71st Annual UT/TASA Summer Conference on Education
June 23-25, 2019

Sponsored by:
Texas Association of School Administrators
The University of Texas at Austin—College of Education
The University of Texas at Austin

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Sonja Howard
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Vanessa Castella Ruiz
Corrine Saenz
Jennifer Stephens
Heather Stoner
Tracie Washington
Kristin Wurzbach
Elizabeth Young

Cooperative Superintendency Program Cohort 29 – Second-Year Fellows
Danitra Arredondo
Angel Wilson
Mark Samuel
Michael Love
Abigail Taylor
Jason Adams
Brenda Rangel
LaKesha Drinks

Cooperative Superintendency Program Cohort 28 – Third-Year Fellows
Lindsie Almquist
Gordon Butler
Laura Carlin-Gonzalez
Andrew DeWalt
Torrye Hooper
Roland Ingram
Mya Mercer
Holly Morris-Kuentz
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**Ariel Elliott**, Greenwood ISD, 18
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<td>TALAS Preconference</td>
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<td>Thought Leader Sessions</td>
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<td>Hyatt Regency Hotel Maps</td>
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# Conference Agenda

## Sunday, June 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.–6:30 p.m.</td>
<td>Conference Registration</td>
<td>Zilker Atrium Foyer</td>
</tr>
<tr>
<td>7:30–8:45 a.m.</td>
<td>TALAS Welcome &amp; Breakfast</td>
<td>Zilker Ballroom III</td>
</tr>
<tr>
<td>9 a.m.–2:45 p.m.</td>
<td>TALAS Preconference (sponsored by TALAS and open to</td>
<td>Zilker Ballroom III</td>
</tr>
<tr>
<td></td>
<td>Summer Conference attendees for additional registration fee)</td>
<td></td>
</tr>
<tr>
<td>3–4:30 p.m.</td>
<td><strong>General Session: 86th Legislative Session Update</strong></td>
<td>Zilker Ballroom</td>
</tr>
<tr>
<td>5–6:30 p.m.</td>
<td>Conference Reception</td>
<td>Zilker Terrace (2nd floor)</td>
</tr>
</tbody>
</table>

## Monday, June 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.–5 p.m.</td>
<td>Conference Registration</td>
<td>Zilker Atrium Foyer</td>
</tr>
<tr>
<td>7–8 a.m.</td>
<td>Continental Breakfast</td>
<td>Zilker Atrium Foyer</td>
</tr>
<tr>
<td>8:15–9:15 a.m.</td>
<td><strong>Thought Leader Sessions</strong></td>
<td>See page 13</td>
</tr>
<tr>
<td>9:30–10:15 a.m.</td>
<td><strong>Concurrent Sessions</strong></td>
<td>See pages 14-18</td>
</tr>
<tr>
<td>10:30–11:30 a.m.</td>
<td><strong>Thought Leader Sessions</strong></td>
<td>See page 13</td>
</tr>
<tr>
<td>11:30 a.m.–1:30 p.m.</td>
<td>Lunch on Your Own</td>
<td></td>
</tr>
<tr>
<td>1:30–2:45 p.m.</td>
<td><strong>General Session: Personal Wellness</strong></td>
<td>Zilker Ballroom</td>
</tr>
<tr>
<td>3–3:45 p.m.</td>
<td><strong>General Session: HB3 Passed...Now What?</strong></td>
<td>Zilker Ballroom</td>
</tr>
<tr>
<td>4–4:45 p.m.</td>
<td><strong>Concurrent Sessions</strong></td>
<td>See pages 14-18</td>
</tr>
<tr>
<td>5–6 p.m.</td>
<td><strong>General Session: Implications of 86th Legislative Session</strong></td>
<td>See pages 14-18</td>
</tr>
</tbody>
</table>

