

2021 Summer Leadership Institute

Thanks for signing up for the **Virtual Summer Leadership Institute (SLI)**! We hope you agree that we've got a great lineup of sessions to offer on **Thursday, June 24 and Friday, June 25**. You will have time to check email, grab lunch, and even do some live chats with other virtual attendees.

Don't forget that beginning July 2, a lot of the sessions will be available for on-demand viewing for 30 days—so your learning journey can continue long after Virtual SLI is over.

Thursday, June 24

8-9:15 a.m.

General Session

Rick Rigsby

9:30-10:30 a.m.

Breakout Sessions

A Results-Driven PK–16 Partnership Model: Garland ISD Connects with Texas A&M–Commerce

Garland ISD has expanded postsecondary educational opportunities with a new four-year pathway to Texas A&M–Commerce. As a result, students will have full access to all resources from application submission to university acceptance. This successful and unique PK–16 collaborative partnership has become a model for student-centered and results-driven higher education partnerships.

Presenters: Tiffany Gilmore, Executive Director of Guidance and Counseling; Linda Griffin, Trustee; and Jovan Wells, Chief Academic Officer, Garland ISD

Exacerbated Inequities: The Response of Texas Public School Leaders to Widened Gaps

In 2020, as our nation slid into the COVID-19 pandemic, the Mexican American School Boards Association (MASBA) hosted a 10-week webinar series to discuss good governance in times of crisis. One year later, as our nation began to emerge from the pandemic, MASBA hosted a second 10-week webinar series on the inequities that have been exacerbated by the pandemic. Both have now been published in book form. Come and learn what MASBA leaders discovered as a result of these explorations!

Presenters: Ana Cortez, President-Elect; Holly Marie Flynn Vilaseca, Vice President; Jayme Mathias, Executive Director; Jacinto Ramos, Jr., President; and Willie Tenorio, Jr., Immediate Past President, Mexican American School Boards Association (MASBA)

eXceptional by Choice

Author Jim Collins found that some organizations are “great by choice.” What would it mean for a school board to be great, or eXceptional, by choice? The Allen ISD board, in partnership with their superintendent and senior staff, are focusing and aligning their governance commitments, priorities, and processes to improve success for every one of their students. Hear from trustees and administrators as they share suggestions and tips from their journeys.

Presenters: Phil Gore, Division Director, TASB Board Development Services, and the Board of Trustees, Allen ISD

AND

10:45-11:45 a.m.

The Design and Construction Process

Planning for facility improvements? Not sure how to get started? This session will give you an overview of the entire process from start to finish. Learn about the four major components of a building program before you begin. Find out what questions to ask, what pitfalls to avoid, and what steps to take to ensure your district's facility improvements are successful. *Presented by TASB Event Sponsor Claycomb Associates Architects*

Presenters: Richard Bain, Jr., Educational Consultant, and Richard Crump, Vice-President, Claycomb Associates Architects

District Defense: Developing a Culture of Cybersecurity

Recent analysis of cybersecurity claims data indicates that over 80% of successful attacks are a result of social engineering or user error. The common factor in these incidents was a human one, not a highly sophisticated piece of malicious software. The first and best line of defense for school districts working to secure their networks is to develop a robust culture of cybersecurity. This presentation will provide a framework for building and implementing such a culture.

Presenter: Lucas Anderson, Privacy and Cyber Risk Consultant, Special Risks and Resources, TASB Risk Management

Let's Talk about Race and Diversity in a Safe Environment

When talking about racism, diversity, and inclusion, what should we say and do, what resources are good for board members and districts? In this safe environment, we will explore why some things are seen as racist speak or behavior. How should we prepare our boards to have tough conversations in a safe and nonjudgmental environment for the sake of our diverse students, staff, and districts?

Presenter: Renae Mitchell, Trustee, Pflugerville ISD

11:45 a.m.–1:15 p.m.

Lunch

1:15-2:15 p.m.

Breakout Sessions

One Vote Responsible for Creating a Major Educational Shift in a Rural District

Sunray ISD passed a bond by one vote to build a Career and Technology Center and an Advanced Animal Science Center to include a vet hospital. The passage of the bond catapulted the district to becoming an early adopter of the P-20 model. Through the passage of the bond, the district has developed partnerships with Amarillo College and West Texas A&M to ensure students have the opportunity for associates degrees in agricultural fields of study. The district through collaboration also is pursuing the implementation of rural economic development. The district's superintendent was appointed by Governor Abbott to the Governor's Broadband Development Council.

