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TASB BENEFITS COOPERATIVE

TASB ENERGY COOPERATIVE™

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On behalf of TASA and TASB, Welcome to Dallas!

The TASA/TASB Convention offers many experiences …

**Speakers who inspire** | Check out our General Session and Thought Leaders all weekend long.

**Learning that empowers** | With nearly 200 concurrent sessions and several focused learning opportunities, you are sure to walk away with new knowledge to make a difference in your community.

**Conversations that engage** | From the In-Depth Workshops to the Exhibit Hall, some of your best takeaways may come from your peers.

**Focus on Students** | Experience student performances during the General Sessions, watch and participate in the 3rd Annual Student Innovation Challenge, and marvel at hundreds of innovative and inspirational works of art from schoolchildren across the state.

Please take advantage of all that Convention 2017 has to offer. We thank you for attending and hope the experience is valuable to you and other members of your leadership team.
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## General Information

### Registration Hours

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<td>Sunday, October 8</td>
<td>7–10:30 a.m.</td>
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Registration is located in D Lobby (Level 2)

### On-site Registration Fee

- $475 registration fee for TASA/TASB members (including Council of School Attorneys)
- $575 for nonmembers

### Guests

No fee is required for guests of registered participants; however, if the guest is a member of the Council of School Attorneys or a district-level administrator or supervisor in an education service center, the guest is expected to pay the full registration fee.

Guest badges allow entry into General and Thought Leader Sessions and the Exhibit Hall. Guests who plan to attend any other Convention functions are expected to pay the full registration fee.

### 100% Attendance

If the superintendent and all board members from your district are attending the Convention, fill out a 100 percent attendance card available in the registration area. For 100 percent districts to be recognized at the Third General Session, the cards must be completed and dropped into the little red schoolhouse in the registration area by 3 p.m. Saturday. Districts achieving 100 percent attendance will receive recognition certificates following the Convention.

### First Aid +

The First Aid Station is located in Exhibit Halls E (Level 2). Check the map located on page 87 for exact location.

### Shuttle Transportation

See page 85 for shuttle information.

### Lost and Found

Check at any of the Info Booths.

### Dallas Events and Restaurant Reservations

Representatives from Visit Dallas will be on-site to provide information about what’s going on in the city and assist you with restaurant reservations. Stop by to see them in the registration, D Lobby (Level 2).

### CEC Mobile

CEC Mobile – Continuing Education Credit (CEC) can be tracked using your mobile device and your myTASB credentials. Go to CEC Central in the registration area for assistance.

### Endorsements

The Texas Association of School Administrators/Texas Association of School Boards endorse no individual, group of individuals, program or related meeting, or any sentiment expressed by any speaker or other participants in the program, except by official action of either association.

### Mobile App

Download from your device’s App store.

### Marketing

Attendees are not permitted to distribute materials or to otherwise market themselves or their business in contracted Convention space unless such attendees are registered as exhibitors and limit their marketing activities to within the confines of their booth.

As a courtesy to others, please remove your hats and silence your cell phones during sessions.
<table>
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<td>TASB Delegate Assembly</td>
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**Reporting Continuing Education Credit**

**Using CEC Mobile**

1. **Access the web-based application at cecm.tasb.org.**
   Use your MyTASB User ID and Password to log in.
   
   Need help logging in? Check with staff in Tech Central in the front of the Exhibit Hall on Level 2.

2. **Enter the credit number promptly.**
   CEC Mobile will accept credit numbers 30 minutes prior to, and 90 minutes after, the scheduled end time for each session.

3. **After you've attended your last convention session…**
   Notify your superintendent’s secretary that you recorded your convention attendance using CEC Mobile and ask that they run your credit report from MyTASB.
   
   **Missed the opportunity to enter a credit number?**
   Select “Feedback” at the bottom of the CEC Mobile screen to notify TASB by entering the credit number in the email.

   **If you started using CEC Mobile after attending several sessions …**
   Turn in a Scantron form for ONLY those sessions you did not report using CEC Mobile.

**Using a Scantron Form**

1. **Pick up a blank Scantron form and a No. 2 pencil.**
   These are available in the registration area and at the Info Booths.

2. **Find your person and county/district numbers.**
   Labels with this information can be found in notebooks located in TechCentral in the Exhibit Hall. Staff at the Info Booths can also assist you with your numbers.

3. **After you've attended your last convention session…**
   Sign your form and turn in the white (top) copy to staff in the registration area, or at any Info Booth. Take the yellow copy back to your district.

**Continuing Professional Education (CPE)**

Certificate renewal standards adopted by SBEC require all certified educators to complete appropriate continuing professional education clock hours. The form for record keeping of CPE credit is available at the registration desk and will contain additional information about SBEC certification rules. Attendees can obtain a total of 16 hours of credit during the TASA/TASB Convention.
Reminders for Presenters

TASA/TASB is once again partnering with Freeman Audio Visual Solutions, Inc. to manage the electronic presentation materials for Convention. Through the Presentation Management Service, speakers must submit their electronic presentation in advance or on-site in the Speaker Ready Room.

All presenters, whether or not they use an electronic presentation, must use the Presentation Management system to access the continuing education credit (CEC) training number. Detailed instructions are included in the Information Sheet available in the Speaker Ready Room, D227 (Level 2).

If you did not upload your presentation prior to arriving at the Convention Center, you may submit it in the Speaker Ready Room. Be sure to allow yourself plenty of time to upload your presentation and make any last-minute changes. Your presentation can be modified up to 30 minutes before your session begins, and changes will be transferred to your meeting room. Technicians are available in the Speaker Ready Room to assist you.

Speaker Tips:
- Pick up name badge at registration
- Check in at the Speaker Ready Room and pick up Speaker Information Sheet
- Review pre-submitted presentation and modify or submit new presentation in the Speaker Ready Room
- Access presentation from the computer in your meeting room
- Access the CEC training number from the computer in your meeting room (DO NOT make up a number!)

Speaker Ready Room: D227

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<td>6:30 a.m.–4:30 p.m.</td>
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<td>Sunday, October 8</td>
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Need Directions? Information?

The Info Booths are here to help you…Come on by!

Info 1- located on Level 1, in front of the shuttle bus drop off
Info 2- located on Level 2, C lobby
Info 3- located on Level 3, D ballroom lobby (in front of escalators)
Aramark provides food and nutrition and facilities services for more than 500 school districts across the country. With our chef-inspired Healthy for Life™ menus, we serve nearly 370 million meals yearly to more than 2 million students and enable districts to meet USDA requirements cost-effectively, while increasing student participation in K-12 dining programs.

Learn more by visiting us at Booth #735 or online at aramark.com!
Friday Special Activities

New School Board Member Seminar

C Ballroom 1

This seminar is designed for newly elected school board members who have not taken a TASB ISD course. Attendees who are preregistered for this seminar will have a notification on their badge. If you did not pre-register for the seminar but are interested in participating, check in with convention staff at the ballroom entrance by 7:15 a.m., and you will be included as space allows.

Registration and Continental Breakfast 7-7:30 a.m.

Program 7:30 a.m. – 2 p.m.

(Includes breaks and a boxed lunch)

Start your first TASA/TASB Convention off right by joining other newly elected school board members for networking and education. New board members will leave with an instant network and support.

This session will focus on the job of a school board member, why it is important for trustees to act as a board rather than as individuals, what makes a team effective, and how each member can contribute to that effectiveness. Participants will discuss how to handle the personal and public demands that come with their new job. They’ll also learn the board’s basic roles and responsibilities and how their duties differ from those of the superintendent. Key team procedures, communication strategies, and ethical behavior are explored as ways to help new board members gain trust and get things accomplished quicker. Plenty of tips and tools for new trustees are included as resources.

Powered by TASB ISD, this session fulfills TASB ISD sessions Boardsmanship, Teamwork and School Law Basics.

Board members attending this seminar are also encouraged to attend:

Open Meetings Act (OMA) for Attorney General Credit – Friday, 2:15-3:15 p.m. – C Ballroom 1

Pre-registration required

Brought to you in part by:
Engaging learners and teachers through the design of collaborative environments

www.vlkarchitects.com

Catherine Bethke Elementary School, Katy ISD
Small School District Seminar

Friday, October 6
C Ballrooms 2 & 3

Rediscovering our Visioning Role
Customized for school districts with 750 or fewer students, Small School District Seminar seeks to provide content relevant to the needs of small and rural school districts.

Attendees who are preregistered for this seminar will have a notification on their badge. If you did not preregister for the seminar but are interested in participating, check in with convention staff at the ballroom entrance by 7:15 a.m. and you will be included as space allows.

Texas’ smaller districts and rural districts experience governance and management challenges that bring out the best in innovation. When desired resources are out of sight, innovation is a must in order for many small districts to serve students at high levels. This year’s presenters share how they rediscovered their visioning role by focusing on opportunities instead of obstacles. They will share how they translated dreams and vision into action—some through personalized learning and others through the District of Innovation. Regardless of the means chosen, it was all done through determination and hard work.

Program

Registration and Breakfast 7:30–7:55 a.m.

Welcome and School Transformation Introduction
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA, and Orin Moore, Board Consultant, TASB 7:55–8:10 a.m.

All Learning Is Personal: Designing School with The Learner in Mind
James Rickabaugh, Senior Advisor, Institute for Personalized Learning 8:10-9:15 am

Rickabaugh’s keynote will offer an optimistic, but urgent vision for the future of learning, schools, and education. We have within our reach what could be the greatest era of learning since the creation of the common school; however, we cannot wait for others to shape this reality for us. We must act with courage, thoughtfulness, intelligence, and commitment to transform the opportunities before us into rich experiences for our learners. The futures of today’s learners will be far different from what their parents and grandparents have experienced. Our challenge is to provide our learners with skills, knowledge, and experiences that prepare them for success in an era of learning and innovation. We can do it, but we must act now.

James Rickabaugh serves as the senior advisor to the Institute for Personalized Learning, an education innovation lab dedicated to the transformation of public education. Since early 2010, the institute and its growing number of member districts have been building an educational model designed to personalize learning for all students. Utilizing an action network approach, the institute provides a framework; offers professional development, consulting, resources, and other supports, and empowers educators to create the conditions that will allow all learners to succeed.

Rickabaugh served for six years as the director of the Institute and as a superintendent in several districts in Wisconsin and Minnesota. He was Wisconsin Superintendent of the Year in 2008 and Minnesota Superintendent of the Year in 1996. He is a member of the boards of the Wisconsin Education Business Roundtable and the Innovative Schools Network and is a member of the Advisory Board of the Midwest Comprehensive Center.
Breakout Session #1 9:30-10 a.m.

DOI – A Tool for Small School Districts  
*Kim Tunnell, Superintendent, Mineola ISD*

Come learn the process and plans Mineola ISD utilized to take advantage of increasing local control as a District of Innovation. From teacher certifications and school calendar to innovative classroom ideas and budget savings, Mineola will share the benefits of becoming a District of Innovation.

OR

Rural, Relevant, and Ready  
*Gilbert Treviño, Superintendent, Floydada ISD*

In order to combat the negative image that public schools face in today’s world, campuses and districts must have a high sense of urgency, continuously strive for improvement, and promote the wonderful things that happen in our schools. All of this requires a cultural shift. This session will provide strategies to build an environment that focuses on improving culture while striving for growth in all areas and improving the image of the district.

Breakout Session #2 10:15-10:45 a.m.

Vision to Action: Leading the Way into the Future  
*Amy B. Jacobs, Superintendent, Coahoma ISD*

Follow one small school’s mission to turn their vision statement into action. Coahoma ISD shares the path from setting the stage for districtwide improvement to achieving districtwide success, all with minimal staff and limited resources.

OR

Small School - Big Dreams: Grow your School with “Schools in Communities”  
*John Wink, Superintendent, Blue Ridge ISD*

Blue Ridge ISD, will share its “Schools in Communities” strategy where the district is engaging all stakeholders by actively and intentionally involving the school in the community. Strategies will be shared to leverage social media to build strong relationships and create powerful alliances between city councils, chambers of commerce, businesses, churches, and youth organizations.

Redefining our Role: A Student Outcome Imperative  
*Jeff R. Cottrill, Superintendent, Knippa ISD*  
10:45-11:20 a.m.

When we embrace the existence of endless opportunities, we are able to elicit exceptional outcomes. Governance teams, now more than ever, are facing the call to drive student outcome improvement. Explore how your mindset matters and how you can move the student outcome needle.

CEC and Wrap-up 11:20-11:30 a.m.

Brought to you in part by:
Field Trips

Check in at the Information Booth in the D Lobby (near shuttle drop-off) at least 15 minutes prior to departure.

Attendees who preregistered for the field trip will have a notation on their badge. If you did not preregister for a field trip but are interested in participating, check in with Convention staff at the Information Booth in the D Lobby and you will be included as space allows.

Perot Museum of Nature and Science  Departs at 8:15 a.m.

The Perot Museum of Nature and Science is a dynamic place that offers many different fascinating experiences in addition to amazing interactive exhibits. You will have the opportunity to explore the Museum’s eleven (11) permanent exhibits halls while engaging with Museum Educators and staff members from the BioLAB, ScienceCAST, Professional Learning, and more. Join us for hands-on learning and live science demonstrations as we amaze your brain.

2.5 hours of continuing education credit will be provided.

Dallas Museum of Art  Departs at 8:45 a.m.

Despite acknowledgment by many that arts education is important, when district budgets get tight, arts are sometimes seen as optional, and as a result are often the first to be cut or eliminated altogether. Join your colleagues for a field trip to the Dallas Museum of Art where you’ll learn firsthand the value of arts education, and walk away with information to help advocate arts integration in your district.

2 hours of continuing education credit will be provided.
General Sessions

First General Session ■ Friday, October 6 ■ 4–5:30 p.m. ■ Exhibit Hall F

Presiding: Buck Gilcrease, TASA President and Superintendent, Alvin ISD
Invocation: Charles Stafford, TASB President and Board Member, Denton ISD
Presentations: Introduction of TASA and TASB Officers
Outstanding School Board Award
Titanium and Diamond Sponsor Recognition
Performing Group: Alvin ISD

John Quiñones, Emmy Award-winning co-anchor of ABC news magazine Primetime
A 20/20 Vision of Opportunity Through Education

John Quiñones, who grew up in poverty in the barrios of San Antonio, Texas, will discuss the role that education played in his career as he rose through the ranks of network news. The little boy who spoke only Spanish when he entered the first grade is the creator and host of the hidden camera show, “What Would You Do?” His has been a fascinating, whirlwind journey from migrant farmworker to network news correspondent. His story of success was made possible thanks to his dogged determination, the diehard encouragement of his 10th grade English teacher, and a federal government program called, “Upward Bound.” You will walk away motivated and inspired.

Brought to you in part by:

Second General Session ■ Saturday, October 7 ■ 10:30 a.m.–noon ■ Exhibit Hall F

Presiding: Charles Stafford, TASB President and Board Member, Denton ISD
Invocation: Buck Gilcrease, TASA President and Superintendent, Alvin ISD
Presentations: Superintendent of the Year Award
Titanium and Diamond Sponsor Recognition
Performing Group: Denton ISD

Hill Harper, Actor and Author
Manifesting Your Destiny & Conquering FEAR (False Evidence Appearing Real)

Fear is the No. 1 thing that holds most of us back from living our best lives and truly manifesting our destinies. Inspired by Nelson Mandela’s philosophy “...that courage was not the absence of fear, but the triumph over it,” Harper will explore fear and the limitations that fear puts on our potential. He will help us develop the tool kit we need to identify our most debilitating fears and sharpen our self-awareness to enable us to conquer them. By reinforcing his personal philosophy that we all have our own unique and purpose-driven destiny, Harper will teach us about the critical value of perspective in order to live fulfilled lives at home, school, and in the workplace. Organize, improve your ability to connect with your team rather than just communicate, and create a high-performing team that exceeds expectations.
Jamie Vollmer, President, Vollmer Inc. and Author

The Great Conversation: Defending Public Education One Community at a Time

An award-winning advocate of public education, Jamie Vollmer has worked for the past 29 years to help schools and communities remove obstacles to student learning. His goal is to show you that you have the power to create a community-wide climate that supports rising student achievement. His premise is simple: We are engaged in a great struggle for the future of public education, which is tantamount to fighting for the future of America as our founders conceived it. He will explain how this struggle is being fought on three fronts: the battle against an unrelenting stream of criticism designed to undermine trust in public schools; the fight to create 21st-century schools, often in the face of stiff resistance; and the guerrilla war waged against a never-ending stream of intrusive, ill-conceived government regulations. You’ll walk away with practical, concrete steps you can take to neutralize the negativity, overcome the resistance, and push back against the usurpation of local control.
PROUD SPONSOR OF THE
2017 TASA/TASB
CONVENTION - BOOTH #425

Architecture
Engineering
Interiors
Planning
Technology
Facility Consulting
Thought Leaders

Friday, October 6 10:15-11:15 a.m.  
Ballroom C4

**Educator Ethics: Embrace the Gray!**

Troy Hutchings, Senior Strategic Advisor, Educational Testing Service

Presiding: Jim de Garavilla, TASB First Vice-President, Board President, Silsbee ISD

Make no mistake about it, “ethics” is a loaded word. The mere mention of ethics often results in value-laden discussions of what is considered right or wrong. When placed within the context of a profession, however, ethics acknowledges the complexities inherent within a practitioner’s work and is meant to serve as a guide in nuanced situations. Research indicates that few educators have been prepared in educator ethics, yet they are expected to address the academic, personal, and social needs of society’s most vulnerable population. This interactive workshop will focus on the premise that all P-12 educators are susceptible to decision-making that may lead to incremental boundary violations. The professional risks and vulnerabilities of the teaching profession will be framed through multiple lenses, including case studies, research, and engaging models of understanding. This presentation will build a case that, in our profession, like in other fiduciary professions, ethics should actually be a higher threshold than law. Educator decision-making is not always about right and wrong, but rather how to operate within the gray.

Friday, October 6 1–2 p.m.  
Ballroom C4

**The Power of Accountability**

John Tanner, Founder & Executive Director, Test Sense

Presiding: Lee Lentz-Edwards, TASB Second Vice-President, Board President, Kermit ISD

School accountability in its current form is not actual accountability. In fact, it isn’t even a measure or an indicator of quality. Educational policy makers have long insisted that a few limited metrics designed for an entirely different purpose masquerade as accountability. The net result is alarming: We risk thinking we know something about the quality of our schools when we do not. Forty-three Texas district leaders and their boards agree and have formed a consortium to ask a profound question: What would a true school accountability system look like? Their work is quickly being recognized across the country as a watershed moment given its unique theory of action: Build a better system and let it eclipse those that already exist. John Tanner will show the richness of the system being built, its advantages over what exists, and why such an effort is essential for the future of public schooling.
Saturday, October 7 8:45–9:45 a.m.  
Ballroom C4

**Current Economic Conditions and Implications for Monetary Policy**

Robert S. Kaplan, President & CEO, Federal Reserve Bank of Dallas

Presiding: Kevin Brown, TASA Past President and Superintendent, Alamo Heights ISD

As the president and CEO of the Federal Reserve Bank of Dallas, Robert Kaplan oversees one of the 12 reserve banks that, along with the Federal Reserve Board of Governors, make up the central bank of the United States. He will share his thoughts about the regional, national, and international economies and how that information is used to make monetary policy for the country.

