

AASB School Board Member Academy
Conference Registration

Oct. 2-3, 2011

Renaissance Montgomery Hotel
at the Convention Center • Montgomery

Name _____

First Name for Badge _____

Representing _____ School Board

E-mail Address _____

Mailing Address _____

City _____ State __ Zip Code _____

Classification (check one):

- | | |
|--|--|
| <input type="checkbox"/> Board President | <input type="checkbox"/> Board Member |
| <input type="checkbox"/> Superintendent | <input type="checkbox"/> Associate Member |
| <input type="checkbox"/> Attorney | <input type="checkbox"/> Board Secretary |
| <input type="checkbox"/> Sustaining Member | <input type="checkbox"/> School System Staff |
| <input type="checkbox"/> Other _____ | |

Pre-Registration ends Sept. 27:

- | | |
|---|-----------------------|
| <input type="checkbox"/> CONFERENCE | \$125 for members |
| | \$250 for non-members |
| <input type="checkbox"/> THE POWER OF DATA WORKSHOP | |
| | \$100 for members |
| | \$200 for non-members |

Onsite registration is an additional \$10.

Payment (check one):

- Payment enclosed Bill the board

PO Number _____

Do you need special assistance with a disability during this conference? If so, please attach a description.

Cancellations: All conference cancellations must be received by mail, fax or e-mail no later than Sept. 27. No refunds will be made after this date. Refer questions to 800/562-0601. Cancel housing reservations with the hotel.

3 Easy Ways to Register

- Online by Sept. 27: www.AlabamaSchoolBoards.org
- Mail: Alabama Association of School Boards, P.O. Drawer 230488, Montgomery, AL 36123-0488
- Fax: 334/270-0000

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Alabama Association of School Boards
P.O. Box 230488
Montgomery, AL 36123-0488

Return Service Requested

LEADERSHIP
FOR COMMUNITY ENGAGEMENT

Oct. 2-3, 2011
Register Online Now at
www.AlabamaSchoolBoards.org



LEADERSHIP for



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SCHOOL BOARD MEMBER ACADEMY
The School for School Board Members



LEADERSHIP FOR COMMUNITY ENGAGEMENT

When it comes to solving the challenges facing your schools and students, how is your community responding? Are citizens sitting back, expecting you to fix everything? Or, are they actively working with you to ensure your

students get a world class education? Leadership for Community Engagement, a School Board Member Academy core course, is designed to help you re-engage local residents in the education of all the community's children.

Research on engagement is clear: If we continue to treat the community like customers instead of co-owners, they will not be involved in ways that lead to higher student achievement.

So join us and learn:

- How to revamp the conversation about public schools in your community
- The game-changing approach Baldwin County is using to create engaged citizens
- How to work with the media to tell your story
- How you can (and why you should) redefine engagement in your schools



Speaker Highlight

Dr. John Draper
CEO, Education Research Service



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.” Hear Education Research Service (ERS) CEO, Dr. John Draper step back from the rhetoric and look at the reality of what is really happening across America’s schools. He will identify some of the Talk, the Truth and the Crucial Conversations the school leaders need to lead. How do we positively impact the perceptions surrounding public schools? What works with the public?

SCHEDULE-AT-A-GLANCE

Sunday, Oct. 2, 2011

- 2 p.m. Registration Opens
3:30 p.m. Working With the Media to Tell Your Story (Media Panel)
Ken Hare - Montgomery Advertiser
Marie Leech - Birmingham News
Shed Johnson - WVAS
Vince Hodges - WSFA
- 4:45 p.m. Crucial Conversations
John Draper
CEO, Education Research Service
Champion for Children Award
- 6:05 p.m. Sen. Tripp Pittman
- 6:15 p.m. Dinner on your own or at the Alley Bar complements of TCU Consulting and additional sponsors

Monday, Oct. 3, 2011

- 7 a.m. Registration Opens/Breakfast Buffet
7 a.m. Leader to Leader Breakfast
8-9:15 a.m. Breakout Sessions
- Turning Negative Heat Into Positive Energy
John Draper
CEO, Education Research Service
 - Build Public Confidence One Conversation at a Time
Denise Berkhalter
AASB Director of Public Relations
Jan Hume
Alabama School Readiness Alliance
 - Customer vs. Owner:
Re-engaging our Communities
Susan Salter
AASB Director of Board Development
- 9:25-10:40 a.m. Breakout Sessions Repeated
11 a.m. Baldwin County's Powerful Partnership
Angie Swiger, President
Baldwin County Schools
Dr. Alan Lee, Superintendent
Baldwin County Schools
Denise d'Oliviera, Executive Director
Supporting Educational Enrichment in Daphne's Schools (SEEDS)
- Noon Adjourn
12:30-4 p.m. Workshop: **The Power of Data: The Data First Foundation**

School Board Member Academy members will earn 6 credit hours and satisfy the core Academy requirement for academic achievement.

Accommodations

Oct. 2-3, 2011

Renaissance Montgomery Hotel
at the Convention Center
201 Tallapoosa St., Montgomery, AL 36104
Standard room rate: \$123

How to Make Reservations: Call 877/545-0311 (Be sure to mention “AASB” to receive the discounted room rate). Visit www.marriott.com to reserve your room online (use “aabaaba” as the discount code).

Make your reservation by **Friday, Sept. 16**. The room block is first come, first served for the low AASB rate. Reservations should be secured with a deposit for one night’s lodging. Please note that AASB’s room block does not guarantee rooms will be available until Sept. 16. Early reservations are encouraged.

After Conference Workshop: **The Power of Data: The Data First Foundation**

Monday, Oct. 3, 12:30-4 p.m. Cost \$100
3 Academy Hours

Stay for a post-conference workshop focused on how your board can use data to monitor, and ultimately raise, achievement. The Power of Data: The Data First Foundation is a three-hour course designed to help school boards use data effectively in their governance and communication roles.

Learn:

- How data can be organized and presented in a clear format that the board, the public and other stakeholders can understand
- What data board teams are using to assess progress on key goals
- What kinds of decisions you can make based on data

A new AASB training series, The Power of Data can help your board fulfill its crucial role of holding the system accountable. If you cannot attend the post-conference workshop, call us for information about having us bring this training to your board.

