

Texas Council of Women School Executives

31st Annual Conference

January 24-25, 2015 • Hilton Austin Hotel

Stepping into our Future...
Learning and Leading

TENSE 31st Annual Conference

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Region 13

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Region 19 Sylvia Hopp, Superintendent, San Elizario ISD

Region 20 Patricia Ann Welter, Assistant Principal, San Antonio ISD

Review Committee of Past Presidents (active)

Margret A. Montgomery Sheffield, Consultant, Montgomery Consultant Services, Inc. (1984–1985)

Yvonne Katz, Superintendent (Retired)/Trustee, Alamo Community College District (1986-1987)

Janiece T. Campbell, Retired Professor (1987–1988)

Virginia L. Collier, Retired Superintendent/Professor (1990–1991)

Genevieve Brown, Retired Dean (1993–1994)

Jackie Jenkins, Consultant, Jackie Jenkins Ph.D. Consulting (1994–1995)

Juneria P. Berges, Executive Director and Co-Founder, Anchors for Life Foundation (1995–1996)

Beverly J. Irby, Professor and Chair, K-12 Educational Administration Programs, Texas A&M University (1996–1997)

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Judi Jones Benestante, Consultant, The Benestante Group (1999–2000)

Anita M. Pankake, Retired Professor (2000–2001)

Elizabeth A. Clark, Associate Superintendent, Curriculum and Instruction, Birdville ISD (2001–2002)

Shirley M. Coleman, Retired Superintendent/Consultant (2002–2003)

Vicki Miller, Retired Educator (2004–2005)

Nancy K. Vaughan, Retired Superintendent; Consultant, NKV Consulting; and Assessment Coordinator, Lake Worth ISD (2005–2006)

Jennifer S. Blaine, Associate Superintendent, Administration and Operations, Spring Branch ISD (2006–2007)

Viviana Lopez, Director, Education Initiatives, Texas Education Agency (2007–2008)

Priscilla White, Retired/Consultant (2008–2009)

Diane Stegall, Retired Superintendent/Financial Advisor, Modern Woodmen Fraternal Financial (2009–2010)

Lu Stephens, Independent Consultant, University of Texas-Permian Basin, Webcentric

Denise Daniels, Assistant Principal, Katy ISD (2012)

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Special thanks to **Howard Technology Solutions** and **Hitachi** for donating the LCD projectors used in our sessions!

Margret Montgomery Leadership Award

2015 TCWSE Awards & Recognition

Given to an outstanding Texas educator who has demonstrated exemplary leadership and supported professionalism for women in education and who exemplifies the mission of TCWSE. The recipient of the Margret Montgomery Leadership Award must be a member of TCWSE.

Recipient: Debi Crawford, Assistant Superintendent, Educational Services,

Hawkins ISD

Friend Award

Given to an individual who has made a significant contribution to TCWSE.

Recipient: Texas Alliance of Black School Educators

Michael D. McFarland, President

Bravo Awards

Presented to exemplary practitioners, innovative programs, and initiatives that promote community and parental involvement.

Recipients: Denise Daniels, Assistant Principal, Katy ISD

LaTonya Goffney, Superintendent, Lufkin ISD Stacey McGraw, Education Specialist, Allen ISD Terri Watkins, Superintendent, LaMarque ISD

Pat Shell Scholarship

Named in honor of Pat Shell, an outstanding Texas education leader and mentor to both men and women educators.

Recipient: Debi Crawford, Assistant Superintendent, Educational Services,

Hawkins ISD

Résumé Reviews (Room 414) Coordinator: Sharon Ross, Superintendent, Mexia ISD

Sign up when you arrive at the conference for this opportunity to gain a fresh understanding of how to put your best foot forward and make your résumé rise above the crowd. This is a must-do session for administrators heading up the career ladder. You must bring a copy of your résumé to sign up for a one-on-one Résumé Review session.

(Please Note: Résumé Review sessions are conducted on Saturday only.)

Reviewers:

