDULE-AT-A-GLANCE

### FOCUS ZONES

**BI** BOARD/SUPERINTENDENT ISSUES

**EL** EXECUTIVE LEADERSHIP

**GC** GREAT EDUCATION CONVERSATION

**JC** JOB CENTRAL

**MG** MANAGEMENT

**SA** STUDENT ACHIEVEMENT

### 8:00 A.M. – NOON

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<th>Room</th>
<th>Time</th>
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<td>Hall D</td>
<td>8:00 A.M.</td>
<td>Registration Open</td>
</tr>
</tbody>
</table>

### 8:30 – 10:00 A.M.

<table>
<thead>
<tr>
<th>Room</th>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall C</td>
<td>8:30 A.M.</td>
<td>CLOSING GENERAL SESSION FEATURING DARRELL SCOTT</td>
</tr>
<tr>
<td>Room 707</td>
<td>8:30 A.M.</td>
<td>Coordinating State and Federal Advocacy Efforts with Noelle Ellerson</td>
</tr>
<tr>
<td>Room 108</td>
<td>8:30 A.M.</td>
<td>Courts and the Superintendent: 10 Critical Issues</td>
</tr>
<tr>
<td>Room 602</td>
<td>8:30 A.M.</td>
<td>Developing and Maintaining High-Quality Foreign Language Programs</td>
</tr>
<tr>
<td>Room 103</td>
<td>8:30 A.M.</td>
<td>Discerning, Developing and Rewarding Effective Teachers</td>
</tr>
<tr>
<td>Room 102</td>
<td>8:30 A.M.</td>
<td>Don’t Fail to Launch</td>
</tr>
<tr>
<td>Room 104</td>
<td>8:30 A.M.</td>
<td>Engage with Digital Natives</td>
</tr>
<tr>
<td>Room 706</td>
<td>8:30 A.M.</td>
<td>The First 100 Days for New Superintendents: Surviving and Thriving</td>
</tr>
<tr>
<td>Room 111</td>
<td>8:30 A.M.</td>
<td>Five Years Later, Did the Change Remain?</td>
</tr>
<tr>
<td>Room 601</td>
<td>8:30 A.M.</td>
<td>Hispanic Education: Crisis or Opportunity with Daniel A. Domenech</td>
</tr>
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</table>

### 10:00 A.M. – 1:30 P.M.

<table>
<thead>
<tr>
<th>Room</th>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>Room 106</td>
<td>10:00 A.M.</td>
<td>Broke to Better: The Secret of Rapid Improvement</td>
</tr>
<tr>
<td>Room 707</td>
<td>10:00 A.M.</td>
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### 10:15 – 11:15 A.M.

<table>
<thead>
<tr>
<th>Room</th>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 607</td>
<td>10:15 A.M.</td>
<td>The JASON Project: Inspiring Students to be Scientists and Engineers</td>
</tr>
<tr>
<td>Room 105</td>
<td>10:15 A.M.</td>
<td>Leaders at All Levels — The Student Voice in District Decisions</td>
</tr>
<tr>
<td>Room 705</td>
<td>10:15 A.M.</td>
<td>Successful School Leaders Are Autonomous and Accountable</td>
</tr>
<tr>
<td>Room 708</td>
<td>10:15 A.M.</td>
<td>Technology Skills That Enhance the Effectiveness of Today’s Superintendents</td>
</tr>
<tr>
<td>Room 110</td>
<td>10:15 A.M.</td>
<td>Using Monitoring Tools to Positively Impact Student and School Performance</td>
</tr>
<tr>
<td>Room 109</td>
<td>10:15 A.M.</td>
<td>WATCH D.O.G.S. (Dads Of Great Students)</td>
</tr>
<tr>
<td>Room 605</td>
<td>10:15 A.M.</td>
<td>What It Means to Lead, Learn and Educate in Today’s Age of Empowerment with Thought Leaders Chuck Schwahn and William Spady</td>
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### 11:30 A.M. – 12:30 P.M.

