

# Thursday Breakouts, Session A, 11-Noon

## Arkansas School Board Presidents & Vice Presidents: Leadership from the Chair

Eric White, Board President, Bentonville School District

Session A, 11:00-Noon, Miller/SHCC



This session brings together school board presidents, vice-presidents and board members who wish to hold board executive office. The session will deliver an overview in parliamentary procedure, meeting structure and content best practices. You will also be tasked to examine your role as a supervisor of one. How do you foster the relationship with your superintendent, support your students and serve as an ambassador for your district without wading into the day to day operational weeds? Q & A opportunity is contained within this session.

## Best Practices for Running Effective Board Meetings

Jeremy Lasiter, Director of Human Resources & Legal Affairs, Bryant School District

Session A, 11:00-Noon, Caraway III/SHCC



There is one constant truth about school board meetings that all board members must take seriously. Meetings are where a large portion of the public's opinion of the district is formed and, therefore, deserve our serious attention. Running an effective school board meeting requires careful attention to applicable laws, rules, board policies and procedures. This presentation will cover best practices for running effective school board meetings and will address such topics as: applicable laws for school board meetings, the Freedom of Information Act, personnel hearings, student hearings, public comment procedures, and simplified parliamentary procedures for board meetings.

## Breaking Up is Hard to Do: How Does a Board Remove a Board Member for Cause?

Jay Bequette, ASBA General Counsel, Partner at Bequette, Billingsley & Kees, P.A.

Session A, 11:00-Noon, Hoffman/Marriott



What if a board member isn't attending board meetings? What about one who's moved out of the district or found not to legitimately live in the district or zone they were elected to represent? And, then there's the question of what should/could happen when a board member hasn't gotten their required training hours. Mr. Bequette will discuss the answers to these questions and others.

## Building Student Leaders with PK-12 STEM (Science, Technology, Engineering, & Math)

Jon Laffoon, Superintendent, Star City School District

Session A, 11:00-Noon, White Oak Lecture Hall/Marriott



Empowering students to lead our state and nation is critical. How we will prepare our nations students for a career that may not exist? What has the smartphone replaced in your life? For most of us, our phone has replaced: landlines, cameras, maps, phone books, cd's, radios and more. The technology of the smartphone created a digital revolution in how we live, work, and interact. Technology has had an even stronger impact on the workplace. Disruptive businesses, such as Uber, Airbnb, and Facebook have changed the face of transportation, lodging, and communication. Uber is the most profitable transportation company in the world, without owning a single vehicle. Airbnb has revolutionized the hotel industry without owning any property. Facebook has transformed our exchange of information, ideas, and media without conversation. These technology companies have yielded huge economic changes.

Technology will continue to disrupt many entry-level jobs. Retail workers, travel agents, phone companies, customer service reps, and factory workers have lost jobs to computers, apps, and automated technologies. While entry level jobs continue to disappear, the increase in STEM jobs at higher salary levels has led to a shift our country hasn't prepared our workforce to fill. As the technology revolution continues, entry-level jobs will disappear and the middle class will shrink in our rural communities. What should school districts do to prepare our workforce for this STEM revolution?

## Collaborative Education of Students, Family, and Staff Through the Use of the "Construction Triangle"

Bobby Gosser, President Central Arkansas Division, Baldwin & Shell Construction Company; Tony Wood, Former AR Commissioner of Education & K-12 Superintendent; John McMorran, Principal Architect, Lewis Architects Engineers

Session A, 11:00-Noon, Conway Lecture Hall/Marriott



A new construction project for your school district is an exciting time full of new opportunities for collaboration and education. Throughout the entire lifecycle of construction there are many teachable moments, not only for the students but the parents and community as well. We are here to talk to you about the "construction triangle" and all the people that help to make a construction project successful from mileage to move in.