Saturday, October 7 1–2 p.m.  
Ballroom C4

**When Formal Meets Informal in Science Education**

Linda Abraham Silver, Eugene McDermott CEO, Perot Museum of Nature and Science

Presiding: Doug Williams, Superintendent, Sunnyvale ISD

For those who have worked in the field of informal science education, or those who have simply had the opportunity to observe children’s or students’ engagement with museum or science center exhibits, the value of these experiences seems obvious. Students generally show increased attention, heightened enthusiasm, and a willingness to observe, question, and discuss the objects or phenomena exhibited around them more so than they might in the classroom. Students who are generally reticent in the formal environment of the classroom or laboratory are more likely to be drawn out and eagerly participate when immersed in the activity and energy found in the galleries of a science center. And for English language learners, science center exhibits can provide a mechanism that allows them to fully participate in a science learning activity without encountering literacy or language barriers they may face in the classroom environment. Our challenge as educators is to capitalize on these experiences, both in terms of application to enhance our own classroom practice and in terms of structuring field trips so that our students get the most out of their visit. The nexus where science center phenomena meet science classroom theory is an incredibly powerful place from which to teach. This is where classroom teachers and informal science educators can meet and make a difference, and this is where the Perot Museum of Nature and Science can support all of you.
Thought Leaders

TEA Update
Mike Morath, Commissioner of Education, Texas Education Agency

Presiding: Jim Rice, TASB Secretary-Treasurer, Board Member, Fort Bend ISD
Mike Morath took office as Texas commissioner of education in January 2016. He heads the Texas Education Agency, which oversees pre-kindergarten through high school education for more than 5 million students enrolled in both traditional public and charter schools. Commissioner Morath will discuss TEA’s four strategic priorities: recruiting, supporting, and retaining teachers and principals; building a foundation of reading and math; connecting high school to career and college; and improving low-performing schools.

Attention Experienced Board Members!
Need Tier 1 credit to fulfill your requirement for the update to the Texas Education Code?

Friday, 10:15-11:15 a.m.
Ballroom D-Four West Fork
Catching Up With the Texas Legislature

Saturday, 8:45-9:45 a.m.
Ballroom D-Four West Fork
TASA Legislative Update
Innovative ideas ILLUMINATED.

Spaces that Inspire. Creating learning environments that inspire young minds, foster innovation and enrich the human experience.
SOTY
Superintendent of the Year
2017

Regional Winners

Arturo Cavazos
Harlingen CISD
Region 1

Maria Vidaurri
Robstown ISD
Region 2

Scott Campbell
East Chambers ISD
Region 5

Denise Monzingo
Rockdale ISD
Region 6

John Chapman
Ennis ISD
Region 10

Marcus Faulkner
China Spring ISD
Region 12

Tommy Hooker
Thrall ISD
Region 13

Jason Cochran
Eastland ISD
Region 14

Wes Beck
Early ISD
Region 15

Donna Hale
Miami ISD
Region 16

Julee Becker
Slaton ISD
Region 17

Amy Jacobs
Coahoma ISD
Region 18

Jeannie Meza-Chavez
Tornillo ISD
(now with San Elizario ISD)
Region 19

Jeff Cottrill
Knippa ISD
Region 20

SOTY candidates are chosen for their dedication to improving educational quality, board-superintendent relations, student achievement, and commitment to public support and involvement in education. Superintendents from any of the state’s 1,028 school districts are eligible for nomination by their local boards of trustees. District nominees are submitted to a regional selection committee, which submits one nominee per region to the state selection committee. The 2017 Superintendent of the Year will be announced Saturday, October 7, during the Second General Session.

Finalists

Robert Jaklich
Victoria ISD
Region 3

Thomas Randle
Lamar CISD
Region 4

LaTonya Goffney
Lufkin ISD
Region 7

Judd Marshall
Mount Pleasant ISD
Region 8

Jim Vaszauskas
Mansfield ISD
Region 11
Since 1971, the TASA School Board Awards program has recognized school boards that demonstrate dedication to student achievement and to putting students first. This year’s nominees represent districts with diverse populations and varied needs, yet their trustees are united in their efforts to do what's best for their schools, students, and community. The five Honor Boards will be recognized during the First General Session on Friday. At this ceremony, one of these boards will be named the 2017 Outstanding School Board.

The 2017 Honor Boards are:

Coahoma ISD
Front: Craig Ferguson, secretary; Dr. Jody Reid, vice president; Dicky Stone; Michael Brooks; and Brian Moore, president.
Back: Lori Martinez and Dr. Kandy Alaman.

Galena Park ISD
Front: Wanda Heath Johnson, secretary; Wilfred J. Broussard, Jr., president; and Jeff Miller, vice president.

Royse City ISD
Left to right: Dr. Brian Zator; Mike Anderson; Julie Stutts, president; Eric Fort; Kevin Worthy, superintendent; Bobby Summers; Christina Carrion, secretary; and Scott Muckensturm, vice president.

Hardin-Jefferson ISD
Front: Alex Stelly, Jr, Michelle Yentzen, president; and Gary Hidalgo.
Back: James Padgett; Mark Aldrich, vice president; Andrew Brooks, secretary; and Brent Walters.

Mansfield ISD
Front: Karen Marcucci, vice president; Raul Gonzalez, president; and Courtney Lackey-Wilson, secretary.
Back: Daniel Gallagher, Beth Light, Dr. Michael Evans, and Michelle Newsom.

The 2017 Regional Honor Boards will also be recognized at the First General Session on Friday:
Texas School Public Relations Association (TSPRA) presents this award for outstanding contributions to public education through effective communications.

Dan Huberty

The Texas School Public Relations Association (TSPRA) has named Dan Huberty, Texas state representative and chair of the House Public Education Committee, as the recipient of the association’s 2017 Key Communicator Award. Huberty receives the award in recognition of his work to improve and defend the public education system in Texas.

“Rep. Huberty has proven to be a consistent defender of public schools and Texas students during his seven years in the Legislature,” said TSPRA President Melissa Tortorici. “His work to overhaul school finance, improve ratings systems and stand against vouchers makes him a worthy recipient of TSPRA’s highest award.”

Huberty has represented District 127, northeast of Houston in and around Humble, in the Texas House of Representatives since 2011. During his career in the Legislature he has served on the Public Education, State Affairs, Calendars and Pensions committees, as well as a Select Committee on Redistricting and a Select Committee on Transportation Funding, Expenditures & Finance.

He was appointed chair of the House Public Education Committee in 2017, replacing the retired Rep. Jimmie Don Aycock, TSPRA’s 2015 Key Communicator.

“Chairman Huberty showed true support for public education this session by authoring legislation that would have added nearly $2 billion to Texas public schools and taken steps to reform the school finance system,” said Alamo Heights ISD superintendent Kevin Brown. “Texas Monthly magazine named him one of this session’s best legislators, calling his efforts to reform school finance ‘impressive.’”

In addition to his school finance reform efforts, Huberty emerged from the session as an outspoken opponent of any voucher proposal to divert public school monies to pay for students to attend private schools, breaking with some members of his own party in the process.

“Huberty never blinked despite the pressure put on him from our Governor, Lieutenant Governor, members of the Senate and outside forces that have a tremendous impact on policy makers,” said Alief ISD Superintendent HD Chambers. “He stayed true in keeping the best interest of all students in the state of Texas as his priority, not just a select few students that would attend schools in private school or for-profit charter schools.”
Prior to his election to the Texas House, Huberty served on the Humble ISD Board of Trustees for five years, including as Board President in his last year on the board. Huberty currently serves as president of MVP REIT, a real estate investment trust. In 2011, Texas Monthly named him the Legislature’s Rookie of the Year.

“Representative Huberty is, by far, the most collaborative leader I have ever experienced,” said Guy Sconzo, Executive Director of the Fast Growth School Coalition and former Humble ISD superintendent. “He consistently goes well beyond what I would consider reasonable in assuring that all diverse voices are a part of any deliberation affecting them…. He spent countless hours reaching out and engaging school practitioners at all levels, school finance experts, legal experts and association representatives to develop a proposal (HB 21) that garnered unanimous support from the public education community.”

Since 1981, TSPRA has recognized a Key Communicator for outstanding contributions to public education through effective communications. The recipient may be a legislator, educator or a professional in another field who has improved school communications, or a member of TSPRA who has contributed outstanding service to the profession of school communications. Recipients have included leaders from business, media, PTA, politics and education. A complete list of past recipients can be found on TSPRA’s website at www.tspra.org/awards/key-communicator/list-of-key-communicators

Huberty will receive his award, sponsored for the sixth consecutive year by SchoolMessenger from TSPRA President Ian Halperin, Wylie ISD.

Ronnie Zamora of Los Fresnos CISD chairs TSPRA’s 2017 Professional Awards Committee, which includes Denise Blanchard, Amarillo ISD; Patti Pawlik-Perales, Alamo Heights ISD; Marco Alvarado, Lake Travis ISD; Leisha Bryant, Nacogdoches ISD, Holly Fuller, Decatur ISD and Mike Rockwood, Lamar CISD.

The Texas School Public Relations Association is a nonprofit, professional organization committed to improving communications between Texans and their public schools. TSPRA’s membership includes superintendents; communications, education foundation, and partnerships staffers; webmasters; videographers; graphic artists; and others who support public education in the state.

The TSPRA Resource Center is a long-standing tradition at the TASA/TASB Convention, showcasing the best printed work of some of our many communications professionals. Stop by Booth 1347 to pick up samples of award-winning publications from throughout the state.
First, there was the Elementary and Secondary Education Act (ESEA) of 1965, a cornerstone in President Lyndon Johnson’s War on Poverty. With ESEA came the goal of using federal funds to assist children living in poverty. Fundamentally, ESEA sought to fill gaps allowed by states. Terms like Title I and free and reduced-price lunch became part of public education “speak.”

Then, there was No Child Left Behind (NCLB) of 2001, a reauthorization of ESEA. The law was President George W. Bush’s response to national concerns about the quality of public education. While leaving ESEA intact, NCLB focused on reading and other core subjects. Comparisons of district-to-district and state-to-state academic achievement were made possible. Terms like AYP and Highly Qualified Teacher were among the many new terms and concepts added to the expanding lexicon.

But was the nation ready for a nationalized education plan and strategy? Responding to outcries from school leaders and parents accusing NCLB was an unworkable “one-size-fits-all” approach, Congress passed the Every Student Succeeds Act (ESSA) of 2015. A hallmark of President Barack Obama’s Blueprint for Reform, ESSA responded to the most common complaint lodged by school board members—the loss of local control.

For almost a year, the Leadership TASB Class of 2017 studied ESSA and its evolving status with the current administration. Over two days, all nine titles of ESSA will be presented, all in room D162. Come and be prepared to learn the latest on ESSA and what the future holds.

**Friday, October 6**

7:30 a.m.    Title I: Education for Disadvantaged
8:45 a.m.    Title II: Preparing, Planning, Training, and Recruiting Teachers, Principals, and other School Leaders
10:15 a.m.   Title III: Language Instruction for English Language Learners and Immigrant Students
11:30 a.m.   Title IV: 21st Century Schools

**Saturday, October 7**

7:30 a.m.    Title VI: Indian, Native Hawaiian, and Alaska Native Education Programs
Title VII: Impact Aid
8:45 a.m.    Title VIII: General Provisions
Title IX: Education for Homeless and Other Laws
Every Student Succeeds Act and Leadership TASB:
A New Approach and a Research Study

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District investment officers may take advantage of Public Funds Investment Act (PFIA) training at Convention. Up to five hours of training will be offered.

**Friday, October 6 | Room D165**

7:30–8:30 a.m. | Public Funds Investment Act (PFIA)
*Presented by Joel Perez, RSM US LLP*

PFIA requires school districts, in conjunction with their annual financial audit, to perform compliance audits of management controls on investments and adherence to the district’s investment policy. This session reviews the types of audits required and provides tools to improve your ability to understand and assess your district’s management controls over the investment program, including authorization, execution, existence, and reporting.

8:45–9:45 a.m. | US/Global Economy
*Presented by David Boone, American Beacon Advisors*

This session will examine the current status of the U.S. economy including a discussion regarding how potential actions by the Federal Reserve might affect the economy and investments available to Texas school districts.

10:15–11:15 a.m. | Texas Economy
*Presented by Jason Saving, Federal Reserve Bank of Dallas*

Get an overall picture of the current and future outlook of the Texas economy and catch up on the latest economic statistics and analysis.

11:30 a.m.–12:30 p.m. | Investment Risk and Diversification
*Presented by Cole Hentschel, First Public (Subsidiary of TASB)*

It’s a good time to review your investment portfolio and strategies for minimizing risk. This discussion focuses on various types of risk, including security, strategy, and market risks. The presenter will also address various ways to diversify your portfolio and how diversification can minimize risk.

**Saturday, October 7 | C Ballroom 4**

8:45–9:45 a.m. | Current Economic Conditions and Implications for Monetary Policy
*Presented by Robert Kaplan, Federal Reserve Bank of Dallas*

As president and CEO of the Federal Reserve Bank of Dallas, Kaplan oversees one of the 12 reserve banks that, along with the Federal Reserve Board of Governors, make up the central bank of the United States. He will share his thoughts about the regional, national, and international economies and how that information is used to make monetary policy for the country.
Hurricane Harvey Response and Recovery: What’s Next?

TASA and TASB acknowledge the challenges and difficulties experienced in recent weeks by school districts affected by Hurricane Harvey. Our thoughts and prayers are with all TASA and TASB members, your families and school district staff, as well as the students, parents, and community members affected by the damage and flooding resulting from Hurricane Harvey. We continue to be inspired by your tremendous leadership and commitment to your communities during this difficult time. To assist TASA and TASB members in your continuing response to these challenges, we have developed the special strand of concurrent sessions listed below. These sessions are all offered in Ballroom D-One Clear Fork and are also being livestreamed for board members and district staff who are unable to attend the convention. Live streaming will be accessible via the TASA/TASB Convention website (www.tasa.tasb.org) and TASA’s website (www.tasanet.org), and streaming live on the TASA and TASB Facebook pages and the TASA/TASB Facebook events page.

**Friday, October 6**  
1–2 p.m.  
Ballroom D-One Clear Fork

**TEA Hurricane Harvey Response (p. 39)**
Leo Lopez, Chief School Finance Officer, Texas Education Agency  
Candace Stoltz, Director of School Safety, Texas Education Agency

**Friday, October 6**  
2:15–3:15 p.m  
Ballroom D-One Clear Fork

**Expert Review on Recovery after Hurricane Harvey (p.41)**
Joy Baskin, Director of Legal Services, TASB  
Amy Campbell, Director, HR Services, TASB  
Grady Slaydon, Regional Manager, Facility Services, TASB  
Andrea Sheehan, BuyBoard Attorney, TASB  
Troy Winslow, Consultant, TASB

**Saturday, October 7**  
7:30–8:30 a.m.  
Ballroom D-One Clear Fork

**FEMA: Navigating Federal Red Tape After Disaster Strikes (p.52)**
Charles Mikeska, Assistant Superintendent for Finance and Operations, West ISD  
JoAnna Macik, Accountant, West ISD  
Shea Gutierrez, Accountant, West ISD

**Saturday, October 7**  
8:45–9:45 a.m. and 3–4 p.m.  
Ballroom D-One Clear Fork

**Responding to Harvey: Start Right to End Right (p.53)**
Association for Learning Environments (A4LE)

**Saturday, October 7**  
1–2 p.m.  
Ballroom D-One Clear Fork

**Storm Chasers Responders (p.56)**
Greg Smith, Superintendent, Clear Creek ISD  
Paul McLarty, Deputy Superintendent of Business & Support Services, Clear Creek ISD  
Elaina Polsen, Executive Director of Communications, Clear Creek ISD  
Rick Morris, Partner, Rogers, Morris & Grover, L.L.P.
Daily Agenda

Friday October 6

6:30 a.m.–6 p.m.  Registration
7:30–8:30 a.m.  Concurrent Sessions
7:30 a.m.–2 p.m.  New School Board Member Seminar*
7:30–11:30 a.m.  Small School District Seminar*
8 a.m.–Noon  Field Trips
8:30–8:45 a.m.  Exhibit Hall Grand Opening
8:30 a.m.–4 p.m.  Exhibit Hall Activities+
8:45–9:45 a.m.  Concurrent Sessions
9 a.m.–Noon  In-Depth Workshops
9:45–10:15 a.m.  Coffee Break in the Exhibit Hall
10:15–11:15 a.m.  Concurrent and Thought Leader (Troy Hutchings) Sessions
11:30 a.m.–12:30 p.m.  Concurrent Sessions
12:30–1 p.m.  Lunch Break
1–2 p.m.  Concurrent and Thought Leader (John Tanner) Sessions
2:15–3:15 p.m.  Concurrent Sessions
3:15–4 p.m.  Afternoon Break in Exhibit hall
4 –5:30 p.m.  FIRST GENERAL SESSION – John Quiñones

* Pre-registration Required
+ Exhibit Viewing, Marketplace and Member Services, Learning Lounge, Extra Credit Sessions, Exhibit of School Architecture, Student Innovation Challenge, and Cafe

Related Events

7:30–10 a.m.  TACS Joint Legislative/Executive Breakfast Meeting
7:30 a.m.–5 p.m.  Leadership TASB Lounge
8–9:15 a.m.  TREA Executive Committee

Omni Dallas Hotel
Greenville
Kay Bailey Hutchison
Convention Center–D160
Omni Dallas Hotel–Cedars

* Pre-registration Required
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8 a.m.–1 p.m.</td>
<td>TASA School Board Awards Interview Waiting Room</td>
<td>Kay Bailey Hutchison Convention Center-D223</td>
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<tr>
<td>8 a.m.–1 p.m.</td>
<td>TASA School Board Awards Committee</td>
<td>Convention Center Kay Bailey Hutchison D224</td>
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<tr>
<td>8 a.m.–3 p.m.</td>
<td>Texas Council of Professors of Educational Administration Fall Meeting</td>
<td>Omni Dallas Hotel–Trinity 5</td>
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<tr>
<td>8 a.m.–3:30 p.m</td>
<td>Leadership TASB Class of 2018, Session One</td>
<td>Omni Dallas Hotel–West End</td>
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<tr>
<td>11:30 a.m.–1 p.m.</td>
<td>TASB School Board Advocacy Network (SBAN)</td>
<td>Omni Dallas Hotel–Trinity 1,2</td>
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<tr>
<td>Noon–1:30 p.m.</td>
<td>Fast Growth School Coalition Luncheon</td>
<td>Omni Dallas Hotel–Trinity 4,8</td>
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<tr>
<td>12:15–1:45 p.m.</td>
<td>Texas Caucus of Black School Board Members (TCBSBM) Annual Meeting and Luncheon</td>
<td>Omni Dallas Hotel Katy Trail</td>
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<tr>
<td>3–5:30 p.m.</td>
<td>Mexican American School Board Members Association (MASBA) Fall Meeting</td>
<td>Omni Dallas Hotel Fair Park 2</td>
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<td>5:30–7 p.m.</td>
<td>University of Texas at Austin CSP Reception</td>
<td>Omni Dallas Hotel–Katy Trail</td>
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<tr>
<td>5:30–7 p.m.</td>
<td>MASBA/TALAS Hispanic Heritage Award Reception</td>
<td>Omni Dallas Hotel Trinity 6,7</td>
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<tr>
<td>5:30–7 p.m.</td>
<td>Leadership TASB Celebration and Auction</td>
<td>D Ballroom Lobby Level 3</td>
</tr>
<tr>
<td>8:30–11 p.m.</td>
<td>Texas Caucus of Black School Board Members (TCBSBM) Casino Night</td>
<td>Omni Dallas Hotel–Trinity 1,2,3</td>
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**Time for a break?**

Grab a snack before the First General Session. 3:15–4 p.m.
The presentation will provide a general overview and comparison of the federal Every Student Succeeds Act (ESSA) vs. No Child Left Behind (NCLB) focusing on the Title I impact and projected timeline and steps for transitioning to the requirements of the new law by the beginning of the 2017-18 school year. The presenters embody school board graduates of the Leadership TASB 2017 cohort representing small to large school districts who will share comparisons and impact of ESSA.

