LEADING BY LEARNING

85th IASB • IASA • IASBO Joint Annual Conference

In conjunction with the 85th Joint Annual Conference IASB presents

Pre-Conference Workshops

Friday, November 17, 2017 • Sheraton Grand Chicago

Mix and match two half-day sessions or choose a full-day workshop.

Full-Day Workshops:
• The Basics of Governance
• Leading Leaders: The Job of Board President
• Professional Development Leadership Training (PDLT) and Performance Evaluation Reform Act (PERA) Training for School Board Members
• Monitoring District Performance: Saying What We Mean and Doing What We Say

Half-Day Workshops:
• Data First for Governance: Using Data to Make Decisions (morning only)
• Superintendent Evaluation: Strengthening the Board/Superintendent Relationship (afternoon only)
• Get Your Message Out: Your Role in Crafting an Effective Public Image (morning or afternoon)
• The R Factor: How to Manage the One Thing You Control (morning or afternoon)

IASB Pre-Conference Workshops are open only to those who have registered for the 2017 IASB • IASA • IASBO Joint Annual Conference and require a fee and advance registration. All workshops are a part of the LeaderShop Academy program.

“I came back with so much quality information, and the materials provided are detailed enough to jog my memory about things I may have forgotten, but not so detailed as to be unclear or cumbersome. This was an excellent investment for our district.”

— 2016 participant
The Basics of Governance

Participants will focus on board and board member roles and responsibilities, and learn how boards in high functioning districts can make a positive impact on student learning. Specifically, this workshop will provide you with an opportunity to

- Identify the role and work of the school board.
- Distinguish board work from that of the superintendent and staff.
- Understand how each member relates to the full board.
- Discuss effective board and board member best practices.

Leave with tools to sharpen your decision-making skills.

*This workshop fulfills the governance overview requirement for admission into IASB’s LeaderShop Academy.*

Presenters: Shanell Bowden, Assistant Director, Governmental Relations, and Perry Hill, IV, Field Services Director, IASB.

Leading Leaders:
The Job of Board President

Leaders set the tone and expectations for the groups they serve. The board president, more than any other board member, has the power to impact the quality of the board’s work. An effective president does far more than just “run the meeting.” He or she is expected to keep the board focused on setting district direction; provide the opportunity for airing divergent views, without acrimony or favoritism; maintain open lines of communication with the superintendent, other board members, and the public; be knowledgeable of board legal requirements; and much more.

This interactive workshop will explore the challenging roles and responsibilities of the board president, including legal responsibilities, keys to effective meetings, managing board conflict, communications, and teamwork.

Presenters: Barbara Toney and Larry Dirks, Field Services Directors, IASB.

Professional Development Leadership Training (PDLT) and Performance Evaluation Reform Act (PERA) Training for School Board Members

Professional Development Leadership Training (PDLT) for School Board Members satisfies the requirements for mandatory board member training per Public Act 097-0008 and includes four (4) hours of instruction in education and labor law, financial oversight and accountability, and fiduciary responsibilities. Additionally, it will fulfill the requirement for Performance Evaluation Reform Act (PERA) Training for School Board Members. Every new school board member, elected or appointed, must complete this training in the first year of his/her term. A board member who has already complied with this requirement is not required to take this training again.

Presenters: Thomas M. Melody, Mallory A. Milluzzi, and Erin K. Walsh, Attorneys, Klein, Thorpe & Jenkins, Ltd., Chicago, and ICSA members; and William Phillips, Associate Professor, Department of Educational Leadership, University of Illinois-Springfield, and Field Service Director, IASA.

Monitoring District Performance:
Saying What We Mean and Doing What We Say

An essential responsibility of the board is to consistently monitor the district’s performance, which requires having a plan and a process for answering questions such as how to:

- Know that the district is making progress toward its mission, vision, and goals.
- Know that the district is operating within established parameters — both those required by law and the board’s expectations.
- Ensure that the board gives clear direction to the staff and information to its communities about both.

It starts with the board’s written policy — are you saying what you mean and doing what you say?

Leave this workshop with a better understanding of the purpose and importance of monitoring board policy for board and district performance, and with tools and templates to assist you.

Presenters: Reatha Owen, Field Services Director, Angie Peifer, Consultant, and Angie Powell, Policy Consultant, IASB.
**Data First for Governance: Using Data to Make Decisions**

We all make decisions based on data — weather forecasts, grocery prices, investments, doctor visits, and even school reports all involve data.

In this half-day workshop, you will learn how boards can use data to make better decisions and difficult choices in times of limited resources, and how to communicate data simply and effectively to your public. You will also explore how the Illinois Report Card, the source for information about public schools across Illinois, can help you make data driven decisions in your own district.

Presenters: **Dean Langdon**, Associate Executive Director, Board Development, and **Patrick Rice**, Field Services Director, IASB.

