

2009

# Focus on the Future:

Map your priorities in tight economic times, and thrive.



**I A S B**

64TH ANNUAL CONVENTION



HY-VEE HALL, DES MOINES

**NOV. 18-19**

# CONVENTION

## Focus on your priorities. Lead. Thrive.

The current economic picture creates challenges, but it also offers opportunities. Now is the time to step back and reflect on our programs and work, to bring people together to brainstorm new solutions, and to use leadership skills to light the way.

In response to member needs, IASB has condensed this year's convention program to make it more affordable while also providing powerful training. Pre-convention activities and our one-day convention will focus on financial strands that board/superintendent teams can use to guide their work, and a comprehensive look at instruction and assessment work related to the Iowa Core Curriculum. A varied menu of education sessions on the issues important to you will also cover student achievement, technology, board leadership and advocacy.

### **Thrive during the budget crunch:**

Understand and respond to fiscal issues confronting our state and school districts. We're including a number of sessions to help you understand the state budget and how it's impacting school budgets. Sessions will help boards build basic school finance understanding and be prepared to make fiscally sound decisions in the years to come regarding stimulus dollars and issues like labor negotiations.

### **Keep first things first—student learning:**

Continue moving forward to meet the needs of Iowa students. The program highlights the need for 21st century skills for all students and the growing momentum and energy in the state around the Iowa Core Curriculum. Also learn about the efforts of schools, area education agencies and other partners to find innovative ways to address the needs of students.



# FOCUS. LEAD. THRIVE.



## CONVENTION HIGHLIGHTS

**Member Outreach:** Maxine Kilcrease, IASB executive director, wants to hear from members about your needs, ideas and concerns. She will hold two listening sessions: Wednesday from 10:30 to 11:30 a.m., and Thursday from 1 to 2:30 p.m. Stop by the business center, near the registration desk, and speak up so we can serve you better.

**Check Your Vital Signs:** Visit the IASB and Iowa School Boards Foundation (ISBF) booths on Thursday for a one-on-one consultation about the financial and student achievement levels in your district. ISBF will showcase a recently developed tool that pinpoints each individual district's achievement data, allowing you to compare it to data across the state, in other districts, and among your subgroups, as well as allowing you to consider trends. This tool will also be available for free online later this fall.

**New Location:** Don't forget, we're in a new location this year! Hy-Vee Hall will allow us to hold all general and education sessions in one building, in a location that is still within walking distance of all the hotels and amenities in downtown Des Moines. The recently built facility will offer more space, and updated technology. We look forward to seeing you there.

## KEY INFORMATION

**Registration:** The convention registration fee is \$125 per person, including all school personnel. No-shows and cancellations received after Friday, Nov. 13 will be charged a \$50 fee. Registration is complimentary for spouses and guests; pre-registration for spouses and guests is not necessary.

Register for any and all events online at [www.ia-sb.org/convention](http://www.ia-sb.org/convention) or by calling Sean Gibson at IASB, 1-800-795-4272, ext. 226.

**Lodging:** Most board secretaries made reservations for lodging this summer through IASB room blocks at participating hotels. Please confirm with your board secretary that this was done for your board. If not, contact hotels directly. Information is available at [www.ia-sb.org/convention](http://www.ia-sb.org/convention) under "Lodging."

**Parking:** Available at Hy-Vee Hall for \$6 per day, and at several downtown locations. Please find an interactive map at [www.ia-sb.org/convention](http://www.ia-sb.org/convention) for more details.

**Name Badges:** Please pick up name badges at the registration desk at Hy-Vee Hall beginning Wednesday afternoon, Nov. 18.