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology

## Community Engagement: Priority or Afterthought?

**Joe Quinn**, Board Member, Bentonville School District

### Session A, 11:00-Noon, Manning/Marriott



During this session, Mr. Quinn will talk about how all Arkansas school boards should be thinking about and doing more with community engagement strategies in the current cluttered digital world. You can't run a successful millage campaign if the community doesn't understand what you have been doing right with existing resources. Quinn looks at the strategies you should be using to tell your district's story, and how to reach different target audiences. School boards sometimes makes assumptions that the community knows as much about school issues as the board does. This session will focus on how to better engage parents, elected officials, teachers, and business leaders to make them effective ambassadors for the school district.

## Establishing a School District Police Force

**Larry Dugger**, Superintendent, Pottsville School District; **Clint Hull**, ASBA Board of Directors, Board Member, Pottsville School District; **Lt. Tim Overfurf**, Staff, Pottsville School District

### Session A, 11:00-Noon, Izard/SHCC



Pottsville became the first School District in the State of Arkansas to develop their own police department. If you think your district might be interested in doing the same, attend this session to learn how they did it and hear them share what they've found to be the advantages of doing so.

## Health Issues in Arkansas Schools: Resources and Programs for Combatting Absenteeism

**Cheria Lindsey**, State School Nurse Consultant, Arkansas Department of Elementary & Secondary Education/Department of Health

### Session A, 11:00-Noon, Pope/SHCC



This session will provide information about the student health issues seen in Arkansas schools both chronic and acute. Find out about the resources and programs available to schools to help the schools and their students implement best practice prevention measures and chronic disease management to combat absenteeism.

## Inclusive, Inspired, & In-House: Strategic Planning 101

**Justin Eichmann**, Board President, Fayetteville School District; **Megan Hurley**, Board Secretary/Treasurer, Fayetteville School District; **Holly Johnson**, Director of Communications & Public Relations, Fayetteville School District; **Nika Waitsman**, Board Vice President, Fayetteville School District

### Session A, 11:00-Noon, Caraway I/SHCC



Join Fayetteville Board of Education members as they walk you through the dynamic process of creating your strategic plan, drawing upon the expertise of your community and your leadership team and staff. Learn how Fayetteville school board members utilized previous planning initiatives, research, surveys and assessment data to draft goals, objectives, and metrics. Board members and staff will demonstrate how they developed a comprehensive four-year plan to ensure the success of students for the future – completely in-house. While the task was daunting at the onset, the process revealed a deep knowledge of the strengths and opportunities within the district and created strong unity between the board members and staff. The resulting plan is a living document that will define and guide all decision-making and priorities at the district and school levels.

## Social Media & Digital Branding: How it can Impact Your District

**Brian Bridges**, Communications & Public Relations Coordinator, President ArkaNSPRA, Lake Hamilton School District

### Session A, 11:00-Noon, Caraway II/SHCC



Stakeholders are spending more time than ever using social media and digital devices. This presentation will cover the impact social media can have on school image, the importance of maintaining control of district social media and digital accounts, adopting social media guidelines for staff and district, and the overall importance of a strong digital brand. Effective communication strategies and tools for keeping your stakeholders informed and involved in your school, whether a large or small district will be shared with attendees.

## Student Safety & Bullying: Arkansas Act 1029

**Doug Bradberry**, School Safety Coordinator, Arkansas Department of Education

### Session A, 11:00-Noon, Fulton/SHCC



Need your required bullying training? This presentation will fulfill that requirement. Board members are now required to have specific professional development as called for in Act 1029 of 2019 that addresses the topic of bullying in schools and what is now required to address it. Attendees will learn the requirements that their district policy must include, the definitions of some of the most important concepts and terms this legislation addresses, and an overview of what your school must be prepared to do to prevent, report, investigate and respond to bullying behavior.



