

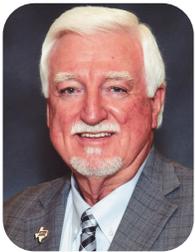
# Texas Association of Secondary School Principals



## ASSISTANT / ASPIRING PRINCIPAL WORKSHOP

Feb. 5 - 7, 2023 | Hilton Austin Airport

*Timely Training for Assistant Principals and Aspiring Administrators of Texas*



### Welcome from the TASSP Executive Director *Archie E. McAfee*

Welcome to Austin and the TASSP Assistant Principal Workshop! Whether you come from a large school, small school or somewhere in between, the educational needs of your students are basically the same. In this time of high stakes testing and renewed accountability, finding new and innovative ways to meet the educational needs of your students is always a challenge. Our hope is that at this conference you will discover possible solutions to meet these challenges.

The Vision of the Texas Association of Secondary School Principals is to offer Texas Principals and Assistant Principals a forum to explore the best practices in school administration with the ultimate goal of helping facilitate student learning. It is the intent of the organization that we honor our motto, "Above All, Students First," in all we do. The vision statement for your school may be different, but the focus remains the same – putting the needs of students above everything else. Thank you for joining us in Austin for a time of professional renewal. We hope your experience in our city is filled with exceptional Austin hospitality!

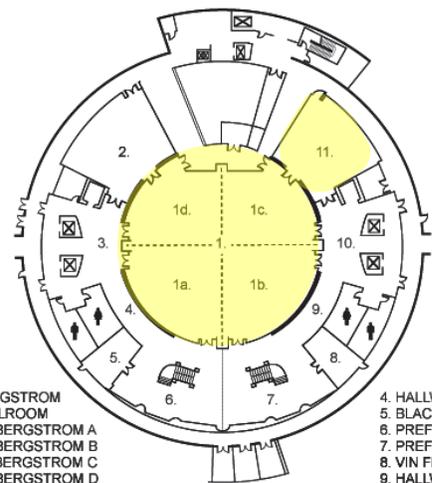


## Celebrate 100 Years!

TASSP was founded in 1923, and since that time, countless principals and assistant principals have led our schools through good times and bad times, but always in keeping with our motto - "Above All, Students First!"

Sign our Anniversary Card at [www.TASSP.org](http://www.TASSP.org)

HILTON AUSTIN AIRPORT - LOWER LEVEL



- 1. BERGSTROM BALLROOM
- 1a. BERGSTROM A
- 1b. BERGSTROM B
- 1c. BERGSTROM C
- 1d. BERGSTROM D
- 2. CHENNAULT
- 3. PREFUNCTION D
- 4. HALLWAY A
- 5. BLACKBIRDS
- 6. PREFUNCTION A
- 7. PREFUNCTION B
- 8. VIN FIZ
- 9. HALLWAY B
- 10. PREFUNCTION C
- 11. DEL VALLE

# Sunday, February 5, 2023

**7:00 AM – 4:30 PM | REGISTRATION..... PRE-FUNCTION AREA LOWER LEVEL**

**9:00 AM – 12:45 PM | OPTIONAL IN-DEPTH SESSION: DOCUMENTATION TRAINING..... BERGSTROM C/D**

*(Additional fee for this training)* This session is designed to train administrators on the legal framework within which documentation of all Texas public school employees takes place and to focus on specific steps required to document an employee's performance effectively. Registration for this session includes lunch and a copy of the latest edition of the *Texas Documentation Handbook* from ED311.

**• EFFECTIVE DOCUMENTATION OF TEACHERS with Zachary Hobbs, TASB**

If it's not written down, it didn't happen. An effective documentation process is crucial for improving employee performance and making informed personnel decisions. This interactive presentation will guide participants through the *ED311 Texas Documentation Handbook: Appraisal, Nonrenewal, Termination*. The training will focus on developing documentation to support appraisal, nonrenewal, and termination decisions. LUNCH IS INCLUDED.

**11:30 PM – 12:30 PM | LUNCH (on your own)**

**1:00 PM – 2:00 PM | OPENING GENERAL SESSION.....BERGSTROM BALLROOM**

**• WE WILL SURVIVE - Kim Campbell**

We survive as leaders because we know and understand that having a sense of humor, building positive strong relationships, and finding ways to laugh are critical to our survival. Join me as we have fun laughing, playing, and celebrating all the great things about being a leader in uncertain times.