Debi Crawford, Assistant Superintendent, Educational Services, Crawford ISD

Vicki Dunn, Education Specialist, Former Superintendent

Donna Savage, Assistant Superintendent, Mexia ISD

Shelly Slaughter, Superintendent, Cumby ISD

Delores Warnell, Superintendent, Bloomington ISD

Terri Watkins, Superintendent, LaMarque ISD

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Conference Agenda

3-6:30 p.m.	Registration	Salon D Foyer
4–6 p.m.	TCWSE Executive Board Meeting	406
turday, January 24	4	
7 a.m.–6 p.m.	Registration	Salon D Foyer
7:30–8:15 a.m.	Newcomer Session	414
8:15–9:30 a.m.	Continental Breakfast/1st General Session (Martha Salazar Zamora)	Salon D
9:45–10:45 a.m.	Focus Session #1	In Rooms Assigned
11 a.m.–Noon	Focus Session #2	In Rooms Assigned
Noon–2 p.m.	2nd General Session/Celebration and Awards Luncheon (Mary Ann Whiteker)	Salon D
2:15-3:15 p.m.	Focus Session #3	In Rooms Assigned
3:30-4:30 p.m.	Career Panels	In Rooms Assigned
4:30-6 p.m.	Welcome Reception	Salon D
ınday, January 25		
7–11 a.m.	Registration	Salon D Foyer
7:30–8:15 a.m.	Continental Breakfast	Salon D
8–8:15 a.m.	Greetings from TASA President-Elect	Salon D
8:15-8:40 a.m.	President's Address and Installation of 2015 Officers	Salon D
8:45–9:45 a.m.	Sunday's Best: Mentoring with Master Specialists	Salon D
10–11 a.m.	Closing Session (Andrea J. Seale)/Door Prizes	Salon D

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7 a.m6 p.m.	Conference Registration	Salon D Foyer
7:30–8:15 a.m.	Newcomer Session	414
	If you're new to TCWSE and this is your first year to attend, you'll want to attend quick overview of the history of TCWSE and how the organization can help yo become the best you can be throughout your educational career. Grab your for a fun scavenger hunt and more!	u and your colleague
8:15-9:30 a.m.	Continental Breakfast/1st General Session	Salon D
Presiding:	Pat Ramirez, Assistant Superintendent, John H. Wood Jr. Charter District, and 2	014 TCWSE President
Special Guest:	Johnny L. Veselka, Executive Director, TASA	
Speaker:	Martha Salazar-Zamora, Chief Academic Officer, Tomball ISD	
	Lead with Balance: Leadership Lessons Learned from the Past, Pre	sent and Future
	A female public school educational advocate shares lessons learned from lethat stem from the classroom, campus office, district/central office, and supermidsize, large, and large urban school districts. How do we balance being a wifriend, colleague, and transformational leader while maintaining who your your educational philosophical beliefs? Learn when to stay and potentially you lead with balance.	erintendency in sma rife, daughter, mother are and being true
9:45–10:45 a.m.	Focus Session #1	In Rooms Assigned
9:45–10:45 a.m.	Focus Session #1 Sort out Financial Realities from Fiction	In Rooms Assigned 406
9:45–10:45 a.m. Presenter:		
	Sort out Financial Realities from Fiction	What are my financia
	Sort out Financial Realities from Fiction Christina Winters Gears, President/CEO, Creating & Managing Wealth, LLC We answer two questions for our clients: (1) Am I going to make it? and (2) blind spots? Get the tools you need to make informed decisions for yourself	406 What are my financia
	Sort out Financial Realities from Fiction Christina Winters Gears, President/CEO, Creating & Managing Wealth, LLC We answer two questions for our clients: (1) Am I going to make it? and (2) blind spots? Get the tools you need to make informed decisions for yourself discussed and the TRS Rule of 80 & 90 is clarified.	406 What are my financi. Plus, TRS options an 408 aria Nuncio, Principa

	Branding the Best	410
Presenters:	Sheila Adams, Director of Communications and Public Relations, Lufkin ISD; and Sony Hamilton, Director of Communications, Lancaster ISD	ra Cole-
	This session is all about sharing ideas to brand your school as the best while branding your school. Learn how to utilize local media, technology, social media, campus community forums to get the word out about the success of your school district a	nunicators, and
	Create a positive spin that will have the community talking about why your school i best.	s known as the
	Quintessential Skills for Leading Ladies	412
Presenter:	Donna Janssen Coordinator, District Leadership Initiatives, Texas Center for District ar Support	nd School
	Take a peek into the toolbox of successful women leaders. What leadership approach effective for women and why? In what ways do we limit our impact and how can withis interactive session you learn and practice high-leverage skills to embed in your	e avoid this? In
11 a.m.–Noon	Focus Session #2 In Roo	ms Assigned
	Oh, the Places You'll Go!	406
Presenters:	Lindsey Pollock, Principal, Houston ISD; A. Katrise Perera, Superintendent, Isle of Wight Schools, Virginia; Nici Esch, Director of Elementary Education, Harmony Public School Maldonado, Counselor, Houston ISD	
	Three phenomenal educators, three different adventures: One crossed state line international borders and another crossed over. Katrise Perera crossed state line School Officer to Virginia Superintendent. Nici Pollock worked with the US Depart spending last summer in Brazil and now working with Poland. Lindsey Esch crossed to DAEP, to Parochial Head of School, to Public Charter. Oh, the places you'll go, the learn, and the people you'll meet!	es—from Texas tment of State, over from ISD,
	Attitude, Altitude, and Atmosphere Start with YOU	408
Presenters:	Shelly Slaughter, Superintendent, Cumby ISD; Missy Walley, Principal, Chapel Hill ISD (Carrie Gray, Principal, Rivercrest ISD	ESC 8); and
	Become the leader whom others want to follow through understanding yourself and what it takes to be a successful leader. Learn strategies for this success through book	
	Building and Supporting a Student Learning Platform in Birdville ISD	410
Presenters:	Elizabeth Clark, Associate Superintendent for Curriculum and Instruction, Birdville ISD Executive Director, and Ashley Sladecek, Account Executive, Scholastic Achievement P	
	Birdville ISD recognized the need for creating learning environments focused on providing with rigorous tasks preparing them for a college and career pathway. In the words leaders, "It's all about the TASKS!" In this session, presenters share the Birdville storinformation on how to create and support a "Student Learning Platform."	of the district
	Digital Leadership: ITs Not Just for Techies Anymore!	412
Presenters:	Karla Burkholder, Director of Instructional Technology, and Candee Mills, Assistant Tec Director, Schertz-Cibolo-Universal City ISD	chnology
	Sheninger identified seven pillars of digital leadership: communication, public relat professional growth, student learning, school environment, and opportunity these mean for you as a school or district leader, and how you can model effective technology use for your students, staff, and community. Bring your own device to a in collaborative learning opportunities.	v. Learn what ve, responsible

