

Sunday, February 4, 2024

8:00 AM – 4:45 PM | REGISTRATION/CHECK IN PRE-FUNCTION AREA LOWER LEVEL

9:00 AM – 12:30 PM | **OPTIONAL IN-DEPTH SESSION: DOCUMENTATION TRAINING..... BERGSTROM C/D**

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

(Additional fee for this training and LUNCH IS INCLUDED) 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. 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.

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

• **RECALIBRATE THE CULTURE - Jimmy Casas**

Do you leave work every night exhausted from putting out fires all day long? Are you frustrated because you find yourself dealing with the same issues time and time again? You are not alone. It is time to recalibrate. Recalibrate our why. Our work. Our values. Ourselves. Educators must explore their inner selves to understand the role we each play in how we can impact the climate and culture of an entire campus when we are strategic and aligned in our practices. The classroom, building, and district levels must see themselves as one and must be intentional in replicating their processes, protocols, and frameworks to recalibrate and bring about system-wide change and cultivate a healthier culture. Participants will leave this session with a renewed understanding of the importance of effective processes and practical tools they can utilize immediately to cultivate a healthier culture for all members of their school community.

2:15 PM – 3:15 PM | **BREAKOUT SESSIONS SET 1 (Sessions repeat in Set 2)**

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

• **RECALIBRATE THE CULTURE, PART II..... (SET 1&2) BERGSTROM A**
Jimmy Casas

In this breakout session, participants will take a deeper dive into Recalibrate the Culture with a renewed understanding of the importance of effective processes, frameworks, and practical tools you can utilize immediately to cultivate a healthier culture for your school community.

• **BUILDING A POSITIVE POWERFUL 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**
Dr. Courtney Gober, Plano ISD

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.

• **THE LITTLE THINGS MATTER(SET 1&2) BERGSTROM D**
Sean Cain, 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. Presentation is aligned with the book, *Little Things Matter: Management Lessons From Exceptional School Leaders*, by Sean Cain and Mike Laird.

• **GREAT EDUCATORS S.E.R.V.E: 5 STEPS TO STRENGTHENING SCHOOL CULTURE (SET 1&2) DEL VALLE**
Kat Pastor, Character Strong

If all we do is focus on end of the year test scores, we are only giving kids half of what they need to be successful. This session will cover five low burden, high impact adult relational strategies that you can incorporate into your daily practice. This 5-Step framework will help to weave social-emotional learning and character education into the daily fabric of your classrooms and school(s). Come to this resource-packed session to learn how to shift the culture of your school towards inclusion and compassion.

Monday, February 5, 2024

7:30 AM | REGISTRATION/CHECK IN..... PRE-FUNCTION AREA LOWER LEVEL

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

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

• **LOVE YOUR 3 POUND UNIVERSE - Dr. Jenny Severson**

When the bum is numb, the brain is dumb! Yet, when we are up and active, connecting content with laser-like methods, we can start winning the battle of distraction. Let's unpack the best of the best in engagement methods for leaders that include effect size and 5 key moves that involve the brain and learning through the frame CLIMB (courage, learner's mindset, integrity, mastery and belonging) C.L.I.M.B. will be our roadmap because have you heard: sitting is the new smoking? It's true whether it's in a classroom setting, school board meeting, IEP gathering or time sitting at our desk, we are lacking movement more and more. However, there is a solution and we can engage our brain and that means purposeful, clear movement in our day, in meetings and in classrooms. Movement doesn't matter unless it's specifically moving towards purpose and a goal. When you get better, everyone around you gets better, and who doesn't want to level up their wellness, instructional leadership, strategies, and effectiveness? This keynote experience is for those curious about the brain and willing to engage, refresh and renew what great instructional leadership means for our teachers, students and community.

9:30 AM – 9:45 AM | BREAK/VISIT THE EXHIBITS

9:45 AM – 10:45 AM | BREAKOUT SESSIONS SET 3 (Sessions repeat in Set 4)

11:00 AM – 12:00 PM | BREAKOUT SESSIONS SET 4

• **INSTRUCTIONAL LEADERSHIP - EARN 4X'S THE RESULTS/CLIMB TOWARDS GROWTH(SET 3 & 4) BERGSTROM A**

Dr. Jenny Severson

Effect Size is a number and it impacts every part of the classroom experience. We can literally shift a teenage brain in one year, three grade levels of academic growth. But, have you ever seen the types of lessons and teaching that earn four times the effect size? You will today! It's possible and it's happening all over the state. Let's find out what works and let's dive in. What makes some leaders use what seem like good strategies, but fail. And others take a marginal strategy and find a way to make it a success? What causes the difference? One of the reasons that strategy fails is how a person uses it. But, I believe as do a number of other researchers, that the reason for the variance lies elsewhere. When you step back and look at the larger context you'll see how mission, values, purpose, beliefs and principles all impact the strategy. Using the CLIMB (courage, learner's mindset, integrity, master and belonging) we can uncover what's going on in the 3-pound universe (your brain) that is relevant to your leadership mission, values, purpose, beliefs that your campus and leadership team gaining the most growth. The concept shared can be replicated with your staff.