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology

# Thursday Breakouts, Session B, 1:45-2:45

## Active Shooter Response Team (ASRT)

**Drew Sandage**, Assistant Superintendent of Operations & Finance, Batesville School District; **Shawn Stephens**, Sheriff, Independence County

**Session B, 1:45-2:45, Caraway III/SHCC**



In today's world, one of the unfortunate issues a district has to prepare for is the event of an active shooter on school premises. The first five minutes of such a tragedy is often the most crucial. ASRT policies and procedures gives "Special Deputies" the authority to be ARMED at ALL DISTRICT SCHOOLS & ACTIVITIES during this initial time frame. These individuals may use whatever force is necessary to protect our students and staff in such events.

## Communication Protocol & Practices: Ensuring Connections Between/Among Board Members & School Leadership

**Dr. Megan Slocum**, Associate Superintendent, Fayetteville School District

**Session B, 1:45-2:45, Miller/SHCC**



What are some strategies that can be used to help to ensure the best support of student learning by the board and district leadership? This session will describe how using appropriate and timely communication tools can ensure that connections occur between and among board members and school leadership.

## Conducting an Effective Administrator/Superintendent Search for Your District

**Dr. Kieth Williams**, Lead Consultant, McPherson & Jacobson, LLC

**Session B (Part A), 1:45-2:45, Harris Brake Hall/Marriott**



The replacement of the superintendent or other administrative positions is among the most important decisions faced by a school board. This presentation will include aspects of the search process including establishing search criteria, search timeline, involvement of stakeholders, the application process, reference checking, screening applicants, and final candidate selection. **Part A** will include a panel of superintendents and board members that have experienced a McPherson & Jacobson search, and the panel will respond to questions. **Part B (3:45-4:45, Harris Brake Hall/Marriott)** will have more interactive commentary and audience questioning of the Arkansas consultants. There will be a brief overview of the McPherson & Jacobson search process and how the process can be adapted to the specific needs of a district will be presented.

## Electronic Security Guidelines for Schools

**Mike Elliott**, Vice President, Homeland Safety Systems, Inc.; **Tommy Hancock**, Security Consultant, Homeland Safety Systems, Inc.

**Session B, 1:45-2:45, Izard/SHCC**



Our presentation will introduce school board members to methods of securing their schools and related facilities with modern technology. We will begin discussions on how to monitor activity and productivity in classrooms, gymnasiums, stadiums, etc. while providing the added benefit of creating a safer environment for the students and peace of mind for the parents, families and community. We will discuss how a careful and well thought out plan of surveillance can lead to academic achievement for the school and less litigation for the school board. We will use an interactive trivia game to help board members identify threats, understand general security and impact the student outcome when surveillance equipment and training becomes an integral part of the school system.

## Every Student, Every Classroom, Every District: How we are connecting all of Arkansas with Technology

**Adrienne Schlake**, President-Elect, Arkansas Society for Technology in Education

**Session B, 1:45-2:45, White Oak Lecture Hall/Marriott**



As Arkansas' ISTE (International Society for Technology in Education) affiliate, we will be presenting about the ground-laying work we have done to connect every student, every classroom, and every district in the state of Arkansas through technology integration, and our efforts to champion appropriate, continuous, technology integration-focused professional development for all educators.

## Our Kids & Teachers Need Help: Implementing Resources to Support Student Mental Health

**Nicole Fairchild**, LPC, AWARE Site Coordinator, Arkansas Department of Education; **Dr. Betsy Kindall**, Arkansas AWARE State Project Coordinator, Arkansas Department of Education

**Session B, 1:45-2:45, Pope/SHCC**



This workshop will provide an overview of the current state of school-based mental health programming in Arkansas. Participants will learn ways to enhance awareness in mental health through a trauma informed lens. The newly funded



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology

Arkansas AWARE program will outline how schools can tap into necessary resources for trauma sensitive practices and Mental Health First Aid.

### **Social Media & Digital Branding: How it can Impact Your District**

**Brian Bridges**, Communications & Public Relations Coordinator, President ArkaNSPRA, Lake Hamilton School District

**Session B, 1:45-2:45, Caraway II/SHCC**



Stakeholders are spending more time than ever using social media and digital devices. This presentation will cover the impact social media can have on school image, the importance of maintaining control of district social media and digital accounts, adopting social media guidelines for staff and district, and the overall importance of a strong digital brand.

