

classified educational leaders:



a source of
STRENGTH
in a world of
CHANGE

ACSA 2015 Classified Educational Leaders Institute
February 26-27, 2015 ■ Hilton Garden Inn, Emeryville, CA

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 25
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, February 26
5:00 p.m., Reception @ Chevy's**

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

general sessions

**Thursday, February 26, 9:00 a.m. – 12:00 p.m.
1st General Session**



Having Hard Conversations: Extending the Learning

Jennifer Abrams, Educational Consultant

Jennifer will provide Institute attendees strategies for being both more confident and compassionate when faced with challenging situations. Participants will learn how to keep conflict at a cognitive level that is more psychologically safe; look at a hard conversation through the lenses of culture, generation and gender; and increase their capacity to respond productively when conflict escalates both in one-on-one and in group situations.

**Friday, February 27, 11:30 a.m. – 1:00 p.m.
2nd General Session**



The Standard of Everyday Greatness in Execution

Kevin Bracy, Speaker/Greatness Coach

In this keynote, Kevin, "Your Greatness Coach," will get you and your colleagues fired up to execute your duties at their highest level of Greatness (Best Effort). Kevin will explain the distinction between the four "standards" one can CHOOSE in how they approach work and life every day:

- 1) Standard Show UP
- 2) Standard Average
- 3) Standard Good
- 4) Standard Greatness (Best Effort)

session descriptions

Thursday, February 26

1:15 – 2:45 p.m. (choose one)

Who Wants to be a Human Resources Millionaire?

Todd Goluba, Attorney, Atkinson, Andelson, Loya, Ruud & Romo

Come join in on “Who Wants to Be an HR Millionaire” which is a grab bag of human resource issues conducted in a game-show format. Questions will reflect various issues that leaders working in the human resources department face each and every day. As we move through these issues, we will also review recent, vital HR cases and decisions.

Building Relationships in Today's Multi-Generational Workforce

Kathy Espinosa, Assistant Vice President, Ergonomics and Safety, Keenan and Associates

This upbeat, very motivational presentation will offer insights as to what each generation values and how they learn. You will learn to accentuate the positives that each generation brings to the workforce and how to reach and motivate each generation based on what they value. Each generation has different work ethics and values different rewards. Knowing what is unique to each of the four generations creates better buy-in for work.

Core Values to Live By: Successful Leadership Traits for Classified Leaders

Brett McFadden, Assistant Supt/CBO Pajaro Valley USD

Leadership is not about someone's position or title. It is a state of living and being. Classified education leaders play a critical role in the success of their departments and local education agencies. This workshop will focus on developing leadership traits and core values that will help classified leaders be successful in their careers and lives.

Asbestos, PCBs, Bad Air, Oh My!

Laura Preston, ACSA Legislative Advocate

The issue of school indoor air quality is once again gaining state and national attention. Classrooms built between 1950-1979 are likely to contain harmful Polychlorinated Biphenyls (PCBs) in their window and door caulking, lighting ballasts and ventilation systems. Active shooting training programs encourage the closure of doors and windows while at the same time we know that opening doors and windows improves indoor air quality. And good indoor air improves the ability of students to learn.

Several school districts in California have been confronted with attacks about the health and safety of their school classrooms due to asbestos contamination and the potential for PCB contamination. ACSA has worked with the Environmental Protection Agency, California School Boards Association, California Association of School Business Officials, and the Coalition for Adequate School Housing to develop a Tool Kit to guide you as you work towards improving the air quality in your classrooms. This workshop will review elements of the Tool Kit and provide you with cost efficient and healthy steps to take in order to avoid making inadvertent mistakes as you improve air quality in your schools.

3:00 – 4:30 p.m. (choose one)

Tech Tools to Increase Productivity & Add Confidence

Lisa Gonzales, Ed.D., Superintendent, Portola Valley SD, ACSA's Vice President for Legislative Action

Looking for tools to become more efficient in communication and collaboration? Ready to learn some and share some? Enjoy an hour of tech learning and training in how resources like LinkedIn, Triplt, Bit.ly, Dropbox, Doodle, Slideshare, Padlet, and others that can help you at work...immediately! Please bring your own device (laptops are great) and be ready to share a resource that you find invaluable so we learn together.

LCAP and the Classified Educational Leader

Alicia Ausara, Educational Services Executive, ACSA

Connecting the entire system to the district Local Control and Accountability Plan (LCAP) is critical to the successful implementation of the plan. This workshop will take participants through LCAP goals and trace the impact of the goal through the school system. Participants will walk away with tangible plans to support the implementation of their districts' LCAP. Changes to the LCAP template will be reviewed, and ACSA's LCAP web tool will be explored.

