



National School Boards Association

# NSBA 2015 HIGHLIGHTS

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## Cam Juárez's Itinerary


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### Saturday, March 21

**8:30 AM - 10:00 AM** *Opening General Session - Jane Pauley* 


Music City Center, Grand Ballroom ABCD

**10:30 AM - 11:45 AM** *00548 - Communication & Engagement Strategy to Gain Support for Local Bond Initiatives* 


Music City Center, Room 104B

**1:30 PM - 2:45 PM** *00497 - Equity: The First Consideration in Closing the Achievement Gap* 


Music City Center, Room 101AB

**1:30 PM - 2:45 PM** *The Serious Business of School Nutrition* 


Music City Center, Room 104E

**2:30 PM - 4:00 PM** *Early Literacy: The Importance of Every Child Reading on Grade Level by 3rd Grade* 


Music City Center, Room 207CD

**3:30 PM - 4:00 PM** *Study Hall 4D: Getting the Most out of a Tight Operating Budget* 


Music City Center, Hall AB

**3:45 PM - 5:00 PM** *00560 - Inspiring Students to Aspire: Collaborating with Business and Industry to Provide a Career Exploration Experience for Students* 

Music City Center, Room 104E

**3:45 PM - 5:00 PM** *00545 - K-12 Philanthropy and Education Foundations - the Perfect Partnership* 

Music City Center, Room 101E

**3:45 PM - 5:00 PM** *00320 - Rigorous Academics is Not Enough to Close the Achievement Gap* 

Music City Center, Room 202ABC



2015 NSBA Annual Conference  
March 21-23, Nashville, Tennessee

## Planning for a future District Bond initiative:

Provided a better understanding of how to communicate our District's facility and technology needs, the potential costs of local bond initiatives and how a strategic communications plan will help to build that understanding and trust for future bonds.

## Early Literacy: The Importance of Every Child Reading on Grade Level by 3rd Grade

This session addressed the challenges many communities face in developing young readers and offered key strategies for making sure every child is reading and able to succeed in upper elementary school and beyond. There was a focus on Latino students as the largest group of children facing to meet the 3<sup>rd</sup> grade benchmark.

## Inspiring Students to Aspire: Collaborating with Business and Industry to Provide a Career Exploration Experience for Students

Cypress-Fairbanks Independent School District (enr. 112,000) partnered with Junior Achievement of Southeast Texas (JA) to offer 8th grade students a one-of-a-kind career exploration event. This effort focused on supporting 8th grade students to help them envision a professional career by planning and selecting high school courses to prepare them for post-secondary education and/ or workforce opportunities. A myriad of private and public sector partners were involved.



# Key Points of the Day



# Communications & Outreach

## Create specific referendum communications

- Fact Sheet
- Information displays
- Community-wide mailings
- Public Open House events & tours
- Local media
- Video series

Go to your community!



**FACILITIES & TECHNOLOGY FOR OUR COMMUNITIES OUR FUTURE**

**VOTE APRIL 1<sup>ST</sup>**

www.kmsd.edu/referendum  
 email: referendum@kmsd.edu  
 phone: 262-968-6300, ext 5305

Twitter and Facebook icons




**FACILITIES & TECHNOLOGY FOR OUR COMMUNITIES OUR FUTURE**

**VOTE APRIL 1<sup>ST</sup>**

**REFERENDUM FACT SHEET**

**KMSD SCHOOL TIMELINE**

**What is on the BALLOT April 1, 2017?**

**Why is the District proposing this plan?**



**ISSUE 7 IS INCLUDED IN THE \$49.6M REFERENDUM?**

**A Focus on FOUR KEY PRIORITIES:**

- 1 CAPITAL MAINTENANCE | \$20.6M**  
 Upgrade and Repair Existing Facilities and Building Envelopes
- 2 TECHNOLOGY INFRASTRUCTURE | \$17.6M**  
 Upgrade Technology Infrastructure for Data Networks
- 3 SAFETY & SECURITY | \$10.6M**  
 Enhance Physical Access and Response Safety
- 4 LEARNING SPACES | \$0.8M**  
 Enhance and Reconfigure Classroom and Common Spaces

**LEARNING: BE INFORMED. VOTE APRIL 1**



## What can districts do to build language skills and literacy?

- Access to linguistically and culturally sensitive early childhood education
- Family/community literacy activities
- Districts can provide full assessments of student home language proficiency
- Preparing teachers for the students in front of them
- Seal of Biliteracy



## Purpose of JA Inspire

- To increase career awareness of district eighth graders using an exciting new event structure.
- To engage local/regional businesses as presenters and exhibitors in new structure for greater impact with students.
- To pilot a program that can be duplicated in other districts (large or small).