## Tuesday, June 25

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>Conference Registration</td>
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<tr>
<td>7–8:15 a.m.</td>
<td>Continental Breakfast</td>
<td>Zilker Atrium Foyer</td>
</tr>
<tr>
<td>8:30–9:30 a.m.</td>
<td><strong>General Session: Professional Ethics</strong></td>
<td>Zilker Ballroom</td>
</tr>
<tr>
<td>9:45–10:30 a.m.</td>
<td><strong>Concurrent Sessions</strong></td>
<td>See pages 14-18</td>
</tr>
<tr>
<td>10:45–11:45 a.m.</td>
<td><strong>General Session: Ethical Traps</strong></td>
<td>Zilker Ballroom</td>
</tr>
</tbody>
</table>
### Related Meetings and Special Events

*Foothills I-II are located on the 17th floor.*

#### Saturday, June 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.–3:30 p.m.</td>
<td>TALAS Mentoring Workshop</td>
<td>Zilker I</td>
</tr>
<tr>
<td>12–1:30 p.m.</td>
<td>TALAS Mentoring &amp; Affiliate Luncheon</td>
<td>Zilker I</td>
</tr>
<tr>
<td>12–4 p.m.</td>
<td>TALAS Affiliates Organizational Meeting</td>
<td>Zilker II</td>
</tr>
</tbody>
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#### Sunday, June 23

<table>
<thead>
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</tr>
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<tbody>
<tr>
<td>7:30–8:45 a.m.</td>
<td>TALAS Welcome &amp; Breakfast</td>
<td>Zilker III</td>
</tr>
<tr>
<td>8:30 a.m.–12 p.m.</td>
<td>Texas Urban Council Breakfast and Board Meeting</td>
<td>Foothills 11</td>
</tr>
<tr>
<td>9 a.m.–2:45 p.m.</td>
<td>TALAS Preconference</td>
<td>Zilker III</td>
</tr>
<tr>
<td>12–1:45 p.m.</td>
<td>TALAS President’s Luncheon</td>
<td>Zilker III</td>
</tr>
<tr>
<td>2–3:30 p.m.</td>
<td>TALAS Executive Board Meeting</td>
<td>Foothills 1</td>
</tr>
</tbody>
</table>

#### Monday, June 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7–8:30 a.m.</td>
<td>Equity Center Breakfast</td>
<td>Foothills 11</td>
</tr>
<tr>
<td>11:30 a.m.–1 p.m.</td>
<td>UT Cooperative Superintendency Program Luncheon</td>
<td>Foothills 1</td>
</tr>
</tbody>
</table>

#### Tuesday, June 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30–9:30 a.m.</td>
<td>TAMS Board Meeting</td>
<td>Big Bend</td>
</tr>
</tbody>
</table>
# Board & Sponsors

## TALAS Executive Board
- **Stan Paz**, Executive Director
- **Martha Salazar-Zamora**, President
- **Ricardo Lopez**, Vice-President
- **Juan Cabrera**, Past President
- **Michael Hinojosa**, Secretary
- **Paul Cruz**, Treasurer
- **Michael Cardona**, Board Member
- **Michelle Cavazos**, Board Member
- **Xavier de La Torre**, Board Member
- **Robert Duron**, Board Member
- **José Espinoza**, Board Member
- **Steven Gutierrez**, Board Member
- **Roland Hernandez**, Board Member
- **Elizabeth Saenz**, Board Member
- **Rudy Treviño**, Board Member

## TALAS Partners

### Oro (Gold)
- Renaissance
- Rethink Ed
- Walden University

### Plata (Silver)
- TCG Advisors

### Bronce (Bronze)
- Achieve3000
- Catapult Learning
- ClassLink
- Curriculum Associates
- Midstate Energy
- Swing Education
TALAS Preconference

Sunday, June 23 | Hyatt Regency Austin

7:30–8:45 a.m. | TALAS Welcome & Breakfast | Zilker III

A Warm Bienvenida
TALAS officers Martha Salazar-Zamora, Rick Lopez, Michael Hinojosa, Paul Cruz, and Juan Cabrera will welcome attendees.

