



GROWING STRONGER TOGETHER

ACSA 2018 Classified Educational Leaders Institute
March 1-2, 2018 | Redondo Beach Crowne Plaza
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 to get together, 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 28
7:30 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. Refreshments will be served.

THURSDAY, MARCH 1
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 28

7:30 p.m — 9:00 p.m..... Reception/Early Arrivals Networking

THURSDAY, MARCH 1

7:00 a.m. — 4:00 p.m..... Registration
7:00 — 9:00 a.m. Continental Breakfast
9:00 — 9:30 a.m. Welcome
..... Jeanette McDonald, CEL Council President
9:30 — 10:30 a.m..... Opening Session
10:30 — 10:45 a.m. Break
10:45 a.m. — 12:00 p.m..... 1st General Session | **Shelley Burgess**
12:00 — 1:00 p.m. Lunch/Raffle Prize Drawings
1:15 — 2:45 p.m. Concurrent Sessions
2:45 — 3:00 p.m. Break
3:00 — 4:30 p.m. Concurrent Sessions
5:00 — 6:00 p.m. Reception
6:00 p.m. Dinner on your own

FRIDAY, MARCH 2

7:00 — 8:00 a.m. Continental Breakfast/Raffle Prize Drawings
8:00 — 9:30 a.m. Concurrent Sessions
9:30 — 9:45 a.m..... Break
9:45 — 11:15 a.m. Concurrent Sessions
11:30 a.m. — 1:00 p.m. 2nd General Session | **Kevin Honeycutt**
1:00 p.m.. Raffle Prize Drawings/Box Lunch/Adjournment

GENERAL SESSIONS

THURSDAY, MARCH 1, 2018

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



Lead Like A PIRATE – Shelley Burgess

Learn dynamic strategies to dramatically transform culture and build a work environment where people run to get in, not out. This motivational session will inspire you to become the leader you've always wanted to be. Through a highly interactive and fun session, participants will learn to: Harness PASSION and encourage risk-taking in their teams; IMMERSE themselves in the work that makes the biggest impact; Build RAPPORT and relationships grounded in trust; ASK great questions to help move learning forward; Dramatically TRANSFORM culture; Lead with ENTHUSIASM that is contagious.

Leaders will walk away from this session with strategies they can implement tomorrow!

FRIDAY, MARCH 2, 2018

2nd General Session: 11:30 a.m. – 1:00 p.m.



Everyone Matters – Kevin Honeycutt

Kevin grew up in poverty and attended school in many cities across the United States. As he witnessed education around the country he collected powerful experiences that still influence his conversations and his work with educators and support staff. Kevin will share and discuss the crucial impact of all of the faces that students see at school and share stories where students were transformed by positive mentors, no matter their role in the school community.

Kevin will also share the challenges that students face on bullying and cyber-bullying and challenges EVERYONE to take an active role in the nurturing of young minds.

REGISTER ONLINE TODAY!



<http://www.cvent.com/d/ztq884>



SESSION DESCRIPTIONS

THURSDAY, MARCH 1

1:15 – 2:45 P.M.

CONCURRENT SESSIONS

Learn to Love Your Inbox and Other Tech Tools for the Busy Leader

Christine McCormick, Ed.D., Director, Student Support Services and Communication, Sutter County Office of Education

(Session repeats on Thursday from 3:00-4:30 p.m.)

Does your inbox cause you anxiety? Is technology often your enemy? Maybe technology is your friend but you want to learn some new uses. This session will provide some tips and tricks to manage your inbox and streamline your workflow; show some technology tools that support professional learning for you and your staff; help you build your professional learning network; and show some "fun" technology that can be used at your next staff meeting. Come ready to take away ideas you can use tomorrow!

Troubleshooting Leadership: How to Lead Challenging People and How to Lead in Challenging Circumstances

Barbara Ginsberg, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Whether you are a seasoned leader or new to leadership, knowing how to change and motivate challenging employees or work with difficult bosses is key to your team being able to thrive. Learn tips for dealing with challenging employees and bosses, evaluating your own leadership traits, and for emerging as a stronger, more confident leader.

Cultures of Trust Can Only Thrive Aboveboard

Tom Hewlett, Senior Education Consultant, Franklin Covey

Trust isn't a quality you either have or you don't, it's a learnable skill. Teams and organizations that operate with high trust significantly outperform those who do not cultivate trust at the core of their culture. Developing trust helps team members become energized and engaged. They collaborate more effectively, operate faster, and achieve superior results.

