

2012 NSBA Conference, Boston
Sessions conducted by Maryland presenters

Session Title	Description	Date & Time	Presenters	Title	Association or Company
New Board Member Boot Camp	Pre-Conference Session: Ethics, Board Meetings, and the Role of a School Board Member (Pre-registration required)	Friday, April 20 1:30 PM - 4:30 PM	Kitty Blumsack Terry McCabe	Director of Board Development Associate Executive Director	Maryland Association of Boards of Education Maine School Boards Association
Data Driven Decision Making	Find out how your board can use data to effectively meet assessment and accountability challenges associated with No Child Left Behind (NCLB). Learn the most useful formats for NCLB data requirements, and the newest information tools and methodologies being used by school districts, including data warehousing and business intelligence tools.	Friday, April 20 1:30 PM – 3:30 PM	Katheryn Gemberling Patte Barth	Educational Consultant Director	Maryland National School Boards Association
The Key Work of School Boards -- An Overview	The Key Work of School Boards framework provides school board members with tools and information for improving their leadership skills and raising student achievement. Learn about the eight Key Action Areas for school leaders and how to apply them to your own district.	Saturday, April 21 8:30 AM 9:45 AM	Kitty Blumsack Kanisha Jones	Director of Board Development Education Director	Maryland Association of Boards of Education National School Boards Association
It's Time to go Viral: Using Social Media to Engage Stakeholders and Build Community Capital	Many schools have revisited the long held belief that social media is all bad and have started using Blogs, Facebook and Twitter to better engage stakeholders in the activity of local public schools. Properly leveraged, social media can be utilized to start conversations based on a solid foundation of facts rather than some	Saturday, April 21 8:30 AM – 9:45 AM	Ari Ioannides	President	BoardDocs by Emerald Data Solutions (a MABE Partnership Service)

	blogger's rant. Attendees will learn how simple changes to existing web sites and board materials combined with proactive messaging can enhance any communications strategy and build community capital.				
Avoiding Legal Pitfalls in a Board Meeting	Attend a mock board meeting and learn how to avoid legal pitfalls in your board meetings by watching and interacting with our cast of true characters that aim to put the fun in dysfunctional boardsmanship. Test your ability to spot potential legal problems without fear as staff attorneys from the Maryland Association of Boards of Education help to untangle the legal quagmire created by the antics of our less than model board members. Plan on being entertained while you learn about many of the common (and not so common) legal mistakes that can threaten to strand your board in a legal minefield.	Saturday, April 21 1:30 PM – 2:45 PM	Steve Bounds John Woolums	Director of Policy & Legal Services Director of Governmental Relations	Maryland Association of Boards of Education Maryland Association of Boards of Education
Avoiding the Headaches & Costs of Special Education Litigation	The number of lawsuits being filed against school districts alleging systemic violations of IDEA are increasing. Litigation involving systemic violations can go on for many years and can be very costly to school districts. This session will provide an overview of lawsuits that have been filed against school districts alleging systemic violations of IDEA and will discuss policies and procedures to help avoid such litigation.	Saturday, April 21 1:30 PM – 2:45 PM	Marie Sneed	Partner	Hogan Lovells
10 Myths of Board Service (New School Board Member Workshop)	All board members come to their positions with a set of beliefs as to what the job involves. How many of those beliefs turn out to be common myths of board service? Examine the misconceptions, and become skilled at effectively governing beyond the stereotype of board	Sunday, April 22 3:15 PM – 5:00 PM	Sandi Barry Terry McCabe	Communications & Marketing Coordinator Associate Executive Director	Maryland Association of Boards of Education Maine School Boards Association

	service.				
Design a Creative Public Engagement Process to Build Vision, Mission, and a Student-Centered Division Strategic Plan that Raises Expectations, Inspires Staff, and Builds Buy-In	Move strategic planning beyond the mundane to the inspiring, visionary and transformational activity that makes a difference in preparing all the students in the school division to be effective 21st century citizens in the community and globally. Design a three-phase process to build community and employee interest and support in thinking beyond test scores and accountability requirements to what the community members, parents, and School Board members expect for their own children. Chesterfield County Virginia Public Schools (enr. 59,000) will assist you in designing a basic plan to take back to share with your own community.	Monday, April 23 10:15 AM – 11:30 AM	Len Forkas Jennifer Bond Stu Gibson	Chief Executive Officer Director of Marketing Former school board member	Milestone Communications (a MABE Partnership Service) Milestone Communications Chesterfield County, Virginia Public Schools