

## Accommodations

**The Wynfrey Hotel**  
March 9-10, 2012



1000 Riverchase Galleria,  
Birmingham, AL 35244

Standard room rate: \$119  
Concierge room rate: \$149

**Reservations:** Call 800/996-3739 or 205/987-1600 or visit [www.wynfrey.com](http://www.wynfrey.com). For the discounted room rate, mention AASB group code: **1BA517**.

Make reservations before **Feb. 24**. The room block is first come, first served for the low AASB rate. You must register through the host hotel to receive the conference rate. Early reservations are encouraged.

**Hotel Cancellation Policy:** Individuals will be responsible for paying for rooms cancelled within 48 hours of the intended date of arrival.

## Bring Books for Homeless Kids

AASB conference attendees are invited to participate in a book drive for children living in local homeless shelters. The Library of Congress notes young readers not only grow up to become more knowledgeable, “they are also better citizens and more engaged in the world around them.” So, bring a new or gently used book (or a few) and help ensure this special group of youngsters ages 5-18 has the tools they need for success. Place them in the boxes marked “Leaders in Literacy” in the registration area.



Alabama Association of School Boards  
P.O. Box 230488  
Montgomery, AL 36123-0488  
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*School Board Member Academy Core Course*

## LEADERSHIP for Policy and Planning



[www.AlabamaSchoolBoards.org](http://www.AlabamaSchoolBoards.org)



SCHOOL BOARD MEMBER ACADEMY  
*The School for School Board Members*

# LEADERSHIP for Policy and Planning

**Get your ducks in a row. Register today!**  
March 9-10, 2012 • The Wynfrey Hotel • Birmingham, AL



## AASB School Board Member Academy

### Conference Registration

March 9-10, 2012 • The Wynfrey Hotel • Birmingham, AL

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_

\_\_\_\_\_ School Board

Email Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

#### Classification (check one)

- Board President       Board Member  
 Superintendent       Associate Member  
 Attorney       Board Secretary  
 Sustaining Member       School System Staff  
 Other \_\_\_\_\_

#### Pre-registration ends March 5.

**CONFERENCE** is \$125 for members; \$250 for non-members. **Onsite registration is an additional \$10.**

#### Payment

- Payment enclosed       Bill the board

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

**AASB's Cancellation Policy:** All conference cancellations must be received by mail, fax or email no later than **March 5**. No refunds will be made after this date. For details, call AASB at 800/562-0601 or [info@AlabamaSchoolBoards.org](mailto:info@AlabamaSchoolBoards.org).

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### 3 Easy Ways to Register

Online at [www.AlabamaSchoolBoards.org](http://www.AlabamaSchoolBoards.org)

2

Fax this form to 334/270-0000

3

Mail form & payment to:

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

### You don't need *Duck tape* to patch up your policy manual. Take this course, instead!



While employees may use policies dealing with day-to-day operations, research shows they rarely reach for the policy manual when looking for guidance on the board's vision for what their schools should be. If your policy manual is a dusty, little used tome, join AASB, March 9-10, 2012, at The Wynfrey Hotel in Birmingham for *Leadership for Policy and Planning*, a School Board Member Academy core course. Gain an understanding of policy from the operational and the vision perspectives and discover just what should – and should not – be in your manual. Avoid the common mistakes that can land your system in hot water. Isn't it time for a vibrant, expectation-setting, legally sound manual that employees actually use?

#### Academy Credit

School board members will earn 7 credit hours and satisfy the core academy requirements for policy and planning.

Attendees will be taught ...

- Why less is usually more when it comes to policy.
- What hot legal issues could impact policies.
- How boards can use policy to lead without micromanaging.
- How to translate high expectations for schools into workable policies and why that matters for achievement.

#### General Session Speakers

**Dr. Mary Delagardelle** is the program evaluator for the Iowa Department of Education. For more than a decade, she led the Iowa School Boards Foundation's groundbreaking Lighthouse Research project, which identified the distinguishing behaviors of high-achieving school boards.

**Allison Black Cornelius** is the principal consultant for Blackfish Strategies, a Birmingham-based leadership development company. Former deputy director of the Children's Trust Fund of Alabama, she brings a wealth of knowledge regarding strategic leadership, organizational development and turning around non-profit organizations.

**Mark Boardman** is a veteran school board attorney with Boardman, Carr, Hutcheson and Bennett PC. He has long been a leader in both the Alabama Council of School Board Attorneys and the Alabama Association of Municipal Attorneys and works frequently with Alabama Risk Management for Schools.

## LEADERSHIP for Policy and Planning

Friday, March 9, 2012

2:30 p.m. Registration Opens

3:30 p.m. ***Beliefs Matter: Build a Culture of High Expectations***  
Dr. Mary Delagardelle,  
Program Evaluator  
Iowa Department of Education



5:15 p.m. ***The Strategically Focused Board***  
Allison Black Cornelius,  
Principal Consultant  
Blackfish Strategies



6:30 p.m. Dinner on Your Own

Saturday, March 10, 2012

7 a.m. Registration Opens/Breakfast Buffet

7 a.m. Leader to Leader Breakfast

8-9:15 a.m. Breakout Sessions

#### ► ***Policy Primer***

Melissa McKie, Attorney  
Bishop, Colvin, Johnson & Kent LLC

#### ► ***Governing Through Policy***

Dr. Mary Delagardelle

#### ► ***Policy Risk Management Pitfalls***

Dr. Dwight Hester, Risk Mgmt. Consultant  
Education Research Center  
Lucy Hester Sellers, Attorney

9:25– 10:40 a.m. Breakout Sessions Repeated

11 a.m. ***Handle Hot Topics Without Getting Burned***  
Mark Boardman, Attorney  
Boardman, Carr, Hutcheson & Bennett, PC



Noon ***Legal and Legislative Update***  
Sally Howell, AASB Executive Director

12:15 a.m. Adjourn