• **FROM THE INTERVIEW TO THE FIRST THIRTY DAYS ON THE JOB:**

#THEBLUEPRINT TO LANDING THE JOB AND THRIVING (SET 3 & 4) BERGSTROM B

Todd Bloomer, North East ISD

In the session, learn how to prepare for your interview, practice actual questions, and then how to develop your 30 day entry plan. The session will be practical and relevant.

• **ARE YOU'RE AN ABOVE THE LINE OR BELOW THE LINE ADMINISTRATOR?..... (SET 3 & 4) BERGSTROM C**

Dr. Joe Coleman, Galena Park ISD

The presenter will use the book, "The Oz Principle" by Roger Connors, Craig Hickman, and Tom Smith as a guide to discuss issues related to personal and organizational accountability. In addition, the presenter will discuss a variety of personal and job related examples that will help future administrators to determine whether their behaviors and actions lead to failure or to the continuous improvement and success of the organization.

• **COACHING CLASSROOM MANAGEMENT: BUILDING MTSS FOR STAFF..... (SET 3 & 4) BERGSTROM D**

Kim Earthman, Safe and Civil Schools

This session provides an overview of a three-tiered system of support, deploying both evaluative and non-valuative coaches to improve classroom management. Focusing on Tier I, this session will cover critical guidelines for setting up successful universal support for staff to engage in the robust implementation of an effective classroom management model.

• **BEING THE LEADER YOUR NEW TEACHERS NEED! (SET 3 & 4) DEL VALLE**

Stephanie Zelenek, Lead4Ward

An intentional and supportive leader can make the difference between success and frustration for first-year teachers. In this session participants will: 1) Explore what new teachers need from an effective leader and how to focus support. 2) Identify priorities for becoming the leader our new teachers want and need 3) Gain ideas for establishing the right mindset, goals, and expectations for developing effective, committed, and confident teachers.

12:00 PM – 1:30 PM | LUNCH BREAK (on your own) / VISIT EXHIBITS

Monday Continues...

Monday, February 5, 2024

Monday Afternoon Continued...

1:30 PM – 2:30 PM | BREAKOUT SESSIONS SET 5 (Sessions Repeat in Set 6 except Bergstrom D)

2:30 PM – 2:45 PM | BREAK (with snacks)

2:45 PM – 3:45 PM | BREAKOUT SESSIONS SET 6

• **TRANSFORMING THE NORM.....(SET 5 & 6) BERGSTROM A**
Kim Campbell

What if we as educators 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 and schools. Join me as we look at transforming the norm and reimagining what schools could be! Participants will leave with ideas and thoughts about creating a classroom where kids thrive and become better prepared for the future.

• **LEADERSHIP IN BEHAVIOR(SET 5 & 6) BERGSTROM B**
Kim Earthman, Safe and Civil Schools

Administrators are the most influential individuals in any school and set the tone for the culture and climate of the school. This session will focus on the critical components to help build effective structures and improve supervision while building positive relationships with Staff, Students, and Parents. In this session, I will help guide educational leaders through the decisions they must navigate using a continuous improvement cycle.

• **OPPORTUNITY COACHING: THE POWER OF COACHING ON THE FLY(SET 5 & 6) BERGSTROM C**
Sean Cain, Lead Your School

Never said by any successful coach, “I do my best coaching in my office, by text and email.” Without timely and consistent coaching, teachers will underperform, regardless of their effort. It is targeted coaching that positions teachers to purposefully hone their craft, allowing them to leverage their effort and improve student outcomes. Great coaches know how to coach, when to coach, what to coach, and where to coach. In this presentation, the how, when, what, and where of effective staff coaching will be revealed. Presentation is aligned with the book, *Little Things Matter: Management Lessons From Exceptional School Leaders*, by Sean Cain and Mike Laird.