Recruiting Bilingual Teachers: Our Path to Success – D163
Tracy Johnson, Director, Human Resources, Denton ISD
Patty Jensen, Principal, Denton ISD
Lacey Rainey, Principal, Denton ISD
Lorena Salas, Principal, Denton ISD

Is your district struggling to find quality bilingual teachers? Join Denton ISD administrators to learn how, with the creativity of the human resources department and campus principals, and the support of school board, the district now has a solid system in place to select the highest quality bilingual candidates. Through recruiting efforts and partnerships with local universities, DISD’s system has proven to be successful and sustainable.

[TSPRA] Statements to the Media: Choosing Your Words Wisely – D164
Arianna Vazquez-Hernandez, Director of Communications/Public Information, Pharr-San Juan-Alamo ISD

Learn how to depict a crisis situation or incident in a short and meaningful statement that will accurately inform media and stakeholders of the situation. The session will include the entire process, from investigating the incident to writing and editing the final product prior to submitting to media partners.

[IOT] Public Funds Investment Act (PFIA) – D165
Joel Perez, Partner, RSM US, LLP

The Public Funds Investment Act requires school districts, in conjunction with their annual financial audit, to perform an assessment (compliance audit) of management controls on investments and adherence to the district’s investment policy. This session reviews the types of audits to consider and provides tools to improve your ability to understand and assess your school district’s management controls over the investment program, including authorization, execution, existence, and reporting.

How to Tiptoe Through the Cow Patties Without Getting Your Boots Dirty – D166
Denise Shetter, Superintendent, Kermit ISD
Janet Hunt, Curriculum Director, Kermit ISD

No matter where you live in the great state of Texas, problems disguising themselves as cow patties litter the horizon. Our session will give real-life situations and usable strategies to navigate the difficult situations encountered by all leaders. Come live through our experiences, learn through our mistakes, and laugh through our stories. Happy trails, pardner!

Legislative Update for Texas Regional Education Service Centers – D167
David Backus, Attorney, Underwood Law Firm

This session will provide key information regarding mandates from the 85th Legislature that will apply specifically to the Texas Regional Education Service Centers. The session will cover compliance with new mandates, as well as implementation of new policies and practices for compliance. It will also address the practical application of new policies and practices.

From Improvement Required to GREAT: District Vision for High Reliability Schools – D168
Hope M. Appel, Assistant Superintendent, Vernon ISD
Micki Wesley, Director of Accountability and Compliance, ESC Region 9

District leaders will learn how Vernon ISD implemented Marzano’s High Reliability Schools and its impact on student success. By creating teacher leadership and providing a framework to support our campuses, the district has created a sustainable system for continuous improvement without adding programs or curriculum. Marzano’s research-based strategies led VISD to certifications on every campus.

[TSPRA] Boosting Relationships with Your PTAs and Boosters – D170
Rebecca M. Villarreal, Director of Communications, New Braunfels ISD
Sylvia Rincon, Director of Communications, Marketing & Public Relations, Southside ISD

Every year, new officers are elected to run the school PTAs and various booster clubs. Occasionally, you might have a new organization being formed to benefit the students and schools. This session will give an overview of the resources available to nonprofit organizations and how you can help guide them to success. Training materials related to fundraising, merchandising and marketing will also be shared.

Empowering Parents through Parent University – D171
Marta Plata, Principal, Fort Worth ISD

Participants will hear how Parent University got started, which schools have been involved and the logistics of starting one at your school. They will see data on patterns and trends in attendance, discipline and literacy success for students whose parents have attended Parent University. There will be a time of Q&A to answer questions on average number of parents served, barriers and pitfall that could happen and how to avoid them.
Traditional elementary education models are shifting toward PBL, STEAM, and authentic exploration. Foundational skills learned at this age are critical to positive academic, work, and life experiences. Two school districts embraced this culture shift to design schools that promote the process, not the product, of learning. Their approach progresses content-based education to embrace skills-based education, reinforcing competencies of exploration, independence, responsibility, and love of learning.

Concurrent Sessions 8:45–9:45 a.m.

District of Innovation: After the Plan – Ballroom D-Three East Fork
Leslie Story, Lead Attorney, TASB
Amy Kadlecak, Policy Consultant, TASB
By now, you may know that half of Texas public school districts have become Districts of Innovation. These districts have chosen a variety of exemptions and innovations with some common themes. How do these exemptions affect school board policy and district operations? Did the legislative session make changes that affect the innovation plans? This session with a TASB Policy consultant and a TASB Legal Services attorney will answer your questions.

[LTASB] Title II: Preparing, Planning, Training, and Recruiting Teachers, Principals, and other School Leaders – D162
Julie Cowan, Board Member, Austin ISD
Suzi David, Board Member, Round Rock ISD
Raul Gonzalez, Board Member, Mansfield ISD
Karen Wright, Board Member, Spring Hill ISD
Lance Botkin, Board Memner, Pearland ISD
Molly McClure, Board Member, Bastrop ISD
ESSA Title II is about developing the best teachers and best campus leaders possible – at ALL schools – for ALL children. It’s about evidence-based programming, equitable outcomes, instructional leadership, and continuous improvement. Consider how your district can provide a continuum of support for its educators. Become familiar with TEA’s pilot project to assist educators in struggling districts. Accept the call to action encouraging Congress to sustain this valuable initiative.

Developing Strategies for Successful Implementation of an Appraisal System – D163
Wanda Bamberg, Superintendent, Aldine ISD
Selina Chapa, Assistant Superintendent, Aldine ISD
Leaders in Aldine ISD, a large urban district, will describe the district’s successful development and implementation of an appraisal system. They will share their response to the following three perceptions and how they proactively addressed them: 1) Teachers do not trust the objectivity of evaluations; 2) People have an inherent fear of change; and 3) People need detailed transparent information to build trust. Through interactive discussion, participants will learn how to approach implementation with confidence to meet challenges.

[TSPRA] The Bad, the Good, and the Great! Building Excellent Customer Service – D164
Candace Ahlfinger, Speaker, Trainer, Waxahachie ISD
In a climate of increasing competition, districts and schools must build, and then maintain, excellent customer service to keep the community involved and retain students and staff. Learn from a seasoned school PR professional how to create an atmosphere of customer service that includes everyone in the district.

David Boone, Portfolio Manager, American Beacon Advisors
This session will examine the current status of the U.S. economy and will include a discussion on how potential actions by the Federal Reserve might affect the economy and investments available to Texas school districts.

Website Accessibility – D167
Kristi Clark, Senior Attorney, TASB
Marvin Long, Technology Consultant, TASB
With the increase in OCR investigations addressing website accessibility, school districts can no longer afford to ignore this growing issue. Learn about some of the most recent OCR complaints and resolutions, as well as Department of Justice rulemaking activities in this area under the ADA. Join a TASB Legal Services attorney and a TASB Policy Service technology consultant as they discuss tools and suggestions for how to proactively address this issue in your district.

Don’t Let Your Construction Project Manage You – D168
Clint Alsobrook, Regional Manager, Facility Services, TASB
Stephen Dorman, Vice-President, Sledge Engineering
You want your project to stay on time and on budget. Whether it is your first project in years or your last project for years, or whether it is minor renovation or a major addition, learn how to successfully manage the construction process. Clear communication and thorough oversight will help to ensure a successful construction project. Learn how to take the appropriate steps to provide your district and community with a construction project that is successfully managed.
Next-generation learning seeks to build a collaborative and innovative process to prepare our students for life beyond their K-12 education. The school environment is a key piece to this endeavor, and it must enhance the learning experience through educational innovation. Join us, and hear the story of a school district that wanted its space to facilitate the district’s vision for learning, how the space was designed, and how it is utilized to facilitate a personalized learning experience.

The Superintendent Search Process – D171
Butch H. Felkner, Director, Executive Search Services, TASB
Marian Strauss, Senior Consultant, TASB

The Executive Search Services staff will present the elements of the search process. Included will be the board’s involvement, consultant responsibilities, advantages of using an external consultant, and board members’ perspectives. Participants will be encouraged to ask questions about the search process.

Show Me the Money – D172
JD Mosley, Director of Maintenance and Facility Development, Schertz-Cibolo-Universal City ISD

In 2012, Schertz-Cibolo-Universal City ISD embarked on a journey of tightening student projection and long-range facility planning. The final leg in the journey was to create a 10-year (M&O) Expenditure Projection Plan (EPP) that aligns with the 10-year Facility Plan. If you are interested in creating an environment with no surprises, this session is for you.

Leveraging Key Influencers: How to Ensure Employees and Parents Have a Voice – D173
Charles E. Dupre, Superintendent, Fort Bend ISD
Steven J. Bassett, Chief Financial Officer, Fort Bend ISD
Beth Martinez, Chief of Staff and Strategic Planning, Fort Bend ISD

Fort Bend ISD redesigned its engagement model to tap key influencers to generate program buy-in and transparency. This collaborative approach includes programs such as the Business Breakfast for campus and department administrative assistants. It also included the creation of a Budget and Compensation Committee made up of campus representatives who help prioritize investments and reductions, as well as the SPED Advisory and the Gifted and Talented Advisory groups, the Boundary Committee, and Bond Oversight Committee.

Underneath the Microscope: Sex Discrimination and Gender on Campus – D175
Darren Gibson, Shareholder, Littler Mendelson P.C.
Vicki Phipps, Shareholder, Littler Mendelson P.C.

With a new presidential administration and with the legislative session completed, the legal landscape regarding sex discrimination and gender on campus is quickly evolving. This presentation will provide participants with up-to-date information regarding sexual harassment and discrimination, pay disparity, transgender employees and students, Title IX, teacher-student relationships, and appearance discrimination. Participants will receive practical tips for managing risk and avoiding liability.

In-Depth Sessions 9 a.m.–Noon

Communication is the Response You Get – Ballroom D-One Clear Fork
David Koemplo, Consultant, Leadership Team Services, TASB

If you’d like to be more confident in presenting to local service groups, churches, and in other public settings, this session is for you. Learn some basic and intermediate skills to becoming a better presenter. This is an interactive skill-building session, so be prepared to roll up your sleeves and practice what you learn. This course is part of TASB’s Board Officers’ Academy.

Seating is limited to 100
TASB’s XG Project continues to move forward with ongoing research, board development, and specific actions by Texas school boards to improve student learning in their districts. Gain understanding of the latest research on school governance and learn how you can participate in this work. Dr. Lorentzen will share updates on his research that connects specific actions by school boards with improved student learning in classrooms. Consider what it takes for you to gain and apply new skills on your governance team. Develop a plan for your board’s improvement this year.

**Concurrent Sessions 10:15–11:15 a.m.**

**Catching Up With the Texas Legislature – Ballroom D-Four West Fork**

Grover Campbell, Associate Executive Director, Governmental Relations, TASB
Ruben Longoria, Assistant Director, Governmental Relations, TASB
Dax Gonzalez, Communications Manager, Governmental Relations, TASB

Not satisfied with the outcome of the regular session, Gov. Greg Abbott announced a special session of the 85th Legislature to address red-meat issues that failed the first time around. Many of the issues dealt with public schools, such as vouchers, teacher pay raises, and which restrooms students may use. Learn about how legislation passed during the regular and special sessions will impact your public schools and students.

*Experienced board members can get Tier 1 credit to fulfill their requirement for the update to the Texas Education Code.*

**Update on Bullying, Cyberbullying, and Hazing – Ballroom D-Three East Fork**

Sarah Orman, Senior Attorney, TASB
Julie Allen, Staff Attorney, TASB

Bullying is recognized as a major impediment to safe and secure learning environments. This year, the Texas Legislature passed a law to protect students from bullying and cyberbullying. Meanwhile, hazing incidents continue to come to light. This presentation with a TASB attorney will cover policy and liability issues and offer you guidance on how to talk to your school community about preventing bullying and hazing.

**Creating and Maintaining an Effective Board-Superintendent Relationship – D161**

Rick Hill, Shareholder, Adams, Lynch, & Loftin, P.C.

This session, conducted by TASA’s general counsel, addresses the roles and responsibilities of the superintendent and the superintendent’s employment contract. The board-superintendent relationship and catalysts to conflict and effective strategies for avoiding and dealing with conflict will also be discussed.

**[LTASB] Title III: Language Instruction for English Language Learners and Immigrant Students– D162**

Mark Cornett, Board Member, Fredericksburg ISD
Dori Fenenbock, Board Member, El Paso ISD
Janis Holt, Board Member, Silsbee ISD
Robbie Johnson, Board Member, Lancaster ISD
Mary Jane Hetrick, Board Member, Dripping Springs ISD
Nelson Minyard, Board Member, Ector County ISD

ESSA and your district will provide timely and relevant information for board members concerning ESSA requirements for English Language Learners. Attendees will hear from fellow trustees representing a diverse make-up from across the state. Attendees will hear practical solutions taking place in these diverse districts and be able to use the information to evaluate their respective districts to gain an understanding of what is in place and what needs to be refined.

**Starting Out Right With Your New Superintendent – D163**

Marian Strauss, Senior Consultant, TASB

The transition process can be a well-defined procedure with all parties informed or it can be something more chaotic. The considerations in planning the transition process include the relationship between the board/superintendent, superintendent/staff, and the superintendent/community. Executive Search Services staff will present a plan that integrates all elements in the process.

**Educator Ethics: Embrace the Gray!**

Troy Hutchings, Senior Strategic Advisor, Educational Testing Service
[TSPRA] We’re No. 1! – D164
Candace Ahlfinger, Speaker, Trainer, Waxahachie ISD
Brad Domitrovich, PR Zealot, Public Relations Strategist

Texas continues to see an increase in the number of businesses, parents, and students. School districts are not only competing to attract new people, but also having to actively invest in keeping existing residents happy. This session will be led by two school PR veterans who will review proven techniques needed to repackgage your district and examine strategies that attract new growth.

[IOT] Texas Economy – D165
Jason Saving, Senior Research Economist and Advisor, Federal Reserve Bank of Dallas

Get an overall picture of the current Texas economy and catch up on the latest economic statistics and analysis. A representative from the Federal Reserve Bank of Dallas explores the outlook for Texas’ economy. This session qualifies for the Public Funds Invest Act (PFIA) training.

College-Ready Blueprint – D166
Kristyn Edney, Advanced Academic Administrator, Garland ISD
Amanda Dawson, Senior Educational Manager, K-12 Services, College Board

Garland ISD has spent the last three years developing a strategic college-ready blueprint that includes college and career planning, college assessments, test preparation skill development, college credit opportunities, and a robust communications plan. The blueprint helps administrators, teachers, counselors, parents, and students connect the dots for college-ready programs such as the SAT Suite of Assessments, AP courses, Official SAT Practice on Khan Academy, and AP Potential reports. Attendees will learn how to create a district support structure that maximizes the potential of educators and diverse student populations.

What Board Members Should Know About Pay – D167
Amy Campbell, Director, HR Services, TASB

Salaries and benefits of employees make up about 80 percent of a school district’s budget. The board plays a critical role in determining how those funds are spent and can impact how the district’s compensation plan supports recruitment and retention goals. In this session, the director of TASB HR Services will discuss the board’s roles and responsibilities related to pay and explain crucial compensation concepts.

The Curriculum Management Audit: An Organizational Analysis Examining All Factors of Teaching and Learning – D168
Steven Eboll, Deputy Superintendent, Curriculum and Instruction, Clear Creek ISD
Robert Bayard, Chief Technology Officer, Clear Creek ISD
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA
Eric Simpson, Director, Learning and Leadership Services, TASA

Looking for valuable feedback to improve learning for all students? Learn how curriculum management audit services can equip your leadership team with the tools necessary to objectively evaluate not only your curriculum, but all facets of the organization that impact student learning, and determine critical next steps in promoting student achievement. Hear how curriculum management audit and related trainings can provide a structured approach to evaluating such areas as curriculum, assessment, and program design; instructional delivery; equality and equity issues; and policy direction, planning for change, and goal prioritization.

Moving Your District Toward Equity Transformation – D170
Jacinto Ramos, Board President, Fort Worth ISD
Christene Moss, Board Member, Fort Worth ISD
Sherry Breed, Chief of Equity and Excellence, Fort Worth ISD
Rickie Clark, Racial Equity Committee Member, Fort Worth ISD

As school board leaders and education stakeholders, we must challenge our cultural awareness as we explore our racial identities and level of racial consciousness. Racial identities will be brought to the forefront so participants can confront their implicit biases and mental models that may inhibit the best decisions for impacting student achievement. Presenters will share Fort Worth ISD’s equity transformation process, from vision to implementation.

Getting That Next Superintendent Position – D171
Butch H. Felkner, Director, Executive Search Services, TASB

How do you make a good first impression (you only have your documentation and about 30 seconds) and make your application stand out from the rest? Wasting time with a dated or ineffective application doesn’t help anyone. When the quality of the materials presented is considered good, everyone’s reputation is enhanced. We don’t have an applicant pool but we do want to have a strong applicant base and that begins with the impressions our candidates make on the board.
The Impact of the IECC 2015 on Your District – D172
Dillon Brady, Assistant Superintendent for Facilities Planning and Construction, Cypress-Fairbanks ISD
Jeffrey Chapman, Associate, PBK
Mark Madorsky, MEP President, PBK
Brandon Ross, Associate, PBK
In 2016, the state passed an energy code that has several requirements that impact school projects’ design and construction. This presentation uses Cypress-Fairbanks ISD as a case study on how the energy code impacts projects currently in design and construction for that school district. It will also detail the items in the code that changed and present the cost at a project level and bond level.

Beginning With the End in Mind: Closing the Achievement Gap – D173
Faye Beaulieu, Board Member, Hurst-Euless-Bedford ISD
Steven A. Chapman, Superintendent, Hurst-Euless-Bedford ISD
Shea Stanfield-McGarrah, Coordinator of Early Childhood and Core, Hurst-Euless-Bedford ISD
Join the conversation about high-quality pre-K’s sustainable effects on later academic achievement. Presenters will identify how high-quality pre-K influences school readiness and answer the question about higher academic achievement in later grades. Think the benefits of pre-K fade? You will learn about the long-term impact for students on closing the achievement gap and how pre-K can assist with lowering retention and special education rates.

Go Public: Tell the Story of Your District/Region – D174
Robert Blount, Board Member, Northside ISD (ESC 20)
Brian T. Woods, Superintendent, Northside ISD (ESC 20)
Learn how Go Public is changing the conversation in the San Antonio area about the success of public school districts and the life-changing impact they have on students and their families. Go Public is a public relations campaign that was designed to help schools and districts tell their stories and change perceptions with families and policy makers. Join us to learn ideas on how you can tell your own story well.

