



▶ **Personnel Records Self-Audit (Trinity Room)**

*Repeats from 1 p.m.*

▶ **What Admins Need to Know about Advocacy (San Jacinto Room)**

Learn how TASB works hands on with school board members to create our Advocacy Agenda, the plan we use to advocate for Texas public schools at the state Capitol. Then learn ways to be a public school advocate, standing up for the issues most important to your district and helping advise board members on do's and don'ts.

**Presenters:** Dax Gonzalez, TASB Governmental Relations, and Denise Schulz, TASB Communications



**Friday, February 11**

7:30-8:30 a.m. ▶ **Breakfast**

8:30-8:45 a.m. ▶ **Welcome**

8:45-10 a.m. ▶ **General Session—Effective Communications during a Crisis: Proven Strategies**

Weather closures, knives in backpacks, fire alarms, COVID outbreaks, bus accidents. School districts every day are faced with incidents big and small that have the potential to turn into full-blown situations if not handled with quick, accurate, and clear communications. You'll learn some tips for how to help your school leaders manage an emergency or crisis to minimize any negative impacts on your district's reputation. What you say, how you say it—and when—are all essential to safeguarding the trust and confidence of your parents, staff, and community.

**Presenters:** Tiffany Dunne-Oldfield, TASB Communications and Marketing

10-10:15 a.m. ▶ **Break**

10:15-11:30 a.m. ▶ **General Session—May We Get Off This Ride, Please?: Open Government Highlights from This Year's Legislative Sessions**

Buckle up, don't look down, hang on tight, don't scream! A TASB lawyer will provide legislative highlights on public information, cybersecurity, and more, including an overview of the Open Meetings Act (OMA) that will apply after September 1, 2021.

**Presenters:** Julie Allen, TASB Legal Services; Christi Koenig Brisky, Assistant General Counsel, Texas Department of Information Resources; and Megan Carey, Manager, Records Management Assistance, Texas State Library and Archives Commission

11:00 a.m. ▶ **Special drawing**

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# TASB Conference for Administrative Professionals

## February 10-11, 2022



# Agenda

## Thursday, February 10

8:30-9 a.m. ▶ **Welcome and Activity**

9-10:30 a.m. ▶ **General Session—Elections 101**

School board elections involve numerous deadlines, forms, and other requirements. This nuts-and-bolts presentation by attorneys from the Secretary of State Elections Division and TASB Legal Services will examine your role in the elections process, answer many of your frequently asked questions, and show you where to go for answers and resources. Whether you've done many elections or you're preparing for your first in May, you are sure to learn something new in this session.

**Presenters:** Kristi Clark, TASB Legal Services, and Christina Adkins, Elections Division, Office of the Texas Secretary of State

10:30-10:45 a.m. ▶ **Break**

10:45 a.m.-noon ▶ **General Session—A Conversation with the TASA and TASB Executive Directors, and Former Superintendents, Dan Troxell and Kevin Brown**

What questions do you have about your work for your superintendent, but you don't want to ask? Attendees will have a chance to write down questions, and a sampling of the questions will be thrown into the mix for discussion. The audience and panelists won't know who posed each question, and they will answer candidly based on their own experiences and perspectives. The responses will give you insight on successful work relationships with your boss, other administration staff, and your board.

**Panelists:** Dr. Kevin Brown, Executive Director, Texas Association of School Administrators, and Dr. Dan Troxell, Executive Director, Texas Association of School Boards

Noon-1 p.m. ▶ **Lunch and Activity**

1-2 p.m. ▶ **Breakout Sessions**

▶ **Unpacking the Policy Update (Pecos/Colorado Rooms)**

Let's face it: policy updates can be difficult to manage. In this session, you will learn how to make the most of the paper and electronic materials that come with your policy manual updates. Learn how an update packet is put together and discover new tricks for handling the Word, PDF, and ZIP files that appear in Local Manual Updates. The presentation will benefit new and experienced administrative professionals, so join a policy consultant for some helpful tips on TASB numbered updates to make your job easier.

**Presenter:** Valerie Conner, TASB Policy Service

▶ **Personnel Records Self-Audit (Trinity Room)**

A self-audit of your district's personnel records will help determine if required documents are on file, if documents are secure and accessible, and what can be purged. This session will help you develop a plan for assessing personnel records and answer these five key questions:

1. What goes in the personnel file?
2. Where are documents kept?
3. How should files be organized?
4. How long must documents be kept?
5. How are records protected?

**Presenters:** Cheryl Hoover, TASB HR Services

▶ **Deep Learning for School Boards: The 4-1-1 on Training Requirements (Magnolia Room)**

School board training requirements can be complex, making your job of keeping track of them for your trustees quite demanding. Come learn some tips and tools to help them check the necessary boxes while also guiding them to meaningful learning opportunities. If you've got questions, we've got the 4-1-1.

**Presenters:** Susan Elliott, Renee LeClaire, and Jackie Hightower, TASB Board Development Services

2-2:15 p.m.

▶ **Break**

2:15-3:15 p.m.

▶ **Breakout Sessions**

▶ **Unpacking the Policy Update (Pecos/Colorado Rooms)**

*Repeats from 1 p.m.*

▶ **Building Presentations and Documents: Practical Advice for the Non-designer (Magnolia Room)**

During this session you will learn practical, time-saving tips and tricks for building presentation and document templates to keep your materials looking professional and consistent with your district's brand.

- Inserting images and logos
- Using slide masters effectively
- Modifying styles and themes
- Design tips and best practices

Wondering how to add—or remove—animations from a slide deck? Asking yourself how to keep your titles from automatically resizing? Bring your questions! We'll be ready to answer as many as possible.

**Presenters:** Stephany Wagner-Thornhill and Chris Ramirez, TASB Brand and Marketing

▶ **Deep Learning for School Boards: The 4-1-1 on Training Requirements (Trinity Room)**

*Repeats from 1 p.m.*

▶ **Know Your Enemy: Deconstructing Cyberattacks (San Jacinto Room)**

In 2020, 57% of ransomware targeted K-12. To protect districts, we must understand how cyberattacks work. With screen shots and video demonstrations of malicious activity, this presentation will explain how to execute attacks such as business email compromise, ransomware, and social engineering. We'll also examine how hackers use the dark web as a marketplace for stolen data. Finally, we will recommend preventative measures for each of the discussed attack methods.

**Presenter:** Lucas Anderson, TASB Risk Management Services

3:15-3:30 p.m.

▶ **Break**

3:30-4:30 p.m.

▶ **Breakout Sessions**

▶ **Learn How to Easily Manage Multiple Committees with BoardBook® (Pecos/Colorado Rooms)**

Are you overwhelmed with supporting multiple committees, maintaining agendas, managing attendance, and tracking goals? See how you can take advantage of BoardBook to find your zen and master the art of multitasking.

**Presenter:** David Vizcaino, BoardBook