<table>
<thead>
<tr>
<th>Room</th>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>Four Seasons Ballroom 1</td>
<td>11:30 A.M.</td>
<td>THOUGHT LEADER BILL MILLIKEN</td>
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<tr>
<td>Four Seasons Ballrooms 2–3</td>
<td>11:30 A.M.</td>
<td>THOUGHT LEADERS NOELLE ELLERSON, THEODORE KOWALSKI AND ROBERT MCCORD</td>
</tr>
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### 11:30 A.M. – 1:30 P.M.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Room 702–704</td>
<td>11:30 A.M.</td>
<td>Dr. Effie H. Jones Memorial Luncheon featuring Lillian Lowery</td>
</tr>
</tbody>
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**Take Your Leadership to New Heights**
Congratulations...
to these schools on achieving top 10% status nationwide in cost recovery for facility use!

Learn more about cost recovery in this session:
Budget Relief: Cost Recovery for Community Use of Your Schools
To be held: Friday, February 18th from 11:45 am to 12:45 pm

And, stop by booth 806 to request the White Paper: Recovering Costs for the Community Use of Your School or obtain your copy here: www.schooldude.com/cr-top10
7:00 – 8:00 A.M.
MINERAL A, HYATT REGENCY
ARIZONA BREAKFAST

7:00 – 8:30 A.M.
MINERAL B–C, HYATT REGENCY
TEXAS BREAKFAST

7:30 – 8:30 A.M.
MATTIE SILKS, DENVER MARRIOTT CITY CENTER
MINNESOTA BREAKFAST
Sponsored by the Minnesota Association of School Administrators and The Horace Mann Companies

MINERAL D, HYATT REGENCY
NORTH CAROLINA BREAKFAST

8:00 A.M. – NOON
HALL D
REGISTRATION OPEN

8:30 – 10:00 A.M.
HALL C
CLOSING GENERAL SESSION

NATIONAL PTA ADDRESS
Charles J. Saylors, President, National PTA

AASA LEGISLATIVE UPDATE
Bruce Hunter, Associate Executive Director, Advocacy, Policy and Communications, AASA

AASA IMMEDIATE PAST PRESIDENT ADDRESS
Mark Bielang, Immediate Past President, AASA; Superintendent, Paw Paw Public Schools, MI

AASA PRESIDENT-ELECT ADDRESS
Patricia Neudecker, President-Elect, AASA; Superintendent, Oconomowoc Area School District, WI

RACHEL’S CHALLENGE
Rachel’s Challenge, the largest school assembly program in the nation, honors the life of Rachel Scott who was killed at Columbine High School. Her acts of kindness and compassion, coupled with the contents of her six diaries, have become the foundation for this powerful program that encourages each person to start a chain reaction of kindness. Hear Rachel’s father discuss the important work being done in his daughter’s memory.

PRESENTER
Darrell Scott, Founder, Rachel’s Challenge
10:00 A.M. – 1:30 P.M.

ROOM 710–712

**JOB CENTRAL OPEN**

10:15 – 11:15 A.M.

ROOM 106

**SA BROKED TO BETTER: THE SECRET OF RAPID IMPROVEMENT**

A former state director of innovative school redesign and an assistant superintendent of instruction lead this interactive discussion of the critical practices required to rapidly move a campus from struggling to successful. Field-tested practices in multiple districts inform needed steps, strategies for ensuring implementation, and common mistakes to avoid are addressed.

**PRESENTERS**

Sean Cain, Chief Idea Officer, Lead Your School
Michael Laird, Assistant Superintendent of Secondary Instruction, Splendora Independent School District, TX

ROOM 107

**EL COORDINATING STATE AND FEDERAL ADVOCACY EFFORTS**

Hear the latest on communication and collaboration between advocacy efforts at the federal and state levels. A chance for state affiliate advocates, federal advocates and those interested in advocacy to meet face-to-face and see where/how state and federal policy intersect and overlap.

