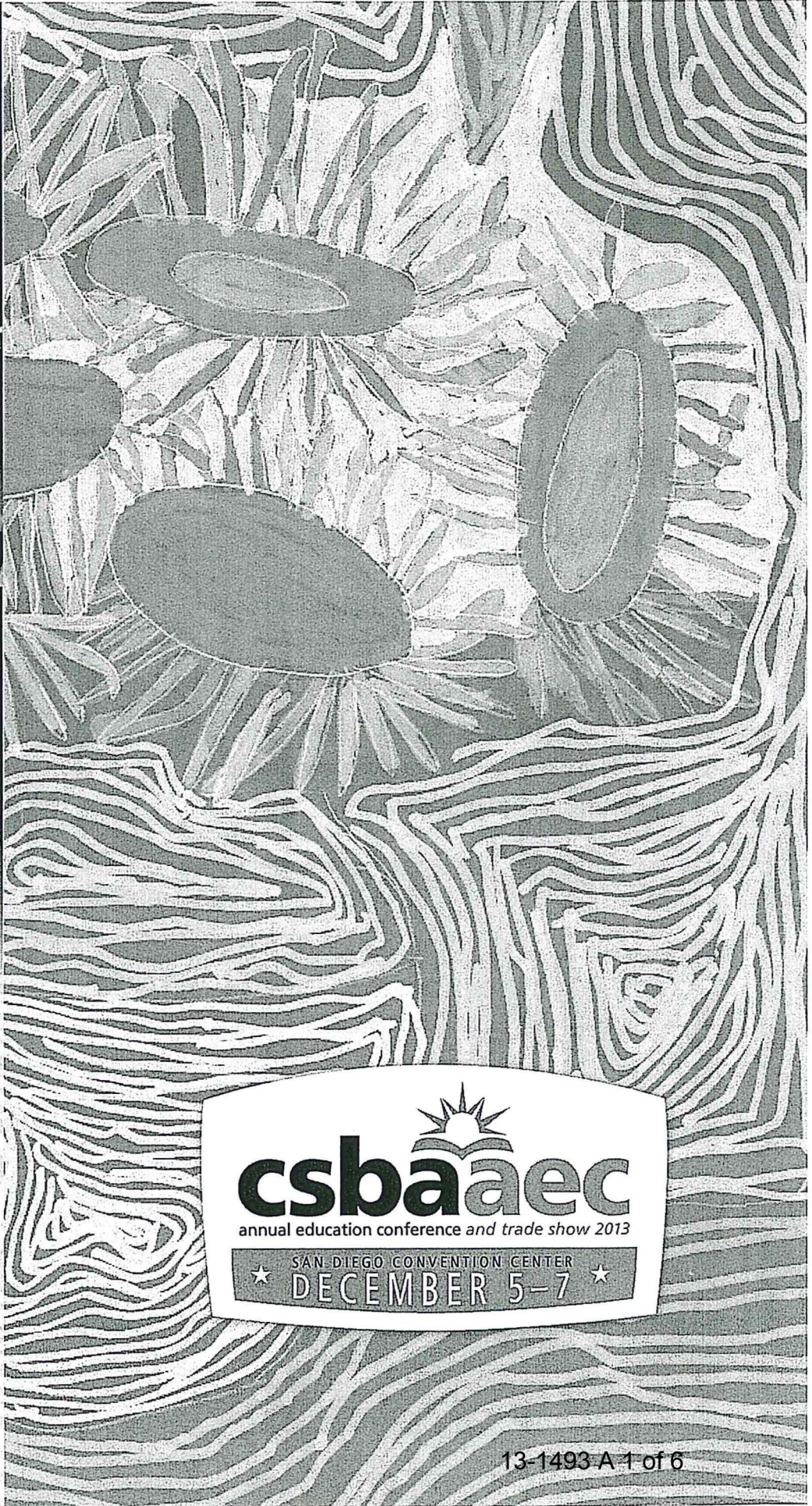


Remembering why board meetings past midnight matter.