The Human Resources Office: The First 90 Days and Beyond

Jennifer Looney, ACSA Past President and Personnel Academy Coordinator, retired Asst. Supt. Human Resources, Selma USD

This workshop is designed for human resources administrators, classified managers and classified support staff. Participants new to human resources or with experience in human resources will benefit from the comprehensive overview of the myriad of tasks and responsibilities of the human resources office. The presentation will include a detail calendar of events and human resources self-assessment instrument.

3:00 – 4:30 P.M.

CONCURRENT SESSIONS

Learn to Love Your Inbox and Other Tech Tools for the Busy Leader (Repeat Session)

Christine McCormick, Ed.D., Director, Student Support Services and Communication, Sutter County Office of Education

Working with Millennials

Kathy Espinoza, Board Certified Professional Ergonomist, Keenan and Associates

Over the next few years, the millennial generation will become the largest group in the workforce. Long noted as a group that needs team interaction, as well as regular and constant feedback, this session will focus on learning how to work effectively with this generation. Topics covered will be Millennial 'speak', Millennial 'habits' and how understanding the core values of this 'special' group can bring all generations together in the workforce.

Nobody Raves About Average: Stand Out with Exceptional Customer Service

Tom Hewlett, Senior Education Consultant, Franklin Covey

Build momentum and elevate your school's brand with exceptional customer service. Your competitive edge requires being intentional and strategic around the four principals of service: courtesy, knowledge, promptness and individualization. Nobody raves about average, so build momentum and elevate your school's brand with exceptional customer service. Your competitive edge requires being intentional and strategic around the four principals of service: courtesy, knowledge, promptness and individualization.

Infusing the Practice of Civility and Mutual Respect in the Workplace

Barbara Ginsberg, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Tired of employees behaving in an uncivil and disrespectful manner and the effects such behaviors have on the productivity of the workplace? This presentation will provide a framework for fostering change in the workplace by exploring the 13 keys to civility. Learn how to improve employee relations, resolve conflicts, and infuse the practice of civility in the work environment.



FRIDAY, MARCH 2

8:00 – 9:30 A.M. CONCURRENT SESSIONS

Leaders Lead Safely

Antonio Romayor, Director of Technology, El Centro Unified School District

Join this session for a lively discussion about how to navigate digital safety in a modern connected environment. We will discuss best practices related to Microsoft Office 365, Google G-Suite, encrypting e-mail and cyber security. The session information is applicable to beginner and intermediate administrators.

Creating the Best Place to Work

Amy Hunt, Director of Human Resources, Sweetwater Unified School District

(Session repeats from 9:45-11:15 a.m.)

What can education leaders learn from business? Business has seemingly endless pockets and a focus on profits, while cash poor education focuses on students. Nonetheless, we can look to business to learn about building an effective workplace. Business teaches us how to promote productivity, creativity, and engagement for ALL employees, even without an enormous budget. In this workshop, leaders will learn the science of human behavior, particularly how people think and feel. Utilizing the insights and recommendations from *The Best Place to Work* by Friedman, participants will learn how current research can help them create conditions where everyone can do their best work. Leaders will learn why Employee of the Month awards are a bad idea, why casinos help us understand happiness, and what video games teach us about motivation. Participants will walk away with an enlightened understanding of how to bring out the best in those they lead.

What Successful Leaders Do Every Day

Dr. Lisa Gonzales, ACSA President, Assistant Superintendent, Dublin Unified School District

What do you have in your recipe box for success? This session will explore a series of areas to help you to tap into and assert your confidence, find and maintain balance, practice mindfulness, and find the true leader in you.

9:45 – 11:15 A.M. CONCURRENT SESSIONS

The 21st Century Leader: What's Love Got To Do With It?

Freda Rossi, Education Consultant

What kind of leader are you? Do you promote innovation and idea-sharing? Do you create teams that are innovative, caring and collaborative? Do you support and empower others? This presentation will enable participants to explore their beliefs, attitudes and leadership style. An individual's beliefs and attitudes have a direct impact on the types of teams they create in the workplace. Twenty-first century leaders need the mindset and skills to build collaborative teams that are made up of diverse thinkers who promote idea-sharing, innovation and results for all students. This workshop will empower participants to begin to explore ways to have meaningful and authentic connections with team members in order to create the types of teams that can make a difference in twenty-first century schools.