• **UTILIZING HORACE MANN PARTNERSHIP TO IMPROVE STAFF MORALE(SET 5 ONLY) BERGSTROM D**
Lori Gray, Horace Mann

Discussion of services & programs we offer that are free to educators as well as benefits associated with our products as well as the effect of inflation on home & auto premiums

• **INNOVATIVE BEST PRACTICES INCREASING STUDENT ENGAGEMENT FOR INCREASED MATH, READING AND ENGLISH PROFICIENCY, THE New SAT, ACT, and TSIA2(SET 6 ONLY) BERGSTROM D**
David Waldherr, Cambridge Educational Services

Attend this session to dramatically increase scores and pass rates. Learn about: 1) Adaptive Instruction’s Amazing Effect on Engagement, 2) How to Accelerate Learning with Less Work and Stress, 3) Increasing Curriculum Relevancy by Discussing Robotic Competition with your Students, 4) Exceeding CCMR Requirements, and 5) using Power Standards to get Students back to Grade Level.

• **CONNECTING ASSESSMENT TO INSTRUCTION (SET 5 & 6) DEL VALLE**
John Fessenden, Lead4Ward

With the proliferation of assessments over the past decade (STAAR, MAP, Interims, TFAR, Benchmarks, the Through Year Assessment Pilot, good old fashioned unit assessments, etc.) it seems to have gotten increasingly difficult for teachers and instructional leaders to make sense of what the assessments are telling us about student learning. Consequently, it can feel like assessments are being done “To” us. This session is designed to help instructional leaders think about assessments differently – with an eye toward making assessments work “For” us (and for teachers and students).

4:00 PM – 5:00 PM | MONDAY AFTERNOON GENERAL SESSION.....BERGSTROM BALLROOM
• **WE WILL SURVIVE!! - Kim Campbell**

We survive as educators because teachers 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 an educator.

Tuesday, February 6, 2024

7:45 AM – 8:30 AM | CONTINENTAL BREAKFAST..... PRE-FUNCTION AREA LOWER LEVEL

8:30 AM – 11:30 AM | CLOSING GENERAL SESSIONBERGSTROM BALLROOM

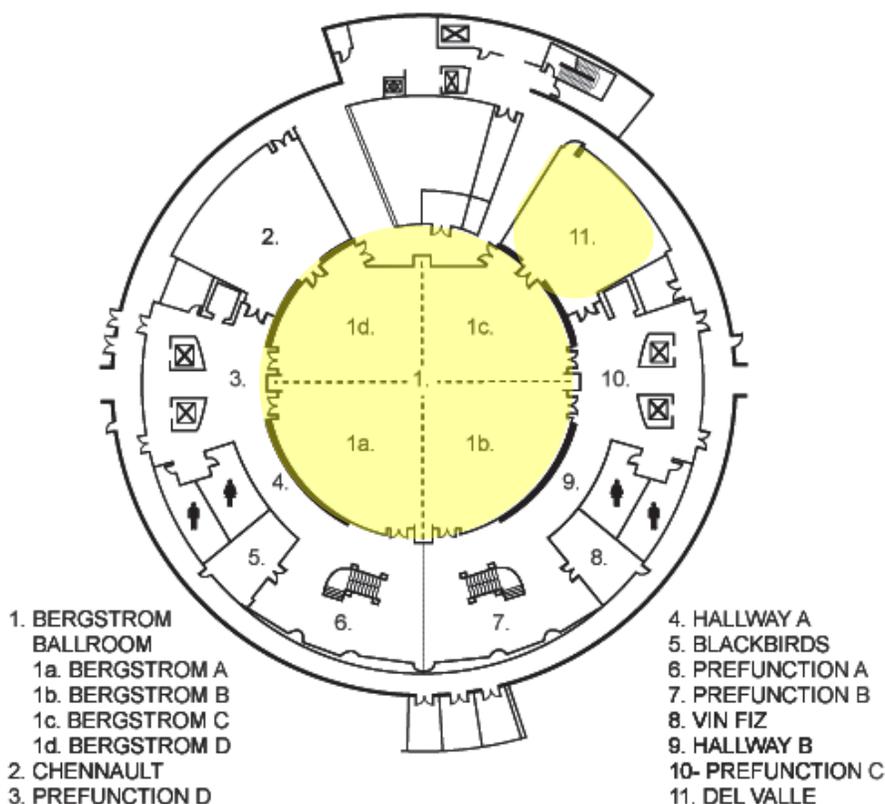
• LEGAL ISSUES FOR THE ASSISTANT PRINCIPAL 2024

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 ADJOURNMENT / RAFFLE DRAWINGS

HILTON AUSTIN AIRPORT - LOWER LEVEL



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



TODD BLOOMER, originally from New York, has 28 years of experience in the state of Texas as a classroom teacher, a coach, an assistant principal, and a principal. Todd is passionate about student voice, hiring and retaining the best educators, and coaching teachers. Todd believes the school is the focal point of the community. He doesn't just work at the school; he lives a mile from the school and his HEB is the same HEB his families attend. Being a community member pushes him to accept nothing but the best for his students and families. Todd is active on social media and has a book that will be published in early 2024, called #theblueprint. You can follow him on X at @bloomer_sa. Todd and his wife have five children, and they all graduated from his high school.