**2:15 PM – 3:15 PM | BREAKOUT SESSIONS SET 1 (Sessions repeat in Set 2 except for Del Valle Room)**

**3:30 PM – 4:30 PM | BREAKOUT SESSIONS SET 2**

**• THE LITTLE THINGS MATTER ..... (SET 1&2) BERGSTROM A**

**Sean Cain and Dr. Mike Laird, Lead Your School**

Can the leadership learning curve be accelerated? Yes, with the right information and examples. *The Little Things Matter* shares the practices consistently used by exceptional, school leaders. Trial and error works, but it takes a long time. Why wait? Speed up your leadership learning curve and become the leader your campus needs, and you want to be.

**• BUILDING A POWERFUL AND POSITIVE SCHOOL CULTURE.....(SET 1&2) BERGSTROM B**

**Dr. Herb Cox, Baylor University**

This session will provide several ideas that you can take back to your campus tomorrow and implement immediately. No programs to buy, no books to purchase. Just some good old-fashioned common sense ideas on how to become a more effective administrator. What we do matters, and it matters the most to the most marginalized students on your campus. This session will address several different areas in which you can improve as an administrator beginning with the next time you step foot on your campus. We will cover topics from working with students who need our help the most, to working with the teachers who might need a little more guidance. We will provide examples for how to "grow" your teachers, as well as how to "grow" your administration team. Everything we talk about can be brought right back to your school to begin implementation immediately.

**• HOW TO SCORE THE MOST ASSISTS AS AN ASSISTANT PRINCIPAL.....(SET 1&2) BERGSTROM C/D**

**Dr. Courtney Gober**

This presentation will outline the day-to-day duties of an assistant principal and provide practical strategies to move your daily schedule from being reactive to proactive while spending more time as an instructional leader. Learning how to manage the "chaos" of what lands on the AP desk while effectively serving your staff and students is the key to scoring the most assists as an Assistant Principal.

**• TRANSFORMING THE NORM..... (SET 1) DEL VALLE ROOM**

**Kim Campbell**

What if we as leaders reimagined what our classrooms could look like, sound like or be like... To help prepare our students for the 21st century, we must move away from being the *sage on the stage* to the *guide on the side*. We must give our students choice and voice in all that we do in our classrooms. Join me as we look at transforming the norm. Participants will leave with ideas and thoughts about creating a classroom where kids thrive and become better prepared for the future.

**• RESORATIVE JUSTICE: WHAT IS IT AND HOW DOES IT WORK? ..... (SET 2) DEL VALLE ROOM**

**Kim Campbell**

What if we truly saw everyone in our school community as valuable humans contributing to the greater good? Join me as we look at how creating a restorative culture can help create an environment where teachers and students thrive. Participants will leave the session with several ideas being implemented in my school, in which we are finding tremendous success using restorative justice practices.

# Monday, February 6, 2023

**7:30 AM – 8:15 AM | CONTINENTAL BREAKFAST / EXHIBITS OPEN ..... PRE-FUNCTION AREA LOWER LEVEL**

**8:30 AM – 9:30 AM | MONDAY MORNING GENERAL SESSION.....BERGSTROM BALLROOM**

**• DELIBERATE OPTIMISM IN CHALLENGING TIMES - Debbie Silver**

How do administrators maintain a positive school environment while addressing the dramatic challenges of recent years? Dr. Debbie Silver discusses how leaders can maintain one's sanity while continuing to act as advocates for teachers and students. Using her well-known candor and sense of humor, Debbie offers participants an entertaining and thought-provoking look at how to empower ourselves with the tools we need to continue to grow towards our personal best.

**9:30 AM – 10:00 AM | BREAK/VISIT THE EXHIBITS**

**10:00 AM – 11:00 AM | BREAKOUT SESSIONS SET 3 (Sessions repeat in Set 4)**

**• STACK THE DECK: INCREASE THE ODDS FOR STAAR TEST SUCCESS.....(SET 3&4) BERGSTROM A**

**Sean Cain & Dr. Mike Laird, Lead Your School**

Stack the Deck addresses the systemic practices and processes that when implemented with fidelity, significantly improve the odds of STAAR success.