Creating the Best Place to Work (Repeat Session)

Amy Hunt, Director of Human Resources, Sweetwater Unified School District

The Heart of Leadership: Live, Love, Lead, Matter

Cindy Petersen, Superintendent, Gateway Charters

Leadership is an expression of wholeheartedness. When we bring our vision, values, character, courage and presence to leadership we create organizations and work that matter. For 14 years, Dr. Cindy Petersen has successfully led a seven school charter management organization that is making a difference in nearly 5,000 student lives. Come learn how you too can make meaning, make a difference, and live, love, lead, matter. Participants will leave this presentation inspired to lead: with a set of skills and attributes to apply in their daily leadership, and with a greater understanding of how to nurture innovation in their school or district.

Not an ACSA Member?

Join now for just \$1 a day and register for the CEL Institute at the member rate - a 50% 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

- Self parking for overnight guests is \$18/day for self-parking, \$32/day for valet parking.

AIRPORT SHUTTLE

- Super Shuttle costs \$18 each way to and from Los Angeles International Airport, approximately seven miles each way. Contact www.supershuttle.com or 800.258.3826

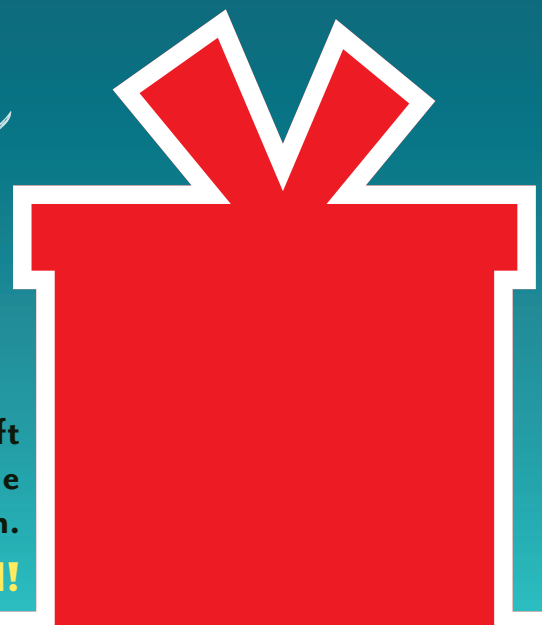
MORE QUESTIONS?

Contact Lori Allred in ACSA's Executive Department at 800.608.2272 or llallred@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 1:00 p.m.

YOU MUST BE PRESENT TO WIN!





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March 1-2, 2018 | Redondo Beach Crowne Plaza

REGISTRATION INFORMATION

REGISTRATION FEES (Registration fees do not include housing costs.)

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

INDIVIDUAL REGISTRATION RATE

	EARLYBIRD RATE THROUGH JAN. 30	AFTER JAN. 30
ACSA member	\$265	\$295
Non-member, eligible	\$525	\$590
Individual not eligible*	\$265	\$295

TEAM REGISTRATION RATE** (SEE NOTE)

ACSA Member	\$265	\$295
Additional attendee	\$265	\$295

****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.

ONE-DAY REGISTRATION: THURSDAY, MARCH 1

ACSA member	\$180
Non-member, eligible	\$360
2-130 <input type="checkbox"/> Individual not eligible* (SEE NOTE)	\$180

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

REGISTER TODAY!

<http://www.cvent.com/d/ztq884>

HOTEL RESERVATIONS

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

Crowne Plaza Redondo Beach Hotel | 300 N Harbor Dr, Redondo Beach, CA 90277

Two ways to make lodging reservations:

1. Call the hotel directly at 310.318.8888 or 800.368.9760 and mention ACSA CEL Institute.
2. Visit <https://goo.gl/JSE6VY> | Group Code: **CEL**

Room Rates:

\$189.00 per night, plus tax (Single, Double, Triple & Quad) Hotel tax is 12.195 percent

Important Hotel Information:

The cut-off date for housing reservations is February 6, 2018. After that date, the hotel will continue to process reservations subject to availability; however, the institute rate listed above may not apply. Check in time is 4:00 p.m. Check out time is 12:00 p.m.



2018 CEL INSTITUTE PLANNING COMMITTEE

Jeanette McDonald, chair, Porterville USD

Diane Gilbert, Newcastle ESD

Nancy Clark, Orange COE

Lori Allred, ACSA staff liaison



association of california
school administrators