UIL Update – D175
Charles Breithaupt, Executive Director, University Interscholastic League, University of Texas at Austin
Jamey G. Harrison, Deputy Director, University Interscholastic League, University of Texas at Austin
This session will provide information about the UIL Reclassification and Realignment process, new UIL rules and proposed rule changes, and UIL issues related to Hurricane Harvey. Attendees will have the opportunity to ask questions and offer input to UIL.
### Concurrent Sessions 11:30–2:30 p.m.

**Board Meeting Effectiveness: The Planning, the Meeting, and Thereafter – D166**
Ty G. Jones, Board President, Lancaster ISD  
Michael D. McFarland, Superintendent, Crowley ISD

Do your board meetings last longer than you would like? Do you feel you are provided adequate information and time to make a decision on an action item? Are you aware of the progress and/or completion of action items? Crowley and Lancaster ISD leaders will discuss the evolution of their board meeting planning process and how it has impacted student performance, the superintendent-board relationship, and overall district performance.

**What School Boards Need to Know About Special Education Law – D167**
Pam Waggoner, Board Vice President, Leander ISD  
Andrew Tatgenhorst, Attorney, Powell & Leon, LLP

Special education legal disputes are high stakes and complex. Those new to the concepts, procedures, legal framework, and the lingo are often playing catch-up when considering appropriate action. This session will provide a basic understanding of special education consents and frameworks that are essential for everyone on the school leadership team. The session will also offer some valuable insight on how to handle some of the most common special education legal situations.

**Innovation Allowing Teachers to RISE (Research Impacting Student Excellence) – D168**
Holly Ferguson, Associate Superintendent, Prosper ISD  
Seth Rutledge, Secondary Design Coach, Prosper ISD  
Kari Roan, Secondary ELAR Designer, Prosper ISD  
Roshounda Ellerbe, 4th Grade Teacher, Prosper ISD

Prosper ISD is currently facing exceptional growth, so curriculum must adapt, respond, and, when possible, prepare for challenges both known and unforeseen. The district needed a mechanism that would allow for innovation while maintaining high standards for curricular integrity, transparency, data-driven decision making, and accountability. Learn about the PISD Instructional Research Program, which seeks to harness the capabilities of the district’s exceptional staff.

**Technology Obsolescence and Long-Range Planning – D170**
Robert Bayard, Chief Technology Officer, Clear Creek ISD

Come see how Clear Creek ISD’s Technology Department has planned for sustainability through a comprehensive planning report that details and prepares for technology obsolescence. Often, boards of trustees are asked to approve substantial purchases without knowing the roadmap for the future. Through comprehensive planning, your technology department can abide by the doctrine of no surprises.

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**Real-life Questions and Answers on Texas School Construction Contracts – D171**
Joe Ball, Attorney, TASB  
Winifred Dominguez, Shareholder, Walsh Gallegos Trevino Russo & Kyle PC  
Wayne D. Haglund, Attorney, Haglund Law Firm  
Thomas E. Myers, Shareholder, Brackett & Ellis, P.C.  
Lynn Rossi Scott, Shareholder, Brackett & Ellis, P.C.  
Richard Schellhammer, Shareholder, Underwood Law Firm

A new school building is the pride of your community. Problems with design, construction, and scheduling, however, can put a damper on your celebration. A panel of experienced school lawyers discusses real-life construction problems and how you can protect your district from the beginning. If you are planning construction, this session on suggested AIA contract modifications is for you!

**Instruction Drives Construction: Fort Worth ISD’s LRMP and Facility Assessment – D172**
Mike Naughton, Director of Facilities Planning & GIS, Fort Worth ISD  
Todd Spore, Partner/President of Facility Consulting Group, PBK

Fort Worth ISD’s Long Range Facility Master Plan process was organized into two phases: Redefining the Educational Framework and the Facility Life-Cycle Needs. The Life Cycle Facility Assessment Phase examines the conditions of each existing high school from the curbs to the outlets and included parking, site/building infrastructure, mechanical, electrical systems, and athletic venues. Departmental meetings were also held with administrators to understand future academic and program needs.

**Building Relationships and Connecting with Community: Students, Staff, Parents, Partners & Trustees are ALL IN – D173**
Vernagene Mott, Board Member, Pflugerville ISD

This interactive session will share engaging and successful experiences and events in Pflugerville ISD that have transformed and strengthened school climate, improved student outcomes, enhanced leadership at all levels, and unified this fast-growth district. Participants will collaborate and share “best practices” in diverse districts, taking with them an action plan for implementation.
Show Me the Money: Longview Incentives for Teachers (LIFT) – D174
Shan Bauer, Board Assistant Secretary, Longview ISD
Ted Beard, Board Member, Longview ISD
Jody D. Clements, Assistant Superintendent of District Services, Longview ISD
James E. Wilcox, Superintendent, Longview ISD

The Longview ISD LIFT program uses a pay-for-performance incentive model to reward high-level instruction to campuses and individuals. This program is directed toward success of economically disadvantaged students and has shown to be effective at increasing student scores as well as improving teacher morale. This presentation will cover the three components of this program and how it has helped Longview ISD achieve higher accountability ratings and provide economic incentive for teachers.

Teamwork Makes the Dream Work – D175
Jeff Clemmons, Director, Facility Services, TASB
Karen O’Grady, Regional Manager, Facility Services, TASB

How do you identify the needs and resulting projects of your district that you will take to the voters? Does your district understand the current local political landscape? How does your district create a strategic election campaign? Do you know your district’s limitations? If you’re facing a bond election, this session helps you answer these questions and more. Attendees learn strategies to use to develop an effective election and next steps to take following a successful election.

Scorecard on Texas School Finance and the 85th Legislature – Ballroom D-Four West Fork
Daniel T. Casey, Partner, Moak, Casey & Associates
Curtis Culwell, Senior Associate, Moak, Casey & Associates
Bob Popinski, Associate, Moak, Casey & Associates
Joe Wisnoski, Associate, Moak, Casey & Associates

This session provides a brief overview of the 85th legislative session and its impact on school finance. As the state continues to use local school district value growth to offset other state budget needs, we will review what could have been done versus what was actually accomplished during the legislative session with respect to changes to the basic allotment, ASATR, hold harmless funding, and other school funding needs.

TEA Hurricane Harvey Response – Ballroom D-One Clear Fork
Leo Lopez, Chief School Finance Officer, Texas Education Agency
Candace Stoltz, Director of School Safety, Texas Education Agency

Hear from TEA staff on the latest updates related to Hurricane Harvey relief, including funding, waivers, and additional flexibilities for impacted districts. As the state of Texas continues to address major issues related to storm recovery, TEA is working to remain responsive to the needs of districts, campuses, and families. TEA staff will also be available to answer questions.

*Session will be live streamed.

Firearms, Knives, and Other Contraband on Campus – Ballroom D-Three East Fork
Joy Baskin, Director of Legal Services, TASB

The Texas Legislature has once again changed state laws regarding handguns, knives, and other weapons. These changes will affect your school district policies and operations, including student discipline and employees’ choice to store handguns in private vehicles on school property. Join a TASB Legal Services attorney for an update and discussion about weapons and other restricted contraband on campus.

The Power of Accountability
John Tanner, Founder & Executive Director, Test Sense
Friday

Concurrent Sessions 1-2 p.m.

New School Board Member Seminar – C BR 1
Kay Douglas, Consultant, TASB Leadership Team Services

This session is designed for newly elected school board members who have not taken a TASB ISD course. Attendees who are pre-registered for this seminar will have a notification on their badge. If you did not pre-register for the seminar but are interested in participating, check in with convention staff outside of C Ballroom 1 and you will be included as space allows.

Using Statewide District/Campus Level Data for Peer Benchmarking and Communication – D161
Scott Smith, Senior Vice President, Forecast5 Analytics, Inc

TASA, TASB, and TASBO partnered with Forecast5 Analytics nearly three years ago to provide districts across the state with the opportunity to use data for informed decision making and enhanced communication with boards and communities. Come hear how your colleagues use both district and campus level data to identify high-performing peers and use that information as part of financial and strategic planning processes. The Forecast5 tools combine various TEA and other data sets that allow for analysis and comparison of key metrics such as enrollment, staffing levels, turnover rates, expense/revenue trends, student performance comparisons, and many other data points that impact a district’s outlook. The main questions we will address are: 1) How is our district doing? 2) What could we be doing differently? 3) How do key changes/decisions impact our future?

Ending the Employment Relationship—From Finesse to Finality – D163
David E. Plymale, Superintendent, Goliad ISD
Shellie Crow, Attorney, Walsh Gallegos Trevino Russo & Kyle PC.

An experienced superintendent and knowledgeable school lawyer will review ideas for effectively applying administrative finesse, while being mindful of important legal considerations, when successfully ending an employment relationship in a lawful and cost-effective manner.

Maximizing Outcomes: Aligned District and Campus Strategic Plans – D164
Laura DuPont, Board Vice President, Clear Creek ISD
Greg Smith, Superintendent, Clear Creek ISD
Steven Ebell, Deputy Superintendent, Curriculum and Instruction, Clear Creek ISD

Many school districts invest time in developing a strategic plan. Although the initial planning processes engage a wide array of stakeholders, the resulting strategic plan often has limited impact at the campus level. Clear Creek ISD initiated a highly inclusive strategic planning process at both the district and campus levels. The result has been aligned plans that have positively impacted the district and each school.

Building an ‘Excellence in Every Classroom’ District – D165
John Wink, Superintendent, Blue Ridge ISD

Based on his book, A Leader’s Guide to Excellence in Every Classroom, Blue Ridge ISD Superintendent John Wink will share his implementation of the Excellence Support System in his first year at the helm. The system turns academic priorities into focused plans of action that include purposeful professional learning, collaboration, and individualized excellence plans for every teacher. Learn how teacher empowerment has flourished and student achievement has improved.

Should I Stay or Should I Go Now? Your Secret Weapon to Retaining Top Employees – D166
Kristen Streeter, Assistant Superintendent for Administrative Services, Coppell ISD
Shane Conklin, Director of Student and Staff Services, Coppell ISD

Coppell ISD uses “Stay Interviews” to receive feedback from staff. Their primary purpose is to positively influence employee attrition and reduce staff turnover by measuring employee satisfaction on a continual basis. CISD’s secret weapon is determining why their top employees stay. The district’s goal is to take the actions necessary to retain these high-quality employees. Learn about this process, which is an early warning system to keep staff on your team, not someone else’s.

Overcoming Staffing Challenges – D167
Zachary Hobbs, HR Consultant, TASB
Karen Dooley, HR Consultant, TASB

Join our panel of superintendents as they discuss their experience with reviewing district staffing levels and how implementation of effective staffing practices have impacted their districts.

More Than Four Walls and a Roof – D168
Clint Alsobrook, Regional Manager, Facility Services, TASB
Stephen Dorman, Vice-President, Sledge Engineering

Planning for facilities is critical to delivering your district’s education program and is much more than just providing teachers and students with four walls and a roof. Planning requires an understanding of present and future needs and options. It is a delicate balance between the district’s needs and wants and what the community will support. Join us to discuss ways in which you can build a solid long-range facility plan with confidence.

Tell Your Story or Fade into the Background – D170
Christina Carrion, Board Member, Royse City ISD
Kevin Worthy, Superintendent, Royse City ISD
Brian Zator, Board Member, Royse City ISD
Adi Bryant, Chief Communications Officer, Royse City ISD

The importance of parent and community engagement has never been greater. Take control of the narrative of your public schools by becoming your own news and information center. Royse City ISD representatives will share how school employees and school board members have become public advocates on social media.
Lessons Learned from Improper Teacher/Student Relationships – D171

Tina Herrington, Superintendent, Wharton ISD
Melanie Charleston, Attorney, Walsh Gallegos Trevino Russo & Kyle P.C.
Katie Payne, Attorney, Walsh Gallegos Trevino Russo & Kyle P.C.

Hear the perspectives of a superintendent and school attorneys on lessons learned from investigation, employment action, and subsequent litigation related to improper teacher/student relationships. This session will help administrators and board members know what policies and procedures should be in effect to address the investigation, reporting, employment, and student support issues that may arise, as well as provide practical tips for surviving a resulting lawsuit.

Furniture as a Learning Tool: Drawing Inspiration Beyond Educational Portfolios – D172

Amy Wood, Director of Technology, Granbury ISD
Konrad Judd, Director of Design, Huckabee
Tami O’Neal, Furniture Coordinator, Huckabee

Furniture can make or break a learning space: it is key to engaging learners, supporting the profession of teaching, and informing use of space. Often, school districts select from typical K-12 furniture options. One district looked beyond the typical to design a solution that maximized instructional and economic value as part of a large-scale high school modernization. They gained square footage, increased utilization, and delivered a 21st-century environment for less than they had estimated.

Can Training Impact Ethical Decision Making? – D173

Clark C. Ealy, Superintendent, College Station ISD
Kelly Kovacs, Director of Instruction and Leadership Development, College Station ISD
Christine E. Drew, President and Chief Creative Officer, Syfr Learning, LLC
Tanner Jackson, Managing Research Scientist, Educational Testing Service

A safe learning environment for all students is a top priority for everyone in Texas. A critical factor in establishing and maintaining that safe environment is to ensure all educators and educator candidates have a solid understanding of ethical principles to help them make ethical decisions in working with children. College Station ISD has adopted an online professional development program to give their educators tools to help them with ethical decision making. This session will outline the plan, the process, and the tools, and describe the research partnership with the developer.

The Roscoe Collegiate P-20 System Model for Student Success – D174

Kim Alexander, Superintendent, Roscoe Collegiate ISD
Marsha Alexander, Dean of Academic Affairs, Roscoe Collegiate ISD

The Roscoe Collegiate P-20 System Model for Student Success is a school-wide hybrid model for an Early College/STEM Academy in small and rural school districts. The model is a cost-effective college and workforce readiness design founded on the premise that all students can achieve high levels of academic and professional success when the correct educational system structure is provided from early childhood through the terminal doctoral degree and into the workforce.

Focusing the Future on Student Success – D175

David Koempel, Consultant, Leadership Team Services, TASB

In this interactive session, participants will have an opportunity to discuss and learn how school boards can appropriately focus more of their time and attention on improving student outcomes. If you are curious about the board’s role in creating a learning environment where all students can succeed, this session is for you.

Texas School Finance: Where Are We Now and What Do We Do? – Ballroom D Four West Fork

Ray Freeman, Executive Director, Equity Center
Wayne R. Pierce, Director, Equity Center
Josh Sanderson, Deputy Executive Director, Equity Center

This session will include discussion of school finance from the Equity Center perspective, progress made during the 85th legislative session, and reform efforts going into the interim. Also, presenters will talk about what the Legislature can change in the current school finance system to stabilize funding and make scarce state dollars more efficient for all districts.

Expert Review on Recovery after Hurricane Harvey – Ballroom D-One Clear Fork

Joy Baskin, Director of Legal Services, TASB
Amy Campbell, Director, HR Services, TASB
Grady Slaydon, Regional Manager, Facility Services, TASB
Andrea Sheehan, BuyBoard Attorney, TASB
Troy Winslow, Consultant, TASB

Recent natural disasters brought emergency preparedness to the forefront once again. TASB experts in legal issues, insurance claims, emergency purchasing, facility repair and reopening, and district staff concerns join frontline district leadership to share tips for reacting, recovering, and rebuilding after a natural disaster. Learn what to consider and how to get started after disaster hits your school district. Hear some of the issues TASB and hard-hit districts have been tackling since the storm clouds cleared.

*Session will be live streamed.
**Governing Differently: Lessons from High-Performing Districts – Ballroom D-Three East Fork**

Ivan Lorentzen, Professor Emeritus, Flathead Valley Community College

With a focus on the roles of the community, board, and superintendent, this session will describe the results of a two-state study (Montana and Washington), and describe the essential board duties that correlate with high student achievement. Boards governing districts with high and low achievement behave very differently, and these differences will be described in detail.

**Effective Advocacy: Easy as 1, 2, 3 – Ballroom D-Two Elm Fork**

Dax Gonzalez, Communications Manager, Governmental Relations, TASB

School board members bear the responsibility of advocating on behalf of their students and schools before their communities and lawmakers. This can seem like a daunting task, but it can be as easy as 1, 2, 3. This session will teach attendees how to effectively impact education legislation in Texas. Trustees will receive step-by-step instructions and proven strategies for establishing and leveraging relationships with lawmakers to become better advocates for public education.

**OMA Training for AG Credit – C BR 1**

Joe Ball, Attorney, TASB

Designed for new board members, this session is your chance to learn and ask questions about the Texas Open Meetings Act (OMA). A TASB Legal Services attorney covers OMA requirements relevant to school boards, including posting notices, conducting open meetings, and holding closed meetings. This presentation has been approved by the Texas Attorney General and satisfies the OMA training requirement found in Texas Government Code section 551.005.

**More from Your Team-Building Sessions – D162**

Orin Moore, Consultant, Leadership Team Services, TASB

Board-superintendent teams are required to earn three hours of team-building credit each year. What does your team do to get the most out of this required time commitment? While minimum requirements dictate portions of the content addressed in a team-building session, there is still plenty of room for teams to receive content that directly addresses your team’s working relationship. Take away some ideas for moving your team-building content beyond the minimum requirement.

**TRS Update – D163**

Merita Zoga, Assistant Director of Governmental Relations, Teacher Retirement System of Texas

This session provides an update on the 85th regular and special sessions and changes to TRS, including health care.

**Reframing Community Engagement – D164**

Karen G. Rue, Clinical Professor, Baylor University  
Cynthia Miller, Business/Education Consultant, Project Partners

What is community engagement? Is it all in the eye of the beholder? Why is it desirable, and how do we achieve it? Community-based accountability allows us to reframe past practices to meet the needs of the future. In this session, you’ll explore a major issue for business leaders across the nation: preparation of the future workforce for demand-driven jobs and careers. Our challenge: to prepare the workforce, yes, but also (very important) to equip our young people with the desire to pursue lifelong learning and the “soft skills” to be successful as they change jobs and careers, a given expectation in their future career experiences.

**More Prevention, Less Intervention: Stop Band-Aiding the Reading Issue – D165**

Bob R. Covey, Board Member, Cypress-Fairbanks ISD  
Mark Henry, Superintendent, Cypress-Fairbanks ISD  
Linda Macias, Associate Superintendent/Curriculum & Instruction and Accountability, Cypress-Fairbanks ISD

Reacting to students not reading on grade level in grades 3-5 by investing in reading interventions so they can pass the high-stakes state assessment is applying a Band-Aid to the problem. Learn how K-2 students in Cypress-Fairbanks ISD who aren’t reading on grade level participate in Camp Summit, which has reduced the summer slide in reading, reduced grade retention, and increased students’ confidence in reading. Find out how teachers have improved their skill set and new teachers are shadowing experienced teachers.

**Vexing Sexting: Pupils, Parents, Police, Privacy, and Punishment – D167**

Tracy Brewer, Assistant Superintendent of Instruction and Learning, Milano ISD  
Marlene Wyatt, Associate, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

One explicit picture of a student can become a campus-wide sexting scandal. Vexing Sexting analyzes the legal issues involved in a sexting investigation: phone searches and seizures, evidence handling, FERPA compliance, and disciplinary options. Session presenters will describe the state and federal crimes at issue and when cooperation with law enforcement is required or preferred. They will also address the role of extracurricular codes of conduct, bullying policies, and harassment regulations.