Effective communication strategies and tools for keeping your stakeholders informed and involved in your school, whether a large or small district will be shared with attendees.

### **Student Safety & Bullying: Arkansas Act 1029**

**Doug Bradberry**, School Safety Coordinator, Arkansas Department of Education

**Session B, 1:45-2:45, Fulton/SHCC**



Need your required bullying training? This presentation will fulfill that requirement. Board members are now required to have specific professional development as called for in Act 1029 of 2019 that addresses the topic of bullying in schools and what is now required to address it. Attendees will learn the requirements that their district policy must include, the definitions of some of the most important concepts and terms this legislation addresses, and an overview of what your school must be prepared to do to prevent, report, investigate and respond to bullying behavior.

### **Supportive and Safe School Practices**

**Chris Nail**, Superintendent, Beebe School District; **Kathy Pillow-Price**, School Board President, Beebe School District

**Session B, 1:45-2:45, Conway Lecture Hall/Marriott**



Many students today come to school wearing invisible backpacks filled with stressors that weigh heavily on them and hinder their academic achievement. The sad truth is, each child does not have someone at home with whom he or she can feel safe or supported.

Students are not the only ones with invisible backpacks. Many educators struggle as they face challenges to meet the intense emotion and learning needs of today's students. This session will describe how a growing number of schools are adopting trauma-sensitive practices to better serve distress students by explaining why and how schools are addressing trauma, what trauma sensitive practices are, and how trauma impact learning. Let us describe how Beebe Schools are implementing the "Capture Kids' Hearts" process to create a safer and more supportive environment for its students. At Beebe we believe, "If you have a child's heart, you have their mind."

### **Team Digital – Helping Arkansas Schools Transform from System-Centered Practices to Student-Focused Practices**

**Dexter Miller**, Digital Learning Support Specialist, Team Digital – Arkansas; **Gerard Newsome**, Digital Learning Support Specialist, Team Digital – Arkansas

**Session B, 1:45-2:45, Manning/Marriott**



Does your school have the right teams committed to helping you revolutionize learning for your campus? Currently, there are Arkansas schools who have worked with Team Digital to plan, implement and evaluate a process that has successfully transformed their district to provide a more personalized education for students. Team Digital is coordinated in partnership with the Arkansas

Department of Education and the Education Service Cooperatives located across the state. We provide professional development, guidance, resources, and support during the planning, implementation, and evaluation of digital learning environments. Come see what schools are saying about the services being provided by Team Digital and how the process can begin to revolutionize learning for today's students.

### **Walking on Sunshine! How Energy Upgrades & Solar Panels Translated into Teacher Raises**

**Michael Hester**, Superintendent, Batesville School District; **Rick Vance**, Regional Director, Entegrity Energy Partners, LLC

**Session B, 1:45-2:45, Caraway I/SHCC**



During this session the presenters will describe how energy upgrades and solar panels translated to raises for teachers in the Batesville School District. Raising salaries to attract and retain staff is one of the ways this district is putting "Students First."

### **Vaping: The New Epidemic of Electronic Nicotine Delivery Systems**

**Lynette Slaughter**, Community Health Nurse Specialist, Arkansas Department of Health

**Session B, 1:45-2:45, Hoffman/Marriott**



As a Registered Nurse with the Arkansas Department of Health serving as the Community Health Nurse Specialist for the schools in Pulaski County, Ms. Slaughter serves as a resource to all school districts, school nurses, and teachers on health issues. She works closely with school nurses to determine their training needs, and provides education to nurses, teachers and students. She is also a SafeTALK and Mental Health First Aid Instructor. During this session she will share with you the basics of electronic devices including the JUUL, address the health and safety hazards of these products, the health effects tobacco and nicotine have on the body, and the marketing to youth.



