

breakout session c | 10:30 - 11:15 a.m.

FRIDAY, MARCH 29, 2019

One District, One Vision, One Voice: A Communications Plan for Superintendents

Asheville City Schools

Capital Salon C | Dr. Denise Patterson / Superintendent

Ashley-Michelle Thublin / Executive Director of Communications

Between 2013-2018, Asheville City Schools was under the leadership of four superintendents. Coupled with cuts in mainstream media and a severe drop-off in designated education beats, the district's narrative did not reflect the unique learning opportunities occurring each and every day. Learn how the launch of #TheACSWay created a complete overhaul of the district's take on communications. Dr. Denise Patterson will discuss the comprehensive, strategic, year-round communications program and share key tactics for communicating with students, staff and community stakeholders. From Suppers with the Super to weekly video series #60SecondsWithTheSuper, we're proud to share our successes so that you too can increase communication and boost relationships within your district.

The Heart of Leadership: Sacrifice, Success and Sustainment | Cumberland County Schools

Boxwood | Dr. Pamela Adams-Watkins / Principal

Dr. Tonjai Robertson / Principal

Dr. Vernon Lowery / Principal

Lavette McMillan / Principal

This session will give insight into four different paths to leadership that span careers of 12-30 years in education. Each member will share their unconventional ascendancy into the leadership role. Members will also explain how leadership requires more than just the art of leading, it requires the "heart" of leading. Leaders will also give tips on sustaining your energy level and dealing with the stress and sacrifice often associated with leadership. We will cover topics from faith to family to flaws. It is our hope that the four different perspectives and pathways will leave attendees with some tips on how to make it through leadership pitfalls and sustain a productive and thriving school environment.

A Future-Focused Approach to Professional Learning | Dare County Schools

Dogwood | Dr. Michael Sasscer / Principal

Holly King / Teacher, NCDLN Mentor (Central Region)

Educational leaders are charged with developing people and building human capital. As instructional demands increase for teachers, so do the constraints on continuous improvement. Learn how to move staff to be future-ready by investing in an innovative approach to professional learning. Our model uses a blended platform to support digital competencies and empower teacher leaders. In this session, you will learn how authentic professional growth experiences transition thinking and transform culture. Most significantly, see how we created a student-centered vehicle for delivering user-friendly professional learning that is easily transferable to student learning.

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Applying Value Added Concepts Every Week to Exceed High Growth | Halifax County Schools

**Capital Salon B | Dr. Christopher Weikart / Executive Director of Human Resources & Operations
Karen Riddick, M.Ed. / New Teacher Support Specialist**

Each fall district leaders, principals, and teachers anxiously await the release of value added data from the previous school year in typical autopsy fashion. How do we convert various assessment metrics into one metric to compare “apples to apples” while maintaining a true focus on each child “exceeding growth” within in the typical professional learning communities structure? Join us to better understand a framework that can measure student growth to inform instruction decisions; triangulate student growth with teacher behaviors and student actions; and compare rigor alignment of school-based common formative assessment, district interim assessments, and end of grade/course assessments in a quick and easy non-statistical manner for every educator.

Implementing 3S Understanding to Address Equity and Inclusion | Hickory City Schools

**Judicial | Dr. Calandra Davis / Principal
Melissa McNeely / Teacher Leadership Specialist**

Schools across the nation are grappling with methods to make instruction more inclusive for diverse learners in an effort to increase student achievement and close the proverbial achievement gap. A systematic approach to doing so is rarely ever utilized. Applying “3S Understanding” to instruction affords educators a logical and methodical process for providing instruction of the subject matter in the context of the student and society enabling the creation of an environment that exhibits equity and inclusion both in individual classrooms and throughout the school. Participants will examine their own beliefs about student voice, diversity, equity, and inclusion; gain insight into the components of 3S; and learn the steps one school has taken in implementing 3S in order to close the achievement gap.

