



Shining the **SUN** on Education

**2016 CLASSIFIED EDUCATIONAL
LEADERS INSTITUTE**

FEBRUARY 25–26, 2016 ★ CROWNE PLAZA, REDONDO BEACH



association of california
school administrators

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 24 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 25 5:00 p.m., Reception on the Harbor Terrace Deck

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 24

- 7:30 p.m. Reception/Early Arrivals Networking
- 7:30 – 9:00 p.m. Registration, Promenade Room

Thursday, February 25

- 7:00 a.m. – 4:00 p.m. Registration
- 9:00 – 10:30 a.m. Welcome/1st General Session • **Julie Adams**
- 10:30 – 10:45 a.m. Break
- 10:45 – 11:45 a.m. Job-Alike Best Practices/Tabletalks
- 11:45 a.m. – 12:00 p.m. . . . The Voter Empowerment Act of 2016 • **Sal Villaseñor**
- 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, Harbor Terrace Deck
- 6:00 p.m. Dinner on your own

Friday, February 26

- 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/Raffle Drawing • **Kevin Bracy**
- 1:00 p.m. Box Lunch/Adjournment

general sessions

Thursday, February 25, 2016

1st General Session | 9:00 – 10:30 a.m.



Fostering a Fantastic School Culture – 8 Best Practices

Julie Adams, Educational Consultant

Research shows that there are several characteristics that produce a positive and even pleasurable environment conducive to learning and productivity--what are they and how can they be implemented? Participants engage in analysis and discussion of the “Best Practices” and leave with ideas to implement immediately at their site.

Special Session | 11:45 a.m. – 12:00 p.m.



The Voter Empowerment Act of 2016

Sal Villaseñor, ACSA Legislative Advocate

California voters could be deciding if future public school employees should be allowed to participate in a Defined Benefit Retirement Plan or be forced into a 401(k) style retirement plan. Under “The Voter Empowerment Act of 2016” voters of each local jurisdictions will have the final say on what type of retirement plan can be offered to new public school employees hired after January 1, 2019.

Friday, February 26, 2016

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



B.R.A.C.E. Yourself to Continue M.A.D. (Making a Difference)

Kevin Bracy, Business Owner/Motivational Speaker

The quality of our lives is determined by the quality if the questions we ask ourselves. – Anthony Robbins

Ever ask yourself...what legacy am I leaving? How do I find the best version of me and bring that attitude to work consistently? Does my work make a difference? How do I maintain my motivation throughout the school year? How do I stay positive amid seemingly negative situations? Bracy, a.k.a. your greatness coach, will inspire, motivate and answer these questions in the closing general session! You won't want

to miss this motivational keynote session. Begin and END each day believing you have GREATNESS within YOU!

Register Online Today!



<https://www.regonline.com/16celinstitute>

session descriptions

Thursday, February 25

1:15 – 2:45 p.m.

Concurrent Sessions

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.

(This session repeats from 3:00 – 4:00 p.m.)

“Where Have You Gone... Edward R. Murrow”

Naj Alikhan, Director of Communications, Association of California School Administrators

Why do students, teachers, parents, staff and the community demand leadership? This session will discuss the importance of having style, substance and impact with your messaging. Naj will explain why belief in your message is critical to being a leader, and will provide the toolkit for becoming an effective communicator in your school and district.

The Skillful Leader: Effective and Meaningful Evaluation and Documentation of Employees

Mauricio Arellano, Assistant Superintendent, Human Resources, Palm Springs USD

The Skillful Leader Program is a program intended to build the capacity of a manager to identify effective work strategies and/or techniques, to evaluate the performance of employees and to calibrate the feedback across the department and/or district. Managers generally receive little training on how to provide consistent and meaningful feedback. The Skillful Leader Program, developed by the Human Resources Department in the Palm Springs Unified School District, using elements of the book titled, *The Skillful Leader: Confronting Mediocre Teaching*, focuses on improving the capacity of managers to provide meaningful feedback through Evidence Based Narratives supported by ample sources of information and/or data. The program includes exercises that allow managers to identify their own areas of weakness for providing feedback, processes to scrutinize written feedback so that it is meaningful and common language and common understandings that create a uniform manner to provide feedback across a department or District. There is also an intense focus on how to collect informal data throughout the year, and build those systems to collect informal data, to serve as evidence to support the markings on any performance evaluation document.