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csbaaec
annual education conference and trade show 2013
SAN DIEGO CONVENTION CENTER
★ DECEMBER 5-7 ★

Friday, December 6 8:30-9:45am

Beyond the Parent-Teacher Conference: Impact of Feedback on Assessing and Improving the Family-School Relationship

① Room 5B | [CP] | [#csbaaec CP22](#)

Research has demonstrated that parent involvement in schools helps students earn higher grades, boost test scores, improve social skills, and graduate. However, gathering the right feedback from parents can be a challenging and daunting process. The Harvard Graduate School of Education and SurveyMonkey have teamed up to help school districts tackle this challenge. We will discuss tools and techniques to measure critical aspects of family & school relationships that drive student outcomes. We will cover simple, cost-effective ways for schools to obtain, analyze and act on feedback from parents across the education spectrum. We'll highlight case studies of several school districts, how they've used the survey and what they've done with the results to make meaningful improvements.

Justin Lo, Director, Business Development, and **Tim Cederman-Haysom**, Director, Product, Survey Monkey, Inc.

Bridging the Summer Gap: Supporting Student Health and Academic Success With Summer Meals

① Room 10 | [CP] | [#csbaaec CP1](#)

Summer presents significant challenges for low-income students that can have a lasting impact on student health and academic success. School district leaders can effectively respond to the needs of vulnerable students in summer by implementing and actively supporting a robust summer meal program, ensuring that students return to school healthy and ready to learn in the fall. This session will describe the intersection between summer, childhood obesity, food insecurity, academics, and the role of USDA summer nutrition programs. Leaders from Riverside, Elk Grove, and San Francisco will detail best practices and opportunities for district leaders to keep students healthy and engaged in spite of summer budget cuts, as well as community partnerships that support learning and health.

Rodney Taylor, Director, Nutrition Services, Riverside USD; **Steven Ladd**, Superintendent, Elk Grove USD; **Jill Wynns**, Board Member, San Francisco USD; and **Patrice Chamberlain**, Director, California Summer Meal Coalition

Communicating Common Core Coherently: The Four Cs

① Room 6E | [CC] | [#csbaaec CC8](#)

Moving forward with the Common Core State Standards is impossible without clear communication and system-wide coherence. Learn from Cupertino Union School District's executive team how they assessed their progress toward Common Core readiness, and created a communication plan that articulated desired goals and expected outcomes beyond classroom instruction and across all departments and stakeholder groups.

Anjali Kausar, Board Member, **Wendy Gudalewicz**, Superintendent, **Leslie Mains**, Assistant Superintendent of Instruction, and **Jeremy Nishihara**, Communications Director, Cupertino Union SD

Leadership: Going From Good to Great as a Board Member

① Room 15B | [LG] | [#csbaaec LG17](#)

What does it take for an individual trustee to be a thriving member of an effective governance team? How can you have strong influence in the areas that concern you? There are different skills needed to demonstrate leadership as part of a governance team rather than as an individual leader. This session will focus on the strategies, tactics, and tools you need to help you become an effective board member in your district. Leave this session with a personalized leadership guide to help transform governance theory into action when you return to your community.

Leslie DeMersseman, Governance Educator, California School Boards Association

Maximizing Prop 39: Funding Your School Facility Projects

① Room 6C | [FF] | [#csbaaec FF22](#)

Gain an understanding of the current status of available funding for school facility projects and learn how to maximize the impact of those funds. This session will discuss the status of Prop 39, grants, and utility rebates as well as information on how to leverage those funds with QZABs, developer fees, General Obligation Bonds, and other unrestricted district funding.

Patricia Godfrey, Assistant Superintendent of Business (retired), Fullerton SD; **Nancy Rorabaugh**, Business Development, and **Ken Casey**, Manager, Ameresco; and **Lance Holman**, President & CEO, Holman Capital Corporation

Friday, December 6

10:00 – 11:15 a.m.

Workshops, Continued

Goal Setting: A Framework to Drive Success

① Room 15B | [LG] | [#csbaaec LG11](#)

How do boards set direction? This session will focus on the board's responsibility for establishing priorities for district improvement. Participants will receive a practical framework that integrates concepts of governance, policy, and data to set priorities that drive district success.