*Convention participants earn 15 Better Boardsmanship credits.*

**Contacts:** Len Cockman, [lcockman@ia-sb.org](mailto:lcockman@ia-sb.org)  
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# PRE-CONVENTION WORKSHOPS

## SCHOOL FINANCE BOOTCAMP

**Wednesday, Nov. 18, 8:30 – 11:30 a.m. Hy-Vee Hall**

It's tough to be fiscally responsible if you're fiscally illiterate. This workshop provides basic training for school board members about Iowa's complicated and sometimes confusing system of funding schools and how that system plays out in the school budget process. You'll learn the lingo of school finance in Iowa with easy-to-understand explanations. You'll take home skills and understanding you need to take an active and knowledgeable role in school budget discussions and decisions. This workshop is a must for newly elected board members or any board member not confident in their ability to monitor district finances.

**New Facilitators:** Galen Howsare, Vice President of Administration and Finance, Hawkeye Community College and Craig Hansel, chief financial officer and board secretary, Ankeny CSD.

**Cost:** \$65. Lunch is not included, but can be purchased for \$23. Participants earn 5 Better Boardsmanship credits.

## EARLY BIRD WORKSHOP

**What Works: The Board's Role in Student Achievement**

**Wednesday, Nov. 18, 1 – 3:45 p.m. Hy-Vee Hall**

Across the country, school districts are getting significant results in improving student achievement. What do they do? This session will help you understand the key findings of research studies about the actions boards and superintendents took to help districts improve student learning. You'll take home concrete advice that can help your board play an effective leadership role in creating a district capable of continuous improvement in student learning.

At this workshop, you will learn about:

- district practices that impact student learning.
- powerful roles played by board/superintendent teams for ensuring student learning.
- strategies used by Iowa board/superintendent teams to improve student learning - their challenges, their wins, and the lessons they've learned along the way.
- tools to use at your board table that will move your board toward actions for school improvement.

This workshop provides a foundation for your board's work in school improvement. Attending together as a team is a great way to build your common understanding and commitment around what matters most: student learning.

**Facilitator:** Harry Heiligenthal, IASB leadership development director

**Cost:** \$50. Includes lunch. Participants earn 5 Better Boardsmanship credits.

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## DELEGATE ASSEMBLY

**Wednesday, Nov. 18, 1 – 3:45 p.m. Hy-Vee Hall**

Every school district's voice should be heard at the 2009 Delegate Assembly. Every IASB member district, area education agency and community college may send a delegate to the assembly, which meets annually to determine IASB's legislative position and make recommendations on educational issues. In this way, members from across the state contribute to IASB's legislative program and ultimately the unified legislative interests of all Iowa school boards. During the afternoon break, nominations for seats on the IASB Board of Directors will occur at caucuses, as well. IASB by-laws give each member school district a delegate who casts the district's vote(s) on issues before the Delegate Assembly; those that require changes in Iowa law are presented to members of the Iowa General Assembly.

**Cost:** None. Delegates receive free lunch. Non-delegates may purchase lunch for \$23. Participants earn 5 Better Boardsmanship credits.

## ORIENTATION TO GOVERNANCE: FOUNDATIONS OF EFFECTIVE BOARD SERVICE

**Wednesday, Nov. 18, 4 – 7 p.m. Hy-Vee Hall**

This dynamic program covers the nuts and bolts of boardsmanship for new board members and provides a comprehensive review for the experienced board member. Learn what every board member needs to know about school board roles and responsibilities in this fast-paced, interactive course. You'll gain key insights into board work, including legal responsibilities, board/superintendent roles and relationships, governance vs. micromanagement, student achievement and other areas.



**Facilitator:** Mary Jane Vens, IASB board development director

**Cost:** \$50. Includes light refreshments. Participants earn 5 Better Boardsmanship credits.

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**No-shows and cancellations for pre-convention workshops received after Nov. 13 will be charged a \$25 cancellation fee.**

# PROGRAM AND HIGHLIGHTS

## THURSDAY, NOV. 19, 2009

**8 a.m. Convention Registration Desk Opens**

**8 a.m. – 4:30 p.m. Commercial Exhibits Open**

**9 – 10:15 a.m. First General Session**

Mason City Concert Choir

Introductions: IASB Board of Directors, IASB Board President Jack Hill,  
IASB Executive Director Maxine Kilcrease