**PRESENTER**

Noelle Ellerson, Assistant Director, Policy Analysis and Advocacy, AASA

ROOM 108

**EL COURTS AND THE SUPERINTENDENCY: 10 CRITICAL ISSUES**

This session addresses the 10 most critical legal issues for the superintendency and provides an interactive exchange about emerging legal issues.

**PRESENTER**

Robert McCord, Professor in Residence, AASA; Associate Professor, Educational Leadership, University of Nevada, Las Vegas

ROOM 602

**SA DEVELOPING AND MAINTAINING HIGH-QUALITY FOREIGN LANGUAGE PROGRAMS**

How do you know when you are providing a high-quality language program for students? Come to this session to delve into the essential criteria for delivering an instructional program that builds students’ communicative competence, articulates seamlessly from one level to the next, and connects students to the 21st-century world in which they will be required to collaborate with others around the globe.

**PRESENTERS**

Martha Abbott, Director of Education, American Council on the Teaching of Foreign Languages
Betsy Fenske, Assistant Superintendent, Fairfax County Public Schools, VA

ROOM 103

**MG DISCERNING, DEVELOPING AND REWARDING EFFECTIVE TEACHERS**

Research confirms that teachers are our most important asset in schools. With growing global competition and an economy increasingly dependent on effective education, it’s time to move forward with discerning, developing and rewarding effective teachers. Learn about the importance of using multiple measures to gauge teacher, school and district impact on student learning. Discover how to connect teachers with useful professional development applicable to their and their students’ needs. Examine practical strategies for rewarding teaching excellence in ways that are fair, motivate others and honor the profession.

**PRESENTERS**

John Hussey, Chief Strategy Officer, Battelle for Kids
Jim Mahoney, Executive Director, Battelle for Kids

ROOM 102

**MG DON’T FAIL TO LAUNCH**

Understanding your capital needs is an essential component of stewardship of district resources. In this session, learn to develop five-, 10- or 20-year plans — simplifying strategic planning for capital needs, as well as managing deferred maintenance. Examine ways to develop this process internally using technology without expensive consultation fees.

**PRESENTERS**

Wayne Blazek, Facility Maintenance Manager, Douglas County School District, CO
Roger Young, Roger Young and Associates
10:15 – 11:15 A.M. CONTINUED

ROOM 104

**ENGAGE WITH DIGITAL NATIVES**

Education institutions still follow decades-old formats that do not take into account the information consumption behaviors of this generation of “Digital Natives.” Learn how TH(i)NQ Ed provides educators with a structured and safe learning networking environment that uses Web 2.0 features students already know to increase student engagement and productivity.

**PRESENTERS**

Christina Gunn, Vice President of Marketing, TH(i)NQ Ed
Mary McCaffrey, CEO, TH(i)NQ Ed

ROOM 706

**THE FIRST 100 DAYS FOR NEW SUPERINTENDENTS: SURVIVING AND THRIVING**

The first 100 days on the job for a new superintendent set the stage for success or early derailment. Come explore the results of a survey conducted with new superintendents that reveals how they tackled the new position, the lessons they learned and the mistakes they made.

**PRESENTERS**

Kim Hanks, Superintendent, Pleasant Hill School District 69, IL
Andrea Usinger, High School Administrator, Springfield High School, IL
Sandra Watkins, Professor, Western Illinois University

ROOM 111

**FIVE YEARS LATER, DID THE CHANGE REMAIN?**

This session examines reform in two large, comprehensive, urban high schools initiated by a large, nonprofit foundation 10 years ago to understand the five-year grant’s impact five years after the reformers have left the schools. Learn about the steps and conditions in the change process that, when followed, result in lasting and significant change, with a focus on leadership, teamwork, vision and action implementation as critical elements for success.

**PRESENTER**

Scotland Nash, Doctorate Student, Seattle University

ROOM 601

**HISPANIC EDUCATION: CRISIS OR OPPORTUNITY**

Hear from superintendents who are some of the leading authorities on the education of Hispanic students and systemic reform of educational system. The topics include closing achievement gaps, creating systemic reform and dealing with issues of second language learners.

