

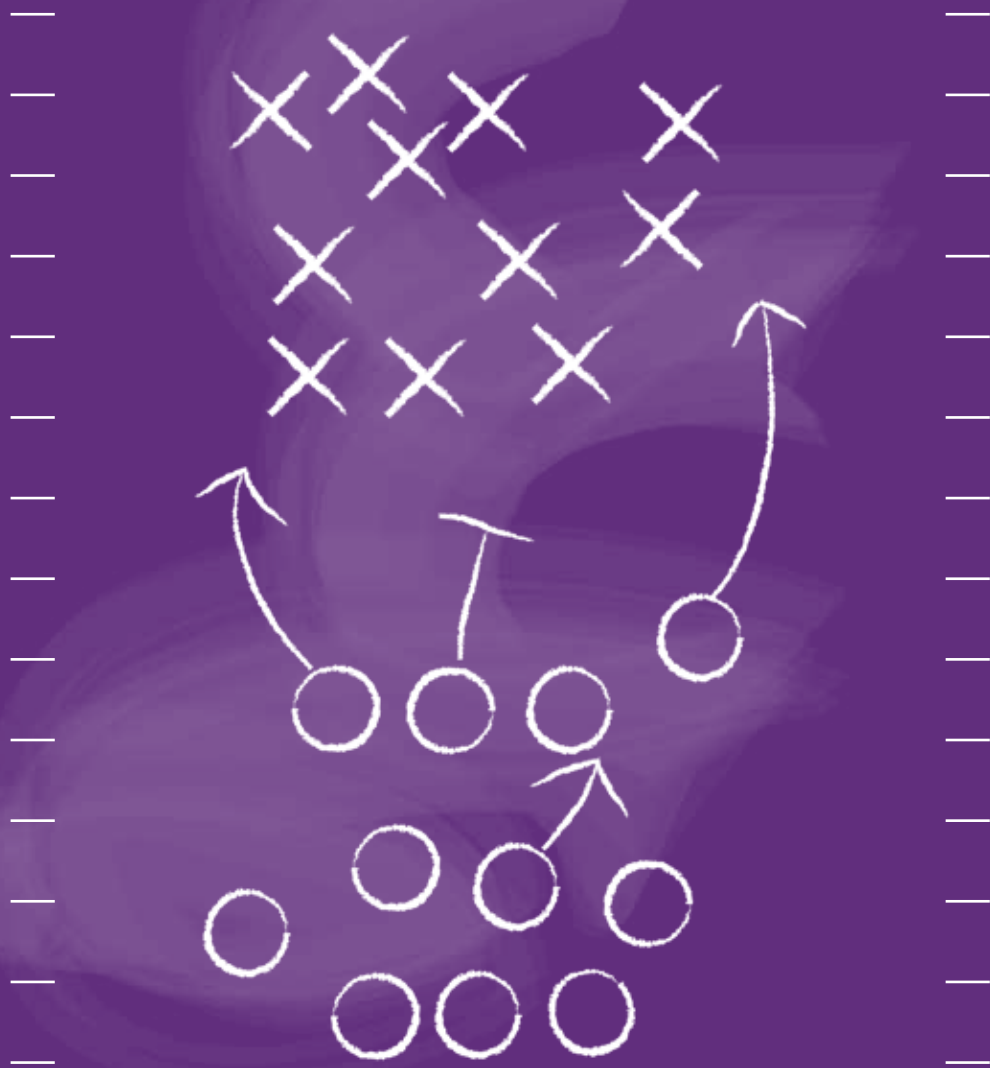


Texas Council of Women School Executives

32nd Annual Conference

January 23-24, 2016 • Hilton Austin Hotel

# Leadership Game Plan



## 2016 Conference Committee

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### Committee Members

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### Focus Session Facilitators

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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 (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)

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Lu Stephens, Retired Professor/Consultant, (2010–2012)

Denise Daniels, Assistant Principal, Katy ISD (2012)

Jean Bahney, Principal, Austin ISD (2013)

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Special thanks to Schertz-Cibolo-Universal City  
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our classrooms!