JA Inspire

## School Leaders Must Listen and Respond to Student Voice

Especially our Students of Color if we are to make gains on closing the Race-based achievement gap



*Quality Teaching and Learning for All*

## Educators Must Have Courage to Change the System

- As educational leaders, we must have the courage to identify where the system has failed Students of Color
- This courage will be invaluable when implementing the changes necessary to reinforce the democratic ideal of a high-quality public education for all students.



*Quality Teaching and Learning for All...Equity in All We Do*



# THE 7 Steps FOR EDUCATION LEADERS



1 Adopt Your Vision



2 Create a Community Consensus



3 Align Your System



4 Build Professional Capacity



5 Focus Your Curriculum and Assessment




6 Support Your Teachers





7 Improve and Innovate


**Sunday, March 22**

**8:30 AM - 9:45 AM** 00575 - *Planning for Safety, Designing for Resilience* 


Music City Center, Room 109

**8:30 AM - 9:45 AM** 00589 - *Taking the Public Out of Public Education: the Real-Life Impacts of School Closings and Privatization*  


Music City Center, Room 205BC

**10:00 AM - 11:30 AM** *Sunday Morning General Session - David Pogue* 


Music City Center, Grand Ballroom ABCD

**12:45 PM - 1:15 PM** *Study Hall 2F: Why Auto Mechanics Matters* 


Music City Center, Hall AB

**12:45 PM - 1:15 PM** *Study Hall 6F: 21st Century Skills Students Must Have to be Ready for the New Digital Economy* 


Music City Center, Hall AB

**1:30 PM - 2:45 PM** 00253 - *Achieving Academic Success In Minority Males: Guaranteed* 



Music City Center, Room 101AB

**1:30 PM - 2:45 PM** 00487 - *Establishing Partnerships with Industry, Post Secondary, State Government and K-12 Education in Workforce Development through Career and Technical Education* 


Music City Center, Room 104D

**3:45 PM - 5:00 PM** *Advocating for Increased Access to School Breakfast to Build Revenue and Improve Educational Outcomes for School Children in High-Poverty Schools* 

Music City Center, Room 105B

**3:45 PM - 5:00 PM** *Building Capacity to Effectively Engage Today's Parents and Communities*  

Music City Center, Room 205A

**3:45 PM - 5:00 PM** 00382 - *The Chicken or the Egg? Addressing the Age-Old Question About the Relation Between Reading and Behavior* 

Music City Center, Room 106A



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## Planning for Safety, Designing for Resilience

Student safety is a topic of universal concern for both school boards and members of the community in general. In the context of threats from gun violence and natural disasters, this presentation addressed key elements, considerations and strategies of security planning and resilient design. The presentation also include lessons learned from well-documented cases of disaster recovery.

## Achieving Academic Success In Minority Males:

Studies show that creating shifts in behavioral management to increase academic engagement is imperative. This workshop focused on a model that identifies motivational mentorship as a key component in doing that. It focused on formulating a plan for recruiting motivational mentors internally and externally. Other elements included: strategies for engaging parents and community members in the educational process through the motivational mentoring model.

## Study Hall 2F: Why Auto Mechanics Matters

This session addressed the relevance of student learning and how districts can bridge core academics to real-world applications. The continuum of CTE coursework in the US is under fire, ever shrinking funding requires a realignment of CTE courses/spaces to better prepare our students and serve our communities.



# Key Points of the Day



## Monday, March 23

**8:00 AM - 9:00 AM** *Un-General Session With Sean McComb, Adora Svitak, and David Zach*  
Music City Center, Grand Ballroom ABCD

**9:30 AM - 10:15 AM** *Stand Up 4 Public Schools: Taking a Stand* ⚡  
Music City Center, Room 101E

**10:30 AM - 11:00 AM** *00298 - The Impact of Student Health on Academic Achievement: A Case Study from One of the Largest School Districts in the U.S.* ⚡  
Music City Center, Room 202ABC

**11:30 AM - 1:00 PM** *Closing General Session - Montel Williams* ⚡  
Music City Center, Grand Ballroom ABCD



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“Healthy students are better on all levels of academic achievement: academic performance, education behavior, and cognitive skills and attitudes.”

Centers for Disease Control and Prevention. (2014). *Health and Academic Achievement*.



# STAND UP 4 PUBLIC SCHOOLS

[PURCHASE WRISTBANDS](#)

[\\$ GIVE NOW](#)

[SIGN THE PLEDGE](#)



"I BELIEVE IN INVESTING IN URBAN  
COMMUNITIES AND UNDERSERVED AREAS.  
AND I BELIEVE IN AMERICA'S  
PUBLIC SCHOOLS."

—EARVIN "MAGIC" JOHNSON, JR.