Presenter: Marshall Harrison, Superintendent, Sunray ISD

Deep Learning for School Boards:

One Key Component of a Governance Mindset

School districts are complex entities, making your job of overseeing them as elected trustees quite demanding. Sometimes it's even difficult to know what you do know. How does your own learning play into your deliberation and decision-making process as a board? Are you checking boxes with your annual CEC requirements, or are you seeking targeted opportunities to dig deeper? Let's talk about it!

Presenter: Susan Elliott Whisenant, Director, Curriculum and Instructional Design, TASB Board Development Services

Top 10 Issues in Special Education

This session will provide an explanation of the top 10 special education issues found in due process hearings in Texas between 2016 and 2019, and how these topics are connected to the TEA cyclical monitoring process. There will be a brief overview of each area and information regarding how to address potential concerns in your district. Attendees will leave with an understanding of the most challenging issues facing Texas schools in the area of special education and plans for next steps.

Presenters: Denise Carter, Education Support Account Executive, and Karlyn Keller, Division Director, Student Solutions, TASB Business Services

AND

2:30-3:30 p.m.

Spinning Tires Sling a Lot of Mud:

Having Difficult Conversations without Getting Stuck

Our communities seem to be more polarized than ever around politics, culture, and even community health. How do you deliberate productively as a board when issues are complex and opinions diverge? How do you engage your community on important but potentially controversial topics? This skill-building session will ele-

vate your ability to lead and participate in civic discourse.

Presenters: Susan Elliott Whisenant, Director, Curriculum and Instructional Design, TASB Board Development Services; Tiffany Dunne-Oldfield, Associate Executive Director, TASB Marketing and Communications

What's in Your District's Advocacy Game Plan?

Are you interested in expanding the footprint of your district's advocacy efforts? Join us to learn specific steps and actions that you can take to create an ongoing plan that is designed to improve your legislative advocacy and your community connectedness.

Presenters: Missy Bender, Regional Advocacy Director, Collin and Denton Counties, and Matthew Hall, Regional Advocacy Director, Greater Fort Worth, Raise Your Hand Texas

Promoting Equity: Five Strategies for Addressing Microaggressions and Bias in Schools

Racial and gender bias, whether implicit or explicit, and microaggressions contribute to discrimination and create an inequitable educational and work environment. You are responsible for helping your organization recognize and combat intolerant attitudes and behaviors that negatively affect your employees and students and create the risk of liability. Learn best practices to support your school's efforts to maintain racial and gender fairness.

Presenter: Devereaux Morkunas, Manager, Special Risks and Resources, TASB Risk Management

AND

Chatty Hours

3:45-4:45 p.m.

During the last hour on Thursday, we'll offer a series of live sessions facilitated by subject matter experts, TASB staff, and district personnel. Choose the "chat" that sounds most interesting to you. The list of chatty hour sessions will be available as soon as the virtual platform is open for viewing.

Friday, June 25

8-9:15 a.m.

General Session

Gregg Ward

9:30-11:45 a.m. and 1:15-2:15 p.m.

All Audiences

Governance for Improved Student Learning:

EISO/SB 1566 Training (Part 1')

Focused and engaged school boards make a difference to student learning. This research-informed session highlights practices and tools to help boards understand the current state of student learning, cast a compelling vision with meaningful goals, and oversee the improvement efforts in their districts. This session is required of each trustee every two years. **The second part of this session will be offered 1:15-2:15 p.m. You must attend BOTH sessions to receive credit.*

Presenters: Susan Elliott Whisenant, Director, Curriculum and Instructional Design; Phil Gore, Division Director; and Orin Moore, Senior Consultant, TASB Board Development Services

OR

9:30-10:30 a.m.

All Audiences

What Role Should the Community Play in a School District's Advocacy Efforts?

Is it possible to amplify your school district's message during the legislative session and improve community connectedness at the same time? Yes! Learn how two North Texas school districts, **Denton and Frisco ISDs**, are doing that, and find out what lessons they learned along the way.

Presenters: Missy Bender, Regional Advocacy Director, Collin and Denton Counties, Raise Your Hand Texas; and Mia Price, Trustee, and Deron Robinson, General Counsel, Denton ISD; and Debbie Gillespie, Trustee and First Vice-President, TASB Region 10A; and Daniel Stockton, Executive Director of Government and Legal Affairs, Frisco ISD

A School Board Member's Guide to Social Media and Brand Building

This session will focus on the use of social media as a tool for successful communication. Whether for a reelection campaign or building your personal brand, these tools will help you reach the generations. Discover the importance of an intentional digital footprint and utilizing social media for personal branding, spreading awareness about school initiatives, and building a strong reelection campaign. Walk away with a better understanding of social media and a personal guide for how to further your reach and advocacy as an elected official.