### Margret Montgomery Leadership Award

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:** *Diane Stegall, Retired Superintendent/Financial Advisor, Modern Woodmen Fraternal Financial*

### Friend Awards

Given to individuals who have made a significant contribution to TCWSE.

**Recipients:** *Scott and Leslie Milder, Friends of Texas Public Schools  
Tai Chapman, Regional Account Executive, Scholastic Education*

### Bravo Awards

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

**Recipients:** *Brenda Sellers, Elementary Principal, Mexia ISD  
Lisa Lauderdale, Intermediate Principal, Mexia ISD  
Crystal Dockery, Superintendent, Hunt ISD  
Diane Frost, Superintendent, Corsicana ISD  
Val Sunday, Assistant Principal, Mexia ISD*

### Pat Shell Scholarship

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

**Recipient:** *Shelly Lee Slaughter, Superintendent, Cumby ISD*

## Résumé Reviews (Room 414)

**Coordinator:** Danette Maldonado, Counselor, Houston 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 year TCWSE offers Résumé Reviews for both Aspiring Leaders and Systems Leaders. 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 review session.

(Please Note: Résumé Review sessions are conducted on Saturday only during Focus Session time periods.)

### Reviewers

Lizzy Asbury, Director of Administrative Services, ESC Region 10

Shirley Coleman, Superintendent, Retired

Rosa Hernandez, Principal, Houston ISD

Jennifer Oliver, Principal, Grand Prairie ISD

Lindsey Pollock, Principal, Houston ISD

Jaimie Smith, Instructional Officer for Elementary Instruction and Gifted and Talented, Birdville ISD

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# TCWSE 2016 Conference Agenda\*

Friday, January 22		
3–6:30 p.m.	Registration	Salon D Foyer
4–6 p.m.	TCWSE Executive Board Meeting	406
Saturday, January 23		
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.	<b>Continental Breakfast/1st General Session</b> Beverly Humphrey	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.	<b>Luncheon/2nd General Session</b> Susan Elza	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.	Tailgate Party	Salon D
Sunday, January 24 (All sessions in Salon D)		
7:30-8:15 a.m.	Continental Breakfast	
8-8:15 a.m.	Greetings from TASA President Karen Rue	
8:15-8:40 a.m.	President’s Address and Installation of 2016 Officers	
8:45-9:45 a.m.	Coaching Highlights: Mentoring With the Masters	
10-11 a.m.	<b>3rd General Session/Door Prizes</b> Christie Whitbeck	

\*See page 7 for the Female Superintendents’ Summit Agenda. All summit activities take place in Room 404.

Saturday, January 23

This summit will give female superintendents the rare opportunity to collaborate in a professional learning community. The goal is for us to leverage the knowledge, skills, abilities, and experiences of colleagues to increase our effectiveness as leaders. In essence, we will use this as an opportunity for current and former superintendents to sharpen our saws and strengthen our networks.

**7:30–8:15 a.m. Celebrating New Superintendents—Joining Our Team**

*Crystal Dockery, Hunt ISD*  
*Shelly Slaughter, Cumby ISD*  
*Delores Warnell, Bloomington ISD*

**8:15–9:30 a.m. TCWSE 1st General Session**

**9:45–10:45 a.m. Keynote: Leading & Lasting—Staying in the Game!**

*Mary Ann Whiteker, Hudson ISD*

**11 a.m.–Noon Financing the Game**

*Sharon Ross, Mexia ISD*  
*Diane Frost, Corsicana ISD*  
*Judi Whitis, Valley Mills ISD*