**• CREATING A CULTURE OF CLARITY, COMPETENCE AND CONSISTENCY ..... (SET 3&4) BERGSTROM B**

**Kat Paster, Character Strong**

What does it take to create a school culture and climate where people want to show up everyday vs. feel like they have to show up? The culture of your school isn't the sole responsibility of the building principal. How do we get all staff to buy in? How do we encourage every student to be a leader? Come to this resource-packed session to learn how to shift the culture of your school to elevate belonging, support student and staff well-being, and increase engagement. Attendees will walk away with several tools to start implementing change in their schools immediately. The goal is to create systems for change that can positively and intentionally impact our students, staff and communities with focusing social and emotional learning and character development in our schools.

**• HELPING LEADERS THRIVE.....(SET 3&4) BERGSTROM C**

**Kathleen Eckert**

Today's leaders are tasked with staff morale, increasing student achievement, and having an "open door" policy just to name a few. In this session, we will examine being a leader, share practical ideas and strategies to keep leaders motivated, and elevate staff to higher levels. We can all agree, an empowered staff directly and positively impacts student achievement.

**• HELPING PARENTS GIVE THEIR STUDENTS "ROOTS AND WINGS" .....(SET 3&4) BERGSTROM D**

**Dr. Debbie Silver**

Today, more than ever, schools need parents as partners in the matter of educating their children. Dr. Silver offers proven procedures and basic, sensible methods to encourage parents to engage with schools in ways that will best benefit their offspring. She demonstrates how to help parents teach their kids to tackle challenges rather than avoid them by providing down-to-earth (and often humorous) real-life examples about fostering lifelong success. She offers a twist in the perspective in that she taught for 30 years, and she also has five very different sons who went through the public school system with varying degrees of success. Debbie emphasizes the importance of focused attention and purposeful feedback to help students thrive.

**• PLAY AND DEBATE: ENCOURAGING DISCOURSE AMONG STUDENTS.....(SET 3&4) DEL VALLE ROOM**

**Dr. Justin Richardson, Lead4ward**

Leverage low prep, high impact strategies to create relationships among student that encourage discourse. Leave this session ready to support teachers with tools they can use immediately in class to increase rigor and engagement.

**11:00 AM – 12:30 AM | LUNCH BREAK (on your own) / VISIT EXHIBITS**

**12:30 PM – 1:30 PM | BREAKOUT SESSIONS SET 4 (Repeat of Set 3 above)**

**Monday Continues...**

# Monday, February 6, 2023

## Monday Afternoon Continued...

### 1:45 PM – 2:45 PM | BREAKOUT SESSIONS SET 5 (Sessions do not repeat)

#### • HOW TO EDUCATE BACKWARDS AND FORWARDS AT THE SAME TIME.....(SET 5) BERGSTROM A Dr. David Waldherr, Cambridge Educational Services

At no time in education has the achievement “GAP” been so great. From Middle School to Graduate School schools must now fill skill void with cutting edge academic and summer programming that scaffolds core skills at the appropriate level. This session will provide inspiration and enlightenment as to how you move backward (remediation) and forward (grade level rigor) at the same time to increase academic achievement, student motivation, test scores and college and career readiness: 1) precisely identify achievement GAPS to guide weekly meetings and tutor sessions; 2) close GAPS for college mastery and successful certification required by states and districts; 3) focus on power standards (doing less for more math and reading gains) required for CCMR, CRS, CCRS, EOC, GRE, SAT, ACT, TSIA.2 and other standards and exams; and 4) Re-structuring coaching and teaching for middle and high school courses.

#### • GRADE BETTER: OUT WITH THE OLD, IN WITH THE EFFECTIVE ..... (SET 5) BERGSTROM B Sean Cain & Dr. Mike Laird, Lead Your School

Want to motivate students, reduce failure rates, and make parents happy? Grade Better! Learn how to modify campus grading procedures to significantly increase student effort, dramatically improve overall student performance, make life easier for teachers, and make more parents happy, all while adhering to the typical district’s grading policies. This is not too good to be true... It’s better practice.