**Growing Up STEM: The North Richland Middle School Transformation – D168**

Elizabeth Clark, Associate Superintendent, Birdville ISD  
Irene Nigaglioni, Partner, PBK  
Brenton Hite, Project Executive, PBK

As a District of Innovation, Birdville ISD obtained STEM certification for North Richland Middle School as one of their Schools with a Specialization program. This program aims to broaden the educational experience for students, increasing their academic and social engagement and that of their families. This session will share the requirements for STEM certification and how they were implemented. Presenters will share how this transformation included a new facility built to respond to this initiative.
First General Session ■ Friday, October 6 ■ 4–5:30 p.m. ■ Exhibit Hall

John Quiñones, Emmy Award-winning co-anchor of ABC news magazine Primetime
A 20/20 Vision of Opportunity Through Education
Exhibits Overview

Exhibit Hall Hours

Friday, October 6

8:30 a.m.—4 p.m.
Exhibit Hall Activities

8:30–8:45 a.m.
EXHIBIT HALL GRAND OPENING

The Grand Opening includes food, drink, and entertainment throughout the Exhibit Hall, giving exhibitors and attendees their first chance to network as the exhibits kick off.

9:45–10:15 a.m.
Coffee Break in the Exhibit Hall

3:15–4 p.m.
Afternoon Break in the Exhibit Hall

Saturday, October 7

8:30 a.m.—3 p.m.
Exhibit Hall Activities

9:45–10:30 a.m.
Coffee Break in the Exhibit Hall

2–3 p.m.
Exhibit Hall Closing Event—EXHIBITS CLOSING

Join us to close the exhibits for the 2017 TASA/TASB Convention. Exhibitors will offer discounts and special giveaways in their booths.

What’s Going on in the Exhibit Hall

Extra Credit Sessions
Hear from industry experts! These 30-minute sessions are designed to provide you with the most up-to-date information about products and services available to school districts. Earn CEC

Exhibit of School Architecture
Check out the school architecture digital resource showcasing the latest in facility design for optimized student learning.

Learning Lounge
Join your colleagues for a cup of coffee in the Learning Lounge and experience 20-minute, bite-sized sessions focusing on Advocacy and Community Engagement. The Learning Lounge is located in the Exhibit Hall near the entrance to the General Sessions. Earn CEC

Student Art
We partner with the Texas Art Education Association to bring you innovative and inspirational art from Texas schoolchildren.

Complimentary Chair Massage
Start or end your day with a complimentary, relaxing chair massage.
Products and Services Showcase
Visit more than 300 education-related displays showcasing products and services to benefit your district. Leave with tools to take back to your district to help cut costs and increase efficiency.

Student Innovation Challenge
Roll up your sleeves, immerse yourself in a learning exercise, and help students solve global problems. Don’t miss the opportunity to see first-hand how the environment and access to expert resources impacts the learning experience.

Take a break!
Join us for snacks and beverages.

Friday, October 6
Coffee Break
9:45–10:15 a.m.
Exhibit Hall, Main Aisle

Afternoon Break
3:15–4 p.m.

Saturday, October 7
Coffee Break
9:45–10:30 a.m.
Snack Break • Exhibit Hall
2–3 p.m. (Closing Event)

Photo Booth
Take a picture. It’ll last longer! On Friday and Saturday, stop by the Convention photo booth and snap a picture of you and your leadership team.

Relax and Recharge
Charge your phone while relaxing and enjoying a beverage and snack while you wait.
TASA/TASB Convention
Exhibit Hall

- Relax and Recharge
- TASA/TASB Member Services
- Experience Lounge
- Student Art
- TSPRA Resource Center
- Learning Lounge
  **Earn CEC**
- Exhibit of School Architecture
- Café
- Extra Credit Sessions
  **Earn CEC**
- Photo Booth
- Chair Massage
- Student Innovation Challenge
- Tech Central
Learning Lounge Sessions

Brought to you in part by RBFCU

Friday, October 6

9–9:20 a.m.
Agreeing to Disagree: Turning Negativity into Productivity
Kimberly Bow, project director/bond planner, Stantec
Voices of colleagues, communities, parents, and the media can paralyze momentum in a school community. Although it may seem you are on opposite sides, strategies and activities help build consensus or identify common ground to move forward.

9:50–10:10 a.m.
Social Media Basics: Twitter
TASB Communications
Aimed at the Twitter user beginner, this presentation will help you get started, know what settings will protect you, and how to connect with others.

10:20–10:40 a.m.
Celebrating Student Learning and Success
Trey Wright, coordinator of elementary GT, McKinney ISD
“Every student deserves to feel like someone’s favorite,” according to Adam Welcome and Todd Nesloney. Explore ways to celebrate students and make them feel like someone’s favorite. Share great work and accomplishments with your community and stakeholders lightning fast through a variety of mediums.

11:30–11:50 a.m.
Social Media Basics: Facebook
TASB Communications
Aimed at the Facebook user beginner, this presentation will help you get started, know what settings will protect you, and how to connect with others.

Noon–12:20 p.m.
How a Museum Engages Local Educators
Vashunda Warren, Andrew Montgomery, Mary Morgan, and Kosmos Energy STEM Teacher Institute participants, Perot Museum of Nature and Science
The Perot Museum of Nature and Science provides innovative learning experiences for educators in its Kosmos Energy STEM Teacher Institute. Learn how we engage with a variety of learning institutions to empower educators with knowledge and resources to confidently teach and design STEM lessons that foster critical thinking among students.

2:15–2:35 p.m.
Achieving Health and Wellness Goals with the NFL
Chaun Vaughn, school wellness consultant, Dairy MAX
Fuel Up to Play 60 (FUTP60) is a free program created by the National Football League, National Dairy Council, and US Department of Agriculture to boost student engagement in schools to promote leadership skills and help students take control of their health. As the nation’s largest school health and wellness program, FUTP60 is in more than 73,000 schools with over 38 million students participating, and 7,200 of those schools are in Texas enjoying FUTP60’s official partnerships with the Dallas Cowboys and Houston Texans. Learn how this program can make an impact in your district.

3:20–3:40 p.m.
Advocacy: It’s as Easy as 1-2-3
Brad Dimitrochiv, PR strategist/education advocate, The PR Zealot
Being an advocate for public schools starts in your very own district. Every word you speak in public can be a tool for championing your schools, students, and teachers. Explore a simple technique everyone can use to boost public opinion.

Saturday, October 7

9–9:20 a.m.
School Boards and Their Members
Ivan Lorentzen
Student achievement scores can be predicted by watching a district board meeting. After 20 years of research, several essential board behaviors related to high and low student achievement have been identified.

9:50–10:10 a.m.
Social Media Basics: LinkedIn
TASB Communications
Sometimes called the professional social media network, LinkedIn offers opportunities to highlight your own experience and skills, connect with colleagues, and share pertinent insights on the world of work. Learn how to use this valuable tool.

12:30–12:50 p.m.
Innovative Learning Environments and Teacher Change
Raechele French, associate, DLR Group
Many schools are trading traditional classrooms for activity-driven spaces and mobile furniture; however, changing space is easier than changing practice. The Innovative Learning Environments and Teacher Change project in Australia is studying how teacher mind frames play a role in using space as a pedagogical tool and honing methods to help users get the most out of their new spaces.

1–1:20 p.m.
Social Media Basics: Instagram
TASB Communications
Instagram is one of the fastest growing social media networks, with more than 700 million active monthly users. This beginner’s session will cover best practices for setting up a profile, taking and editing photos, and engaging with other users.

2:10–2:30 p.m.
Musical Performance
Ruby Jane Smith, musical artist, Visit Austin
Born in Dallas, Smith is a traditional bluegrass and Americana fiddle player, singer, and songwriter. The youngest fiddler invited to play the Grand Ole Opry, she has toured and recorded with Asleep at the Wheel’s Ray Benson, Drake Bell, and Willie Nelson, and has performed multiple years at the Austin City Limits Music Festival.
Extra Credit Sessions

Friday, October 6

9–9:30 a.m.
Top 10 Conversations and Aspirations Influencing School Design
Kerri Ranney, vice-president of educational practice, and
Konrad Judd, chief design officer, Huckabee

Every school is different, every design unique; but there is a common
thread in what districts want and why. In this light-hearted and
informative session, learn the 10 most requested items, spaces,
and cultural influencers topping out design wish lists. From power
outlets and parking spots to adaptability and autonomy, discover
why these items are requested, how they’re being used, and how
they’re changing the learning experience.

10–10:30 a.m.
Instruction Drives Construction: Three Phases in a Long-Range
Facility Master Plan for Next Gen Learning Environments
John Shiver, principal, PBK

The Fort Worth ISD community wanted to create a facilities plan
based on ideal instruction in every classroom, while honoring
district history and ensuring equity and adequacy for all learners.
The resulting planning process included three phases: common
vision, learning framework design, and learning environment
design to address educational programming and facility needs of
Next Gen Learning Environments for 14 comprehensive district
high schools.

10:40–11:10 a.m.
Design Features that Support Next Generation Learning:
Unleashing Student and Teacher Agency
Kate Mraw, associate principal/design director of Interiors, LPA

In the last decade, educational design has explored features to
enhance the learning experience. To discover what works, explore
research and outcomes of a post-occupancy study to understand
design features that support next generation learning and promote
student and teacher agency.

11:30 a.m.—noon
The Impact of Learning Environments on Student Engagement
Yanira Oliveras-Ortiz, assistant professor, The University of
Texas at Tyler; Dalane Bouillion, VLK Architects; and Lizzy
Asbury, Asbury Consulting Firm

Architects design schools every day, but does design impact
learning? This original research studied two Houston-area
replacement elementary schools to determine if innovative design
impacted student engagement. Student focus groups and teacher
surveys revealed their powerful perceptions.

12:10–12:40 p.m.
Current State of Personalized Learning
David Irwin, managing partner, and Daniel Johnson, design
principal, Education Elements

Over the past three years, districts defined visions for personalized
learning by implementing new teaching and learning models that
are showing positive results. Learn about this personalized learning
and gain practical advice for your district.

2:15–2:45 p.m.
Change Leadership: Designing Organizational Environments that
Support Built Environments
Taryn Kinney, principal, DLR Group

Over the past decade, learning environments have incorporated
innovative elements to better support teaching and learning. Hear
how schools have transitioned to student-centered, multimodal
instruction and key steps districts take to ensure campus and
leadership team success.

3:15–3:45 p.m.
How Can Technology Maximize Your Facilities?
Casey Sledge, president, Sledge Engineering

This session discusses planning spaces in new and existing
schools for the latest in teaching innovations.

Saturday, October 7

9–9:30 a.m.
Inspiring STEM and CTE Using Mixed Reality
Jennifer King, regional director, zSpace, Inc.

From troubleshooting circuitry to dissecting human hearts, learn
how students are inspired by mixed-reality learning applications
to join STEM and CTE/health careers through immersive learning
labs aligned with science TEKS.

9:45–10:15 a.m.
Exhibiting Opportunity: AISD Career and Technical Center
Sloan Harris, partner and principal in charge; Richard Hunt,
project designer; and Dalane Bouillion, principal/education
planner, VLK Architects

Arlington ISD inspires students to excel in the workplace by
offering academic excellence in an innovative learning environment.
Students capitalize on opportunities by pursuing one of 27 industry
certifications offered in the CTE center. Eighteen career clusters
with industry-inspired spaces allow teachers to integrate curricula
while students showcase their learning down Main Street.

12:30–1 p.m.
Does My District Need to Consider the Cloud?
Robert Moore, former chief technology officer, Dallas ISD,
and David Irwin, managing partner, Education Elements

For more than 30 years, schools have been challenged to keep
up with rapid changes in technology and to ensure their invest-
ment in technology is having an impact on core learning. And like
other industries, the maturing cloud is transforming teaching and
learning. Discover trends in cloud computing for districts, how to
get started, and pitfalls to avoid.
2017
DELEGATE ASSEMBLY
SATURDAY, OCTOBER 7
OMNI DALLAS HOTEL

12:30–1:45 p.m. • Regional Caucuses/Lunch for Delegates and Alternates • Levels 2 and 3
(Refer to Delegate Assembly Handbook for more details.)

Prior to Delegate Assembly, meet with other representatives from your region, including your TASB Directors, to discuss the issues coming before the Assembly and clarify Assembly processes. A free lunch is provided. Your Delegate credentials will grant you access to the lunch and caucus.

2–4 p.m. • Delegate Assembly • Dallas Ballroom, Level 3

TASB’s Delegate Assembly is your once-a-year opportunity to determine the leadership, advocacy positions, and overall direction of the Association.

Keynote speaker Evan Smith of The Texas Tribune will share his insights on the 85th Legislative Session.

Continuing education credit will be awarded for the advocacy portion of the Assembly.

If you don’t have your Delegate Assembly materials/credentials, check in at on-site Delegate/Alternate registration. On-site registration begins at noon on Saturday, October 7. Registration booths are located in the Dallas Ballroom and near the escalators on Level 2 of the Omni Dallas Hotel. Last-minute changes in Delegate and Alternate designations also can be made at on-site registration.

delegate.tasb.org
## Daily Agenda

### Saturday October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 a.m.–3:30 p.m.</td>
<td>Registration</td>
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<tr>
<td>8:30 a.m.–3:00 p.m.</td>
<td>Exhibit Hall Hours</td>
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<tr>
<td>7:30–8:30 a.m.</td>
<td>Concurrent Sessions</td>
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<tr>
<td>8:45–9:45 a.m.</td>
<td>Concurrent Sessions &amp; Thought Leader (Robert Kaplan) Sessions</td>
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<tr>
<td>9:45 –10:30 a.m.</td>
<td>Coffee Break in the Exhibit Hall</td>
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<tr>
<td>10:30 a.m.–Noon</td>
<td>SECOND GENERAL SESSION – Hill Harper</td>
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<tr>
<td>Noon–1 p.m.</td>
<td>Lunch Break</td>
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<tr>
<td>Noon –1:45 p.m.</td>
<td>TASB Delegate Assembly Caucuses</td>
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<tr>
<td>1–2 p.m.</td>
<td>Concurrent and Thought Leader (Linda Abraham Silver) Sessions</td>
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<tr>
<td>2–3 p.m.</td>
<td>Exhibit Hall Closing Activities</td>
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<tr>
<td>2–4 p.m.</td>
<td>TASB Delegate Assembly</td>
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<tr>
<td>3–4 p.m.</td>
<td>Concurrent Sessions</td>
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<tr>
<td>4:15–5 p.m.</td>
<td>Thought Leader Session (Mike Morath)</td>
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### Related Events

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<tr>
<td>7–8:30 a.m.</td>
<td>North Texas Area Association Breakfast</td>
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<tr>
<td>7:30–9:30 a.m.</td>
<td>Texas Academic Decathlon Board Meeting</td>
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<tr>
<td>7 a.m.–noon</td>
<td>Leadership TASB Class of 2018, Session One</td>
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<tr>
<td>7:15–8:45 a.m.</td>
<td>Texas Fellows Alumni Breakfast</td>
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<td>7:30–9 a.m.</td>
<td>Area Association Breakfast</td>
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<tr>
<td>7:30–9:30 a.m.</td>
<td>Texas Association of Mid-Size Schools (TAMS) Board Meeting</td>
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<tr>
<td>7:30 a.m.–5 p.m.</td>
<td>Leadership TASB Lounge</td>
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<tr>
<td>8–10 a.m.</td>
<td>Texas School Coalition Executive Committee Meeting</td>
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<tr>
<td>8 a.m.–5 p.m.</td>
<td>Texas Association of Latino Administrators and Superintendents Mentor Training</td>
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<tr>
<td>9 a.m.–noon</td>
<td>Texas Association of Latino Administrators and Superintendents Board Meeting</td>
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<tr>
<td>9:30–10:30 a.m.</td>
<td>STAR-Texas Board Meeting</td>
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<tr>
<td>Noon–1 p.m.</td>
<td>Texas Association of Education Service Centers Business/Luncheon Meeting</td>
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<tr>
<td>Noon–1 p.m.</td>
<td>Texas School Alliance Annual Meeting &amp; Luncheon</td>
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<tr>
<td>2:30–3:30 p.m.</td>
<td>Texas School Coalition Membership Meeting</td>
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</tbody>
</table>
Concurrent Sessions 7:30–8:30 a.m.

FEMA: Navigating Federal Red Tape After Disaster Strikes – Ballroom D-One Clear Fork
Charles Mikeska, Assistant Superintendent for Finance and Operations, West ISD
JoAnna Macik, Accountant, West ISD
Shea Gutierrez, Accountant, West ISD

Learn from West ISD’s assistant superintendent how to access funding and resources after disaster strikes a school district. Charles Mikeska will share some of his and his West ISD team’s experiences and point you in the right direction for working with FEMA. Let their success help guide your current or future needs to marshal resources and get your students and staff back in the classroom as quickly as possible.

[LTASB] Title VI: Indian, Native Hawaiian, and Alaska Native Education Programs and Title VII: Impact Aid – D162
Frank Andrajack, Board Member, Burkburnett ISD
Ana Cortez, Board Member, Manor ISD
Nancy Morrison, Board Member, Humble ISD
Edward Navarette, Board President, Florence ISD
Tracy Stoudt, Board Member, Huntsville ISD

This session will include an overview of changes from the No Child Left Behind (NCLB) to the Every Student Succeeds Act (ESSA) in relation to Title VI Native American, Native Alaskan, and Native Hawaiian Education; and Title VII Impact Aid. Major changes in areas affecting districts of Texas will be covered, including key points of each title and what each board member and school administrator should take away.

Changing Culture Through the Implementation of an Early College High School – D164
King Davis, Superintendent, Sheldon ISD
Tina Herrington, Superintendent, Wharton ISD
Marcia Herrera, Dean, Early College High School, Sheldon ISD

This session will highlight two school districts that have successfully implemented Early College High Schools (ECHS) using a school-within-a-school model. Sheldon High School ECHS is in a suburban school district in Northeast Houston with 400 students, while Wharton ISD Roar Academy ECHS is in a rural school district southwest of Houston and has 75 students. Success stories of the students of these two programs will inspire participants to transform their own schools.

Moving from Gunsmoke to StarTrek: It’s a Dusty Ride – D165
Denise Shetter, Superintendent, Kermit ISD
Mark Patrick, Chief Technology Officer, Kermit ISD
Janet Hunt, Curriculum Director, Kermit ISD

Kermit ISD is going digital! The district is beginning to transition from technology as a stand-alone concept to technology as a tool for teaching and learning. Hear from district leaders about epic fails and budding successes, digital portfolios, non-instructional services, and classroom teaching. Presenters will “Beam you up, Scotty,” and share their experiences!

Equipping Leaders to Embrace New Roles to Lead the New Vision – D167
John D. Horn, Senior Associate, Schlechty Center

The TASA visioning document clearly conveys that, for districts to advance, superintendents, their boards, central office, and campus leaders must be equipped to take on new roles themselves. Only then can they equip and lead teachers to embrace their new roles as designers, leaders, and guides to instruction. TASA has partnered with the nonprofit Schlechty Center to provide leadership development opportunities for all role groups in both regional and local district settings.

Avoiding Discriminatory Discipline – D168
Lynn Rossi Scott, Shareholder, Brackett & Ellis, P.C.
Kenyatta Braggs, Attorney, Brackett & Ellis, P.C.

A seasoned school lawyer and an attorney who recently worked in the U.S. Department of Education Office for Civil Rights will address the law and federal guidance related to achieving nondiscriminatory discipline. School principals will also provide practical advice on processes and initiatives designed to ensure that student discipline does not unfairly discriminate against students on the basis of a protected characteristic such as race, national origin, disability, or religion.