**Noon–2 p.m. TCWSE 2nd General Session/Luncheon**

**2:15–3:15 p.m. Keynote: Leading Beyond the End Zone “Outside the Box”**

*Susan Simpson-Hull, Grand Prairie ISD*

**3:30–4:30 p.m. Superintendents Huddle: Share Your Best Play!**

## General and Concurrent Sessions

Saturday, January 23

**7:30–8:15 a.m. Newcomer Session**

***Your Leadership Game Plan Starts Now!*** If you're new to TCWSE and this is your first year to attend, you'll want to join this session for a quick overview of the history of TCWSE and how the organization can help you and your colleagues become the best you can be throughout your educational career. *Grab your breakfast and join us to get ENERGIZED to kick off your Leadership Game Plan!*

**8:15–9:30 a.m. Continental Breakfast / 1st General Session**

Salon D

**Presiding:** *LaTonya Goffney, Superintendent, Lufkin ISD, and 2015 TCWSE President*  
**Greetings:** *Johnny L. Veselka, Executive Director, TASA*  
**Speaker:** *Beverly Humphrey, Director of Athletics, Lancaster ISD*

**The Soul of Winning and Your Connection to It**

This session will give you several perspectives on how to become a winner and continue to be a champion. It will include some of Humphrey's life experiences and the sacrifices she made in winning 91 athletic championships.

9:45–10:45 a.m.

## Focus Session #1

**Finances: What's Real and What's Fiction?**

406

Understand the intricacies of financial planning and develop a simple way to set and obtain goals for the security of your financial future. Separate fact from fiction when it come to TRS retirement and how to get the most out of it. Learn about techniques to save on taxes while creating the future of your dreams.

**Speakers:**

*Christina Winters Gears, CEO/President, Creating & Managing Wealth, LLC*

*Joan Arciero, Executive Vice President, Creating & Managing Wealth, LLC*

**The Tipping Point: Culturally Relevant Leadership for Successful Schools**

408

With the changing dynamics in schools creating culturally responsive learning environments is an important tool for school leaders. This session is about achieving true academic potential for all stakeholders through the teaching and learning process. Explore changing perspectives for educators to instructionally align the campus learning environment with a culture of practices and beliefs that enhance positive academic outcomes serving to empower the shared teaching and learning space.

**Speaker:**

*Kelly Brown, Assistant Professor, Prairie View A&M University*

**Professional Learning and Communicating Through Digital Platforms**

410

Today, connecting through social media has become a necessity for school leaders! Educators must be responsible digital citizens who utilize the technical resources that are embedded in the daily lives of our society. As professionals, we cannot just be consumers of content. It is a collective responsibility of school leaders to learn, create, and communicate through digital platforms and tools, such as Twitter, Facebook, blogs, etc.

**Speakers:**

*Jeanie Johnson, Assistant Superintendent for Administrative Services, Midway ISD (ESC 12)*

*Amanda Vasek, Assistant Principal, Midway ISD (ESC 12)*

**Do You See What I See?**

412

Can you guess what someone is thinking before they begin speaking? Understanding micro-expressions and reading faces helps decipher what someone is thinking before they utter their the first word. Our professional and personal lives can be seen and read on our faces. Add subtle micro-expressions and a short summary of an individual can be created within a couple of seconds before any verbal communication takes place. School leaders can employ these skills to better understand stakeholders.

**Speakers:**

*Hope Appel, Assistant Superintendent, Vernon ISD*

*Stacey McGraw, Teacher, Allen ISD*

11 a.m.–Noon

## Focus Session #2

**Leadership Advancement: I Am Woman! Hear Me Roar!**

406

This session is for women who are seeking to take on or advance in leadership roles in education and in life. Strategies will be shared on how to be seen and, while learning, how to ROAR so that you stand out above the competition. Effective traits and styles of leadership will be discussed. Participants will discover how to break through barriers into leadership and will leave with tools to help them get noticed through personal presentation, poise, and networking strategies.

**Speaker:**

*Jennifer Smith Jones, Assistant Professor, The University of Texas at Tyler*



**Transforming a System to a Platform of Learning**

408

With more rigorous standards and the need for each student to learn at high levels, schools must transform from a focus on teaching to a focus on learning. In Birdville ISD, we have launched a Learning Platform designed to guide this transformation. Participants will learn how we have become guardians of our learning galaxy through the use of innovative methods to ensure higher levels of focused staff and student learning.

