



AASB School Board Member Academy

POLICY & PLANNING: *Springboards to Student Success*

March 13-14,
2009

The Wynfrey Hotel
Birmingham



ALABAMA ASSOCIATION
OF SCHOOL BOARDS



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If this tumultuous marketplace and budget cutbacks have taught us anything, it's that school systems need visionary leadership to ensure students are more prepared than ever for highly competitive careers and college.

Are you ready to learn how your board can use policy and planning to give graduates a leg up? Register now for the March 13-14 Spring Conference, an AASB School Board Member Academy core leadership course.

Discover how policy and planning can be *Springboards to Student Success* and hear knowledgeable speakers address the fundamentals of board policy, strategic planning, board liability and immunity, policy versus procedure and more!

Attend and Learn:

- The school board's role as a policymaker.
- How policymaking affects/impacts legal liabilities.
- The school board's role in strategic planning and goal setting.
- How to avoid micromanaging by knowing the difference between policy and procedures.

Something for Everyone

Spring into Action

The conference kicks off with a facilitated discussion that involves students and highlights the school board's role in helping today's students succeed in tomorrow's highly technological, globally competitive world. At the center of what boards do are the students, so enjoy this opportunity to listen as our "customers" describe what schools can do to better meet their changing educational needs. Susie Oleseen, Director of Educational Improvement at the Iowa Association of School Boards, will present *21st Century Goal Setting* along with *21st Century Learning: Student Perspectives*.

Spring Break

Plow into a series of breakout sessions — each presented twice — meant to help set your board's directional compass.

- *Policymaking that Prepares Graduates for Tomorrow* takes a close look at recent changes impacting how graduates are defined and counted in Alabama. First Choice initiative is meant to increase the number of students who successfully complete high school. Find out how the nation's new graduation rate formula is impacting board policies and procedures.
- *Strategic Planning — What's a School Board Member to Do?* goes beyond the basics to how forecasting and goal setting can work together to define your school system's future. It's been said time and again — a failure to plan is a plan to fail. And, shortsighted goals are indeed a prescription for disaster. Jodi Newton, Assistant Professor of College Education and Professional Studies with Samford University, presents strategic planning and goal setting that take into account your board's vision and mission.
- *Polish up your Policy Manual* will be presented by Bishop, Colvin, Johnson & Kent LLC. Effective governance occurs as a result of effective policy-making. Learn practical tips for updating your policy manual in order to translate the board's philosophical principles into sound decision-making.

(Continued)

Spring Free

Rigid policies that aren't strategic and well-written can lock boards up in a legal mess. Want to know how to free your board from legally fragile policies? Attend *Policies That Keep You Out of Trouble* presented by veteran school board attorney Mark Boardman. Get the information you need to help your board avoid unnecessary litigation and headaches.

Spring Cleaning

Boards who want to lead and not experience the pitfalls of micromanaging should take advantage of *Know the Difference Between Policy and Procedure (So You Won't Micromanage)*. Nick Caruso, the longtime Senior Staff Associate for Field Service at the Connecticut Association of Boards of Education, defines policy and procedure and explains the board's role and the administrative role when it comes to both.

Early Bird Workshop

Career Technical Education: Spring into 21st Century Careers

Friday, March 13, 2008 • 1:00 p.m. to 3:00 p.m.

In days past, it was described as "shop" and "vocational technology." My how things change! Career technical education, now occupation-specific training in schools, is taking on a modern, high-tech, high-skill look.

When students leave high school and enter the workplace, their opportunities for success increase dramatically if they have completed a program leading to a high school diploma with either an Advanced Career or Career and Technical Education endorsement.

Sherry A. Key, the state Department of Education's Career and Technical Education (CTE) Director, presents an informative early bird workshop on the CTE Alabama Success Initiative. Attendees will understand the role of career and technical education in articulation, dual enrollment and the Early College Enrollment Program. We want all students to stay in school and graduate with the knowledge and skills necessary to be successful in college and in the work force.

This two-hour pre-conference session begins at 1 p.m. Advance registration is \$65 for members; \$130 for non-members.