9–10:30 a.m. | First General Session | Zilker III

TALAS Legislative Priorities & Exemplary Dual Language Program
TALAS Legislative Counsel Marty de León will facilitate a panel discussion with Cloris Rangel, Director of Dual Language Programs, Dallas ISD; Pauline Dow, Deputy Superintendent, San Antonio ISD; and Laila Ferris, Chief of Languages & Learning, El Paso ISD.

10:45–11:45 a.m. | Second General Session | Zilker III

Latina Superintendents Creating a Legacy for Success
Presenters include Tomball ISD Superintendent Martha Salazar-Zamora, Hutto ISD Superintendent Celina Estrada-Thomas, and Fabens ISD Superintendent Veronica Vijil.

12–1:45 p.m. | President’s Luncheon | Zilker III

Recognition of TALAS Proteges Cohort 4, TALAS Partners, and TALAS Affiliates

2–2:45 p.m. | Resume Writing Session | Zilker III

Presented by Michael De León
General Sessions

Sunday, June 23

**3-4:30 p.m. | Legislative Update | TASA GR Team | Zilker Ballroom**

TASA’s Governmental Relations team will provide an update following the close of the 86th legislative session and prepare you for the year ahead as new legislation begins to be implemented.

Monday, June 24

**1:30-2:45 p.m. | Personal Wellness | Todd Whitthorne | Zilker Ballroom**

Todd Whitthorne, chief inspiration officer of Naturally Slim, will show you how attention to personal wellness can improve your health and the health of your organization by decreasing stress and increasing productivity.

**3-3:45 p.m. | HB 3 Update | TASBO Staff | Zilker Ballroom**

With HB 3, the Legislature passed sweeping school finance legislation that will significantly impact your district’s revenue budget for the 2019-20 year. TASBO Executive Director Tracy Ginsburg, Associate Executive Director of Governmental Relations Amanda Brownson, and Research and Policy Associate Janet Spurgin will walk you through the changes made to the school finance formula and the steps you will need to take to ensure that you accurately project your district’s available revenue.
Commissioner of Education Mike Morath will address attendees on the implications of the 86th legislative session, including HB 3 and HB 3906.

Troy Hutchings will share his insights based on his experiences researching, speaking, and developing materials in the areas of teacher sexual misconduct with students, educator decision-making, and the professional continuum of responsibility associated with a framework for an ethical and legal teaching practice.

Jim Walsh, an attorney and expert in school law — you might know him as the “The Law Dawg” from Texas School Business magazine — will discuss the most challenging ethical situations that educators and administrators find themselves facing in Texas public schools.
Monday, June 24

8:15-9:15 a.m.

**True Accountability | Zilker I**

*John Tanner (@testsensejt), Founder and Executive Director, Test Sense*

More than 60 Texas school district leaders and their boards agree that the current Texas school accountability system is not actual accountability. They have formed a consortium to ask “What would a true accountability system look like?” and their work is being recognized across the country for its unique theory of action: Build a better system and let it eclipse those that already exist. John Tanner will show the richness of the system being built, its advantages over what exists, and why such an effort is essential for the future of public schooling.

**Standards-Based Grading in Clear Creek ISD | Zilker II**

*Susan Silva (@sistasusan), Executive Director for Curriculum and Instruction, Clear Creek ISD*

With the creation of a strategic plan that calls for personalized learning opportunities for students, Clear Creek ISD made the bold shift to standards-based grading in elementary schools. During the last five years, this disruptive innovation has occurred, challenging existing systems while allowing students the opportunity to receive specific feedback, set goals, and create learning pathways. Learn about the systems the district put in place to shift culture and thinking.

10:30-11:30 a.m.

**High-Performance Leaders, High-Performance Cultures | Zilker I**

*Shannon Buerk (@ShannonKBuerk), CEO and Founder, engage2learn*

*Christopher Huckabee (@chuckabee5), Chief Executive Officer, Huckabee*

*Darrell Stanley, Regional Education Team Leader, Steelcase, Inc.*

High-performance leaders have the power to shape cultures that ignite shared passions, empower learning, and create pipelines for everyday growth. Three leaders from three education-focused organizations peel back the layers of high-performance leadership and culture, sharing how a clear vision, focused beliefs and behaviors, and passion lead to success. Understand how “what we believe” and “how we behave” influences culture, and take away key ways to implement and maintain culture shifts.