Rural Schools Task Force: Overview and Update – D170
Martin Winchester, Deputy Commissioner of Educator Support, Texas Education Agency

Participants will learn about the context and purpose of the Rural Schools Task Force charged by the Texas commissioner of education with identifying the challenges and opportunities for rural schools in Texas. A summary of the report and recommendations will be provided, as well as an update on actions TEA has taken since its publication to address the issues raised. There will be time for questions, and feedback is welcome.
High-Priority Learning Standards: A Solution to the Mile-Wide, Inch-Deep TEKS – D171
Martha Salazar-Zamora, Superintendent, Tomball ISD
What to do about too many TEKS to teach? Tomball ISD has responded to this problem as part of their teaching and learning transformation efforts. Teacher teams have collaborated to coalesce the TEKS into high-priority learning standards (HPLS) to provide a clear description of the content, depth of knowledge, and skills students must master to be prepared for success in college and careers. Join colleagues in a dialogue about the potential of high-priority learning standards in your district.

Building a 21st-century Learning Environment in a Small, Rural School District – D172
Billy Edwards, Board Member, O’Donnell ISD
Cathy Palmer, Superintendent, O’Donnell ISD
Allan Wolf, K12 Sector Leader, Parkhill, Smith & Cooper, Inc.
Creatively partnering with architects, construction managers, teachers, and business leaders to facilitate the planning, design, and construction of 21st-century learning environments is vital to the building process. This session explores: the steps a small rural school took when passing a bond; designing a progressive learning environment that meets the wants and needs of the community; maintaining the budget restraints with limited funding; and creating an ongoing checklist for completion.

Implementing the Tri-Agency Report and Preparing All Students for 60x30TX – D173
Carol L. Fletcher, Deputy Director, Center for STEM Education, The University of Texas at Austin
Hal Speed, Founder, Code.org
Gov. Greg Abbott has said: “For Texas to be the undisputed center for innovation and intellectual capital in this decade and beyond, we need to accelerate learning to the speed of business and technology.” The 25-year-olds of 2030 are currently in middle school, meaning we must prepare all students of Texas with marketable skills to fill the jobs of the future — especially computer science and STEM skills that develop teamwork, critical thinking, problem-solving, and entrepreneurship.

Hope or Hopelessness: The Deciding Factor in Your School or District – D175
Doug Curry, Coordinator for No Excuses University Schools and Neighborhoods, Amarillo ISD
Schools will be whatever the adults of the schools want them to be. Who controls the culture of your elementary, middle, or high school? What beliefs are expressed about the students and parents of your school? In every school there is a continuing struggle among the adults as to who will set and control the culture of the school. Do the true believers run your school, or is your school controlled by the naysayers? Help your school or district to become a true culture of universal achievement.

Responding to Harvey: Start Right to End Right – Ballroom D-One Clear Fork
Association for Learning Environments (A4LE)
In this session, presenters from the Association for Learning Environment’s (A4LE) volunteer group of professionals, who assisted school districts in Louisiana during the aftermath of Katrina and Rita, will share the many critical steps school districts must take to successfully recover in the aftermath of a hurricane like Harvey. The best practices they will discuss are based on their experiences in assisting school districts recover from the devastation caused by Hurricanes Katrina, Rita, Gustav, Ike and Isaac and the Great Floods of 2016 in Louisiana.
The Association for Learning Environment’s (A4LE) volunteer group of professionals assisted school districts in Louisiana during the aftermath of Katrina and Rita. This experience led to the creation of a guide to assist districts prepare for and recover from devastation caused by a catastrophic event. They will share best practices for dealing with items like:

- procurement of services
- documentation
- facilities assessments
- facility planning for recovery and resilience
- FEMA forms and paperwork

Attendees will leave the session better equipped to prepare for future disasters and for those of us dealing with Hurricane Harvey, navigate the long recovery ahead successfully.

TASA Legislative Update – Ballroom D-Four West Fork
Amy Beneski, Deputy Executive Director, Governmental Relations, TASA
Casey McCreary, Associate Executive Director, Education Policy, TASA
Ramiro Canales, Assistant Executive Director, Governmental Relations, TASA
TASA Governmental Relations staff will provide attendees with the latest information from the 85th regular and special legislative sessions. Information related to school finance, accountability, TRS, cameras in classrooms along with other topics of interest will be covered during this session.

Legal Update Game Show – Ballroom D-Three East Fork
Joy Baskin, Director of Legal Services, TASB
Are you ready for a legal presentation that is informative and fun? Then you’ll love our Legal Update! For more than 20 years, TASB attorneys have gotten all dressed up to highlight recent legislative developments related to public school governance, personnel, purchasing, student issues, and more. Join us for our version of ‘Wheel of Fortune,” and we’ll do our best to make it the most painless hour you’ve ever spent in a room full of lawyers.
Concurrent Sessions  8:45–9:45 a.m.

[LTASB] Title VIII: General Provisions and Title IX: Education for Homeless and Other Laws – D162
Trish Bode, Board Member, Leander ISD
Marlene Bullard, Board President, Tornillo ISD
Mark Goodman, Board Member, Caldwell ISD
Tom Kennedy, Board Member, Duncanville ISD
Monty Huffman, Board Member, Trinity ISD

This session will provide a spotlight on Titles VIII and IX of the Every Student Succeeds Act (ESSA). Topics will include: the message Congress sent in ESSA, an overview of the governor’s role in the submitted state plan, multiple reports required by the act, language regarding sexual misconduct, the reauthorization of McKinney-Vento impacting homeless children and youth, federal language regarding highly qualified teachers, and early childhood education programs.

Transformational Professional Learning: The NEW School Transformation Network Platform – D163
Mary Kemper, Director of Mathematics, Coppell ISD
Joella Duran, Learning Coach, Keller ISD
Eric Simpson, Director, Learning and Leadership Services, TASA

Mission: School Transformation is leading the way in supporting Texas schools in integrating digital learning into learning pathways school leadership. TASA is introducing a new learning platform that will be available to all School Transformation Network districts. Come see professional learning opportunities designed specifically for campus leaders and district administrators. mySTN is a virtual space for campus and district administrators to engage in learning around the Visioning work, build leadership skill, and cultivate a professional support network. Come see how this new professional learning opportunity can move your district forward in the School Transformation work.

[TSPRA] Engage Your Community Supporters While Increasing Revenue – D164
Leslie Francis, Director for Marketing and Business Relations, Cypress-Fairbanks ISD
Teresa Hull, Associate Superintendent of Governmental Relations and Communications, and Chief of Staff, Cypress-Fairbanks ISD

Learn how to connect local businesses and organizations with your district through advertising, sponsorships, donations, and volunteerism. Your district’s schools will gain revenue and resources, while the businesses will be enriched by giving back to the community. Get tips on using the revenue to fund a positive marketing campaign to communicate to the community the value of your district.

Current Economic Conditions and Implications for Monetary Policy
Robert S. Kaplan, President & CEO, Federal Reserve Bank of Dallas

From the Front Lines: Personalized Learning at the Dallas ISD – D165
Maria Puente, Principal, Dallas ISD
Kristen Watkins, Director, Dallas ISD
Daniel Johnson, Principal, Education Elements

Come to this session to hear about current efforts, lessons learned and a vision for what the future of education could (will?) soon look like for one of the largest districts in Texas. This session will be led by the director of personalized learning for Dallas ISD, an elementary school principal leading the implementation of personalized learning and Education Elements, the organization helping them lead this transformation.

Beyond Hiring and Firing: HR and the Board – D167
April Mabry, Assistant Director, TASB
Karen Dooley, HR Consultant, TASB

District Human Resources functions include more than overseeing the hiring and firing of employees. This session will familiarize boards with the major HR functions, including staffing, recruiting, employee relations, benefits, and employee retention, and how trustees can effectively support the management of the district’s most valuable resources—employees. Participants will learn how data can be used to assess the impact that HR has on the overall function of the district as a learning organization.

Governance Basics for Improving Student Learning – D168
Orin Moore, Consultant, Leadership Team Services, TASB

It should be the goal of every district to improve student learning and performance. The monitoring practices that boards undertake to ensure students are learning may vary from one district to another, but there are a few cornerstones that every board needs to build into its monitoring system. This session will review the basic governance structure that allows the board to assess, plan, implement, monitor, and evaluate.
The Question Might Be the Answer – D170
David Koempel, Consultant, Leadership Team Services, TASB
Do you believe being an effective school trustee requires high-quality information? Is it important to you to get the “right” information when you need it to better serve your school district? If you answered “yes” to either or both of these questions, this session is for you. Attend this interactive session to learn the skills to help question effectively to help you get better information.

The Four Ds of Special Populations: Data, Documentation, Decisions, and Delivery – D171
Karlyn Keller, Lead Account Executive-Manager, TASB
Mark Wey, Director, Medicaid Services, TASB
Ehrikk Hodge, Account Executive, Special Education Solutions, TASB
Participants in this session will be able to articulate the four Ds of Special Populations, identify three steps they can take immediately to address concerns, and self-evaluate practices currently in place with the population they serve.

Learning Leaders Leading Learning Systems – D172
Elizabeth Wall, Superintendent, Santa Fe ISD
Steven Ebell, Deputy Superintendent, Clear Creek ISD
Stephanie McBride, Executive Director of Professional Learning, Clear Creek ISD
Jacqueline Shuman, Assistant Superintendent for Curriculum and Instruction, Santa Fe ISD
Susan Silva, Executive Director, Curriculum and Instruction, Clear Creek ISD
The Galveston County Learning Leaders (GCLL), sponsored by the Houston Endowment and facilitated by Learning Forward, are intensely focused on developing a district-level professional learning community of the superintendent and district leadership teams so that they develop the skills in leading effective professional learning. Learn how GCLL share learning across diverse districts to improve the design and implementation of professional learning.

Marcelo Cavazos, Superintendent, Arlington ISD
Hudson Huff, Executive Director of Facility Services, Keller ISD
Leesa Vardeman, Partner, VLK Architects
Richard Hunt, Associate, VLK Architects
The delivery of education has evolved into a business, stewarded by the public school system. With the proposed legislation surrounding school choice, the public school system is pressed with marketing and advertising itself as the superior option. The key to any good marketing campaign is branding the product. This session will demonstrate two successful branding efforts by Keller High School and Arlington Career + Technical Center.

Jim Walsh, Attorney/Shareholder, Walsh Gallegos Trevino Russo & Kyle P.C.
Craig Wood, Attorney/Shareholder, Walsh Gallegos Trevino Russo & Kyle P.C.
During their most trying times, it is all too common for school districts to find themselves under attack from an increasing number of news sources – including everything from major national news outlets to an eighth-grader’s social media account. This can’t-miss session from Jim Walsh and Craig Wood will address legal and practical issues for school districts hoping to avoid the fate of clickbait.

Racial Identity and Consciousness as an Educational Leader – D175
Jacinto Ramos, Board Member, Fort Worth ISD, and Board Member, MASBA
Armando Rodriguez, Board Member, Canutillo ISD, and Board President, MASBA
We realize the importance of being a culturally responsible education leader who ensures that children around Texas are not only prepared academically, but are prepared to be productive citizens in a global society that has a diverse backdrop. As school board leaders and educational stakeholders, we must challenge our own cultural awareness as we explore our racial identity and gauge our level of racial consciousness. Racial identities will be brought to the forefront.

Second General Session ■ Saturday, October 7 ■ 10:30 a.m.–noon ■

Hill Harper, Actor and Author
Manifesting Your Destiny & Conquering FEAR (False Evidence Appearing Real)
**Concurrent Sessions 1–2 p.m.**

**Impact of the 85th Legislature on State Accountability – Ballroom D-Four West Fork**

Curtis Culwell, Senior Associate, Moak, Casey & Associates  
Dee Carney, Associate, Moak, Casey & Associates  

This session summarizes: 1) ongoing implementation of federal accountability under the Every Student Succeeds Act (ESSA); 2) outcomes of the 2017 state accountability ratings system; 3) what we know now about development and implementation of the system in 2018 and beyond; and 4) legislation pertinent to student assessment and accountability passed by the 85th Texas Legislature, and its implications for district practice.

**Storm Chasers Responders – Ballroom D-One Clear Fork**

Greg Smith, Superintendent, Clear Creek ISD  
Paul McLarty, Deputy Superintendent of Business & Support Services, Clear Creek ISD  
Elaina Polsen, Executive Director of Communications, Clear Creek ISD  
Rick Morris, Partner, Rogers, Morris & Grover, L.L.P.

Even if a catastrophic event has not already damaged your facilities and community and disrupted school services, you should be prepared for that eventuality. Clear Creek ISD representatives will walk you through a process using lessons learned from both Hurricane Ike (September 2008) and Hurricane Harvey (September 2017). Gain knowledge about important communication tools with staff and trustees, and learn how to best protect your district from opportunistic vendors.

*Session will be live streamed.

**The X Games: eXceptional Governance Edition – Ballroom D-Three East Fork**

Kay Douglas, Leadership Team Services, TASB  
Phil Gore, Director, Leadership Team Services, TASB  
David Koempel, Consultant, Leadership Team Services, TASB  
Orin Moore, Consultant, Leadership Team Services, TASB

Bring Your Own Device (smartphone or tablet) to this interactive, game-based exploration of eXceptional Governance (XG) principles. Participants will discuss vision and goal setting, major levers of school improvement, goal progress monitoring, and much more! This won’t be a typical session, but you’ll have fun and leave with a richer understanding of what exceptional governance can mean for your students.

**Transforming Education with Watson: Cognitive Learning for Educators – D161**

Marilyn Denison, Assistant Superintendent for Curriculum & Instruction, Coppell ISD  
Richard Goldgar, Program Executive, IBM Watson Education

Come hear how one district has moved from pilot to implementation of the Watson Element App designed to transform the classroom by providing critical insights about each student and Watson Enlight, a web program to assist teachers with curated, personalized learning content and activities aligned with each student’s needs. Learn how IBM Education is partnering with districts to provide personalized learning for all students.

**You Can’t Fix Stupid But You Can Vote It Out – D162**

Jason Marshall, Superintendent, Palestine ISD  
Karen Strong, Associate Executive Director, Communications and Public Relations, TASB  
Charles Johnson, Executive Director, Pastors for Texas Children  
Barry Haenisch, Executive Director, Texas Association of Community Schools

Session participants will learn of a successful turn-out-the-vote effort in a school district, the important role the board of trustees plays in building a culture of voting in the schools and community, about a timeline school leaders can use to implement the program, and how to fully engage the greater community in the effort.

**[TSPRA] Best Practices for Community Engagement Through Your District’s Website – D164**

Jacqueline Lambiase, Professor and Director, Strategic Communication, Texas Christian University  
Laura Bright, Associate Professor, Texas Christian University

Using data and insights from a study of 200 public-sector websites in 2017, the presenters will share new research and more effective ways to reach parents, students, taxpayers, and educational partners in your district through your website and social media platforms. The session will also focus on new trends and policies to help you build excellent digital connections with the communities you serve.

**Community-Based Accountability: A New Consortium for Authentic District and Campus Accountability – D166**

John Tanner, Founder and Executive Director, Test Sense  
Eric Simpson, Director, Learning and Leadership Services, TASA

Though the lion’s share of public school funding comes from local sources, the community has virtually no voice in the accountability system through which all districts and campuses are rated. Every student is given the same test, and every district is held responsible by the state—not elected officials charged with leading the school district. What’s worse is that the A–F, test-centric system is wildly inaccurate and results in communities knowing less about their schools, not more! The Texas Performance Assessment Consortium (TPAC) is striving to change that. See what 43 districts across the state are doing to design a new accountability system that strives to give a full accounting of the actual work of schools and districts—not just a yearly report of standardized test scores.
Strategies for Implementation.

Participants will gain ideas for exploring new partnerships and organizations, nonprofits, businesses, municipalities, and individuals. They will learn how the district redesigned evaluation procedures that were negatively impacting special education student outcomes and practices to better serve students with disabilities. Attendees will be provided with multiple scenarios that commonly arise during bond elections, along with practical advice on how to handle them.


What is the law on political advertising and when is it prohibited? Who enforces this law, and what are the consequences for violating it? In this session, presenters will identify the differences between the role of the district, PACs, and of boards of trustees and employees who want to campaign on their personal time and with their own resources. Attendees will be provided with multiple scenarios that commonly arise during bond elections, along with practical advice on how to handle them.

Special Ed: How Focus & Collaboration Led to FBISD’s SPED Program Redesign – D170

Kristin Tassin, Board President, Fort Bend ISD
Diana Sayavedra, Chief of Instructional Support/Student Leadership, Fort Bend ISD
Deena Hill, Executive Director, Special Education & Learning Support Services, Fort Bend ISD

Fort Bend ISD used strategic planning to refocus resources and practices to better serve students with disabilities. Attendees will learn how the district redesigned evaluation procedures that were negatively impacting special education student outcomes and created a roadmap for improvement. The new vision called for changes to the organizational chart, a focus on developing differentiation tools to better meet students’ needs, and fostering a more inclusive service delivery model.

Community Partnerships: Building Resources and Relationships – D171

Fred Campos, Board Member, Hurst-Euless-Bedford ISD
Julie Cole, Board Member, Hurst-Euless-Bedford ISD
Steven Chapman, Superintendent, Hurst-Euless-Bedford ISD

In today’s educational environment, districts must rely on community partners to support academic success for all students. Hurst–Euless-Bedford ISD recognizes that community engagement is a two-way street. This presentation explores the intentional strategies the district used to develop partnerships with faith-based organizations, nonprofits, businesses, municipalities, and individuals. Participants will gain ideas for exploring new partnerships and strategies for implementation.

Education: The Ribbon That Ties the Community Together – D172

Dan Greenberg, Principal, Houston ISD
Tim Kunz, Principal, VLK Architects
Richard Hunt, Associate, VLK Architects

Condit Elementary School, bound by 100 years of use in the Bellaire neighborhood, has been transformed because passionate and proud community members pushed the boundaries of tradition for their next generation of learners. The school’s “book museum” was discarded to create a ribbon of classrooms that extend into a library space with no defined boundaries. The space houses stacks and technology devices while inviting students to work in collaborative groups within the learning commons.

Student Engagement and Personalized District Support – D175

John D. Horn, Senior Associate, Schlechty Center

Participants interested in exploring student engagement and the Schlechty Center’s Strategic Change Agenda, the newest service offered by the Center in partnership with TASA. This session offers small-group discussions on ways to create a culture of engagement and design a supporting system that drives and sustains innovation through this alternative to traditional strategic planning.

Concurrent Sessions 3–4 p.m.

Responding to Harvey: Start Right to End Right – Ballroom D-One Clear Fork

Association for Learning Environments (A4LE)

In this session, presenters from the Association for Learning Environment’s (A4LE) volunteer group of professionals, who assisted school districts in Louisiana during the aftermath of Katrina and Rita, will share the many critical steps school districts must take to successfully recover in the aftermath of a hurricane like Harvey. The best practices they will discuss are based on their experiences in assisting school districts recover from the devastation caused by Hurricanes Katrina, Rita, Gustav, Ike and Isaac and the Great Floods of 2016 in Louisiana. This experience led to the creation of a guide to assist districts prepare for and recover from devastation caused by a catastrophic event. They will share best practices for dealing with items like:

- procurement of services
- documentation
- facilities assessments
- facility planning for recovery and resilience
- FEMA forms and paperwork

Attendees will leave the session better equipped to prepare for future disasters and for those of us dealing with Hurricane Harvey, navigate the long recovery ahead successfully.

