



HOLLYWOOD
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Leaders Leaving Legacies



2020 Classified Educational Leaders Institute

February 26-28, 2020 | Garland Hotel, North Hollywood, CA

Sponsored by ACSA's Classified Educational Leaders Council

[#classifiedleaders](#) | [#edleaders](#)

www.acsa.org/celinstitute

This institute is designed for educational leaders in business/ fiscal services, human resources/ personnel, maintenance/operations, custodial, technology, facilities, student services/instructional, including confidential and administrative assistants. The institute is an opportunity share information, and learn about issues that affect education. Presenters from various fields of expertise will share strategies and useful techniques to assist in providing students in California with a first class education.

JOIN US

WEDNESDAY, FEBRUARY 26 8:00 P.M. – 9:00 P.M.

Join us for an evening of fun and networking at the Council President’s Reception. An invitation will await you upon check-in at the hotel front desk. Light refreshments will be served.

THURSDAY, FEBRUARY 27 4:15 – 5:00 P.M. | URBAN WALK

Explore Studio City up close! Join us for a stroll through the neighborhood and see the Brady Bunch House in all its glory.

5:00 – 6:00 P.M. | RECEPTION

Join the fun and meet new friends! Share ideas and success stories with colleagues across the state. Light appetizers will be served.

AGENDA AT A GLANCE

WEDNESDAY, FEBRUARY 26

8:00 p.m – 9:00 p.m..... Reception/Early Arrivals Networking

THURSDAY, FEBRUARY 27

7:00 a.m. – 4:00 p.m.....Registration

7:00 – 9:00 a.m. Continental Breakfast

9:00 – 9:30 a.m.....Welcome

..... Sylvia Alvarez, CEL Council President

9:30 – 10:30 a.m..... Opening Session: Legacy Leaders

..... Creating Legacy Moments: What’s Your Story?

10:30 – 10:45 a.m.....Break

10:45 – 12:00 p.m..... 1st General Session | **Jeremy Bates**

12:00 – 1:00 p.m..... Lunch/Raffle Prize Drawings

Greetings: Dr. Linda Kaminski, ACSA President

1:15 – 2:30 p.m..... Concurrent Sessions

2:30 – 2:45 p.m.....Break

2:45 – 4:00 p.m..... Concurrent Sessions

4:15 – 5:00 p.m.....

..... Urban Walk: The Brady Bunch House (optional)

5:00 – 6:00 p.m.....Reception

FRIDAY, FEBRUARY 28

7:00 – 8:00 a.m..... Continental Breakfast/Raffle Prize Drawings

8:00 – 9:15 a.m..... Concurrent Sessions

9:15 – 9:30 a.m.....Break

9:30 – 10:45 a.m..... Concurrent Sessions

10:45 – 11:15 a.m..... Break (to check out of hotel)

11:15 a.m. – 12:45 p.m.

..... Closing General Session | **Kay Frances**

12:45 p.m.....Raffle Prize Drawings/Box Lunch/Adjournment

GENERAL SESSIONS

THURSDAY, FEBRUARY 27

Opening Session: 9:30 – 10:30 a.m.

Legacy Leaders Creating Legacy Moments: What's Your Story?

Panel Moderator: LaShon Rayford, Executive Assistant-Human Resources, Culver City USD

Panelists: Laurie Gabriel, Chief Human Resources Officer, Fresno County Office of Education; Steven Johnson, Regional Facilities Director, Los Angeles USD; Victoria Davidson, Senior Division Secretary, Confidential, Los Angeles COE; Antonio Romayor, Jr, CCTO, Chief Technology Officer, El Centro ESD; Tracey Case, Administrator, Riverside County Office of Education; Kathy Purpero, Secretary to the Superintendent, Azusa USD

Mike Dooley, Author, Entrepreneur said "The one thing all famous authors, world class athletes, business tycoons, singers, actors, and celebrated achievers in any field have in common is that they all began their journeys when they were none of these things." They used their moments to create their own stories. They made their moments count. What's your story? Are you going to choose your legacy or is your legacy going to be chosen for you? Let's find out together in this interactive panel/workshop discussion led by our very own Classified Educational Leaders.



1st General Session: 10:45 – 12:00 p.m.

Jeremy Bates, The Hope Dealer

Spend an hour with Jeremy Bates, and life becomes different. Something about the way he walks through life and the way he sees the world that is contagious. A self-described addict of potential, disbeliever of convention, and dealer of hope. Jeremy has made a life of redefining possibility for himself, his family, and the hundreds of thousands of people who have experienced his programs.