**Engaging Communities in the Work of Strategic CBAS Visioning and Processes | Zilker II**

*Carl Dethloff (@SanAngeloSupt), Superintendent, Jana Rueter (@JanaRueter), Assistant Superintendent, Farrah Gomez (@farrahgomez678), Assistant Superintendent, and Shelly Huddleston (@ShellyHuddleston), Executive Director, San Angelo ISD*

As districts engage in the work of moving strategic vision forward, community-based accountability provides a driving force behind district transformational practices. Follow San Angelo ISD’s journey from design of the foundational work through processes that are intentional and focused on supporting systemic change. Hear how the district utilized community input to guide the framework for building sustainable, innovative practices. San Angelo ISD leaders will provide ideas, templates, and examples of artifacts for how to build capacity for supporting future-ready work, while cultivating a culture of innovation and authentic engagement for learners and adults.
Concurrent Sessions

Monday, June 24
Texas Ballroom I-VII are located on the second floor.

9:30-10:15 a.m.

School Leadership Wellness Panel | Texas I
Kevin Brown (@KBrownTASA), Executive Director, TASA
Robin Ryan (@robinryan_gcisd), Superintendent, Grapevine-Colleyville ISD
David Faltys (@faltysd), Superintendent, Carroll ISD

Being a school leader is one of the most rewarding yet demanding jobs. Trying to meet the diverse needs and demands of students, staff, parents, board members, the community, and even the Legislature is daunting. Come hear how some leaders have prioritized taking care of themselves so that they can better take care of others and help their organizations grow while living healthy and fulfilling lives.

Advocacy as a School Leader | Texas II
Doug Williams (@DougSunnyvale), Superintendent, Sunnyvale ISD

Learn from TASA Vice President (and past Legislative Chair) Doug Williams how to build relationships with legislators and their staffs. Hear anecdotes on how acting as a resource to legislative offices is also a way to positively influence legislation while advocating for public education.

Managing Burnout and Stress and Leading Schools | Texas III
David DeMatthews (@DrDeMatt), and Pedro Reyes (@ProfessorReyes1), The University of Texas at Austin

Using Pearlin’s Stress Process Model as an organizing theme for a joint approach to examine stress-related mental health challenges experienced by superintendents in school districts, this session will discuss two questions: 1) What is the impact of a climate of violence, poverty, and urbanicity as well as general duties associated with district leadership (e.g., district governance, administrative responsibilities, uncertainty and external threats) on the health outcomes of superintendents? 2) How is stress and its health consequences complicating efforts of superintendents to lead effectively schools?

Scaling Innovation in Spring ISD using TASA/e2L DIYs | Texas V
Shannon Buerk (@ShannonKBuerk), CEO and Founder, and Kammi Green, Culture Design Strategist, engage2learn
Khechara Bradford (@khechara), Assistant Superintendent of Curriculum and Instruction, Spring ISD
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA

Want to know how to scale innovation for every learner? Hear directly from a Spring ISD leader on how the district created its own Learning Innovation Framework (LIF) with the guidance of engage2learn. Through utilizing the LIF process, now offered as a DIY through TASA, Spring ISD will enhance the learner experience through a responsible rollout, coaching more than 125 teachers on eight campuses in 2019-20 and scaling across the district over time.
Why hire someone else to innovate in your district?

Do it Yourself!

Do it Yourself kits are robust packages of engage2learn's (e2L) results-driven processes. We have taken everything (literally!) we do to help our partners achieve their vision for learners and put it in these easy-to-use, digital Do-It-Yourself kits.

What's an e2L DIY?