#### • DO YOUR TEACHERS FEEL APPRECIATED?..... (SET 5) BERGSTROM C Kathleen Eckert

Add up ARD’s, 504s, state assessments, department meetings, staff development trainings, parent emails and conferences, and grading guidelines, and the sum total is that teachers are constantly being pulled in 20 different directions. On top of that, as much as administrators want to show appreciation to teachers, our hands are tied by financial guidelines and budgets. See how I make my teachers feel valued and appreciated through a variety of strategies that let them know they are the best! Participants will leave with ideas to quickly and easily implement for little or no cost.

#### • HOW CAN I HELP MY NON-CERTIFIED TEACHER BECOME CERTIFIED? .....(SET 5) BERGSTROM D Kay Clarke, iTeach

We will discuss how iTeach can help your paras and subs can be certified along with how you can use your DOI, Emergency Certs and Waivers to be in compliance with the state.

#### • 2023 ACCOUNTABILITY FOR HIGH SCHOOL ADMINISTRATORS: WHERE ARE WE NOW AND WHERE ARE WE HEADING? .....(SET 5) DEL VALLE ROOM John Fessenden, Lead4ward

We started the 2022-23 school year knowing two things: 1. STAAR 2.0 would be implemented for the 1st time in Spring 2023; and 2. The A-F Accountability would be reset (or redesigned, or refreshed). It is now February and while we may still not know everything about 2023 Accountability, we certainly know the big things that will impact districts and campuses. In this session we will focus on what high school administrators need to know about the 2023 Accountability system - how each measure will be calculated and how it impacts instructional leadership and strategic planning for teachers and students.

### 2:45 PM – 3:00 PM | BREAK

### 3:00 PM – 4:15 PM | MONDAY AFTERNOON GENERAL SESSION.....BERGSTROM BALLROOM

#### • LEADERSHIP JAZZ - Dr. Justin Richardson, Lead4ward

What an incredible time to be a leader! It’s like we’re all jazz musicians! The foundation of jazz music is an artful mix of rhythm and improvisation. Can you relate? Just when you find your rhythm, it’s time to improv! Familiar and unpredictable at the same time, *Leadership Jazz* requires a soulful purpose, confidence in those around you, and trust in yourself. Whether this year feels like a tangled mess of musical notes or a timeless masterpiece – just keep leading.

# Tuesday, February 7, 2023

**7:15 AM – 8:15 AM | CONTINENTAL BREAKFAST..... PRE-FUNCTION AREA LOWER LEVEL**

**8:15 AM – 9:00 AM | BREAKOUT SESSIONS SET 6 (Sessions repeat in Set 7 except for Del Valle Room)**

**9:15 AM – 10:00 AM | BREAKOUT SESSIONS SET 7**

**• KNOW YOUR RETIREMENT 2023.....(SET 6 & 7) BERGSTROM B**

**Leslie Lynn Lee, Texas Retirement Council**

Retired educators share information to help you make educated, rational decisions come retirement time. Learn to navigate the retirement process, plan for future needs while leaving options open, and coordinate with other tools used for retirement.

**• INTEGRATING LITERACY APPROACHES TO IMPROVE CONTENT AREA INSTRUCTION AND STUDENT OUTCOMES.....(SET 6 & 7) BERGSTROM C**

**Dr. Letty Martinez, UT Meadows**

The presentation will focus on a decade of research on the Promoting Adolescents' Comprehension of Text (PACT) project. PACT is a text and discourse-based approach implemented in general education middle school social studies classrooms. Description of how U.S. History teachers implement text reading, student discussion, and concept knowledge strategies to increase student engagement, reading comprehension of content, and content understanding will be provided. All strategies are embedded in existing content and state standards. Additionally, evidence of the efficacy of the instructional components will be shared.

**• FEATURES OF EFFECTIVE INSTRUCTION..... (SET 6 & 7) BERGSTROM D**

**Dr. Jennifer Schnakenberg, UT Meadows**

Participants will expand their knowledge and skills through careful examination of four features of effective instruction and their vital role in teaching and learning within a multi-tiered system of supports.