*Session will be live streamed.
Grow the Best With T-TESS – D161
Bobbie Russell, Chief Human Resources Officer, Ysleta ISD

Learn how Ysleta ISD successfully implemented the Texas Teacher Evaluation and Support System (T-TESS) coaching tool through a collaborative and inclusive process of key stakeholders that included teacher associations. This seamless approach became the gold standard for many districts across Region 19.

Hands-on Learning in Action: Results from the Student Innovation Challenge – D162
Taryn Kinney, Principal, DLR Group
Kate Miller, Business Development Leader, DLR Group

Want to see what happens when you give four teams of 9th grade students 48 hours to solve a global challenge? This session highlights what students can do when developing and solving their own project-based learning question in a flexible environment where teamwork and creativity reigns. They’ll also discuss their takeaways and the experience of collaborating with convention attendees and other subject-matter experts. The Student Innovation Challenge is sponsored by DLR Group.

[SPREA] Recruiting Your Students as Ambassadors in the Community – D164
Emily Conklin, Executive Director of Communications, Northwest ISD

With public education a hot topic in the news, sometimes the angle of the story is not always favorable. It is more important now than ever before to create planned opportunities for sharing the good. In this session, learn how Northwest ISD established a group of student advocates to share the good news of public education within their communities and schools, and among their peers.

Being a ‘Yes’ Board ... Is That Good for Your Community? – D165
Marshall A. Harrison, Superintendent, Sunray ISD

Too many times board members become comfortable with the superintendent’s recommendations and do not ask probing questions about recommendations brought to the board for consideration. The Sunray ISD Board of Trustees truly embraces how not to be categorized by their community as a “yes” board. The board expects the administration to be prepared at all times to defend recommendations with data and back up recommendations with knowledge of the outcomes.
Our vision at Balfour Beatty is to help transform K-12 schools in America by partnering with education leaders across the country to reimagine the future of learning and the built environments our children need to succeed in the 21st century.
Sunday

Daily Agenda

Sunday October 8

7:30–8 a.m.  Continental Breakfast and Coffee in D Ballroom Lobby (Level 3)
8–9 a.m.  Conversations
9:15–10:15 a.m.  Quick Talk Sessions
10:30–11:30 a.m.  Third General Session – Jamie Vollmer

Conversations  8–9 a.m.

XG Board Development: A Candid Conversation with Participants - Ballroom D – Three East Fork
Moderators: Phil Gore, Division Director, and Orin Moore, Consultant, TASB Leadership Team Services
Hear XG Project participants discuss their learning and experiences. The eXceptional Governance Project explores and promotes promising governance practices to improve student learning across Texas. Consider what your board-superintendent team might learn and apply to improve governance in your district.

I Wish I Knew Then What I Know Now: A Conversation with TASB Board Officers - Ballroom D – One Clear Fork
Moderator: Kay Douglas, Senior Consultant, TASB Leadership Team Services
First-Term Board Members—Come listen to TASB Board Officers share the wisdom they have gained after years of service on their local boards. You’ll be glad you did!

A Conversation with the 2017 TASA Outstanding School Board - Ballroom D – Two Elm Fork
Moderators: Ty Jones, President of Lancaster ISD Board of Trustees, 2016 Outstanding School Board, and David Koempel, Senior Consultant, TASB Leadership Team Services
Ever wonder what it takes to be an “Honor Board”? Come hear from the 2017 winner of the TASA Outstanding School Board award as they share their strategies for becoming an effective governance team. You’ll have an opportunity to ask questions and learn from their experiences.

Quick Talk Sessions  9:15–10:15 a.m.

Three short presentations by different speakers who will make their point clearly and succinctly. The audience will leave with a quick summary of a broader array of knowledge for their hour of time!

Emerging Trends in Education (D3-East Fork) Ballroom D – Three East Fork
School districts across Texas desire to provide the very best educational experience for their students. This Quick Talk series discusses three emerging educational trends and their influence on student learning.
• Innovations in Assessment—David Irwin, Education Elements
• Personalized Learning—Daniel Johnson, Education Elements
• School Environments—Simma Reingold, Education Elements

Board Actions and Community Values: Opportunities for Alignment - Ballroom D – One Clear Fork
Board actions and decisions represent value statements—intentionally or unintentionally. This Quick Talk series explores three opportunities to thoughtfully reflect community values in your work as a governance team.
• Through Policy—Eric Narcisse, TASB Policy Services
• Through Budget and Finance—Robbie Johnson, Board Vice President, Lancaster ISD
• Through Advocacy—Jodi Duron, Superintendent, Elgin ISD

Communication Tips for Board-Superintendent Teams - Ballroom D – Two Elm Fork
This Quick Talk series showcases important communication and influence skills for trustees and administrators. Presenters share in “TED Talk” format brief stories and tips to tackle difficult challenges and move the governance work of your district to a new level of excellence.
• Work on Me First—Orin Moore, Consultant, TASB Leadership Team Services
• Conscious Leadership and Communication—Phil Gore, Division Director, TASB Leadership Team Services
• Keep It Safe—David Koempel, Consultant, TASB Leadership Team Services
• Help Them Do What They Can’t—Kay Douglas, Consultant, TASB Leadership Team Services
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The TASA/TASB Exhibit of School Architecture showcases new and renovated Texas schools and celebrates excellence in planning and design of the learning environment. With an emphasis on learning, community context, aspects of enhanced value, designs, and school transformation that supports learners, the exhibit becomes a digital resource for all engaged in creating optimized student learning. All 49 projects entered into the Exhibit of School Architecture will be displayed at the 2017 TASA/TASB Convention in the Exhibit Hall.

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<td>Sunnyvale Middle School Next Generation Addition/Renovation</td>
<td>Doug Williams</td>
<td>Brad Cravens</td>
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<td>Texas City ISD</td>
<td>William R. Blocker Addition and Renovations</td>
<td>Rodney Cavness</td>
<td>Dickey Campbell</td>
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<td>West ISD</td>
<td>West High School / Middle School</td>
<td>David Truitt</td>
<td>Larry Sparks</td>
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Caudill Class

The Caudill Class is a design standard presented to districts and architects selected from the field of projects that have received at least four stars from the six Areas of Distinction. Caudill Class recognition is not limited in number but is awarded to any entry that, in the opinion of the Caudill Jury, is worthy of this special recognition.

Stars of Distinction

Projects can be awarded Stars of Distinction as recognition in one or more Areas of Distinction. Projects may be submitted in as many Areas of Distinction as the Architect deems appropriate.

<table>
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<tr>
<th>Architect Firm</th>
<th>Design</th>
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Speak up for Texas Public Schools.

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<table>
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<tr>
<th>Exhibitors</th>
<th>Address</th>
<th>Phone Number</th>
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<td>BuyBoard Sponsor</td>
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<tr>
<td>A. Bargas &amp; Associates, LLC – 641</td>
<td>800-344-2821</td>
<td>A. Bargas specializes in classroom furniture, libraries, science lab caseworks, auditoriums, stadium seating, and cafeteria tables.</td>
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<td>AAA-Texas, LLC – 1716</td>
<td>832-319-8895</td>
<td>Discounted rates on group memberships for business or personal.</td>
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<tr>
<td>ABC Companies - Bus H</td>
<td>972-206-1110</td>
<td>ABC offers proactive transport choices for extracurricular activities with preowned highway coaches.</td>
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<tr>
<td>Abilene Christian University – 702</td>
<td>214-604-7308</td>
<td>ACU educates students for Christian service and leadership throughout the world.</td>
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<tr>
<td>ABM Education Services - 1400</td>
<td>888-711-2772</td>
<td>ABM provides facility services including custodial and maintenance for K-12. <a href="http://www.abm.com">www.abm.com</a></td>
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<td>Action Floor Systems, LLC - 427</td>
<td>713-476-3512</td>
<td>Supplier of premium athletic floor systems.</td>
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<tr>
<td>AIM - 1443</td>
<td>210-838-5351</td>
<td>AIM provides a robust, one-stop shop for special education services.</td>
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<td>All Aboard School Transportation - 1746</td>
<td>903-328-0068</td>
<td>Texas-based, privately owned school bus contracting.</td>
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<tr>
<td>Allied Powers Llc - 813</td>
<td>(702) 283-6401</td>
<td>TENS/E-Stem electronic massager.</td>
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<tr>
<td>Alpha Testing, Inc. - 739</td>
<td>972-620-8922</td>
<td>Alpha Testing provides geotechnical engineering, construction materials, and environmental services since 1983. <a href="http://www.alphatesting.com">www.alphatesting.com</a></td>
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<tr>
<td>American Bus Sales - 627</td>
<td>918-205-5000</td>
<td>Pre-owned, like new, custom school buses.</td>
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<tr>
<td>American College of Education - 143</td>
<td>317-829-9422</td>
<td>American College of Education provides online bachelor's programs, graduate programs, and professional development for educators.</td>
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<tr>
<td>American Traffic Solutions, Inc. - 1615</td>
<td>480-596-4619</td>
<td>Products and services designed to increase traffic safety. <a href="http://www.atsol.com">www.atsol.com</a></td>
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<td>Amttech Solutions - 1107</td>
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<td>Building envelope/roof consulting firm providing initial assessment, specifications, bid package, and quality assurance to completion of a project.</td>
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<tr>
<td>Apex Learning - 314</td>
<td>213-810-7020</td>
<td>The leading provider of blended and virtual learning solutions to the nation’s schools.</td>
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<tr>
<td>Aramark K-12 Education - 1317</td>
<td>800-926-9700</td>
<td>To support the K-12 educational mission, Aramark provides innovative food and facilities services management for over 500 school districts nationwide. <a href="http://www.aramark.com">www.aramark.com</a></td>
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<td>Architects Rabe + Partners - 1426</td>
<td>512-349-7173</td>
<td>Architecture, master planning, facilities assessment, bond planning and assistance. <a href="http://www.archrabe.com">www.archrabe.com</a></td>
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<td>Architectural Products of Texas - 441</td>
<td>713-398-3227</td>
<td>Commercial aluminum windows, entrances, storefronts, curtain walls, window walls and sunshades.</td>
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<tr>
<td>Ariens Company - 335</td>
<td>920-756-2141</td>
<td>Commercial grounds maintenance and debris removal equipment; commercial mowers, utility vehicles &amp; chore products.</td>
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<td>Aries Building Systems, LLC - 1348</td>
<td>281-448-2800</td>
<td>Aries Building Systems sells and leases modular classrooms and relocatable structures.</td>
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<td>AstroTurf - 1541</td>
<td>(706) 277-8873</td>
<td>AstroTurf - The Inventor and Leader of the Synthetic Turf Market</td>
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<td>Audio Enhancement - 1004</td>
<td>800-383-9362</td>
<td>Experts in classroom audio, safety and special education technology.</td>
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<td>AVID - 547</td>
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<td>AVIID is a global nonprofit organization dedicated to closing the achievement gap by preparing all students for college and other postsecondary opportunities.</td>
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<tr>
<td>Axium Solar, INC. - 136</td>
<td>972-433-8680</td>
<td>Axium Solar engineers procure and construct solar photovoltaic systems for homes and businesses.</td>
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<tr>
<td>Big Ass Solutions - 240</td>
<td>877-244-3267</td>
<td>Big Ass Solutions has massive fans, lights and a relentless focus on comfort and efficiency.</td>
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<td>Big Bear Roofing and Construction - 145</td>
<td>254-675-2096</td>
<td>Roofing, construction, LED</td>
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<td>BLGY Architecture - 216</td>
<td>512-577-0390</td>
<td>Award-winning architectural design firm specializing in education and municipal facilities. MBE/HUB</td>
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8:30 a.m.–4 p.m.
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8:30 a.m.–3:30 p.m.

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800-558-8875
Founded as the financial arm of TASB in 1987, First Public assists school districts in meeting their investment goals, provides low-interest financing services, and offers supplemental employee benefits designed for governmental entities. First Public administers the Lone Star Investment Pool.

First Student, Inc. - 838
513-419-3304
As the leading school transportation provider, First Student strives to provide the best start and finish to every school day. First Student completes six million student journeys each day.

Fisher Tracks, Inc. - 944
817-473-1194
Install, refurbish and design all-weather running tracks.

Focus School Software - 112
727-388-7004
Focus school software offers fully integrated solutions including: SIS, ERP, LMS and a postsecondary system.

Forbo Flooring Systems - 1525
(570) 450-0329
From the indoor environment to the natural environment, Forbo’s products provide beautiful, durable and sustainable solutions.

Forecast5 Analytics, Inc - 1014
630-395-3300
Forecast5 Analytics offers business intelligence, financial forecasting and geospatial analytics solutions for Texas schools.

Fratto Engineering - 1341
817-461-2337
Mechanical, electrical & plumbing design consulting engineers.

Fromberg Associates, Ltd. - 915
512-495-9171
Designing high performance learning environments across Texas since 1981.

Frontline Education - 701
613-522-0471
Frontline Education is an integrated insights partner serving more than 8,500 educational organizations and millions of educators.

Gallagher Construction Services - 807
972-633-0504
Premier provider of construction and program management services.
www.gallaghertx.com
GCA Education Services, Inc. - 1425
888-736-0863
Leading provider of comprehensive custodial, grounds, facilities operations and maintenance services to 300 clients.
www.gcaservices.com

Gerloff Company, Inc. - 715
210-490-2777
Fire & water restoration, mold remediation, restoration reconstruction.

GermBlast - 1545
806-771-3558
GermBlast is a disinfection program proven to reduce illness.

Gignac | Architects - 946
361-884-2661
Architectural firm specializing in educational facilities with offices in Corpus Christi and Rio Grande Valley.
www.gignacarchitects.com

GoldStar Transit - 1714
512-632-8392
Goldstar Transit contracts with school districts to provide student transportation.

Goodwin-Lasiter-Strong - 624
936-637-4900
Architecture, engineering, interiors and surveying. High valued/moderately priced design. Serving Central & East Texas.
www.gbstexas.com

Government Capital Corporation - 804
817-421-5400
A leading provider of public finance solutions for equipment and capital projects for school districts.

Grand Canyon University - 853
602-639-6861
Grand Canyon University is a private, Christian university that offers over 60 online and campus-based degree programs.

Grasshopper Company - 1625
620-345-8621
Grasshopper true zero-turn radius riding rotary mowers and quick-converter attachment system for year-round implements.

Gravely & Pearson, L.L.P. - 1111
210-472-1111
Construction defects and insurance recovery-contingency law firm attorneys.

Guardian Security Solutions - 1518
806-794-7767
Security cameras; bell/intercom systems; networking; access control.

Gulf Coast Paper Co, Inc. - 1435
512-699-4822
Gulf Coast Paper Company is a major distributor of janitorial, packaging, office supplies, laundry/warewash, and MRO equipment and supplies.
www.gulfcoastpaper.com

Harris Co. Department of Education (HCDE) - 942
713-696-1376
One source for all learners. #oneforall

Harrison, Walker & Harper - 1304
800-442-TEAM
Construction and program management services, including design build and renovation; TIPS participating provider.
www.hwh1887.com

Haude Tutoring - 320
281-528-9481
Haude Tutoring provides educational consulting and training services in Texas.
www.haudetutoring.com

Health Matters - 1711
972-613-5793
Providing flu immunizations for $10.00 and free fitness analysis.

Heartland Park and Recreation - 902
903-297-6624
Heartland Park & Recreation is a design and build company specializing in parks & recreation.

Hellas Sports Construction - 535
512-250-2910
Building for sports, building it right from start to finish, Hellas Construction.

Hilltop Securities, Inc. - 834
214-953-4000
Hilltop Securities delivers the forthright advice and tailored solutions necessary for our clients to thrive.
www.hilltopsecurities.com

HKS Architects, Inc. - 1152
214-969-3313
Premier provider of architectural planning and design services for the Texas school community.

Houston ISD - Medicaid Finance - 725
713-556-9125
The leader in SHARS billing and school-based Medicaid consulting service; providing decision support services and expertise in Medicaid requirements for Texas school districts.

HPM Program Management - 1005
214-302-2250
HPM combines comprehensive construction-related experience with design, build and move resources for a one-stop approach to program management.
www.hpmleadership.com

Huckabee - 1305
800-687-1229
Architecture, engineering, technology, security, interior design, bond planning and public relations for public school districts.
www.huckabee-inc.com

ICNA Houston Unit - 600
(512) 913-9873
Brochures, educational materials

Ideal Impact, Inc - 117
817-251-8498
Providing $10 billion for education and Christian ministry.

IDG Architects - 743
832-448-2462
Architecture, planning, interiors and construction management.
www.idgarch.com

Illuminate Education, Inc. - 707
Illuminate Education creates tools for educators that promote student success using three core products.

Image Engineering Group, Ltd. - 1438
817-410-2858
MEP consulting for school facilities specializing in Geothermal Mechanical Systems.

Indeco Sales - 1135
800-692-4256
Furniture for school, library, science, office, early childhood, cafeteria, technology, music and ADA compliant-equipment.

Interquest Detection Canines - 705
281-320-1231
Provides contraband detection services.

It’s a Hoot! - 1006
512-423-6843
Living lockets, Pandora style jewelry and snap-on jewelry.

J.R. Jones Roofing - 1635
713-522-1600
Commercial roofing, waterproofing and sheet metal.
www.jrjroofing.com

JC Penney/ IZOD - 1105
877-301-6400
Offering the comfortable IZOD schoolwear line perfect for uniforms, dress codes and spirit days.

Jive Communications - 1441
801-717-1558
Jive provides enterprise-grade hosted VOIP and unified communication services to businesses and institutions worldwide.
North Texas Job Corps - 138
615-286-1131
National governmental purchasing cooperative.

National Peanut Board - 913
(678) 424-5750
Peanut products and literature.

National School Transportation Association - 742
703-684-3200
NSTA is the advocate for the private operators of school bus industry.

North Texas Job Corps - 138
214-824-3030
Job Corps is a federally funded career technical training school for 18-24 year olds.

O’Connell Robertson - 1618
512-478-7286
Comprehensive A/E firm with a mission-driven approach to designing healthcare & educational facilities.

O’Hanlon, McCollom & Demerath - 819
512-494-9949
School district legal services.

O'Reilly Auto Parts - 1718
417-862-2674
Founded in 1957, O’Reilly is one of the largest distributors of automotive parts in the United States.

Otus - 854
773-789-5444
Otus combines classroom management tools, a learning management system and a data warehouse in a single system.

Palomar Modular Buildings LLC - 322
469-727-0727
Permanent and portable classrooms, administration buildings, head start, clinics, cafeteria, restrooms and locker rooms.

Panel Specialists, Inc. - 740
254-774-9800
Manufacturer and installer of pre-finished modular wall panel systems offering design flexibility, performance and value.

Paragon Sports Constructors - 1418
817-916-5000
Construction + installation of synthetic fields, tracks + athletic facilities.

Pariluse, LLC
903-833-1052
IE: Blinds: sealed integral blinds provides privacy and security with low maintenance costs.

Parkhill, Smith & Cooper, Inc. - 1145
806-473-2200
Specialists in K-12 school analytics, assessment, planning, design & construction administration.

Parsons Commercial Roofing - 552
254-881-1733
Parsons Roofing has been in business since 1948. We specialize in Duro-Last roofing.

Pattern Designs - 954
281-253-1941
Hand-painted graphics and logo design. We can paint any size on any surface.