Leslie DeMersseman, *Governance Educator/Consultant, California School Boards Association*

New Collaborations to Implement LCFF: Challenges and Opportunities

① Room 4 | [LG] | [#csbaaec LG22](#)

One of the key precepts of LCFF is engaging parents and other stakeholders as districts and counties develop local plans on accountability and especially to set goals for students who have historically been underserved and underperforming. LCFF is also premised on local decision-making and local accountability. What are some of the challenges and opportunities that have emerged as LCFF is implemented in communities around the state? Join in this interactive conversation from those working in local, regional and statewide basis to build authentic, effective partnerships to ensure voices are heard as districts and counties implement LCFF.

Arun Ramanathan, *Executive Director, The Education Trust—West*; **Jan Gustafson**, *Executive Director, California Association on Bilingual Education*; and **Michael Lin**, *Superintendent, Corona-Norco USD*

The Policy Cycle Start to Finish: Is it Ever Done?

① CSBA Learning Center, Trade Show Floor | [LG]

[#csbaaec LG29](#)

The Policy Cycle involves making important organizational decisions, including the identification of different alternatives such as programs or spending priorities, and choosing among them on the basis of the impact they will create. Learn how your policies guide decisions and influence actions necessary to positively affect your district. Explore reasons why your policies may need revision, or at the very least, a timely review. This workshop will walk you through a "hot topic" demonstrating how to create/revise a policy addressing a current need. Expect a lively discussion while we share ideas and discuss best practices.

Bode Owoyele, *Senior Director, Policy Development and Manual Maintenance*, **Cindy Akin**, *Policy Manual Consultant*, and **Jordan Aquino**, *Associate Policy Consultant, California School Boards Association*

Reconceptualizing Instruction for English Learners Through Common Core Implementation

① Room 6E | [CC] | [#csbaaec CC21](#)

Santa Ana USD is in the second year of a four-year journey towards implementation of the Common Core State Standards. With 82 percent of Santa Ana USD's students English Language Learners, each instructional decision is made with consideration of the unique needs of their students. The educational services team developed a four-year plan with a focus on three key areas: 1) unit of study implementation, 2) professional development modules and 3) job embedded peer-to-peer personalized support. Participants will learn how the CCSS provides them with an unprecedented opportunity to reconceptualize instruction for ELLs that will prepare their students for college and career with key strategies they can use to replicate at their own school districts.

Audrey Yamagata-Noji, *Board Member*, **Michelle Rodriguez**, *Director of K-12 Common Core Implementation*, and **Heather Griggs**, *Executive Director of School Renewal, Santa Ana USD*

The Roles and Responsibilities of the Student Board Member

① Room 11B | [LG] | [#csbaaec LG32](#)

You are invited to listen to a panel of student board members share their wisdom and insight about the challenges and successes that they encounter in their role. Hear the student voice in this panel presentation highlighting the differing roles of student board members from across the state with attention to the current law regarding seating of a student member and selection process, four levels of boardmanship, and training and preparation of student members.

Luan Burman Rivera, *Governance Educator, California School Boards Association*; and *Student Leaders*

School Bonds: Controversy, Legislation, Impact

① Room 3 | [FF] | [#csbaaec FF27](#)

School district general obligation bonds were front-page news in 2013. Capital appreciation bonds, CABS, became a new four-letter word. Methods of financing bond elections came under scrutiny. Following the controversies, new legislation ensued. As you head into 2014, find out how these changes will affect your upcoming bond election or your existing bond program.

Steve Lowder, *Superintendent, Stockton USD*; **Mark Farrell**, *Senior Financial Advisor, Dale Scott & Company*; and **David Casnocha**, *Partner, Stradling Yocca Carlson & Rauth*

Friday, December 6 4-5:15 pm

Beyond Compliance: Pennies for Prevention or Thousands of Dollars for Litigation?