**• HOW TO MASTER STAAR.....(SET 6) DEL VALLE ROOM**

**Alan Lowman, Lowman Education**

Do your students and teachers need a plan to master the STAAR Test? In 45, minutes, we will give you a simple plan (and free tools) that will increase student performance while at the same time relieving teacher stress. You do not want to miss this workshop!

**• 2023 ACCOUNTABILITY FOR HIGH SCHOOL ADMINISTRATORS: WHERE ARE WE NOW AND WHERE ARE WE HEADING?.....(SET 7) DEL VALLE ROOM**

**John Fessenden, Lead4ward**

We started the 2022-23 school year knowing two things: 1. STAAR 2.0 would be implemented for the 1st time in Spring 2023; and 2. The A-F Accountability would be reset (or redesigned, or refreshed). It is now February and while we may still not know everything about 2023 Accountability, we certainly know the big things that will impact districts and campuses. In this session we will focus on what high school administrators need to know about the 2023 Accountability system - how each measure will be calculated and how it impacts instructional leadership and strategic planning for teachers and students.

**10:15 AM – 11:30 AM | CLOSING GENERAL SESSION .....BERGSTROM BALLROOM**

**• LEGAL ISSUES FOR THE ASSISTANT PRINCIPAL 2023**

**Jim Walsh, The Law Dawg, Walsh Gallegos Treviño Kyle & Robinson P.C.**

This session will cover student discipline, special education, 504, liability and other concerns that are practical and relevant to AP's. This session will emphasize the practical and leave plenty of time for Q and A.

**11:30 AM – 11:45 AM | REFLECTION AND ADJORNMENT / RAFFLE DRAWINGS**

*Thank you for attending!*

Please complete the survey that will be E-mailed to you. Your feedback is very important for planning the next Assistant Principal Workshop.

# Meet the Speakers



**SEAN CAIN** spent the formative years of his career working in difficult instructional settings. Recognized for the success of both his students and the systems he designed and implemented, he quickly moved up through the instructional leadership ranks. This culminated in his last public education position as State Director of Innovative School Redesign (Texas). Currently, Cain serves as the Chief Idea Officer for Lead Your School (LYS), a confederation of successful school leaders dedicated to improving student, campus, and district performance.



**KIM CAMPBELL** builds on the lessons learned and techniques developed as a middle level social studies teacher since 1991, she is in national demand as a speaker, workshop facilitator and consultant. At home in her Twin Cities, Minnesota metropolitan area school district, Kim augments her classroom role with a position as her school's Dean of Students. Kim's second book, *If You Can't Manage Them, You Can't Teach Them*, is a stunning success with new and experienced teachers and administrators for its humor and common sense approach to the building blocks of effective teaching and relationship-building. Learn Kim's tips and techniques to look forward to every day as she translates theory into best practices with a trove of personal experience.



**KAY CLARK** is the Director of Field Experience for iteach Texas. She has been in education for 21 years, 16 of those with iteach. Kay has never met a stranger and this is evident in the relationships she has built with school districts across the state. Prior to her work in education, Kay owned her own produce business for 18 years. Kay enjoys traveling with her husband of 41 yrs and spending time with their 5 grandchildren.



**DR. HERB COX** is recently retired with 29 years of service as a teacher, coach, AP and most recently principal. His first 12 years of service were as a teacher and coach and last 17 years were spent as an administrator with 9 years as Principal at Midway Middle School in Hewitt. While at Baylor he was a member of the Baylor University Chamber of Commerce served as an assistant bear handler his senior year. Mr. Cox also served as the President for the Texas Association of Secondary School Principals, the largest association of its kind in the United States. He is now teaching at Baylor, a life-long dream of his.



**KATHLEEN ECKERT**, author of *School Transformation Through Teacher Appreciation*, knows teachers are vital to the success of any school. During her years as a building principal, Kathleen made teacher appreciation her top priority and her teachers pushed the school and students to excellence. Under her leadership Hillwood MS was named a Texas and National School to Watch, School Transforming Learning from N2Learning, Best MS from US News & World Report, and received the first Texas Whole Child Award from ASCD. Kathleen herself was a finalist for the H-E-B Excellence in Education Principal Award and was invited to participate in the School to Watch Leadership trip to China. Now, she works to inspire and help school administrators value, support, and appreciate their teachers.