Featured Speaker: Mike Schmoker

**10:25 – 11:25 a.m. Education Sessions**

State of the State Budget: The Economy, State Revenues and School Budgets

The Iowa Core Curriculum: Rigorous Instruction for All Students

The Principal Story: Supporting the Multiple Roles of the Principal

Athletics and Extracurricular Activities: Evaluating Coaches &  
Activity Sponsors

Moving the Board's Message

Open Meetings and Public Records

**11:30 a.m. – 12:15 p.m. Second General Session**

Introductions: State Board of Education

Featured Speakers: Governor Chet Culver (Invited) and Judy Jeffrey, Director  
of the Iowa Department of Education

**12:15 – 1:30 p.m. Lunch at on-site concessions and time to visit exhibit hall**

**1:30 – 2:30 p.m. Education Sessions**

Is Your District on the Right Fiscal Track?

Assessing Student Performance on the Iowa Core Curriculum

Preparing Students for the 21st Century: Innovative Career/Vocational  
Education Programs

21st Century Learning through Technology: Newell-Fonda's Story

Strengthening School-Family-Community Connections as a Strategy  
to Improve Learning: Three Perspectives

"Cliff" Notes: Using Federal Stimulus Money Wisely

**2:45 – 3:45 p.m. Education Sessions**

Looming Labor Issues in Tight Budget Times

Maquoketa's Journey to Iowa Core Curriculum Implementation

Iowa's First Regional Math Science Academy

Twitter, Sexting, Facebook and You: Legal Issues with Social Media

Extreme Makeover: Board Edition. Build Your Own Lighthouse.

East Sac: One District's Road to 21st Century Learning and the Iowa  
Core Curriculum

**4 – 5 p.m. Third General Session**

Recognition: 2009 Boards Making a Difference Award Winners, Better  
Boardsmanship Awards, IASB/Iowa Alliance for the Arts School Board  
Award

Featured Speaker: Jim Johnson

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## FEATURED SPEAKERS

### FIRST GENERAL SESSION

**Thursday, Nov. 19, 9-10:15 a.m.**

Mike Schmoker “The Opportunity: From ‘Brutal Facts’ to the Best Schools We’ve Ever Had”

The convention opens with a keynote address from noted author and educational consultant Mike Schmoker, who blends deep insight on educational change with a candid style that lays the real issues on the line. As Iowa embarks on ambitious efforts statewide to improve instruction and assessment through the Iowa Core Curriculum, Schmoker argues convincingly that if student achievement is to improve, especially in higher-order skills, instruction will have to change and improve simultaneously.



Schmoker has worked on school and district improvement, assessment, curriculum and staff development as a central office administrator in two school districts in Arizona, as a senior consultant at McREL (Mid-Continent Regional Educational Laboratory) in Denver, Colorado and now as an independent speaker and consultant. He is a former middle and high school English teacher and football coach.

### SECOND GENERAL SESSION

**Thursday, Nov. 19, 11:30 a.m. – 12:15 p.m.**

Iowa Governor Chet Culver and Judy Jeffrey, Director, Iowa Department of Education

This annual convention highlight brings school board leaders direct insights from the state’s top education officials. You’ll learn about key trends and future policy directions for education in Iowa.

### THIRD GENERAL SESSION

**Thursday, Nov. 19, 4 - 5 p.m.**

Jim Johnson “Teamwork that Makes the Dream Work”

Our closing speaker’s unique experience about what is possible for students—and the power of teamwork in making it happen—will move you in a way that few messages can. On Feb. 15, 2006, Coach Jim Johnson made the kindhearted gesture of inserting his autistic team manager, Jason McElwain—now known as J-Mac—into Greece Athena High School’s final home game. J-Mac scored 20 points in just over four minutes, including six three-point baskets, to become an instant national celebrity. The story about the game touched the hearts of people all over the globe.



Coach Johnson will share heart-warming and entertaining stories about that magical season. He also shares his insights about the essential roles that passion, mission, goal-setting, perseverance and teamwork play in making dreams come true, whether on the basketball court or at the board table.



**Iowa Association of  
School Boards**  
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