**MODERATOR**

Daniel A. Domenech, Executive Director, AASA

**PRESENTERS**

Andres A. Alonso, CEO, Baltimore City Public Schools, MD
Alberto M. Carvalho, Superintendent, Miami-Dade County Public Schools, FL
Carlos Garcia, Superintendent, San Francisco Unified School District, CA
Valeria Silva, Superintendent, Saint Paul Public Schools, MN

ROOM 607

**THE JASON PROJECT: INSPIRING STUDENTS TO BE SCIENTISTS AND ENGINEERS**

The JASON Project teaches core science content through inquiry-based, standards-driven, hands-on, multimedia curricula. From ocean literacy and engineering to Earth, biology and physical sciences, JASON proves that education reform begins within a child — with the spark of great explorers and great events. Examine how, using real events and scientific research, students create learning communities and engage in STEM education and careers. Learn how JASON’s revolutionary approach can improve student success by showing that science isn’t just for scientists, but for life. Find out how this free, online, award-winning curriculum can help close the motivation and achievement gaps in schools.

**PRESENTER**

Peter Haydock, Vice President of Science, Professional Development and Student Programs, The JASON Project

ROOM 105

**LEADERS AT ALL LEVELS — THE STUDENT VOICE IN DISTRICT DECISIONS**

Students who are leaders of their own learning are more prepared for their role as postsecondary learners and the world of work and citizenship. Building leaders at all levels, particularly at the student level, has become a part of the Victoria ISD planning and decision-making process used to ensure continuous improvement. Hear how Victoria ISD students in all grade levels are now a critical voice in decisions.

**PRESENTERS**

Susanne Carroll, Executive Director for Curriculum, Instruction and Accountability, Victoria Independent School District, TX
Judy Phillips, CEO, Partnership for Excellence

ROOM 107

**MEASURING WHAT MATTERS MOST: THE BALDRIGE APPROACH TO PERFORMANCE MEASUREMENT**

The Baldrige Education Criteria for Performance Excellence help school districts develop well-constructed sets of performance measures that lead to sustainable results across the entire system. The Baldrige framework helps superintendents and the school districts they lead consider and answer three key questions — Why should they measure? What should they measure? How should they measure? — with the goal of achieving breakthrough performance by all students, teachers, administrators and staff. This session shows how school districts can go beyond meeting minimum state and federal standards for student achievement to address the “system” part of the enterprise. By establishing performance measures for the six outcomes identified and explained in the Baldrige Criteria — student learning; customer focused; budgetary, financial and market; workforce focused; process effectiveness; and leadership outcomes — school districts can improve the entire system.

**PRESENTERS**

Sandra Byrne, Education Specialist, Baldrige National Quality Program
Jeff Lucas, Deputy Director, Baldrige National Quality Program
ROOM 705

SUCCESSFUL SCHOOL LEADERS ARE AUTONOMOUS AND ACCOUNTABLE
Public charter schools are designed to give school leaders autonomy over decisions concerning personnel, scheduling, curriculum, and instruction in exchange for higher expectations of student achievement. A new report reveals seven ways autonomy works in five highly successful charter schools that are closing the achievement gap. This session presents specific case studies showing how school leaders hire highly qualified teachers, create innovative teacher development programs, and adjust class curriculum as they use heightened autonomy to garner increased student performance.

PRESENTER
Eric Paisner, Vice President, Knowledge and Partnerships, National Alliance for Public Charter Schools

ROOM 708

TECHNOLOGY SKILLS THAT ENHANCE THE EFFECTIVENESS OF TODAY’S SUPERINTENDENTS
Examine the technology skills that practicing superintendents have identified as necessary to be effective as a superintendent in the 21st century, including software and mobile technologies.