**JOHN FESSENDEN** is an experienced educational consultant who works with school districts, campuses, and regional education service centers in the areas of assessment, accountability, and data analysis. John served as the Director of Accountability and Research for Del Valle Independent School District.

He worked with central office and campus administrators to direct and implement district-wide efforts to focus on student achievement to promote excellence and meet and exceed state and federal accountability standards. John also worked as an Education Specialist with Education Service Center Region 13, where he provided technical assistance and support to administrators, teachers, parents, and other stakeholders regarding federal and state accountability systems, state assessment processes, and the implementation of federal and state special education laws, rules, and regulations. He is a frequent presenter on issues such as special education, federal (AYP) and state (AEIS) accountability, Performance-Based Monitoring, and ARD Committee decision-making. Prior to working with Region 13, John served as a special education director, the Director of Accountability Development and Support at TEA, a school law attorney, and a classroom teacher.



**DR. COURTNEY GOBER** graduated from Morehouse College where he earned a degree in history and sociology, he returned to his hometown, Detroit, MI and began teaching at Renaissance High School while earning his master's degree from the University of Michigan. In 2001, Dr. Gober relocated to Plano, TX where he has served as a teacher and administrator at Williams, Jasper, and Shepton High Schools. He earned his doctorate in Educational Administration and Curriculum and Instruction from the University of North Texas in 2012. From 2013-2018 he was principal of Rockwall HS, he then moved to San Antonio ISD where he was an Assistant Superintendent for IB Schools. In June of 2020, he reunited with Plano ISD as Ass't. Superintendent for Student, Family and Community Services.



**ZACHARY HOBBS** joined the TASB HR Services team in 2014. He supervises a team of consultants and provides HR consulting, including compensation plan development and staffing services, to districts throughout Texas. Prior to joining TASB, Zach was a Texas principal and teacher. He has also worked as an analyst for a national human resources consulting firm. Zach received his bachelor's degree from Austin College in Sherman, Texas. He has a master's degree from the University of Texas at Tyler, received a superintendent certificate through the Texas A&M University at Commerce, and is a SHRM Certified Professional (SHRM-CP).



**DR. LETTY MARTINEZ** is a researcher and investigator for The Meadows Center for Preventing Educational Risk (MCPER) at The University of Texas at Austin. She has research interest and expertise in effective instructional practices for adolescent English learners and adolescent literacy interventions. MCPER is dedicated to conducting research and disseminating information on educational practices with the strongest evidence of impact. They do this work to improve the academic, behavioral, and social outcomes of all students.

# Meet the Speakers



**DR. MIKE LAIRD** is a best selling education author who retired as a successful assistant superintendent. The retirement did not last long. Once again he assumed the role of a Texas high school principal, the best job in education. A well-respected national speaker, Laird has presented multiple times at NASSP, AASA, TASSP and TASB. His current writing focus is on the leadership and methods necessary to improve student academic performance in today's accountability environment.



**ALAN LOWMAN** is the Founder of Lowman Education LLC. He has 11 years of teaching experience at a low-income campus in Texas. His campus earned a TEA Distinction every year he was in the classroom. His educational philosophy is to simplify and be strategic.



**KAT PASTER** has passionately served as a student and educator advocate for over 20 years in the roles of coach, student council advisor, school counselor at the secondary level and financial aid counselor/coordinator of student employment and adjunct professor at the post-secondary level. Through Kat's leadership, her school counseling department received both state and national recognition, including ASCA RAMP recognition in 2020. Kat has facilitated professional development with various state and national associations, along with individual schools and districts. Kat exudes a commitment to community, having served on numerous local, state and national associations, boards and committees. She holds a Bachelor of Science in Psychology, a Masters in Education in Student Affairs and School Counseling from Northern Arizona University. Kat was named the ASCA 2016 National School Counselor of the Year and Northern Arizona University's President's Alumni Awardee in 2021.