Each DIY package includes:

- **e2L Processes/Frameworks**
  Facilitate using e2L's time-tested processes

- **Online Course & Resources**
  Extensive facilitator instructions and resources

- **eDIY Facilitation App**
  Collaboratively create and facilitate everything online

Engage your community & measure what matters most

Utilize community feedback to define multiple measures of success and create an accountability dashboard aligned to what your community and you value most. **only $6,075**

Use a proven 5-step process to design your ideal culture

Create the vision for the ideal culture of your district and/or campus with a set of tenets that foster growth and align to your beliefs. **only $2,430**

Turn your vision into action!

Get Your DIY at engage2learn.org/diy

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Concurrent Sessions

**Community in Schools Transformation Alliance (CSTA) | Texas VI**
*Kevin Worthy (@kworthy11), Superintendent, and Adi Bryant (@adibryant), Chief Communications Officer, Royse City ISD*

The goal of the Community in Schools Transformation Alliance (CSTA) is to collaborate with other districts in an effort to transform one classroom at a time. CSTA is dedicated to implementing future-ready skills, creating stronger collaboration with others, and supporting better communication across districts. The consortium of districts shares learning through quarterly meetings focused on timely topics and through its Revolutionizing Learning annual conference. Come learn more about the alliance and its growing conference, which offers something for participants at every level of service.

**Ethics in a World of High-Stakes Accountability, Social Media, and a Mental Health Epidemic | Texas VII**
*Jason Adams, Mike Love, Mark Samuel, Lakesha Drinks, Ray Prentice, Suzi Wallace, and Angel Wilson, The University of Texas at Austin*

As pressures continue to mount for those working and learning within a high-stakes world of public education, so do the unintended negative consequences. Learn how districts are proactively addressing today’s educational challenges through an ethical decision-making framework.

**4-4:45 p.m.**

**How to Stay Off the 6 o’Clock News: Interactive Panel Discussion | Texas I**
*Rick Hill and Tiger Hanner, TASA General Counsel*

Learn best practices for avoiding legal dilemmas and ethical quandaries as leaders and administrators working in K-12 public school districts.

**Forget All You “Know” About Weight Loss! | Texas II**
*Todd Whitthorne, Chief Inspiration Officer, Naturally Slim*

For the first time in our history, three out of every four American adults are now either overweight or obese, and that has a direct impact on health and overall quality of life. Could it be that most everything we believe to be true about weight loss is completely wrong? In this high-energy, myth-busting session, attendees will learn the proven strategies that have helped tens of thousands of individuals not only lose weight, but, more important, keep it off. Participants will leave this presentation with: an understanding that what they eat has very little impact on permanent weight loss, the knowledge that with the right skills they can successfully overcome our “obesigenic environment,” and simple strategies to lose weight, improve health, and increase energy.

**Whetting an Appetite for a Community-Based Accountability System | Texas III**
*Keith Bryant (@Buck_Bryant), Superintendent, and Macy Satterwhite (@Macy_Strwhite), Deputy Superintendent Lubbock-Cooper ISD*

Come get a taste of how Lubbock-Cooper ISD is beginning to collect the ingredients for a recipe of accountability that reflects the priorities of the community.
Power in Numbers #TxEdTuesday Campaign | Texas V
Kevin Worthy (@kworthy11), Superintendent, and Adi Bryant (@adibryant), Chief Communications Officer, Royse City ISD
Advocacy for public education has never been more imperative. From school board members to classroom teachers, everyone must engage their communities and legislators with the great things happening in their districts. Learn how a social media campaign permeated all corners of the state with an army of educators on Twitter and Facebook.

Work/Life Balance: How Can Both Be Truly Possible? | Texas VI
Cordell Jones, Principal, Alamo Heights High School, Alamo Heights ISD
Be great at work and in your personal life. Structure your days to maximize the growth of your district/campus. Build capacity in others so you don’t do it all. Create time for family, friends, and your health.