Noon-2 p.m.	2nd General Session/Celebration and Awards Luncheon Salon D
Presiding:	Pat Ramirez, Assistant Superintendent, John H. Wood Jr. Charter District, and 2014 TCWSE President
Speaker:	Mary Ann Whiteker, Superintendent, Hudson ISD
	A Messenger for ChangeAre You Ready?
	Schools face impossible challenges due to limited resources, testing/accountability, and 21st century workforce demands. The creative genius of Texas teachers has been overshadowed by "measuring what the state treasures—tests"! Students power-down when they enter the classroom, passion and interest ignored. It is time for educators to learn from the past and prepare for the future—it is time to become a messenger for change!
2:15–3:15 p.m.	Focus Session #3 In Rooms Assigned
	Women School Superintendents: Stepping into the Rural School Experience (Pat Shell Scholarship Session) 406
Presenter:	Sharon Ross, Superintendent, Mexia ISD
	With each superintendent appointment, therein lies an array of experiences! What's so different about leading rural districts? Step into this session wearing your best pair of shoes for the journey of leading and learning—the rural school way!
	What Does the Future Hold? 408
Presenters:	Diane Stegall, Retired Superintendent/Financial Representative, Modern Woodmen of America; and Shelly Faulkner, Doctoral Student/Teacher, Mesquite
	We think we know what the future holds but then something happens that changes that picture Is this change a good thing or not? This session explores what happens when plans change, how to cope with dreams that don't get fulfilled, and how to embrace the new opportunities that come your way. Come share with us the possibilities for your future.
	Getting Ready to Negotiate 410
Presenter:	Susan G. Morrison, Attorney, The Fowler Law Firm, PC
	Women are still paid less than men. Why? They fail to negotiate in their own best interest. Taking care of <i>you</i> is not unChristian. The better you do, the better your daughters will do, the better your female students will do. Come. Practice. Get the tools you need!
	Data Walls—Why and How 412
Presenters:	Cynthia McFarland, Principal, and Sharon Alexander, Principal Fellow, Dallas ISD
	This presentation focuses on using an assessment tracking wall to plan strategically for individua students. Discover how one urban elementary school is posting evidence of student learning on data walls and how it has empowered their students to change their level of mastery. The administrators share how they are able to ensure that assessment and instruction are aligned while sparking professional dialogue among teachers as they improve instructional practice.
3:30-4:30 p.m.	Career Panels In Rooms Assigned
Maria 1	Stepping into the Superintendency 406
Moderator:	Diane Stegall, Retired Superintendent/Financial Representative, Modern Woodmen of America
Panelists:	Lisa Meysembourg, Superintendent, Schulenburg ISD; Cathy Booth Lauer, Superintendent, Nixon- Smiley ISD; Shelly Slaughter, Superintendent, Cumby ISD; Terri Watkins, Superintendent, LaMarque ISD; and Brenda Krchnak, Superintendent, Snook ISD
	Whew!! It's a tall ladder but you can make it! The glass ceiling has been broken so climb right in to the sky view of what it takes to make it to the top of school leadership! You leave this session with