PRESENTERS
John Closen, Assistant Professor, Western Illinois University
Rene Noppe, Assistant Professor, Western Illinois University

ROOM 109

WATCH D.O.G.S. (DADS OF GREAT STUDENTS)
WATCH D.O.G.S. (Dads Of Great Students) is an innovative program focusing on education and safety in schools by using the positive influence of fathers and father-figures to provide an unobtrusive presence and a positive and active role model for students. Find out about the good things that happen when fathers, stepfathers, grandparents and uncles spend at least one day at their student’s school volunteering in a wide range of ways.

PRESENTER
Keith Schumacher, National Program Coordinator, WATCH D.O.G.S. (Dads of Great Students)

ROOM 605

WHAT IT MEANS TO LEAD, LEARN AND EDUCATE IN TODAY’S AGE OF EMPOWERMENT
The authors of two vision-expanding 2010 AASA books — Chuck Schwahn and William Spady — discuss the compelling 21st-century realities and rationale underlying the expanded vision of learning, educating, and leadership in Total Leaders 2.0 and Learning Communities 2.0. These companion books provide local leaders with many tangible examples of what it means to lead and educate in today’s Age of Empowerment and the highly engaging strategies Total Leaders can use to move education out of the paradigm paralysis and political grip of its Industrial Age past.

PRESENTERS
Charles Schwahn, Schwahn Leadership Associates
William Spady, Founder, The U4EEAA Initiative

11:30 A.M. — 12:30 P.M.

FOUR SEASONS BALLROOM 1

THOUGHT LEADER SESSION

THE BATTLE FOR AMERICA’S FUTURE
Introduction by Fred S. Morton, Executive Committee Member; AASA, Director, Maggie Walker Governor’s School, VA
The battle for America’s future will be won or lost at the schoolhouse door. This presentation focuses on proven strategies to surround students with a community of support, empowering them to stay in school and achieve in life.

PRESENTER
Bill Milliken, Founder and Vice Chairman, Communities In Schools
FOUR SEASONS BALLROOM 2–3

THOUGHT LEADER SESSION

THE AMERICAN SCHOOL SUPERINTENDENT

Come hear the latest research about the State of the Superintendent: AASA has been conducting research on the superintendency each decade since the 1920s. The latest research, conducted in late 2009 and early 2010, provides significant new knowledge concerning the state of the American superintendency. Major findings relate to the characteristics of superintendents and their employing districts, professional experiences, elements of practice, superintendent and school board relations, superintendent gender and race/ethnicity, the professional preparation of superintendents, and the politics, mandates, standards and government relations affecting the superintendency today.

PRESENTERS
Noelle Ellerson, Assistant Director, Policy Analysis and Advocacy, AASA,
Theodore Kowalski, Kuntz Family Endowed Chair and Professor of Educational Administration, University of Dayton
Robert McCord, Professor in Residence, AASA; Associate Professor, Educational Leadership, University of Nevada, Las Vegas
George Petersen, Dean, School of Education, California Lutheran University
I. Phillip Young, Professor of Education, University of California-Davis

Sponsored by PEARSON

11:30 A.M. — 1:30 P.M.

ROOM 702–704

DR. EFFIE H. JONES MEMORIAL LUNCHEON

SAYING YES TO YOUR OWN POTENTIAL

Join this powerhouse session that celebrates equity and opportunity, the legacy of Dr. Effie H. Jones. Hear from humanitarian award recipients and social justice advocates, Arlene C. Ackerman and Diane E. Reed. Then keynote speaker Delaware Secretary of Education Lillian Lowery shares her perspective on leadership in education using the backdrop of the current federal framework of reform. Like Jones, she focuses on the need to balance emotional engagement in one’s craft with logic and focus to ensure the best outcomes for young people.