① Room 6C | [CP] | [#csbaaec CP29](#)

It is no longer enough to meet the letter of the law in special education. Districts must also make a good faith effort to involve parents in decision-making in productive ways. This workshop is designed to give board members and top level administrators tools to support principals and directors in promoting community cooperation and preventing due process claims.

Lee Funk, Director, Special Education, School Innovations & Achievement; and **Jeremy Rytky**, Legal Counsel, Whittier Area Cooperative Special Education Program

Brown Act: The Basics and Beyond

① Room 8 | [LG] | [#csbaaec LG5](#)

Serial meetings, closed sessions, public testimony, social media, and e-communications all have potential Brown Act compliance issues. Get a broad overview of California's open meeting law requirements and answers to your most difficult questions. Whether you are a newly elected board member, or just in need of a refresher course, this session will have something for you.

Keith Bray, General Counsel and Director of CSBA Education Legal Alliance, California School Boards Association; **Karen Rezendes**, Partner, Lozano Smith; **Melanie Peterson**, Partner, Fagen Friedman & Fulfrost; and **Warren Kinsler**, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Building the Governance Calendar: A Framework for Effective Governance

① Room 15B | [LG] | [#csbaaec LG8](#)

How can board members and superintendents better plan for student and district success? Attend this workshop to learn how to translate your top district priorities into a board strategic planning calendar that will position your governance team for success. Hear about other board members' experiences with effectively scheduling key decisions and discussions over the entire calendar year.

Jeff Conwell, Board Member, St. Helena USD; and **Leslie DeMersseman**, Governance Educator, and **Bob Caine**, Governance Educator, California School Boards Association

Closing the Achievement Gap Digital Style

① Room 14B | [DA] | [#csbaaec DA1](#)

Children of poverty enter kindergarten knowing 10,000 fewer words than their counterparts, leading to a decades-old achievement gap. Modern digital materials are closing this gap. With early digital literacy for preschool and kindergarten students through iPads and techbooks that change levels and languages with a mouse click, instruction can be tailored for each child. Learn how to improve student engagement and change learning outcomes.

Don Huffman, Board Member, and **Barbara Nemko**, Superintendent, Napa COE; and **Hall Davidson**, Senior Director of Global Initiatives, Discovery Education

Diminish Your District's Dropout Rate: Begin Now!

① Room 11A | [SA] | [#csbaaec SA9](#)

Zero-cost procedures will be shared that will greatly reduce dropout rates, enhance graduation rates, and be readily implemented upon return to your district. Learn how Val Verde USD had the greatest growth in graduation rates and the greatest reduction in dropout rates among 23 school districts in Riverside County for 2012.

Michael McCormick, Assistant Superintendent, **Matt Penner**, Director, Information Technology, and **Gary Roughton**, Director, Student Services, Val Verde USD

Fit for the Future: Eliminating Childhood Obesity

① Room 15A | [SA] | [#csbaaec SA12](#)

This is an innovative program dedicated to eliminating childhood obesity and improving the health of Tuolumne County students. Learn how partnerships with local businesses and support from local school boards brought physical education and nutrition expertise to all county schools at minimal cost to individual districts. Measurable metrics via physical fitness tests as well as pre and post surveys show measurable results. Proven success and ease of replication make this program vital.

Joe Silva, Superintendent, and **Brie Ferguson**, Program Coordinator, Fit for the Future, Tuolumne COE; and **Michael Lin**, Superintendent, Corona-Norco USD

Saturday, December 7

8:30 – 9:45 a.m.

Workshops

ACA, PEPRA, GASB: Making Sense of the Alphabet Soup of New Retirement and Healthcare Benefit Rules

① Room 2 | [FF] | [#csbaaec FF2](#)

A panel of experts will answer questions on recent changes in healthcare and retirement benefit laws and regulations that could impact your district this coming year, including: “ACA,” federal health care reform and “pay or play” decisions that go into effect in 2014; “PEPRA,” state pension reform that took effect in 2013 and its long term ramifications for hiring and compensating school employees; “GASB,” federal accounting rules that may significantly change pension reporting in 2014; and future retiree healthcare funding changes (OPEB).