**Speakers:**

*Elizabeth Clark, Associate Superintendent for Curriculum and Instruction, Birdville ISD*

*Crysten Caviness, Coordinator of Professional Learning and Curriculum Management, Birdville ISD*

*Donna Solley, Director of Curriculum and Instruction, Birdville ISD*

**What's Your Leadership Game Plan for Technology?**

410

From business/finance to digital learning to transportation to security and beyond, all areas of school district operations depend on technology. Like teaching and learning, technology cannot be one and done. Learn the critical components of a sound technology game plan including vision, strategic alignment, refresh cycles, DNR plan, curriculum partnerships, digital footprint, and professional development.

**Speakers:**

*Karla Burkholder, Director of Technology, Schertz-Cibolo-Universal City ISD*

*Kari Murphy, Chief Technology Officer, Deer Park ISD*

**What Motivates Me: Put Your Passions to Work**

412

After analyzing the results of 850,000 interviews, authors Adrian Gostick and Chester Elton found that those who are happiest and most successful are engaged in work that aligns with what motivates them. What Motivates Me (ITALICS) offers an extensively tested method to help readers identify their core motivators and figure out the disconnects between their passions and their current work, and it guides those searching for joy and engagement.

**Speaker:**

*Karla Moyer, President/Consultant, Kareer Coaching*

**Noon–2 p.m.**

**Celebration Luncheon / 2nd General Session**

**Salon D**

**Presiding:**

*LaTonya Goffney, Superintendent, Lufkin ISD, and 2015 TCWSE President*

**Speaker:**

*Susan Elza, Director of Athletics, University Interscholastic League, The University of Texas at Austin*

**Powerful Lessons in Leadership**

Leadership is not an easy assignment. It is not for the faint-hearted, but rather for those with courage, ethics, conviction, and skill. The best leaders have the most to teach and have learned through an accumulation of experiences that are shared with and through others. The lessons learned through this presentation apply to the practical application of leadership skills at all levels and all experiences. The lessons are simple in concept and are generated through experiences in sport, but can be translated and utilized in multiple ways and in multiple leadership settings.

**2:15–3:15 p.m.**

**Focus Session #3**

**Using Your Educational Platform to Obtain and Maintain a Leadership Position 406**

There is a great deal of research indicating that effective leaders are clear about their personal values, beliefs, and assumptions. A powerful tool for promoting discussion and sharing of values is the educational platform activity. Participants in this session will explore their educational values through a variety of activities and leave the session with an outline of their personal educational platform.

**Speakers:**

*Tina Herrington, Assistant Superintendent of Curriculum and Instruction, Wharton ISD*