**NC Resilience & Learning: What to Do in the Aftermath
of a Natural Disaster to Support Families and Reduce Trauma | Public School Forum**

**Capital Salon G | Chandra Battle / Eastern NC Project Coordinator
Elizabeth DeKonty / Director, NC Resilience & Learning Project**

There is growing awareness of the high prevalence of adverse childhood experiences (ACEs), along with the trauma reactions that can result. There is also a growing number of hurricanes and devastation from natural disasters causing continued trauma in various parts of our state – especially this past fall with many schools and districts closed for months who are still in the midst of recovering. This session will delve into the research behind ACEs: the short- and long-term effects for children, the impact on brain development, and how this shows up in school settings while specifically talking about the impact of hurricanes and natural disasters and how schools can return from these events in a safer and more supportive way for their students AND their staff.

Supporting the Whole Child: Creating Effective Wrap-Around Services and Programs for All Students | Rockingham County Schools

Capital Salon E | Dr. Cindy Corcoran / Assistant Superintendent
Stephanie Ellis, Ed.S. / Director of Exceptional Children's & Mental Health Programs
Holly Williamson, M.Ed. / Director of Student Support Programs
Deirdre Moyer, M.Ed. / Student Health Coordinator

Creating opportunities for students in which learners are knowledgeable, emotionally and physically healthy, engaged in the learning environment, and prepared for the world beyond the classroom is essential in supporting the whole child. Providing services and programs for students requires changing the dialogue and the focus to promote the whole child – one that is healthy, safe, engaged, supported and challenged. Hear how Rockingham County Schools has strategically created sustainable and collaborative action steps towards long term student success and how they have worked with school-based leaders to create positive school cultures that embraces the whole child effort. Participants will walk away from this presentation with implementation steps and ideas about strategic planning to coordinate support services for all students within a multi-tiered system of supports.

Build Your Brand, Tell Your Own Story | Stanly County Schools

Sandalwood | Johnathan Brooks, MSA / Principal
Kelly Hill, M.Ed. / Curriculum Coach
Whitney Pratt, MSA / School Counselor

Public perception of traditionally low-performing high-needs schools is often negative. Reshaping or changing public or in some cases internal thoughts and beliefs about these schools is challenging. When students have pride in their school academic success is possible. When teachers like where they work buy-in is present and effort is maximized. When parents trust the school, community engagement and support is increased. This session provides school principals, teachers and staff quick and easy tips that can be used to change the public perception of challenged schools.

Superintendent Longevity & Student Achievement | UNC-Charlotte / Winthrop College

Capital Salon D | Dr. Walter Hart / Assistant Professor & Program Coordinator (UNC-C)
Dr. Sherry Holye / Assistant Professor & Program Director (Winthrop)

Highlighting findings from a 2018 study that examined the relationship between the tenure of North Carolina superintendents and student achievement, this session will explore how the two may be correlated. Join us as we explore how tenure in education, as a superintendent, and in the state of North Carolina are related to EOG outcomes. This report also looks at the relationship between student academic achievement and free or reduced meal provisions as well as the relationship between academic achievement and total student enrollment. Note: five predictive variables (three dealing directly with the superintendent and two dealing with demographic factors of districts) were recorded for each district. EOG outcomes were sampled from both 5th and 8th grade.

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Developing Effective Leadership Teams | Wake Forest School of Medicine

Capital Salon F | Dr. Stan Hill / Director of the Center of Excellence for Research, Teaching & Learning
Kelsey Canovai / Training & Technology Coordinator

During this session, participants are introduced to CERTL's "Instructional Leadership Support for Campus Administrators" professional development program for principals and assistant principals. This comprehensive program highlights effective leadership styles and strategies by examining the leadership of teams, developing team member accountability, measuring and adjusting a team, and facilitating authentic communication. Administrators will be provided with key takeaways to apply within the leadership teams at their schools.



2019 School Safety Symposium

**Biltmore Doubletree
Asheville | July 25-26, 2019**
See Page 26 for more information!

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www.ncasa.net/schoolsafety

A graphic showing several hands holding up silver balloons that spell out the hashtag #METOO. The background is a light blue gradient.

Public Schools in the #MeToo Era
Embassy Suites Greensboro Airport | Thursday, May 9
See page 50 for our full agenda!

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