Where Did the Time Go!?

Time Management Tips for School Leaders

Tom DeLapp, President, Communication Resources for Schools

Classified leaders have a lot of demands on their time these days. But many are frustrated that they don't seem to have enough time in the day to finish everything. In this workshop, we'll explore how to gain control of your time by treating it as an asset and an investment.

Key topics we will cover include:

- Identifying common time bandits and time vampires
- Going beyond “to do” list to spend your time strategically
- Diagnosing time leakage in your day with a time audit
- Dealing with the top 20 time wasters that can plague your workday
- Structuring your time efficiently and effectively
- Taking control of telephones, e-mail, PDAs, meetings and drive-by interruptions

This workshop is designed for leaders who value their time, but don't know exactly how to best to maximize the time to get their jobs done well. Reduce your stress, increase your productivity and find the time to lead your schools in very tough times!

Coaching Others to Success

George Manthey, Ed.D., Founding Partner, Lead Learner Associates

Most employees do not have access to a professional coach. Although some would argue that evaluators cannot also be coaches, it is possible when there is a sense of trust. Because coaching has a much better record of improving employee capacity than the evaluation process it benefits everyone if supervisors are also skilled coaches. In this workshop participants will be introduced to and have the opportunity to practice a positive coaching process that builds on employee strengths rather than focusing on their weaknesses.

Friday, February 27

8:00 – 9:30 a.m. (choose one)

Brown Act and Beyond

Thomas Gauthier, Attorney, Lozano Smith

With board members and administrators communicating by email and on social media, do you have the controls in place to prevent serial meetings and other violations of California's open meetings law? New requirements are added to the Brown Act every year. Make sure your district's agendas meet the legal requirement and all votes are recorded properly.

Tech Tools to Increase Productivity & Add Confidence (repeat session)

Lisa Gonzales, Ed.D., Superintendent, Portola Valley SD, ACSA's Vice President for Legislative Action (repeat session)

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Customer Service As a Priority

Scott Siegel, Ed.D., Superintendent, Ceres Unified School District

In a business world, successful firms understand the importance of customer satisfaction. In education, we are in an increasingly competitive market. This session will focus on the importance of treating all of our customers with the respect and attention they deserve, and that is essential to retaining their business.

9:45 – 11:15 a.m. (choose one)

Classified Evaluations: Moving From Fear to Growth

Tanya Krause, Deputy Superintendent; Leslie Barrow, Director of Human Resources, Campbell UHSD

Evaluations are often viewed with fear and dread by the employee, and as just one more thing to check off of a long to do list for the supervisor. Timely, consistent evaluations give you the opportunity to recognize excellent work, to learn about employees' long term goals, to reaffirm departmental and district expectations, and, when necessary, to document problem areas. This session will explore how to make your evaluation process fair, consistent, legal and meaningful for both you and the employee. This session will be interactive, including opportunities to review and improve sample evaluations.

Coaching Others to Success

George Manthey, Ed.D., Founding Partner, Lead Learner Associates (repeat session)

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institute agenda

Wednesday, February 25

7:30 p.m. Reception/Early Arrivals Networking
7:30 – 9:00 p.m. Registration, Council President's Suite

Thursday, February 26

7:00 a.m. – 4:00 p.m. Registration
9:00 a.m. – 12:00 p.m. Welcome/1st General Session • **Jennifer Abrams**
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 – 6:30 p.m. Reception at Chevy's (Next door to hotel)
6:30 p.m. Dinner on your own

Friday, February 27

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 Bracy**

grand prize drawing

A chance to win a gift card for Southwest Airlines will be drawn at the end of the 2nd General Session on Friday at 1:00 p.m.

You must be present to win!

planning committee

Monica Ross, chair, Solano COE
Sylvia Alvarez, Oak Grove ESD
Robin Beeson, Shasta COE

Billie Mankey, Pacific Grove USD
Claudia Vicino, Empire UESD
Lori Allred, ACSA staff liaison

not a 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 to sign up for membership or e-mail memberservices@acsa.org.

frequently asked questions

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

location/registration

Hilton Garden Inn

San Francisco/Oakland Bay Bridge
1800 Powell Street, Emeryville, CA 94608
510.658.9300

www.sanfranciscooaklandhgi.com

Hotel room reservations are the responsibility of the institute participant. Cut off date for lodging is **January 25, 2015**. Please refer to the registration form for further details on room reservations at the Hilton Garden Inn.

hotel parking

Parking for overnight guests is \$7.00 per night. Parking is complimentary for daily attendees.

airport shuttle

Shuttle service from either the Oakland or San Francisco airport can be arranged by calling Bay Porter Shuttle at 510.864.4000 (Oakland Airport) or 415.467.1800 (San Francisco Airport).

questions?