FRIDAY, FEBRUARY 28

2nd General Session: 11:15 a.m. – 12:45 p.m.



The Funny Thing About Stress

Kay Frances, MBA, Motivational Speaker

We all know that we should manage our stress for peak performance in all areas of our lives, but we don't necessarily know why or how. It's Kay Frances to the STRESS-cue! She literally wrote the book on stress! In this motivational and hilarious presentation, Kay offers a healthy dose of laughter that is just what the doctor ordered for your well-being! With this energetic, upbeat presentation, you'll laugh while you learn without straining your brain.

Stress is not something that we can or should eradicate from our lives. If we care about anything at all, we are going to experience some stress, anxiety, frustration, fear and other so-called negative emotions. The key is to recognize negativity when it arises and make the conscious choice to turn it around.

REGISTER ONLINE TODAY!

<http://bit.ly/2ZRXjIP>

SESSION DESCRIPTIONS

THURSDAY, FEBRUARY 27, 2020

1:15 – 2:30 P.M.

CONCURRENT SESSIONS

Productivity Smart Life Hacks for a Super You

Martin Cisneros, Academic Technology Specialist, Santa Clara COE

Let me guess. You should be doing something else rather than reading this blurb of conference session descriptions. But due to some unknown force of nature, you decided to procrastinate by reading this blurb about how to hack procrastination. You deserve a pat on the back. Join us and learn about genius productivity hacks crowdsourced from top educational entrepreneurs. They include handling emails, digital tools and resources for faster production, brain hacks to allow you to learn more and focus, to body hacks for the six million dollar you! We will build a better YOU.

Session repeats Friday at 9:30 a.m.

Is the “Tail Wagging the Dog?” Be in Control of the Message

Gail Angus, Executive Director, Collaborative Learning Solutions

Across the state, many districts are managing numerous initiatives in order to create positive, safe learning environments. Even with doing the “right work,” they are still facing negative headlines and protesters at school board meetings. The frustration becomes the focus and the work stops. What if instead the message is in support of the work? This session will share how districts in California developed communication plans in order to manage the message. By intentionally following a few key ideas they were able to share the positive changes occurring. “The dog was wagging the tail.” Participants will leave with easy to use tools to create communication plans for their initiatives.

Motivating Your Employees

Suzanne Webb, Director of HR, Santa Monica-Malibu SD

Institute participants will learn a variety of ways in which to motivate their classified staff to meet and exceed professional expectation. This interactive, humor filled presentation will motivate all to go back home and LEAD.

How to Present Like a Rockstar

Jessica Gomez, Principal, Colton Jt. USD

This hands-on presentation will guide participants into understanding the importance of preparing engaging presentations and engaging Google Slides design. Participants will experience and learn some fun and engaging ways to make their presentations rock. Participants should bring a laptop and be able to access Google Slides so they can “play” with designing amazing slides and experiment using the design features Google Slides has to offer. No matter if you are a novice or an expert with slide design, you will leave this workshop with new ideas and tools for creating and designing engaging presentations so you can come back to work as a rockstar presenter.

2:30 – 2:45 P.M.

BREAK

2:45 – 4:00 P.M.

CONCURRENT SESSIONS

The Power of Improv as a Leadership Tool

Hillary Wolfe, Director of Curriculum and Instruction, El Monte UHSD

It's going to happen - despite your best plans, you will be derailed by something out of your control. Learn how the rules of improv can help your team cope with the unexpected, and emerge better, stronger, and more prepared for the next experience. This session will demonstrate how to provide foundational tools and skills to get people comfortable with change, as well as a First Aid Kit of strategies and protocols for when things go awry. In a culture of continuous improvement, challenges become opportunities, data becomes a story arc, and vulnerability becomes a secret weapon. Participants will walk away with templates and tools to help launch and sustain initiatives, and examples of culture-building exercises to inspire a community spirit in the hearts and minds of your team.

Nailed It! How to Have Difficult Conversations (and all the things that get in the way)

Jennifer Slabbinck, Assistant Superintendent, Human Resources, Culver City USD

In this session, participants will discuss the ins-and-outs of having difficult conversations and the importance of doing so in a healthy work environment. Participants will be actively engaged in self-reflection, discussion, and brainstorming with their colleagues in a fun and friendly atmosphere. What fears do you have about difficult conversations? How do you get in your own way? How do the actions and responses of others affect you when you know a difficult conversation is needed, but you just don't want to do it? Participants should be ready and willing to share out, work together, and collaborate to help support each other in moving forward – being ready and able to conquer fierce conversations.