Paxton/Patterson, LLC - 312
281-750-9575
Cloud Learning management system blended with project-based learning. Individualized learning for STEM, health science, construction and FACS.

PBK - 835
713-965-0608
Multi-disciplined architecture and engineering firm that maintains high levels of quality and exceptional client service.

Pearson - 1510
817-357-0053
Pearson partners with educators to deliver new personalized ways of learning through instructional tools, services and technologies.

Perdue Brandon Fielder Collins & Mott LLP - 505
512-302-0190
Delinquent tax collection, property value study appeals, taxable value audits and school finance consulting.

Performance Matters - 504
801-895-2286
Performance Matters provides online solutions supported with robust data analytics that connect student and educator growth together.

Performance Services, Inc. - 447
214-272-6963
Performance Services specializes in delivering design-build and energy saving performance contracts for K-12 schools.

Perkins+Will - 724
214-283-8700
Architecture, planning and interior design.

PESG - 554
855-747-8233
PESG is a leading national partner of substitute staffing and services for educational markets.

Pfluger Architects - 534
210-227-2724
Pfluger specializes in the design of educational facilities, providing architecture, planning, and interior design services to clients throughout Texas.

Pogue Construction - 135
972-529-9401
Construction management / general contractor

Powell & Leon, LLP - 805
512-494-1177
We serve public educational clients in all areas of educational law and public finance.

PowerSchool - 1527
PowerSchool streamlines school operations with online solutions for student information, registration, school choice and finance/HR/ERP.

Presidio - Bus F
713-795-2900
Connected transportation solutions for student safety.

Prime Source Construction, Inc. - 953
817-426-5000
Commercial roofing contractor - Duro-last master elite - TIPS/TAPS vendor.

Professional Turf Products - 1621
817-785-1900 x 5165
Commercial mowing equipment, irrigation and work vehicles.

Propane Council of Texas - 1720
800-325-7427
Information on cleaner-burning propane autogas school buses and grants.

Public Policy Research Institute at Texas A&M University - 1342
(979) 845-8800
School drug and alcohol survey for grades 7-12 in Texas since 1988.

Quaest, Inc. - 744
844 - SCRIBES
ScribeSense automatically grades paper-based tests (handwritten and multiple-choice) with human-level accuracy. No special equipment required.

Qualite Sports Lighting - 543
800-933-9741
Qualite has been the sports lighting partner for schools, parks and recreation, and minor and major league professional sports franchises for over 30 years.
Ramtech Building Systems, Inc. - 119
817-473-9376
Ramtech utilizes integrated design, manufacturing, and construction for temporary and permanent modular buildings for education.

Raspea Systems - 754
832-659-1064
806-771-9780
Raspea Systems is a leading national provider of records retention processing; document imaging; fixed asset inventory & reporting services.

RBC Capital Markets - 1409
214-989-1660
210-637-4569
RBC Capital Markets is a leading provider of municipal finance advisory and underwriting services. www.rbc.com/municipalfinance/

Records Consultants, Inc. - 1344
210-366-4127
806-771-9780
Records Consultants, Inc. is a leading provider of records retention processing; document imaging; fixed asset inventory & reporting services.

REDD Team by Sapa - 841
800-779-5509
REDD Team by Sapa is a leading national manufacturer of high-quality aluminum access products.

Region 4 Transportation Solutions - 449
713-744-4495
Region 4 Transportation Solutions is a leading provider of high-quality transportation services, including professional development for educators.

School Specialty - 1049
888-388-3224
800-388-3224
School Specialty is a leading provider of high-quality transportation services, including transportation assessments, online training and benchmarking.

Rockin Feet / Unique 4 U LLC - 1253
504-427-2728
The leading provider of high-quality transportation services, including transportation assessments, online training and benchmarking.

Rockin Feet patent pending glycerin insoles tens units ease pain and tension.

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504-427-2728
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Romine, Romine & Burgess Consulting Engineers - 1200
817-336-4633
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Romine, Romine & Burgess Consulting Engineers is a leading provider of high-quality transportation services, including transportation assessments, online training and benchmarking.

ReliaPOLE Inspection Services Company - 649
281-259-7000
ReliaPOLE Inspection Services Company is a leading provider of high-quality transportation services, including transportation assessments, online training and benchmarking.

Rice & Gardner Consultants, Inc. - 812
713-482-2300
713-482-2300
Rice & Gardner Consultants, Inc. is a leader in K-12 analytics-enabling educators to drive phenomenal student growth.

Renaissance Learning - 435
800-388-4204
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Renaissance Learning is the leader in K-12 analytics-enabling educators to drive phenomenal student growth.

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Rentacrate/Hitouch is a leading provider of school dismissal system services.

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Sports Design Group, LLC - 242
469-952-2060
Design and consulting for synthetic turf and natural grass sports fields and rubberized running tracks.

SSC - 1640
512-318-3827
Comprehensive facility services and food service

Stanley Security Solutions, Inc. - 852
800-711-6814
Simply the BEST – key systems/mechanical locks/electronic access control/specifications/SHELTER lockdown solutions

Stantec - 1223
888-749-1019
Stantec is the Texas education architecture, engineering, and planning expert dedicated to designs that put students first.

Stewart School Signs - 1612
800-237-3928
Stewart Signs is the nation’s largest supplier of changeable letter and electronic LED signs to America’s schools.

Structures Unlimited, Inc. - 643
603-645-6539
Design manufacturing and installation of pre-engineered aluminum swimming pool enclosures, skylights and canopies.

Sturdisteel Company - 814
800-433-3116
Design and manufacture grandstands, bleachers, and aluminum seating.

Targus - 1352
214-289-2337
Best-in-class mobility accessories including cases, privacy filters, universal docks, mice, keyboards, etc...

TASB Business Services Zone - 1023
Swing by the TASB services booth to learn more about the products we offer while taking an opportunity to relax!

TASB Facilities Services - 925
800-580-8272
TASB’s Facility Services (previously known as OnSite Services) provides school districts and other entities a wide array of professional services and trainings on issues as they relate to facilities. Experienced personnel are here to assist with environmental matters, energy management projects, and planning and construction needs.

TASB Risk Management Fund - 1117
822-482-7276
Since 1974, the TASB Risk Management Fund (the Fund) has remained steadfast in its mission of supporting educational excellence in Texas by offering comprehensive and responsive risk management solutions in the areas of Property, Liability, Auto, Workers’ Compensation and Unemployment Compensation.

TASB Special Education Solutions - 1127
800-580-3399
TASB’s Special Education Solutions group provides a variety of solutions to assist District’s with their Special Education needs. Their SMART solution has been helping school districts bill Medicaid eligible services under the School Health and Related Services (SHARS) program for nearly 20 years.

TASBO - 1012
512-462-1711
TASBO is the trusted resource for school finance and operations.

Teague Nall and Perkins, Inc. - 1244
817-336-5773
Civil engineering, survey, Sub Utility engineering, energy services, landscape architecture.

Technical Laboratory Systems, Inc. - 1204
800-445-1088
STAR Science Products; High Tech – CATE-TNG Systems, STEM training.

TECTUM, INC - 1619
888-977-9091
Cementitious wood fiber acoustical systems.

Teens In The Driver Seat - 1246
210-979-3941
TDS is a program to help reduce the number one killer of teens, car crashes.

TEKS Resource System - 507
512-919-5436
TEKS Resource System is a customizable, online curriculum management system based on the Texas standards.

Templeton Demographics - 1415
817-251-1607
Enrollment projections, housing reports, GIS mapping, attendance boundary planning.

Terra Testing - 1243
806-793-4767
Engineering recommendation, geotechnical drilling, QA QC material testing & environmental.

TX Computer Cooperative-TxEIS/iTCCS - 719
210-370-5250
Comprehensive business and student administrative software for Texas schools.

Texas Correctional Industries - Bus G,735
(800) 833-4302
Prison-made goods.

Texas Parent Political Action Committee - 1245
512-346-8999
Political action committee seeking to elect state legislators who will consistently support public education.

Texas Political Subdivisions, JSIF - 1622
972-419-2646
TPS has provided worker’s compensation and property/casualty coverage since 1983.

Texas Rural Education Association Risk Management Cooperative - 801
512-944-3750
Specializing in providing risk management to rural public schools.

Texas Scenic Company - 1514
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Stage curtains, theatrical rigging, theatrical lighting, dimming, and control; expendables and hardware and custom manufacturing.

Texas Tech University Independent School District - 648
806-834-5758
State-accredited, self-paced, credit-by-exams, full-time, part-time, nationally ranked.

Texas Tuition Promise Fund - 652
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Texas Tuition Promise Fund and Match the Promise Scholarship.

Texas-IBI Group, Inc - 235
281-286-6605
Architecture, master planning, facility audits, strategic district-wide master planning, 3D visualization, interior design.

TexBuy Purchasing Cooperative - 425
808-677-5040
TexBuy is a state-wide purchasing cooperative that is free and easy to join!

TexPool - 401
412-288-1900
The only pool sponsored by the Texas Comptroller of Public Accounts, used by 2300+ entities.

th+a architects - 416
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At th+a architects, we believe great design helps teachers teach and students learn.

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High-performance roofing and maintenance solutions.
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Unique women’s clothing, accessories & shoes. We carry sizes petite to 3x.

The PlayWell Group, Inc. - 405
800-726-1816
Playground and athletic equipment provider in Texas since 1990. Play Safely, PlayWell.

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College and career readiness programs in support of House Bill 5 Requirements—plus NEW Online Academic Tutoring! www.princetonreview.com

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State accredited online credit courses, online diploma program, dual-enrollment programs and curriculum support for districts.

Think Through Math - 1108
866-357-8664
A groundbreaking adaptive math intervention for the common core.

Thomas Bus Gulf Coast GP , Inc - 1740
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TIPS - The Interlocal Purchasing System - 810
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HVAC

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806-378-5613
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USA Shade offers shade solutions for everything the sun!

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Professional program, project and construction management services.

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Architectural and engineering design and construction administration services.

Vector Concepts, Inc. - 840
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Commercial and multi-purpose sports flooring.

Vibra-Whirl Sports, Ltd - 318
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Running tracks and synthetic field sports surfaces.

Virco, Inc. - 125
800-448-4726
America’s leading manufacturer and supplier of furniture and equipment for K-12 schools.

VLK Architects - 1210
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Designing exemplary facilities, unique structures and sustainable communities. www.vlkarchitects.com

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Walch Educational Consulting, LLC - 553
210-414-0826
Helping ISDs win TRs and swaps since 2006.

Walker Quality Services, LLC - 1512
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Food service consulting company that provides financial analysis, training, new concepts, menus, and recipes.

Walsh Gallegos Trevino Russo and Kyle P.C. - 1306
512-454-6864
Providing reliable and effective representation to school districts, co-ops and other governmental entities. www.walshgallegos.com

Washing Equipment of Texas, Inc. - 407
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Bus and car wash equipment: parts, sales and service.

Water Storage Tanks, Inc. - 1202
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Manufactures high-quality water storage tanks for rainwater harvesting, irrigation, fire protection, storm water and other applications.

Way Companies - 501
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Way focuses on cost reduction, process improvement and comfort control in HVAC, lighting and plumbing.

WeBuildFun, Inc. - 244
972-929-0653
Providers of premier playgrounds, shade structures and site furnishings.

Wenger Corporation - 823
800-733-0393
Music room furniture, equipment and storage. www.wengercorp.com

WillSub/PCMI Staffing Services - 700
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PCMI provides a complete contracting solution in a single vendor, including our proprietary technology, willSub www pcmiservices.com

Worthington Contract Furniture - 1513
512-331-1628
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WSP | Parsons Brinckerhoff - 151
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WSP | Parsons Brinckerhoff is a global industry leading MEP, fire protection, commissioning and energy solutions firm.

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zSpace combines AR and VR on an all-in-one computer, creating mixed reality computing experience.
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Cindy Purdy
ESC Region 17

Georgan Reitmeier
Klein ISD

Bobby J. Rigues
Aledo ISD

Armando Rodriguez
Canutillo ISD

Rolinda Schmidt
Kerrville ISD

George Scott
Katy ISD

Rhonda Skillern-Jones
Houston ISD

Cindy Spanel
Highland Park ISD

Will Streit
Leander ISD

Mildred Watkins
La Vega ISD

Greg Welch
Clyde CISD

Robert Westbrook
Schertz-Cibolo-Universal
City ISD
Shuttle Service Schedule

Interval time may vary due to weather and traffic conditions.

<table>
<thead>
<tr>
<th>Date</th>
<th>AM Service 10 - 15 minute intervals</th>
<th>Midday Service 30 minute intervals</th>
<th>PM Service 10 - 15 minute intervals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, October 6</td>
<td>6:00 AM - 9:30 AM</td>
<td>9:30 AM - 4:00 PM</td>
<td>4:00 PM - 6:00 PM</td>
</tr>
<tr>
<td>Saturday, October 7</td>
<td>6:00 AM - 9:30 AM</td>
<td>9:30 AM - 4:00 PM</td>
<td>4:00 PM - 5:30 PM</td>
</tr>
<tr>
<td>Sunday, October 8</td>
<td>6:30 AM - 12:30 PM (20 minute intervals)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HOTEL..................................................ROUTE...........................................SHUTTLE BOARDING LOCATION

Adolphus Hotel .........................................................3..............................Curbside on Field St.
Aloft Downtown .........................................................W..............................Walk to Convention Center
Fairmont Dallas ..........................................................2..............................Curbside on Ross
Hampton Inn & Suites Dallas DT ..................................4..............................Curbside on Commerce
Hilton Anatole Hotel ..................................................6..............................Grand Entrance
Hilton Garden Inn DT Dallas ........................................4..............................Curbside on Elm
Homewood Suites by Hilton Dallas DT ................................3..............................Walk to Westin- Main Street Side
Hotel Indigo Dallas DT ..............................................4..............................Across Hardwood St. in front of parking garage
Hyatt Regency Dallas ..................................................1..............................Outside Reunion Tower Entrance
Lorenzo Hotel .............................................................5..............................Curbside on Akard St.
Magnolia Hotel Dallas DT ............................................3..............................Walks to Adolphus to Board Bus on Field St.
Omni Dallas .........................................................................W..............................Walk to Convention Center
Sheraton Dallas .............................................................2..............................Curbside on Olive by Draft Entrance
The Westin Dallas DT .....................................................3..............................Main Street Side

Call 866-439-8563 for shuttle inquiries and for wheelchair assisted service pickups (please allow 30 minutes for the shuttle’s arrival).
TASA/TASB Convention 2014

**GENERAL SESSIONS**

- Skybridge Entrance
- Operations D220
- Speaker Ready Room D227

**FIRST AND SECOND GENERAL SESSIONS**

- C Ballrooms Level 2

**EXHIBITS AND REGISTRATION**

- Hall E
- Hall F

**SMALL DISTRICT SEMINAR**

**THIRD GENERAL SESSION**

- New School Board Member Seminar

**THOUGHT LEADERS**
Designing schools that tell your story.

DLR Group is proud to sponsor the 3rd annual Student Innovation Challenge at the 2017 TASA/TASB Convention.

Visit us at booth #536 to learn more!

Connect with us:

@DLRGroup  |  dlrgroup.com
STUDENT INNOVATION CHALLENGE

at the 2017 TASA/TASB Convention

Roll up your sleeves, immerse yourself in a learning exercise, and help students solve global problems in our Innovation Challenge:

- Participate in project-based learning.
- Collaborate with students to solve real-world problems.
- See how the environment and access to expert resources impacts the learning experience.

Students in Action
across from DLR Group
Booth #537.

Friday, October 6
8:30 a.m.–4 p.m.

Saturday, October 7
8:30 a.m.–1 p.m.

Student presentations
Room D162

Saturday, October 7
3 p.m.
Special thanks to our 2017 TASA/TASB Convention Sponsors

Titanium

DLR Group

Diamond

Stantec

LPA

Platinum

aramark

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PBK

Gold

Education Elements

ETS

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VLK|Architects

Silver

ABM

Balfour Beatty

CONSTRUCTION

CLAYCOMB

ASSOCIATES

ARCHITECTS

Bronze

Boynton Williams & Associates Architects

Collier Construction

UMB Bank

pfluger

RBC Capital Markets

The 2017 TASA/TASB Convention in Dallas
# Conference at a Glance

## Thursday, October 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>3–6 p.m.</td>
<td>Registration</td>
</tr>
</tbody>
</table>

## Friday, October 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m.–6 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>7:30–8:30 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>7:30 a.m.–2:30 p.m.</td>
<td>New School Board Member Seminar*</td>
</tr>
<tr>
<td>8:00 a.m.–Noon</td>
<td>Small School District Seminar*</td>
</tr>
<tr>
<td>8:00 a.m.–Noon</td>
<td>Field Trips</td>
</tr>
<tr>
<td>8:30 a.m.–8:45 a.m.</td>
<td>Exhibit Hall Grand Opening</td>
</tr>
<tr>
<td>8:30 a.m.–4 p.m.</td>
<td>Exhibit Hall Hours+</td>
</tr>
<tr>
<td>8:45–9:45 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>9 a.m.–Noon</td>
<td>In-Depth Workshops</td>
</tr>
<tr>
<td>9:45–10:15 a.m.</td>
<td>Coffee Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:15–11:15 a.m.</td>
<td>Concurrent and Thought Leader Sessions</td>
</tr>
<tr>
<td>11:30 a.m.–12:30 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30–1 p.m.</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1–2 p.m.</td>
<td>Concurrent and Thought Leader Sessions</td>
</tr>
<tr>
<td>2:15–3:15 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:15–4 p.m.</td>
<td>Afternoon Break in Exhibit Hall</td>
</tr>
<tr>
<td>4–5:30 p.m.</td>
<td><strong>FIRST GENERAL SESSION</strong></td>
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## Saturday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m.–3:30 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30 a.m.–3 p.m.</td>
<td>Exhibit Hall Hours+</td>
</tr>
<tr>
<td>7:30–8:30 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>8:45–9:45 a.m.</td>
<td>Concurrent and Thought Leader Sessions</td>
</tr>
<tr>
<td>9:45–10:30 a.m.</td>
<td>Coffee Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:30 a.m.–Noon</td>
<td><strong>SECOND GENERAL SESSION</strong></td>
</tr>
<tr>
<td>Noon –1 p.m.</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>Noon –1:45 p.m.</td>
<td>TASB Delegate Assembly Caucuses</td>
</tr>
<tr>
<td>1–2 p.m.</td>
<td>Concurrent and Thought Leader Sessions</td>
</tr>
<tr>
<td>2–4 p.m.</td>
<td>TASB Delegate Assembly</td>
</tr>
<tr>
<td>2–3 p.m.</td>
<td>Exhibit Hall Closing Activities</td>
</tr>
<tr>
<td>3–4 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>4:15–5 p.m.</td>
<td>Thought Leader Session</td>
</tr>
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</table>

## Sunday, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>8–9 a.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>9:15–10:15 a.m.</td>
<td>Quick Talk Sessions</td>
</tr>
<tr>
<td>10:30–11:30 a.m.</td>
<td><strong>THIRD GENERAL SESSION</strong></td>
</tr>
</tbody>
</table>

* Pre-registration Required

+ Exhibits Viewing, Marketplace and Member Services, Extra Credit Sessions, Learning Lounge, Exhibit of School Architecture, Student Innovation Challenge, and Cafe

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**Thank you for attending!**

See you next year in Austin
September 28–30, 2018
Austin Convention Center