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology

# Thursday Breakouts, Session C, 3:45-4:45

## Best Practices for Running Effective Board Meetings

**Jeremy Lasiter**, Director of Human Resources & Legal Affairs, Bryant School District

**Session C, 3:45-4:45, Caraway III/SHCC**



There is one constant truth about school board meetings that all board members must take seriously. Meetings are where a large portion of the public's opinion of the district is formed and, therefore, deserve our serious attention. Running an effective school board meeting requires careful attention to applicable laws, rules, board policies and procedures. This presentation will cover best practices for running effective school board meetings and will address such topics as: applicable laws for school board meetings, the Freedom of Information Act, personnel hearings, student hearings, public comment procedures, and simplified parliamentary procedures for board meetings.

## Breaking Up is Hard to Do: How Does a Board Remove a Board Member for Cause?

**Jay Bequette**, ASBA General Counsel, Partner at Bequette, Billingsley & Kees, P.A.

**Session C, 3:45-4:45, Hoffman/Marriott**



What if a board member isn't attending board meetings? What about one who's moved out of the district or found not to legitimately live in the district or zone they were elected to represent? And, then there's the question of what should/could happen when a board member hasn't gotten their required training hours. Mr. Bequette will discuss the answers to these questions and others.

## Conducting an Effective Administrator/Superintendent Search for Your District

**Dr. Kieth Williams**, Lead Consultant, McPherson & Jacobson, LLC

**Session C (Part B), 3:45-4:45, Harris Brake Hall/Marriott**



The replacement of the superintendent or other administrative positions is among the most important decisions faced by a school board. This presentation will include aspects of the search process including establishing search criteria, search timeline, involvement of stakeholders, the application process, reference checking, screening applicants, and final candidate selection. **Part A (2:45-3:45, Harris Brake Hall/Marriott)** will include a panel of superintendents and board members that have experienced a McPherson & Jacobson search, and the panel will respond to questions. **Part B** will be have more interactive commentary and audience questioning of the Arkansas consultants. There will be a brief overview of the McPherson & Jacobson search process and how the process can be adapted to the specific needs of a district will be presented.

## Get Better G.R.A.D.E.S.

**Debbie Creek**, Board Member, Springdale School District; **Randy Hutchinson**, Board Secretary-Treasurer, Springdale School District; **Dr. Marcia Smith**, Associate Superintendent, Springdale School District

**Session C, 3:45-4:45, Caraway II/SHCC**



The Springdale School Board is one of many stakeholders' voices that brings the purposeful planning and implementation of instructional strategies and structures to fruition. This session addresses the strategies and implementation of strategies that Springdale School District uses to support educational excellence, equity, culture, and diversity. The school board is the voice that represents the community, parents, families, educators, and business leaders. Springdale Schools implemented in the secondary schools a strategic plan for purposeful planning called G.R.A.D.E.S. Students learn to take ownership for their learning and teachers learn to become facilitators of the classroom. This allows for higher engagement and deeper implementation of depth of knowledge (DOK) questions and activities.

## Is Your District Military Friendly?

**John Kaminar**, Military & Veterans Liaison, Arkansas Department of Education

**Session C, 3:45-4:45, Miller/SHCC**



Arkansas Acts 171 and 939 of 2019 establish new requirements on school districts to support military families. This sessions will present and explain the new laws and provide pointers on how school districts can not only meet their legal obligations, but become a truly military friendly school district.



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology

## Student Safety & Bullying: Arkansas Act 1029

**Doug Bradberry**, School Safety Coordinator, Arkansas Department of Education

**Session C, 3:45-4:45, Fulton/SHCC**



Need your required bullying training? This presentation will fulfill that requirement. Board members are now required to have specific professional development as called for in Act 1029 of 2019 that addresses the topic of bullying in schools and what is now required to address it. Attendees will learn the requirements that their district policy must include, the definitions of some of the most important concepts and terms this legislation addresses, and an overview of what your school must be prepared to do to prevent, report, investigate and respond to bullying behavior.