Session repeats Friday at 8:00 a.m.

Emotional Wellness, Balance and Mindfulness at Work

Jenay Enna, Principal, Sakamoto Elementary School

Participants in this workshop will gain a better understanding of how Emotional Intelligence (EQ) impacts our work and be guided through EQ boosting practices that are relevant to today's School/District workplace. Employees with high EQ have the capacity to build authentic relationships and live well-balanced lives. If you're seeking to decrease stress, respond effectively to difficult situations, and reignite your passion and purpose in your career, this workshop will provide you with strategies you can apply immediately and regularly, regardless of how busy your schedule is.

Developing EQ will build your capacity for more effective leadership by:

1. Understanding how to recognize your own emotions and create awareness and space for your response in any situation
2. Recognizing the emotions and needs of others
3. Learning practical, on the job practices to increase mindfulness and awareness

Unpacking Unconscious Bias – The Many Faces of Bias

*Dr. Patricia Brent-Sanco, Director of Equity, Access and Instructional Services,
Lynwood Unified School District*

Welcome to your safe space. Come learn, share and experience how our biases affect our decision-making processes in a number of different ways. This is a place that gives you freedom to:

- Feel Secure in knowing what you are among trusted colleagues.
- Agree to be open to new ideas and share them as well.
- Be Free to be yourself.
- Engage authentically with the core content.
- Set Aside time for you to be fully present.
- Prepare yourself to be supportive for all who attend.
- Accept things you cannot change – work hard for those you can.
- Safeguard confidentiality.
- Enjoy our time together.

FRIDAY, FEBRUARY 28

8:00 – 9:15 A.M. CONCURRENT SESSIONS

Better, Happier Together: Creating a Culture of Collective Efficacy

*Dr. Jacqueline Duncan, Director, Data and Teacher Support; Dr. Clara Finneran,
Superintendent, Las Virgenes USD*

Did you know that when you look at a hill that you have to climb alone, it looks 10-20 percent steeper than if you looked at the same hill with a friend standing 3 feet away? Positive psychologist Shawn Achor's research reveals that leaders can exponentially empower an organization's performance outcomes when they raise employees' collective efficacy and work to become better and happier together. Join Assistant Superintendent Dr. Clara Finneran and Director of Data and Teacher Support, Dr. Jacqueline Duncan as they synthesize leading research from top business and educational leaders into actionable strategies that will help you create a culture of collective efficacy in your organization.

Nailed It! — How to Have Difficult Conversations (and all the things that get in the way) (repeat session)

Jennifer Slabbinck, Assistant Superintendent, Human Resources, Culver City USD

Overview of Personal Branding

Tatia Davenport, ACSA Senior Director of Marketing and Communications

Building an awesome personal brand requires conscious crafting! Learn how to define and manage your brand as a key strategy to advance your career.

9:15 – 9:30 A.M. BREAK

9:30 – 10:45 A.M. CONCURRENT SESSIONS

Productivity Smart Life Hacks for a Super You! (repeat session)

Martin Cisneros, Academic Technology Specialist, Santa Clara COE

LeaderSHIFT: Leading with Courage, Connection, and Compassion

Joelle Hood, Chief Empowerment Officer, Thriving Youniversity

Stress is an issue of global concern in education. Chronic stress is harmful to our physical, mental, and social-emotional health. When leaders feel stressed, it negatively impacts their motivation, performance, and overall well-being, which can affect the morale and resilience of their home life, the organization in which they lead, and the community where they serve. Research-based practices from the fields of Mindfulness and Positive Psychology have been shown to reduce stress and anxiety and boost well-being and self-reported happiness. This workshop provides an easy framework to give leaders the understanding, motivation, and practices needed to thrive: B = Build Belonging & Cultivate Connection R = Reflect on Purpose E = Engage in Self-Compassion A = Attention, Awareness, & Awe T = Thankfulness & Appreciation H = Harness Your Thoughts E = Empathy Everyday

The Human Road Map

Antonio Romayor, Chief Technology Officer, El Centro ESD

We've all been there... we need help. Join us for an interactive discussion about the central role and significance of purposeful and intentional relationships. We'll share real-world leadership stories and experiences that will better prepare you to foster effective teams that create transformational change and practical ways of self-care.

Not an ACSA Member?

Join now for just \$1 a day and register for the CEL Institute at the member rate - a 50 percent savings on your registration, plus a chance to take advantage of membership at a deeply discounted rate. Go to www.acsa.org/join to sign up for membership or e-mail memberservices@acsa.org.