Balancing Life with What Matters Most

Audrey Asplund, Assistant Principal, William S. Hart UHSD

In this session you will learn five ways to keep your personal and professional life balanced. To begin with, you must determine what matters most to you personally and professionally. Then you must schedule and plan everything based around these priorities. Next you should surround yourself with the right people who can support you on your journey. Learn to delegate and ask for assistance when you need it. If you are going to be making changes to your habits and patterns, let people around you know what's going on and why. And finally, learn how to dare to say no! Stop feeling guilty for not attending meetings or events that fall outside of your priority list.

3:00 – 4:30 p.m.

Concurrent Sessions

The Surprising Value in What You Never Knew About Meetings

Kathy Ohm, Executive/Leadership Growth Coach, Director, ACSA Planning Center

This workshop just might cause you to: (a) have more fun (b) hold fewer meetings (c) achieve better outcomes (d) strengthen leadership. You'll learn a few humorous, interesting and very useful facts, engage in interactive exercises, and use learning to reflect on a past or upcoming meeting. You will walk away with at least one new perception, tool or practice to strengthen your meetings impact and your own leadership influence. Relevant for those who lead, participate in, or regularly observe meetings.

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(This is a repeat session)

How Do We Protect Student Privacy in the Technology Age?

Laura Preston, Legislative Advocate, ACSA Governmental Relations and Gretchen Shipley, Attorney, Fagen, Friedman, Fulbright

The expanded use of technology provides additional educational opportunities for students and teachers. Technology allows school districts to collect data, teachers are encouraged to share educational data to personalize student learning, and states use longitudinal data systems to track student performance over time. Unfortunately, our students' protected personal information is at risk as technology use expands. Schools and districts are



charged with protecting student information. One of the nation's leading experts on student data privacy will guide attendees through the maze of how to protect our students' data privacy in order to comply with the implementation of recent legislation.

Management Skills vs. Leadership Techniques

Jon E. McNeil, Assistant Superintendent, Whittier City SD

There is a difference between leadership and management and it is important to quantify this difference so that Classified Educational Leaders (CELs) can understand and differentiate when to use one set of skills and when to apply a different approach when problem solving. There are many new responsibilities as a result of the demands from new HR procedures, laws and regulations that require today's classified leader to be able to apply a more sophisticated approach to working within a school district. This workshop will provide a step by step fool proof problem solving plan that will set the leader up to move their team forward. Participants will also learn about the elements that make the difference between management and leadership. By learning about these differences, the leader will be able to better define the problems that they are confronted with every day. By framing the problem accurately, the leader will be better equipped to help their team move through the solution and bring about a better situation for everyone on the team as well as helping to support the mission of the district.

Friday, February 26

8:00 – 9:30 a.m.

Concurrent Sessions

Google Apps for Education

Randy Kolset, Education Technology Coordinator, Orange USD

Google Apps for Education (GAPE) has been introduced to many school districts. Learn how this ecosystem works and how to connect with others provides an opportunity to create a highly collaborative and efficient work environment.

From Supervisor to Leader: Responsibilities, Communication, and Conflict Resolution

Barbara Ginsberg, Senior Counsel, Atkinson, Andelson, Loya, Ruud & Romo

In order to create a team of effective and productive employees, administrators must be more than managers; they must be leaders. This session will focus on key issues you need to perform to successfully lead and empower your staff. Essential communication skills and tips for improving communication, particularly with difficult people, will be demonstrated, and participants will receive an effective model for diffusing, mediating, and addressing conflict in the workplace.

How to Implement the Hurdles of the New Paid Sick Leave Law

Ron Wenkart, Legal Counsel, Orange USD

In 2014, Governor Brown signed AB 1522 (amended in 2015 by AB 304). This legislation grants paid sick leave to employees in both the private sector and public sector who do not already receive paid sick leave. While directed mainly to the private sector, school districts are impacted by the legislation as well. Temporary employees, substitutes, walk-on coaches, student workers and other employees who do not receive paid sick leave under the provisions of the Education Code would receive paid sick leave under the new mandates created by AB 1522 and AB 304. This presentation will familiarize those attending with these new statutory requirements that will require school districts to provide sick leave benefits to employees who previously did not receive such benefits.