**DR. JUSTIN RICHARDSON**, Bringing years of district leadership experience, Justin Richardson, Ed.D., is passionate about engaging, challenging, and supporting educators to create something new and amazing! He believes our purpose as educators is to bring out the greatness in others. As the Chief Learning Officer for lead4ward, Justin provides direction on learning initiatives with a creative and innovative approach. His vast understanding of the learning process provides a platform for the lead4ward team to support leaders and teachers in what's best for students. Prior to joining lead4ward, Justin served as Executive Director of Curriculum and Professional Development for Canyon ISD. In this role, he developed and led the implementation of Professional Learning Communities, curriculum alignment, assessment and data analysis processes, and intervention systems. He led Canyon ISD in the implementation of digital learning, Google Apps for Education, and development of an award-winning induction program for new teachers and mentors.



**DR. DEBBIE SILVER** seeks to help educators find the joy in the daily job of teaching so that children can embrace the satisfaction and pride of knowledge, growth, and self-worth. With 30 years spent as a teacher, staff development instructor, and university professor, Dr. Silver doesn't just know her way around the classroom – she is deeply familiar with the challenges

educators face at every level, from kindergarten through college. One of the nation's most popular presenters, this former Louisiana State Teacher of the Year has given presentations around the world, helping audiences to interact with students on a more meaningful level. Debbie's best-selling book, *Drumming to the Beat of Different Marchers: Finding the Rhythm for Differentiated Learning*, has been recognized for its insights into research-based models, teaching strategies, management tips, and inspirational "from-the-heart" lessons for addressing individual differences. While inspiring educators to enjoy the job they once loved, she reminds them of how important they are in the lives of children, their families, and the world. Through her writing and her speaking, she highlights relevant and tested learning theory and tools for communication.



**DR. JENNIFER B. SCHNAKENBERG** has a background in educational psychology with an emphasis on learning, cognition, instruction, and motivation. She has provided high-quality professional development and technical assistance at the national, state, district, and campus levels to build capacity and implementation of evidence-based and sustainable literacy practices. As chief operating officer for The Meadows Center for Preventing Educational Risk (MCPER) at The University of Texas at Austin, Schnakenberg supervises and conducts all day-to-day operations across all funded projects, including planning, budgeting, and implementation. Currently, Schnakenberg is the principal investigator for MCPER's work as an authorized provider of the House Bill 3 Texas Reading Academies through the Texas Education Agency.



**DAVID WALDHERR** grew up in Stevens Point, WI, and as a first-generation, low-income student attended the University of Wisconsin on a full scholarship gaining an Honors Degree in economics and political science. He earned his JD at the Chicago-Kent College of Law. Gained a full-time position with Harcourt Legal and Professional Publications and became their National Director of Testing in 1985. In 1990, started Cambridge in his apartment kitchen. His prep materials are currently used by over 1200 partner schools and companies nationwide. Dave is the world's leading expert on the best way to prepare for College and Graduate School Exams. David and his wife Kathy, established the Cambridge Grant Award Program and have given away \$4,000,000 of programming to disadvantaged students across the country.



**JIM WALSH** graduated from the University of Texas School of Law in 1975. In 1983, he was one of the three lawyers who founded the firm now known as Walsh Gallegos Treviño Kyle & Robinson P.C. From the beginning the focus of the firm was on serving public schools—helping the people who help the kids. In his career of over 40 years, Jim has provided training to all of the Education Service Centers in Texas, numerous statewide organizations, and hundreds of school districts. He is the principal author of *The Educator's Guide to Texas School Law*, which is used as a textbook in many higher education programs. He has also authored *The Common Sense Guide to Special Education Law*. He was the longtime author of the popular "Law Dawg" column in the Texas School Administrators' Legal Digest and currently produces a daily digital blog, *The Law Dawg's Ed Daily*. ([www.edlawdawg.com](http://www.edlawdawg.com)).

# Meet our Monday Exhibitors

Be sure and visit with our exhibitors and find valuable solutions to nearly every school need and maximize efficiency and learning on your campus.

## Baylor University

[www.baylor.edu/soe/maschoollleadership](http://www.baylor.edu/soe/maschoollleadership)

The program will consist of two on-campus intensives (two weeks in June and one week in January) coupled with virtual learning that will allow leaders to remain in their current professional roles while completing course work in one year.