## Students Leading the Way: The Leader in Me at Cedar Ridge Elementary

**Dr. Andy Ashley**, Superintendent, Cedar Ridge School District; **Shawn Craig**, Assistant Principal, Cedar Ridge School District

**Session C, 3:45-4:45, Pope/SHCC**



We use The 7 Habits of Highly Effective People at Cedar Ridge Elementary School to create well-rounded learners by developing the whole-person while preparing today's students to become tomorrow's leaders. We want to show other educators what we are doing at CRES. Our presentation is student-led and conducted by our student leadership team and include one of our tremendous school board members! Our students will give demonstrations over each leadership habit, and conduct hands-on audience involved breakout sessions that will illustrate and illuminate each of our leadership habits. Our goal is to showcase how leadership skills impact and improve student behavior and motivation. We are confident that the Leader in Me would be an asset to programs across the state of Arkansas.

## Transitioning to a Trauma-Informed School Model

**Dr. Jake Long**, Superintendent, Mountain Home School District; **Neal Pendergrass**, Board Member, Mountain Home School District; **Jason Schmeski**, Board Member, Mountain Home School District; **Matt Sutton**, School-Based Mental Health Coordinator, Mountain Home School District

**Session C, 3:45-4:45, IZARD/SHCC**



This session will detail the process of becoming a trauma-informed school district. School-Based Mental Health Coordinator Matt Sutton will address the growing number of instances of trauma in our student population and will highlight some of the ways he and other mental health professionals have worked to train educators about the effects of trauma and how to interact with students who have faced trauma. Trauma-informed schools have an overall culture of respect and support, and Sutton and the educators at MHPS are using their knowledge of trauma to ensure students feel that respect and support each day. Board members and administration will share some of the challenges that their district faces as they transition to this model of interactions with students, and they will highlight ways district personnel are overcoming those challenges in the best interest of students.

## We Have Hired a First-Year Superintendent, Now What? Focus on Board and Superintendent Relationships

**Kimbraly Barnes**, Superintendent, Drew Central School District; **Mike Pennington**, Board President, Drew Central School District

**Session C, 3:45-4:45, Manning/Marriott**



Let's face it once the interview is over and the new person is in the seat a set of challenges begin for both the Superintendent and the board members as they work together to communicate their personal and collaborative goals for students. When the Superintendent is new to the role or has minimum experience, communication is a must but also has to adhere to legal and ethical standards. Mike Pennington, 2018 recipient of the Dr. Dan Pilkinton Award and a Master School Board Member, with over 30 years of school board service, along with Kim Barnes, Drew Central's current first-year Superintendent, will present strategies for a successful school board and Superintendent partnership.

## Workforce Development through Career Academy Pathways

**Cathy Beckham**, Teacher, Mountain Home School District; **Alecia Czanstkowski**, Pathways Teacher on Special Assignment, Mountain Home School District Lisa House, Board Member, Mountain Home School District; **Dr. Jake Long**, Superintendent, Mountain Home School District

**Session C, 3:45-4:45, Caraway I/SHCC**



Mountain Home High School Career Academies has been a Wall-to-Wall Career Academy high school since 2003. All three Career Academies at MHHSCA have received model status from the National Career Academy Coalition, and the school has seen its share of student successes during its 16-year journey. Along the way, the faculty and staff have learned some valuable lessons about engaging the community to provide real-world learning opportunities for students. They have also learned about the importance of forming course offerings and CTE programs of study around the area's workforce needs. Alecia Czanstkowski, the Pathways Teacher on Special Assignment (TOSA) at MHHSCA, and Cathy Beckham, the ACME (Agriculture, Construction, Manufacturing, and Engineering) Academy leader at MHHSCA, will share insights and procedures for involving local industry leaders in the planning and implementation of career-focused curriculum. They will share ways they have garnered community buy-in to their programs, and they will also share lessons they have learned from challenging situations.



Advocacy



Finance



Governance  
& Leadership



Legal Issues



Stakeholder  
Involvement



Student  
Achievement



Technology