

NSBA National Conference
Denver
March 2017
Superintendent Sullivan

Pre-conference- No F.A.I.L. Strategic Planning.

- This presentation, as evidenced by the title, was about strategic planning. There was information presented about some items that cause the process to fail. There was discussion that the process is similar to herding cats. The presenter provided information about the value of building and district newsletters based on their length. This topic will be discussed with the cabinet. A process of gathering data about the district was presented utilizing the four following questions:
 - What do you love about your job?
 - What would you never change about the school district?
 - If you could change one thing, what would it be?
 - Where do you see the district in five years?

Keynote Speaker-Scott Kelly

A year of regulatory surprises and more to come. Do you know how the four new federal rules passed in 2016 are impacting your district?

- Federal regulatory changes effective October 2017:
 - More whole grains; increased fruits and vegetables, low sugar cereal and yogurt.
 - Items that will increase costs are:
 - Fruits and vegetables
 - Limiting juice as a fruit option
 - More whole grains
 - The goal is to expose children to a larger variety.Every five years the dietary guidelines are reviewed and changed.

Great to Greater: How the best educational systems keep getting better.

- Douglas Reeves was the presenter for this session. He discussed the following main ideas during the presentation:
 - Great to greater requires focus not fragmentation
 - In change there is always disagreement and dissent
 - To improve and change requires risk and uncertainty
 - ESSA provides for less micro-management and more decision making locally
 - Districts must study the causes of test scores and not just the effects
 - How do common formative assessments inform teaching and learning?
 - In Great to Greater schools, 100% of kids are in Art, Music, and Drama etc.
 - Students have a sense of purpose and not just a sense of accomplishment

- There should be discussions about Advanced Placement vs. Advanced Topics

Visited the Exhibition Hall

Communication mishaps and mistakes we all make.

- The focus of this session was on communication and the impact of criteria we forget to consider. Some of the criteria mentioned were:
 - Gender
 - Generational
 - Language
 - Stereotypes

The presenter also discussed that communication is 60% non-verbal, 30% tone and 10% actual message.

Mistakes that occur during the process of listening are:

- Not truly listening. Most people listen with the intent to reply
- Assuming you know the message before the person is finished
- Interrupting
- Using “you” statements rather than “I” statements
- Failing to account for cultural differences
- Misinterpreting the message
- Being indirect
- Attacking character instead of behavior
- People who speak to the head and the heart are more successful communicators

Behind the Curtain: Tackling Myths and Mysteries of the Superintendent Position.

- The focus was on building the relationship between school board members and the superintendent. Honest and open communication was emphasized. The school board members in the room emphasized the importance of keeping them informed. The importance of the board and superintendent relationship was stressed as an important component in helping the school district to be successful.

Keynote Speaker-Arianna Huffington

Visited the Exhibition Hall