PRESENTERS
Arlene C. Ackerman, Superintendent, The School District of Philadelphia, PA
Diane E. Reed, Associate Professor, St. John Fisher College
Lillian Lowery, Secretary of Education, State of Delaware

Sponsored by PEARSON
Experience
EXHIBIT WELLNESS

Stay active and involved in the conference with:

- Free health screenings facilitated by local nursing students
- Wii Fit exercises to warm-up before the conference or reenergize during the conference
- Health-related souvenirs to keep the momentum going after the conference
- IAQ demonstration for schools
- Spirometric tests for respiratory analysis

Make sure you visit AASA staff and pick up resources on:

- Indoor Air Quality
- Childhood Obesity
- Asthma
- Positive Youth Development
- Heart Health

VISIT US NEXT TO AASA CENTRAL!
WELCOME TO THE NCE MARKET

Where vendors and school system leaders come together to find effective solutions for K–12 education.

THIS YEAR, BE SURE TO EXPLORE AASA’S NCE MARKETPLACE, where you can meet and network with industry leaders without missing a minute of your favorite sessions! Come explore the new products and services designed to improve student achievement. Start your morning off right with a complimentary cup of coffee, and while you’re there, check out some of these highlights:

- **HEAR FROM** influential leaders in the Knowledge Exchange Theater!
- **USE OUR** Internet café to stay connected to your office and family.
- **VISIT AASA CENTRAL**! Find information on AASA membership and the 2012 National Conference on Education in Houston, TX. While you’re there, engage your colleagues in some friendly competition on the Wii next door at AASA’s Exhibit Wellness!
- **JOIN NCE VENDORS** on Friday afternoon for a Happy Hour in the Hall!

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For a chance to win great prizes, be sure to visit the following vendors and enter your name in the drawings!

<table>
<thead>
<tr>
<th>Bright Horizons Family Solutions Booth 330</th>
<th>CRS Advanced Technology Booth 811</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$50 iTunes Gift Card</strong></td>
<td><strong>$150 Best Buy Gift Card</strong></td>
</tr>
<tr>
<td>Drawings on February 17 at 3:00 P.M.</td>
<td>Drawing on February 18 at 4:00 P.M.</td>
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<td>and February 18 at 4:00 P.M.</td>
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<tr>
<th>GlobalScholar Booth 337</th>
<th>Netchema, LLC Booth 225</th>
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<tbody>
<tr>
<td><strong>Garmin NUVI GPS</strong></td>
<td><strong>Digital Camera</strong></td>
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<tr>
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TAKE YOUR LEADERSHIP TO NEW HEIGHTS
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<tr>
<td><strong>THURSDAY, FEBRUARY 17</strong></td>
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<tr>
<td>8:30 A.M. – 3:00 P.M.</td>
<td>NCE Marketplace Open</td>
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<td>8:30 – 9:00 A.M.</td>
<td>Complimentary Coffee Break</td>
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<td>NCE Marketplace Open</td>
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<tr>
<td>10:30 – 11:30 A.M.</td>
<td>Capture Every Penny: Supplier Rebates and School Food Service Contracting</td>
<td>Campaign for the Quality Services</td>
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<td>3:30 – 4:15 P.M.</td>
<td>Happy Hour in the Hall</td>
<td>Turner</td>
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ALEKS is a Web-based program that provides precise mathematics assessment and personalized learning correlated to all 50 states’ standards and the Common Core standards for grades 3-12. Through an artificial intelligence engine and adaptive questioning, ALEKS assesses a student’s knowledge and delivers individualized instruction on the topics a student is most ready to learn.
www.aleks.com
901
Thursday, February 17
11:15 a.m. - 12:15 p.m.  
Room 605

What Do Leaders Need to Know to Improve the Quality of Teaching Practice?

Stephen Fink, Ed.D.  
Affiliate Associate Professor  
Educational Leadership & Policy Studies  
University of Washington  
Executive Director  
Center for Educational Leadership

Thursday, February 17
10:00 - 11:00 a.m.  
Four Seasons Ballroom 1

Central Office Transformation for District-Wide Teaching and Learning Improvement

Meredith I. Honig, Ph.D.  
Associate Professor  
Educational Leadership & Policy Studies  
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