Schedule-at-a-Glance

Friday, March 13

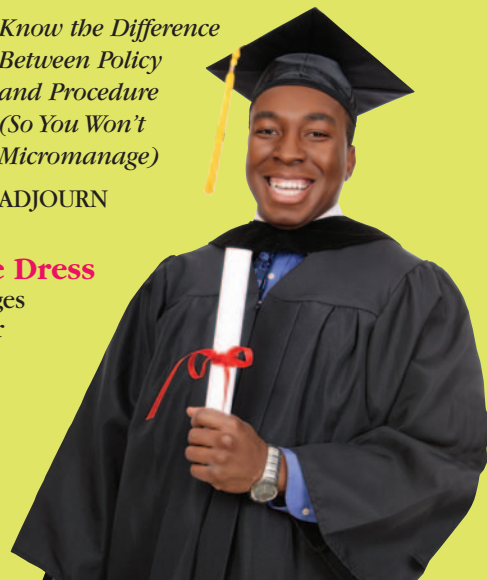
- 11:00 a.m.** REGISTRATION OPENS
- 1:00 p.m.** EARLY BIRD WORKSHOP
*Career Technical Education:
Spring into 21st Century Careers*
- 3:15 p.m.** • *The Board's Role in Policy & Planning*
• *21st Century Learning:
Student Perspectives*
- 4:45 p.m.** BREAK
- 5:00 p.m.** *21st Century Goal Setting*
- 6:30 p.m.** DINNER ON YOUR OWN

Saturday, March 14

- 7:00 a.m.** REGISTRATION OPENS
BREAKFAST BUFFET
- 8:00 a.m.** BREAKOUT SESSIONS
• *Policymaking that Prepares
Graduates for Tomorrow*
• *Strategic Planning —
What's a Board Member to Do?*
• *Polish Up Your Policy Manual*
- 9:00 a.m.** BREAKOUT SESSIONS (Repeated)
- 9:50 a.m.** BREAK
- 10:00 a.m.** GENERAL SESSION
Policies That Keep You Out of Trouble
- 10:30 a.m.** *Know the Difference
Between Policy
and Procedure
(So You Won't
Micromanage)*
- 11:30 a.m.** ADJOURN

Conference Dress

AASB encourages casual dress for all conference activities.



Academy Credit

School board members will earn six hours credit and satisfy the core Academy requirement on policy and planning needed to reach Level IV. Superintendents may earn credit that can be applied to certificate renewal.

Accommodations

The Wynfrey Hotel is located at 1000 Riverchase Galleria in Birmingham, AL 35244. AASB has secured a special flat room rate of \$121 per night (plus tax) for up to two people per standard room and \$151 for concierge level rooms. Children under 16 stay free when occupying a room with an adult.

Housing reservations should be made before 5 p.m. on **February 27** and be guaranteed with one night's deposit or a credit card number. AASB's room block will be released after that time. However, the hotel may sell out before that date. If all the rooms blocked for the conference are reserved before then, the hotel may charge a higher rate. If you are quoted a higher rate before February 27, contact AASB to verify that the room block is sold out.

To make reservations: Call the hotel at 800/996-3739 or 205/987-1600. Be sure to mention that you are with AASB and are attending the March conference.

NEW: Now you can register online at The Wynfrey using the following steps:

- Log on to <http://www.wynfrey.com>
- Select the reservations tab
- Enter your arrival and departure date
- Enter your group code, 1AT8KO
- Click "check availability"
- Select room type
- Enter guest information
- Click "confirm reservation"
- Print your confirmation number

Cancellation clause: Individuals will be responsible for paying for guaranteed rooms canceled within 48 hours of the intended date of arrival.

Check-in begins at 3:00 p.m. and **check-out** is noon.

NOTE: You must register both with AASB and The Wynfrey Hotel.

AASB School Board Member Academy POLICY & PLANNING: Springboards to Student Success March 13-14, 2009 • The Wynfrey Hotel Conference Registration

Name _____

First Name for Badge _____

_____ School Board

E-mail Address _____

Mailing Address _____

City _____ State __ Zip Code _____

Classification (check one):

- Board President Board Member
 Superintendent Associate Member
 Attorney Board Secretary
 Other _____

Check those that apply:

(Note: A \$10 late fee will be applied if you register on-site.)

- I will attend the *Career Technical Education:
Spring into 21st Century Careers* Early Bird Workshop
(\$65 for members; \$130 for non-members)
- I will attend the *Policy and Planning:
Springboards to Student Success* conference
(\$125 for members; \$250 for non-members).

Payment (check one):

- Payment enclosed Bill the board

*Let us know if you need special assistance
with a disability during this conference.*

Cancellation Policy: If for any reason you are unable to attend the conference, please contact us immediately. Cancellations made by **March 6, 2009** are not billed. Cancellations made after March 6 will be billed for all costs.

4 Easy Ways to Register

- Visit www.AlabamaSchoolBoards.org
- Mail form and payment to:
Alabama Association of School Boards
P.O. Drawer 230488
Montgomery, AL 36123-0488
- Fax the registration form to 334/270-0000
- Call 800/562-0601