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.



DR. STEPHANIE CAMARILLO-ZELENAK, is an experienced educational consultant who works with campuses, districts, and regional education service centers in the areas of designing and implementing teaching and learning systems, curriculum development, access to the general curriculum, differentiated instruction, and assessment. Within her 25+ years in education, she has served as teacher, campus administrator, and administrator at the Education Service Center at Region 19. In direct support of new teachers, she has been an instructor for the University of Texas at El Paso, University of Phoenix, and ESC Region 19's Alternative Certification Program. Finally, she has worked with lead4ward for the last 10 years supporting teachers and leaders statewide.



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.



JIMMY CASAS has been an educator for over 30 years, serving twenty-two years as a school leader, including fourteen years as Principal at Bettendorf High School. Under his leadership, Bettendorf was named one of the Best High Schools in the country three times by Newsweek and US News & World

Report. Jimmy was named the 2012 Iowa Secondary Principal of the Year and was selected as runner-up NASSP 2013 National Secondary Principal of the Year. In 2014, Jimmy was invited to the White House to speak on the Future Ready Schools pledge. Jimmy is also the author of nine books, including the newest release, *Recalibrate the Culture*, is already a top-selling book on Amazon. Jimmy is the owner and CEO of J Casas & Associates, where he serves as a professional leadership coach for school leaders across the country. In January 2020, Jimmy launched ConnectEDD, a publishing company aimed at giving back to the profession by supporting educators to become published authors.



DR. JOE COLEMAN has over 30 years of service in Texas public school education. He earned his doctorate degree in educational leadership from Baylor University and recently served as the principal of North Shore Senior High School. Also, he served as a TASSP board member and the coordinator for region 4. He currently serves as the Senior Director for Secondary School Administration in Galena Park Independent School District.



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.



KIM EARTHMAN began her career teaching students with severe behavioral and learning disabilities. After developing a passion for literacy, Kim completed her Masters in Reading. She then continued to broaden her experiences by becoming a general education teacher and a district literacy coach. She soon discovered her niche working with students struggling with behavior, which led her to assist with creating the district's Response to Intervention. Working in Conroe ISD as the Director of Student Support Services, Kim began a partnership with Safe & Civil Schools to implement Foundations and CHAMPS in all school buildings. Kim has worked alongside district and campus leadership to create a Multi-Tiered System of Supports in academics and behavior, focusing on Problem-Solving Teams, alternatives to out-of-school placement, special education, and interventions.



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 ISD. 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 ESC Region 13, where he

Meet the Speakers

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.



LORI GRAY is the Texas Territory Leader with Horace Mann Insurance for Educators. Horace Mann offers no-cost resources to educators to help those who serve the community plan their financial future, including Student Loan Solutions accounts, local and online financial wellness workshops, and classroom crowd-

funding assistance in partnership with DonorsChoose. More than insurance and retirement, Horace Mann programs help educators succeed both in and out of the classroom.



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. MIKE LAIRD 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. He is a best selling education author and 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.



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 has also 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.



DR. JENNY SEVERSON, became a school principal at 26 after being a classroom teacher at the same campus. She completed her doctorate in Educational Psychology at Loyola University in Chicago. Her Master's degree is in Educational Leadership. Dr. Jenny is a champion for school leaders creating innovative,

sustainable change efforts that begin with the leader in mind. Dr. Severson wrote her dissertation on teacher shortage has been a catalyst for retaining teachers, identifying and improving school talent, on-boarding and sustainability of quality staff. Of the 40 school districts where her methods (The CLIMB Experiences) were implemented in Illinois, 1/3 implemented her recommendations saving (on average) \$175,000.



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.

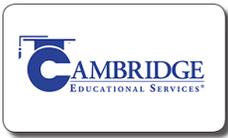
In his career of over 40 years, Jim has provided training to all of the Education Service Centers in Texas, numerous statewide organizations, and hundreds of school districts. He is the principal author of *The Educator's Guide to Texas School Law*, which is used as a textbook in many higher education 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).

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.

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