Mindfulness Matters: Wellness in the Workplace | Texas VII
Brenda Rangel, Abby Taylor, Christina Lopez, Danitra Arredondo, and Dustin Bennicker, The University of Texas at Austin
By understanding the warning signs and risks, schools are becoming better prepared to deal with mental health issues of students. Are we equipping ourselves to understand and identify the signs and dangers we face as school district leaders? Awareness, balance, mindfulness. Participants will have the opportunity to ask questions, share experiences, and learn from others.

Tuesday, June 25
Texas Ballroom I-VII are located on the second floor.

9:45-10:30 a.m.

ProEthica: A District Perspective | Texas I
Meredith Christianson and Jessica Stern, ETS
Toni Thompson, Associate Superintendent, San Antonio ISD
Educators face daily ethical dilemmas, but seldom do they have the opportunity to discuss the ethical principles that should guide decisions, as well as the risks and vulnerabilities inherent in the profession. The ProEthica program, a multi-year professional learning program, was designed to assist practitioners in daily decision-making. In this interactive session, participants will explore how San Antonio ISD has implemented this intensive program and helped district employees gain the knowledge and skills to navigate ethical dilemmas using principles of professional ethics. Participants will have the opportunity to explore an ethical dilemma using the ProEthica program and hear from district leaders about their goals in implementing this program.
Concurrent Sessions

Creating Capacity and Leveraging Leadership Through Culture and Beliefs | Texas II
(duanabrashear), Peach Creek Elementary Principal, and Laura Wildman, Director of Professional Learning, Splendora ISD
Experience Splendora ISD’s journey to becoming a values-driven organization. Explore transformational change and the future-ready impact of building capacity and leveraging leadership through culture and beliefs.

Creating a True Accountability System to Reflect the Values of the Community | Texas III
Roland Toscano, Superintendent, Taffi Hertz, Assistant Superintendent of Curriculum and Instruction, and Shannon Fuller, Executive Director of Curriculum and Instruction, East Central ISD
What are our community’s hopes and dreams for their children? To answer this question, East Central ISD embarked on a journey to create a true accountability system using staff, student, parent, and community input. District leaders will describe the ongoing process and lessons learned, including development of a Community-Based Accountability System during the last two years and development of the district’s first community-wide report.

A Transformation Story: Active Learning Spaces | Texas V
Melissa Motes, Director of Instructional Technology, and Kali Little, Teacher, DeKalb ISD
Melissa Motes and Kali Little of DeKalb ISD will share how their district implemented a teacher grant program to help furnish one classroom at a time. Learn what worked and what they will do differently next time. Hear the feedback they received from teachers and students. See how the physical space of learning can be transformed in your classroom or school.

Ethical Leadership by Teaching New Dogs Old Tricks | Texas VI
Greg Smith (@GSmithccisd), Superintendent, Clear Creek ISD
This session will focus on professional ethics, building trust, transparent decision-making, and how to swim in the fishbowl while avoiding the sharks. Participate in several simulation exercises that are sure to stretch your thinking but not your values and beliefs.

Coherence as a Support for Transformation | Texas VII
Deana N. Dynis (@CoppellGiftedEd), Executive Director of Teaching and Learning, Coppell ISD
As school districts attempt to create sustainable transformation guided by the TASA visioning document and other tools, the organizational challenges of “too loose” and “too tight” take on another dimension. One school district with a documented history of engagement in transformational work has found some success by utilizing a “Learning Framework.” This tool, when coupled with the Coherence Framework, shows promise in supporting innovation in school districts focused on transformation.
APL Participants Will Engage in Work That:

• Develops understanding of the core principles in *Creating a New Vision for Public Education in Texas*
• Encourages the practical application of transformational leadership ideas
• Prepares for the principalship
• Develops skills specific to school leadership
• Places value on building a learning organization
• Prepares students for their future

Who should attend?

Assistant principals who strive to be:

• Prepared for the role of principal
• Engaged in purposeful networks of leaders of meaningful work that advances the principles in *Creating a New Vision for Public Education in Texas*
• Transformative leaders

Logistics

- $1,000 per person
- Includes six, half-day sessions throughout the year
- Registration open now
  
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**Corpus Christi/Victoria Cohort** - Victoria ISD

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