For more information, contact Lori Allred in ACSA's Executive Department at 800.608.2272 or lallred@acsa.org.

2015 CEL Institute

registration form no. 3035

February 26-27, 2015

Hilton Garden Inn, San Francisco/Oakland Bay Bridge, Emeryville, CA

Name	Badge Name (First)	
Position	District	
Address	<input type="checkbox"/> home <input type="checkbox"/> school <input type="checkbox"/> district	
City	State	Zip
Telephone	E-mail	

registration fees (registration fees do not include housing costs.)

Please complete the hotel reservation form at right.)

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

INDIVIDUAL REGISTRATION RATE		EARLYBIRD RATE THROUGH JAN. 30	AFTER JAN. 30
1-10	<input type="checkbox"/> ACSA member	\$240	\$275
2-60	<input type="checkbox"/> Non-member, eligible	\$480	\$550
2-50	<input type="checkbox"/> Individual not eligible	\$240	\$275

TEAM REGISTRATION RATE*

1-10	<input type="checkbox"/> Member	\$230	\$260
1-160	<input type="checkbox"/> Additional attendee, ACSA Member	\$230	\$260
2-161	<input type="checkbox"/> Additional attendee, non-Member	\$230	\$260

ONE-DAY REGISTRATION, THURSDAY, FEBRUARY 26

1-120	<input type="checkbox"/> ACSA member	\$160
2-140	<input type="checkbox"/> Non-member, eligible	\$320
2-130	<input type="checkbox"/> Individual not eligible	\$160

* 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.

method of payment (Check one)

<input type="checkbox"/> Check No.	<input type="checkbox"/> Purchase Order No.
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(Check or P.O. must be enclosed if not paying by VISA or MasterCard)

<input type="checkbox"/> VISA/MasterCard No.	Expiration date
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Billing Address (If different from above)

Signature

Make checks and purchase orders payable and mail to:

**ACSA's Foundation for Educational Administration · 1575 Bayshore Highway, Burlingame, CA 94010.
650.692.4300 or 800.608.2272; fax 650.692.6858**

ACSA is not responsible for travel expenses incurred due to cancelled programs. Cancellations must be in writing and postmarked a minimum of 15 days prior to the program date to be eligible for a refund. A service fee is charged for all cancellations. The following scale will be used for all cancellation requests. **Note: Each cancellation notice received is reviewed on an individual basis to determine if a refund is warranted.**

60 days prior	Full refund less \$40 service fee
30 days prior	Full refund less \$50 service fee
15 days prior	50% refund
14 days or less	No refund

Hotel Reservations

Room reservations must be made by individual participant.

Institute registration does not include housing costs.

ACSA Classified Educational Leaders Institute

February 26-27, 2015

Hilton Garden Inn San Francisco/Oakland Bay Bridge

1800 Powell Street

Emeryville, CA 94608

www.sanfranciscooakland.hgi.com

Three ways to make lodging reservations:

1. Call the hotel directly at 510.658.9300.
2. Go to group web page at http://hiltongardeninn.hilton.com/en/gi/groups/personalized/S/SFOBBGI-CAS-20150224/index.jhtml?WT.mc_id=POG Group Code: CAS
3. Complete this reservation form and mail it directly to the Hilton.

hotel reservation form

Please complete and mail or fax this portion to the Hilton Garden Inn at the address listed above. The cut off date for housing reservations is

January 25, 2015.

All rooms must be guaranteed with either first night's deposit or credit card.

Your confirmation will be mailed to you directly from the Hilton Garden Inn.

We encourage you to make your room reservations early, as the hotel tends to fill quickly.

Name

Address

City State Zip

Telephone

Arrival Date Departure Date

Please select room and rate choice:

- | | |
|---|---|
| <input type="checkbox"/> Single room, \$149.00 plus tax | <input type="checkbox"/> Triple room, \$159.00 plus tax |
| <input type="checkbox"/> Double room, \$149.00 plus tax | <input type="checkbox"/> Quad room, \$169.00 plus tax |
| <input type="checkbox"/> Non-smoking room | <input type="checkbox"/> Smoking room |

Hotel tax is 12 percent

Please guarantee first night with:

Check Number

Visa/MasterCard No. Exp. Date

Signature

Important Hotel Information:

After the cut-off date of **January 25, 2015**, the hotel will continue to process reservations subject to availability; however, the institute rate listed above may not apply. Check in time is 3:00 p.m. Check out time is 12:00 p.m.

questions?

**Contact Lori Allred in ACSA's Executive Department at
916.329.3820, 800.608.ACSA or lallred@acsa.org.**