GENERAL INFORMATION/FAQS

■ Casual dress is encouraged. ■ Allow yourself adequate travel time. Make return flights after 4:00 p.m.

HOTEL PARKING

■ The cost of self-parking for overnight guests is \$25.00 and \$29.00 for valet. The cost for daily parking is \$12.00 self-parking and \$18.00 for valet. Parking rates are subject to a 10% sales tax.

AIRPORT SHUTTLE

■ The most economical form of transportation to/from the Bob Hope (Burbank) airport to the hotel is ShuttleFare Services, Lyft or Uber. Shuttle services www.shuttlefare.com or by calling 800.851.4528. Is is \$19.95 each way and the hotel is approximately 5 miles from the Burbank airport.

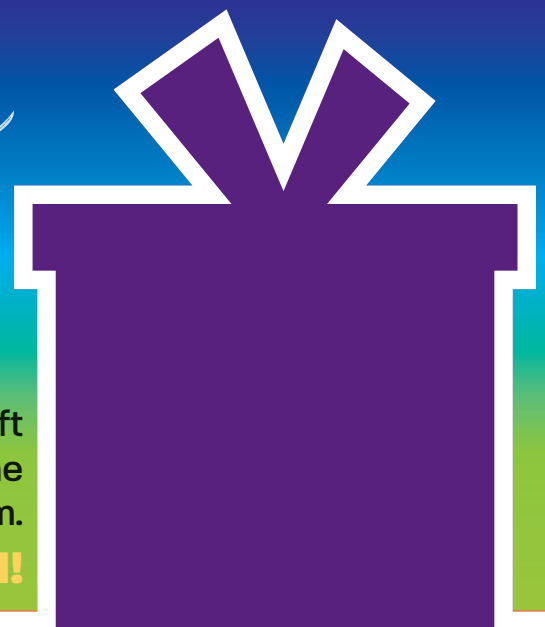
MORE QUESTIONS?

Contact Lori Allred in ACSA's Executive Department at [800.608.2272](tel:800.608.2272) or lallred@acsa.org.

Grand Prize Drawing

A chance to win a Southwest Airlines gift card will be drawn at the end of the 2nd General Session on Friday at 12:45 p.m.

YOU MUST BE PRESENT TO WIN!



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February 26-28, 2020 | Garland Hotel, North Hollywood, CA

REGISTRATION FEES

Registration fee includes two continental breakfasts, one lunch, one reception, refreshment breaks and box lunch.

INDIVIDUAL REGISTRATION RATE

ACSA member	\$329
Non-member, eligible	\$658
Individual not eligible* (SEE NOTE)	\$329

TEAM REGISTRATION RATE (SEE NOTE) \$299**

ONE-DAY REGISTRATION: THURSDAY, FEBRUARY 27

ACSA member	\$180
Non-member, eligible	\$360
Individual not eligible* (SEE NOTE)	\$180

****NOTE:** TEAM RATES ARE AVAILABLE FOR TEAMS OF THREE OR MORE PARTICIPANTS FROM THE SAME DISTRICT. AT LEAST ONE TEAM MEMBER MUST BE AN ACSA MEMBER; THE OTHERS MAY BE NON-MEMBERS. EACH MEMBER MUST COMPLETE A SEPARATE REGISTRATION FORM. ALL TEAM REGISTRATIONS MUST BE SUBMITTED TOGETHER.

***NOTE:** Does not possess an administrative credential, is not enrolled in a credential program, And does not function in a management position.

HOTEL RESERVATIONS

Room reservations must be made by individual participant. Institute registration does not include housing costs.

The Garland Hotel | 4222 Vineland Avenue North Hollywood, CA 91602

Two ways to make lodging reservations:

1. Call the hotel directly at **800.238.3759** and use code **ACS**.
2. Visit <https://bit.ly/2kcF4tM>

Room Rates:

CEL Rate: \$189/night (plus 15.75% taxes)

Important Hotel Information:

The cut-off date for housing reservations is February 3, 2020. After that date, the hotel will continue to process reservations subject to availability; however, the institute rate listed above will not be available. Check in time is 4:00 p.m. Check out time is 11:00 a.m.

REGISTER TODAY: <http://bit.ly/2ZRXjIP>

2020 CEL INSTITUTE PLANNING COMMITTEE

Lisa Ketchum, Santa Clara COE

Sylvia Alvarez, Oak Grove SD

Darlene Avalos, Ventura COE

LaShon Rayford, Culver City USD

Antonio Romayor, El Centro USD

Tatia Davenport, ACSA staff liaison

Lori Allred, ACSA staff support



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school administrators