9:45 – 11:15 a.m.

Concurrent Sessions

Social Emotional Wellness – Happiness in the Workplace

Debbie Sacks, Consultant, Collaborative Learning Solutions

We work harder when we're happy! Let's learn about Emotional Intelligence. This engaging hands-on workshop will help participants learn creative ways to cultivate a climate of kindness, empathy, and compassion in the workplace. Organizations that operate in emotionally intelligent ways build trust, commitment, meet demanding challenges, and create a climate that is empowering and dynamic. Make this conference come alive by joining us and sprinkling happiness!

Educator Effectiveness: It's all About Communicating, Relationships, and Procedures to Support Both

Rob Martinez, Assistant Superintendent, HR, Fairfield-Suisun USD and Jonathon Brunson, Director, Personnel Services, Davis JUSD

Employee effectiveness is of paramount importance to every school system and to the classified leaders who are the foundation of that success. Striving to communicate and build relationships with each person on your campus or department is an essential component of developing well-skilled, thoughtful, purposeful professionals who are focused on your collective goals. Come work with our team as we share useful strategies for holding "Leadership Conferences" to engage and connect with each of your employees, and learn about a secure, effective, efficient, accessible system to support you as you move all of your employees forward as professionals.

One Drive to Serve Them All: Office 365

Randy Kolset, Education Technology Coordinator, Orange USD

Office 365 now provides a collaborative space where you can work with your traditional Microsoft Office suite either online or off. Learn ways to connect and collaborate with others while creating efficiency in your work flow.

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 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 \$12.00 per night.

airport shuttle

- Super Shuttle costs \$16 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 lallred@acsa.org.

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!



Shining the Sun on Education

ACSA 2016 Classified Educational Leaders Institute

February 25-26, 2016 | Crowne Plaza, Redondo Beach, CA

registration form no. 3036

REGISTRATION INFORMATION

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.)

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
1-10 <input type="checkbox"/> ACSA member	\$265	\$295
2-60 <input type="checkbox"/> Non-member, eligible	\$525	\$590
2-50 <input type="checkbox"/> Individual not eligible*	\$265	\$295

TEAM REGISTRATION RATE**

1-10 <input type="checkbox"/> Member	\$265	\$295
1-160 <input type="checkbox"/> Additional attendee, ACSA Member	\$265	\$295
2-161 <input type="checkbox"/> Additional attendee, non-Member	\$265	\$295

ONE-DAY REGISTRATION: THURSDAY, FEBRUARY 25

1-120 <input type="checkbox"/> ACSA member	\$180
2-140 <input type="checkbox"/> Non-member, eligible	\$360
2-130 <input type="checkbox"/> Individual not eligible*	\$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.

METHOD OF PAYMENT (Check one)

☐ Check No. ☐ Purchase Order No.

(Check or P.O. must be enclosed if not paying by VISA or MasterCard)

☐ VISA/MasterCard No. Expiration date

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, Attention: Michael Dawson

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.

Crowne Plaza Redondo Beach and Marina
300 N. Harbor Drive, Redondo Beach, CA 90277
www.cpredondobeachhotel.com/AC3

Two ways to make lodging reservations:

1. Call the hotel directly at **800.318.8888** or **800.368.9760** and mention **ACSA CEL Institute**.
2. Go to group web page at **www.cpredondobeachhotel.com** Group Code: **AC3**

Room Rates:

\$169.00 per night, plus tax (Single, Double, Triple & Quad)

Hotel tax is 12.1 percent

Important Hotel Information:

The cut-off date for housing reservations is **February 2, 2016**. 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.



2016 CEL Institute Planning Committee

Monica Ross, chair, Solano COE

Claudia Vicino, Empire USD

Nancy Clark, Orange USD

Jeanette McDonald, Porterville USD

Maria Moore-Flag, San Diego USD

Lori Allred, ACSA staff liaison



association of california
school administrators