

TASB Superintendent Secretary Training Conference

February 23–24, 2012



Session Descriptors

Thursday, February 23

GENERAL SESSIONS

Election Law Updates

Mark McHargue, TASB Legal Services

Does Senate Bill 100 have you wondering which election date is right for your district and how that decision might impact trustee terms? Whether your district has already determined the best direction to take or if you are still in the planning stages of figuring it all out, this session will provide helpful information about the recently passed MOVE Act and highlight other changes in election procedures from the 82nd Legislature with a focus on the practical impact on school district elections.

Where We Are Now: The Public and Public Schools

Catherine Clark, TASB Governance Services

So much is going on with Texas public schools, it's good to stop now and then for a status check. Don't miss this session covering the latest information on school finance, accountability, and other pertinent topics for Texas schools.

BREAKOUT SESSIONS

Ethics, the Local School Board Member, and the Role of the Secretary

Diana Freeman, TASB Leadership Team Services

Is it okay for board members to accept gifts during school board appreciation month? Can a board member talk to the coach about his daughter's playing time now that he's on the board? What about intervening on behalf of a friend to ensure that he or she gets an interview for a position in the district? Board decisions can lead to ethical dilemmas, and sometimes the superintendent's secretary has the clearest view of the issue. What are some of these dilemmas, and how would your leadership team (board and superintendent) handle them? What might be your role as secretary in helping clarify? In this session, participants will examine scenarios of some school board situations and use audience response technology to determine the best course of action. Then they will discuss the ethical principle demonstrated, possible consequences from the actions, and suggestions for better ways to handle the situations.

Do You Hear What I Hear? Surveying Community Members to Discover What They Are Saying

Marie Jones, TASB Planning and Research

Knowing the thoughts and concerns of parents and citizens in your district is vital in making decisions for your schools. Whether you are developing a strategic plan, preparing for a bond election, discussing new school boundaries, or contemplating a host of other issues, feedback from your stakeholders can assist in making your efforts successful. In this session you will learn the basics of conducting a survey that can deliver critical input. From identifying the information you need the survey to reveal to the logistics of creating a survey instrument, this session will help you create a conversation with your community.

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Straighten Up and File Right

Ronda Bauman, TASB HR Services

Your personnel records may be neat and accurate, but are they managed according to best practices? Are your records retention schedule and rules for releasing personal information up-to-date? This session will provide you with strategies for managing your records effectively and ensuring you are complying with new rules and regulations. Topics covered include changes to the state minimum retention schedules, new laws for releasing personal information, and suggestions for organizing your files effectively.

Effective Board Practices: An Inventory for Local School Boards

David Koempel, TASB Leadership Team Services

Effective boards are those that have a clear idea of their job and a clear idea of how the board goes about it. The best way to ensure consistency in board effectiveness—in the face of changes on the board and in the superintendency—is to have a set of practices that have been institutionalized, or “standard operating procedure,” for a board. The superintendent’s secretary is often the one person in leadership in the district with the institutional memory to keep the board on track. Come hear about a tool that can help district leadership teams make sure they have all the right tools for effectiveness in place, and learn how you can be a key player in making sure they follow through.

The Art of BoardBook®

BoardBook staff: Tim Curtis, Mike Elder, John Maldonado

BoardBook has many convenient features that save you time, enhance meetings, and help your board work effectively. In this session, BoardBook consultants will show you quick fixes to many common PDF puzzles, more efficient ways to use BoardBook, and some of the best tools for using BoardBook with the iPad.

The Policy Update Is Here: Now What?

Sarah Gutierrez, TASB Policy Service

Does the arrival of the most recent TASB numbered update cause you to feel overwhelmed? This session will provide participants with quick and easy strategies for managing TASB policy updates from arrival through the adoption process and beyond. Learn about working with the available electronic resources, disseminating the information to key administrators and board members, communicating changes to your policy consultant, and keeping up with the district’s historical file. Come away with a great plan to make your job easier.

Friday, February 24

Information Overload: Managing E-mail, Social Media, and the Stuff You *Want* to Read

Jennifer Hale, TASB Online Communications

Online tools—your e-mail, Facebook and Twitter, and endless interesting Web sites—make claims on your time and can leave you feeling overwhelmed with little to show for it. Learn strategies to resist, or at least manage, the siren call of these services and transform them into a productive part of your day.

Panel Discussion: So You Have a New Superintendent. Now What?

Facilitators: Bill Rutherford and Diana Freeman, TASB Leadership Team Services

If you’ve been through a change in superintendents in your job, then you know how difficult such a change can be for everyone—for you, for the board, for the staff, and for the new superintendent. Find out from a panel of your peers, who have all been through this, what you can do in your position to make the transition easier for everyone. The panel will be moderated by a TASB consultant who has extensive experience working with board-superintendent teams.