Presenters: Amanda Sargent, Former Trustee, DeSoto ISD

AND

10:45-11:45 a.m.

Keeping the Public in Public Education

Trustees and superintendents must own the statistic that 10-25% of students/parents have left public education across the country during the pandemic. Why and how do a school board and superintendent reverse the trend? At **Victoria ISD**, we've lost just 2.4% due in large part to how we have built a governance structure around community ownership of complex decisions.

Presenters: Greg Bonewald, Deputy Superintendent, and Quintin Shepherd, Superintendent, Victoria ISD

Building Bridges: College, Career, and Military Readiness Guide to Partnerships

Come learn about building community buy-in and partnerships for college, career, and military readiness (CCMR) success. This session will include definition and score cards for CCMR, identifying key players and stakeholders, strategies for inspiring students to complete tasks, and planning timelines.

Presenter: Amanda Sargent, Former Trustee, DeSoto ISD

11:45 a.m.-1:15 p.m.

Lunch

1:15-2:15 p.m.

Breakout Sessions

Governance for Improved Student Learning:

EISO/SB 1566 Training (Part 2')

Focused and engaged school boards make a difference in student learning. This research-informed session highlights practices and tools to help boards understand the current state of student learning, cast a compelling vision with meaningful goals, and oversee the improvement efforts in their districts. This session is required of each trustee every two years. **This is a continuation of the 9:30-11:45 a.m. session from today. You must attend BOTH sessions to receive credit.*

Presenters: Susan Elliott Whisenant, Director, Curriculum and Instructional Design; Phil Gore, Division Director; and Orin Moore, Senior Consultant, TASB Board Development Services

Friends Keep It Real

True friends celebrate one another and defend each other's honor; they also keep it real. The same holds true for friends of public education. These friends celebrate educators for their great work, demand respect for their noble service, and advocate for additional funding and STAAR alternatives. Concurrently, public education supporters must seek integration of critical skills into the curriculum to prepare students for an unknown future and abandon obsolete and ineffective practices.

Presenters: Mary Jane Hetrick, Trustee, Dripping Springs ISD, TASB Director, Region 13B; and Scott Milder, Founder, Friends of Texas Public Schools

Important Changes in Your District's Student Code of Conduct and Student Handbook

The Student Code of Conduct is a district's primary document for student discipline, while the student handbook is how a district provides essential information to students and parents on a variety of topics. Updates this year to both the TASB Model Student Code of Conduct and TASB Model Student Handbook include important changes from the 87th Legislative Session that are effective with the 2021–22 school year. Join a TASB Policy Service consultant as we review the relevant bills and upcoming changes to these two key publications.

Presenter: Megan McGufficke, Consultant, TASB Policy Service

AND

2:30-3:30 p.m.

Reaching Families: On the Ground and in the Cloud

Pre-COVID, it was thought that parents can be hard to reach and attract to family engagement efforts. Now, with a year of pandemic schooling, join us as we look at how schools can reach and teach more families—even those that have traditionally been hard to reach or marginalized—through a combination of both in-person and virtual efforts. Come hear what we've learned after a year of virtual events for families around the country and around the world as well as from in-person events. Even though there is still much to learn, we are finding effective, economical, and educational ways to reach families in communities just like yours.

Presenters: J. Michael Hall, Founder and CEO, Strong Fathers Strong Families

Weathering the Storm: Continuity of Operations Planning for All Hazards

Join TASB Risk Fund's Emergency Management and School Security consultants for a discussion about how continuity of operations planning can support schools during the most difficult of times. From COVID to extreme winter storms, districts continue to serve their communities by providing ongoing education services and support. This presentation will look at the elements districts should include within their continuity of operations plan to maintain essential functions and the board's role in plan development. They also will gain insight to help them identify essential functions needed to maintain the educational mission and to support the community at large.

Presenters: Melanie Moss, Emergency Management and School Security Consultant, Special Risks and Resources, TASB Risk Management

School Governance Following the 87th Legislative Session

During the most recent session of the Texas Legislature, state lawmakers wrestled with changes to election laws, legislative advocacy by local governmental entities, state takeovers of public school districts, and several other issues that would directly affect how local school

boards operate. Find out what passed (and what didn't) and how these changes will affect your district.

Presenter: Mark Tilley, Lead Attorney, TASB Legal Services

3:45-4:45 p.m.

General Session

Pearl Arredondo