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**Superintendent Evaluation: Strengthening the Board/Superintendent Relationship**

The board employs and evaluates one person — the superintendent — and holds that person accountable for district performance and compliance with written board policy. In this age of accountability, good governance requires a superintendent evaluation process that promotes district improvement, and provides professional development and growth opportunities.

This workshop will teach you the importance of establishing clear expectations, agreeing on performance measurement, and promoting a productive relationship throughout the process. Whether you are a new or veteran board member, IASB’s framework will provide participants with a best practices approach to the superintendent evaluation process.

Presenters: **Sandra Kwasa**, Director, Board Development, and **Laura Martinez**, Field Services Director, IASB.

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**Get Your Message Out: Your Role in Crafting an Effective Public Image**

In your position with the school board, the next ring on the phone could be a journalist from a weekly newspaper or a reporter from the local TV station. The level of success you achieve doesn’t begin with the interview, but rather in how you prepare for it.

In this highly interactive workshop, participants will learn how to build effective messages for use in talking with reporters as well as other platforms such as public presentations and social media. Teams of participants will collaborate to develop an effective series of talking points, then volunteers will experience what it’s like to be involved in live, on-camera interviews.

Presenters: **Brad Hughes**, Board Team Trainer, Kentucky School Boards Association.

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**The R Factor: How to Manage the One Thing You Control**

The behavior of people determines the performance of your district. The R Factor equips people with the behavior skills that are critical for exceptional performance. It teaches how to apply a simple, powerful equation into everything you do: E+R=O (Event + Response = Outcome). You don’t control Events, but you always have control over how you Respond. And how you Respond makes all the difference. In this session you will learn The R Factor: E+R=O, Discipline over Default, and an overview of the Six R Factor Disciplines.

Presenters: **Brian Kight**, CEO, Focus 3

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**Registration instructions at conference.iasb.com/iasbpre.cfm**

**Full-Day Workshop tuition is $280.** Includes continental breakfast, lunch, breaks, and workshop materials.

**Half-Day Workshop tuition is $140.**

Morning workshops include continental breakfast, breaks, and workshop materials (lunch is NOT included).

Afternoon workshops include lunch, breaks, and workshop materials (continental breakfast is NOT included).

Registration for these workshops is open only to those who have registered for the 2017 IASB • IASA • IASBO Joint Annual Conference.
When and Where?

All Pre-Conference Workshops will take place at the Sheraton Grand Chicago, one level above the main lobby, on Friday, November 17, 2017.

**Full-Day Workshops**
- 8-9 a.m. Continental Breakfast and Registration
- 9 a.m.-3 p.m. Workshop
- 11:30 a.m.-12:30 p.m. Lunch (included)
- 3 p.m. Adjournment

**Half-Day Morning Workshops**
- 8-9 a.m. Continental Breakfast and Registration
- 9-11:30 a.m. Workshop
- 11:30 a.m. Adjournment
- (Lunch is NOT included)

**Half-Day Afternoon Workshops**
- 11-11:30 a.m. Registration
- 11:30 a.m.-12:30 p.m. Lunch (included)
- 12:30-3 p.m. Workshop
- 3 p.m. Adjournment

Registration

Registration for these workshops is open only to those who have registered for the 2017 IASB • IASA • IASBO Joint Annual Conference.

**Registration instructions are posted at conference.iasb.com/iasbpre.cfm.**

**Board superintendents/roster managers** — For instructions on registering your members, go to conference.iasb.com/iasbpre.cfm.

**School board members** — Contact your district office and ask them to register you for Pre-Conference Workshops, or contact the IASB Registrar at registrar@iasb.com or 217/528-9688, ext. 1145.

**Full-Day Workshop tuition is $280.** Includes continental breakfast, lunch, breaks, and workshop materials.

**Half-Day Workshop tuition is $140.** Morning workshops include continental breakfast, breaks, and workshop materials (lunch is NOT included). Afternoon workshops include lunch, breaks, and workshop materials (continental breakfast is NOT included). NOTE: Participants may register for two half-day workshops for a total of $280, which includes continental breakfast and lunch.

Workshop space can be held with advance payment by check, ACH, purchase order, or credit card. A 3 percent transaction fee will be added for credit card payments. Advance registrations will be accepted until 4:30 p.m. on Friday, November 3, 2017, as long as space is available.

Confirmations and badges will be mailed in early November to the district office address.

**On-Site Registration** — On-site registration at the Sheraton Grand Chicago can be accepted Friday morning only if space is available at a fee of $330 for a full-day workshop and $190 for half-day workshop.

**Cancellation** — Advance registrants must notify the IASB Registrar by email to registrar@iasb.com or fax at 217/528-2831. Pre-Conference Workshop registration fees will be refunded if cancellation is received by noon on Thursday, November 9.

**Questions about the Pre-Conference Workshops?** Please contact Peggy Goone (ext. 1103) at either 217/528-9688 or 630/629-3776, email pgoone@iasb.com.