many ideas for interviewing, valuable tips for balancing your career, and a networking opportunity with some of the finest in Texas! **Stepping into Campus and District Administration** 408 **Moderator:** Valerie Walker, Assistant Principal, Pflugerville ISD **Panelists:** Henri Gearing, CFO and Former Superintendent, Lago Vista ISD; Delores Warnell, Superintendent, Bloomington ISD; Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD; Donna Savage, Assistant Superintendent, Mexia ISD; and Helena Mosley, Assistant Superintendent, Early Childhood and Achievement, Lancaster ISD Stepping into a campus- or district-level administrative position is to be commended! So, what are those top leaders looking for when they see my application and when they hear me during the interview? Aspiring principal candidates and individuals interested in central office vacancies will want to attend this panel and find out what superintendents and district-level hiring authorities have to say about "their choice" for the various positions! Stepping into Our Future...Leading Our Schools 410 Ready for your first principalship or your next school? A panel of district leaders and experienced principals provide valuable insight to help you interview for the principal position and to successfully lead our schools. **Moderator:** Lupita Hinojosa, Chief Academic Officer, Spring ISD **Panelists:** Hit the Ground Running: Shannon Hood, Principal, Lamar CISD Time Management & Organization: Tammy Addison, Principal, Millsap ISD Creating Your Principal Entry Plan: Rosa Hernandez, Principal, Houston ISD Preparing for the Interview: Kim Lawson, Executive Director of Curriculum & Instruction, Katy ISD Stepping into Our Future...Learning and Leading— **Higher Education, Here We Come!** 412 **Moderator:** Kathryn Washington, Principal, Goodrich ISD, and Adjunct Professor, Houston Baptist University **Panelists:** Patti Monroe, Professor, Mary Hardin-Baylor University; Lu Stephens, Independent Consultant, University of Texas-Permian Basin, Webcentric; Stacey Edmonson, Dean, College of Education, Sam Houston State University; Laveria Hutchison, Associate Professor & Chair & Co-Principal Investigator in Curriculum and Instruction, University of Houston; Jennifer Butcher, Associate Professor in the Center for Doctoral Studies in Educational Leadership, Lamar University; and Erica Lawton, Assistant Director, School Science and Technology, Rice University There are many different facets and areas of opportunities for careers and leadership in higher education. This panel of experienced professors and leaders from across the state gives you the tools you need to make that "Step Into Higher Education." 4:30-6 p.m. **Welcome Reception** Salon D TCWSE Conference attendees, presenters, sponsors, and guests come together at our Welcome Reception for relaxation and networking. It's a great opportunity unwind after the day's activities and to get to know any folks you haven't met. We'll also take a few minutes to introduce our Regional Representatives to attendees.

January 25	
7:30-8:15 a.m.	Continental Breakfast Salon I
8–8:15 a.m.	Greetings from TASA President-Elect
	Karen Rue, Superintendent, Northwest ISD
8:15-8:40 a.m.	President's Address and Installation of 2015 Officers Salon I
Presiding	Pat Ramirez, Assistant Superintendent, John H. Wood Jr. Charter District, and 2014 TCWSE Presiden
8:45-9:45 a.m.	Sunday's Best: Mentoring with Master Specialists Salon I
Faciliators:	LaTonya Goffney, Superintendent, Lufkin ISD; and Karla Moyer, Senior Coordinator for Human Resources, ESC Region 13
	New opportunity! Please join us for a dynamic opportunity to network with educators who has stepped up, stepped out, and stepped into a variety of positions in education. You sit at the tab with selected mentors from across the state and engage in a conversation designed to he you continue to grow as a leader. These mentors have served in a variety of district and camp leadership roles, and they are prepared to serve as your mentor during this block of time and continue this encouraging relationship throughout the upcoming year.
10-11 a.m.	Closing Session/Door Prizes Salon I
Presiding	LaTonya M. Goffney, Superintendent, Lufkin ISD, and 2015 TCWSE President
Speaker	Andrea J. Seale, CTE Testing Coordinator, Lumberton ISD
	Vo. All all and CHANCE AND Translate

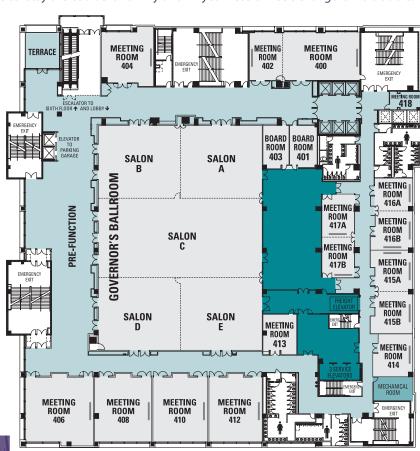
I'm All about CHANGE...No Trouble

Sometimes "change" is self-imposed and sometimes change is totally unexpected. Many school leaders have experienced change during their careers and some have had to carry on while coping with change in their personal lives as well. Learn how one school leader has managed both and been able to "stay the course" and why this 27-year veteran feels *change* is "no trouble."

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Sunday

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