*Jean Bahney, Principal, Austin ISD*

	<b>Strong and Wise—That’s You!</b>	<b>408</b>
	Based on the book <i>Strength Finder</i> by Tom Rath, participants will flip the old view of working on one’s deficits to improve to a new view of building on one’s strengths to maximize personal and professional skills. The next step of putting together powerful and successful teams by balancing the strengths needed for a task within a group will also be discussed. Come to the session with your personnel in mind, you may have that “aha” moment!	
<b>Speaker:</b>	<i>Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD</i>	
	<b>Cameras in the Classroom: Questions and Answers on SB 507</b>	<b>410</b>
	Beginning next school year, the cameras in the classroom law takes effect. Schools should prepare now to determine which classrooms require cameras, when parents and staff can view the recordings, and what circumstances trigger the district’s obligation to install cameras. This presentation will cover all the answers about SB 507 so that administrators have a full understanding of their district’s requirements. The presentation will also look at developments in the TEA rulemaking process.	
<b>Speaker:</b>	<i>Christopher Schulz, Attorney, Schulman, Lopez &amp; Hoffer, LLP</i>	
	<b>The Trust Factor: Strategies for School Leaders</b>	<b>412</b>
	Trust makes the difference between leaders who succeed and those who do not. How would you like to discover if you are a “Trust Builder” or a “Trust Buster?” Join this interactive book study and learn proven “Trust Boosters” that you can put into action the first day back with your team! It is not too late to develop or reestablish TRUST.	
<b>Speaker:</b>	<i>Robin Perez, Assistant Superintendent for Curriculum and Instruction, Humble ISD</i>	
<b>3:30–4:30 p.m.</b>	<b>Career Panels</b>	
	In our popular Career Panels—geared toward different levels of administration—panelists talk about their pathways and how they arrived in their positions, what networking strategies they used, their “game plan” to get there, and if that game plan changed. There will be time for Q&A with the audience.	
	<b>Superintendent Panel</b>	<b>406</b>
<b>Moderator:</b>	<i>Diane Stegall</i>	
<b>Panelists:</b>	<i>Katrise Perera, Former Superintendent and Director, National Urban Markets, McGraw-Hill Education</i> <i>Barbara Sultis, Retired Superintendent and Consultant</i>	
	<b>Central Office Panel</b>	<b>408</b>
<b>Moderator:</b>	<i>Lynn Torres, Deputy Superintendent, Lufkin ISD</i>	
<b>Panelists:</b>	<i>Sharon Young, Assistant Superintendent, Mexia ISD</i> <i>Helena Mosely, Assistant Superintendent, Lancaster ISD</i>	
	<b>Aspiring Leadership Panel (Principal, Instructional Coach, AP)</b>	<b>410</b>
<b>Moderator:</b>	<i>Karla Moyer, President/Consultant, Kareer Coaching</i>	
<b>Panelists:</b>	<i>Rosa Hernandez, Principal, Houston ISD</i> <i>Lindsey Pollock, Principal, Houston ISD</i> <i>Veronica Williams, Former Principal, Lamar CISD</i>	
	<b>Higher Education Panel</b>	<b>412</b>
<b>Moderator:</b>	<i>Stacey Edmonson, Dean, College of Education, Sam Houston State University</i>	
<b>Panelists:</b>	<i>Kelly Brown, Assistant Professor, Prairie View A&amp;M University</i> <i>Sandra Stewart, Associate Dean of Teacher Education, Sam Houston State University</i>	

4:30–6 p.m.

**Tailgate Party**

TCWSE Conference attendees, presenters, sponsors, and guests come together at our “Tailgate Party” for relaxation and networking. It’s a great opportunity to unwind after the day’s activities and to get to know any folks you haven’t yet met.

8–8:15 a.m.

**Greetings From TASA President**

*Karen Rue, Superintendent, Northwest ISD*

8:15–8:40 a.m.

**President’s Address and Installation of 2016 Officers**

**Presiding:**

*LaTonya Goffney, Superintendent, Lufkin ISD, and 2015 TCWSE President*

8:45–9:45 a.m.

**Coaching Highlights: Mentoring With the Masters**

**Facilitators:**

*LaTonya Goffney, Superintendent, Lufkin ISD*

*Sharon Ross, Superintendent, Mexia ISD*

Please join us for a dynamic opportunity to network with educators who have stepped up, stepped out, and stepped into a variety of positions in education. You will sit at the table with selected mentors from across the state and engage in a conversation designed to help you continue to grow as a leader. These mentors have served in a variety of district and campus leadership roles, and they are prepared to serve as your mentors during this block of time. *Special Bonus: All of our attendees will have the opportunity to leave with an assigned mentor for the year!*

10–11 a.m.

**3rd General Session**

**Presiding:**

*Stacey McGraw, Teacher, Allen ISD, and 2016 TCWSE President*

**Speaker:**

*Christie Whitbeck, Deputy Superintendent, Fort Bend ISD*

**How to Be a Go-Giver and Keep Life Balance**

Our busy lives as leaders make life balance a continual challenge, especially for women leaders. Christie Whitbeck will provide us with tips to juggle it all while focusing on the concept of being a “go-giver” and making a difference in the lives of others.

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