## Cambridge Educational Services

[www.cambridgeed.com](http://www.cambridgeed.com) | 847-299-2930

Cambridge has helped 9 million students earn scholarships, obtain educational advancement, enhance math English, reading and science skills, improve study skills, explore careers, master financial literacy and raise scores. We train or provide teachers with online and print materials to support instruction, increase learning style awareness, and use data for ability-level lesson plans. Register for Tiffanys crystal at our booth, apply for a grant award, request an on-site visit, and/or webinar.

## CharacterStrong

[www.characterstrong.com](http://www.characterstrong.com) | 605-519-8032

CharacterStrong provides digital Pre-K through 12th-grade SEL Curricula & Professional Development. Our resources focus on fostering the whole child with vertically-aligned lessons that teach SEL and character side-by-side. We provide a holistic approach for sustainable school culture change.

## EdClerk

[www.edclerk.com](http://www.edclerk.com) | 979-218-6221

EdClerk is a teacher app for managing student success - using real time tools it brings accountability and engagement to the classroom in the form of hall passes, mentoring & behavior documentation.

## e-hallpass

[e-hallpass.com](http://e-hallpass.com) | 717-841-5580

*The Digital Hall Pass For The Future* cloud-based contactless digital hall pass system that includes social distancing tools and has features that help limit mischief, meetups, vaping, vandalism, and much more

## Edficiency

[www.edficiency.com](http://www.edficiency.com) | 920-333-1419

Edficiency helps schools by streamlining their flexible schedules so they can focus on providing interventions, enrichment, and extracurriculars for students instead of time-consuming scheduling logistics.

## Get More Math

[www.getmoremath.com](http://www.getmoremath.com) | 415-215-0579

Get More Math software helps teachers break the math forgetting cycle in grades 3 to 11 with targeted practice that combines new material with spiral review to enhance long-term retention.

## Horace Mann

[www.horacemann.com](http://www.horacemann.com) | 618-365-2070

Founded in 1945, Horace Mann offers affordable auto and home insurance, as well as retirement strategies and financial wellness education. We understand the educational community and are committed to providing practical solutions to help address the challenges members face every day - in and out of the classroom. Our solutions can help make your job easier and support you as a TASSP member.

## iteachTEXAS

[www.iteach.net](http://www.iteach.net)

iteach is a competency-based educator preparation program that combines the convenience of online learning with the support of face-to-face mentorship. Dr. Diann Huber founded iteachTEXAS in 2003 to help talented people become teachers while avoiding the high costs and time commitments of some traditional educator preparation programs.

## Lead your School

[www.LeadYourSchool.com](http://www.LeadYourSchool.com) | 832-477-5323

Lead Your School is a confederation of successful and innovative former principals, central office administrators and superintendents working with schools to rapidly improve student performance. We are your sole source for *Fundamental 5 Training* and the *PowerWalks Instructional Observation & Coaching System*.

## Lowman Education LLC

[www.lowmaneducation.com](http://www.lowmaneducation.com) | 972-935-3369

Lowman provides simple and effective educational materials that make teachers' lives easier and improve state test scores.

## Nova Southeastern University

[www.nova.edu](http://www.nova.edu) | 210-373-0608

## On To College

[www.OnToCollege.com](http://www.OnToCollege.com)

We provide SAT/ACT test prep for all students to strengthen scores, confidence, and culture so they can reach their best-fit post-high school destination with minimal debt.

## The University of Texas at Austin - WeTeach\_CS

[www.weteachcs.org](http://www.weteachcs.org) | 512-577-2901

WeTeach\_CS educates, empowers, and inspires K-12 educators with PD and curricular resources including: CS 8-12 Teacher Certification Prep; K-8 Computational Thinking; Block and text-based programming languages; CS1 and CSA Curricula/Training; Code.org K-5, MS, and HS curricula; & Cybersecurity.

## UWorld

[collegereadiness.uworld.com](http://collegereadiness.uworld.com) | 972.887.3293 ext 1156

UWorld is dedicated to ensuring that students are successful on their path to college and beyond. Our research-based teaching & learning tools help students do their best in their AP classes and on the SAT & ACT exams. Save teachers time, monitor progress, and build student confidence.