Suzanne Speck, Director, Management Consulting Services, School Services of California, Inc.; **Maureen Toal**, Vice President, Public Affairs, Public Agency Retirement Services; **Marcus Wu**, Partner, Hanson Bridgett LLP; and **Gary Robinson**, Business Development Executive, Genesis Employee Benefits, Inc.

The Board and Mandated Child Abuse Reporting

① Room 6C | [SS] | [#csbaaec 559](#)

Districts statewide have been confronted by lawsuits and high profile media attention regarding failures to report child abuse and inconsistent implementation of mandated reporting and related training. This workshop addresses laws surrounding the reporting of suspected child abuse, impact on student safety, and how board members can take a proactive role to reduce liability and protect students.

Bruce Burns, Superintendent, Moraga SD; **Carol Carrillo**, Executive Director, and **Cristina Hickey**, Community Education Coordinator, Child Abuse Prevention Council; and **Harold Freiman**, and **Manuel Martinez**, Attorneys, Lozano Smith

Building an Effective Governance Team When a New Member Joins the Team

① Room 4 | [LG] | [#csbaaec LG7](#)

Has your governance team gained a new board member? Has a new superintendent been hired? When even one member changes, the dynamics of the entire governance team changes. Learn how to orient new team members to the district and the board. This session will focus on the critical discussions in which boards and superintendents must engage to ensure a smooth transition, leading to a cohesive governance team.

Luan Burman Rivera and **Leslie DeMerseman**, Governance Educators, California School Boards Association

Community Mapping: Engaging Community Partners to Support District Goals

① Room 1B | [CP] | [#csbaaec CP2](#)

Community mapping is a multi-faceted approach to developing a reciprocal relationship with the community. It is a tool and a process to access the literacy, intellectual, and cultural assets in a community. The presentation will consist of sharing tangible and specific examples of community mapping processes and products that have been successful in the Rowland Unified School District.

Gil Garcia, Board Member, **Carlos Ochoa**, Interim Principal, and **George Herrera**, Program Specialist, Rowland USD

The Cost of Opportunity: Access to College Financial Aid in California

① Room 10 | [SA] | [#csbaaec SA35](#)

School leaders discuss the findings from The Education Trust-West’s report, *The Cost of Opportunity: Access to College Financial Aid in California*. Using previously unreleased data, the report reveals the extent to which eligible California students, including many low-income students, are missing out on college financial aid by not completing FAFSA and Cal Grant applications. During the session, Ed Trust-West staff will demonstrate how to use the powerful new web tool that allows education and community stakeholders the opportunity to track how California schools and districts are doing in getting students to complete applications for college financial aid. Lastly, best practices from high FAFSA-completing schools will be highlighted by school officials.

Adele Andrade-Stadler, Board Member, Alhambra USD; **Xilonin Cruz Gonzalez**, President, California Latino School Boards Association; **Orville Jackson**, Senior Research Analyst, The Education Trust-West; and **Julia Lopez**, President & CEO, College Access Foundation of California

Saturday, December 7

THIRD GENERAL SESSION



Vernon M. Billy



Dennis Meyers



Wes Smith



Ron Bennett



Kevin Gordon

State of the State

10:00 – 11:30 a.m. | San Diego Convention Center, Exhibit Hall A
 | [#csbaaec GS3](#)

State of the State

While the quickly changing landscape of politics and public education continue to impact the work that boards do, CSBA's Governance First legislative agenda is focused on strengthening local governance to ensure a strong and stable public education system. Hear the latest on school finance and the Local Control Funding Formula, accountability, as well as technology and Common Core State Standards from CSBA's Executive Director, Vernon M. Billy, and Assistant Executive Director of Governmental Relations Dennis Meyers, who will be joined by Wes Smith, Executive Director of Association of California School Administrators, Ron Bennett, CEO of School Services of California, and Kevin Gordon, President of Capitol Advisors Group, LLC. This panel of statewide leaders will take a candid look at the complex issues that are sure to impact public education in 2014.

Presiding:

Josephine Lucey, *President-elect, California School Boards Association and Board Member, Cupertino USD*

Saturday