



nsba
2021
ONLINE EXPERIENCE

The Conference for
Public Education Leaders



APRIL 8-10

nsba.org/NSBA2021



What Will You Experience?

WORDS FROM PAST ATTENDEES

“ The opportunity to **hear solutions from other districts** that have similar issues and challenges will help our district in continuing to move forward. ”

“ The biggest takeaway is understanding board member roles and responsibilities versus those of the superintendent and making sure that **we work hand in hand** to be successful together. ”



SCHEDULE AT-A-GLANCE (As of February 26, 2021)



THURSDAY, APRIL 8	
12:30 p.m.	Virtual Doors Open
12:30-1 p.m.	<ul style="list-style-type: none"> Event Sponsor Showcase Study Bytes Conversation Starters Mindfulness Moments What is Your Why?
1-2:20 p.m.	General Session
2:30-3:20 p.m.	Concurrent Sessions
3:20-3:35 p.m. (Break)	<ul style="list-style-type: none"> Event Sponsor Showcase Study Bytes Conversation Starters Mindfulness Moments What's Your Why?
3:35-4:25 p.m.	Concurrent Sessions
4:25-4:40 p.m. (Break)	<ul style="list-style-type: none"> Regional Mindshare & Mingle Event Sponsor Showcase Study Bytes Mindfulness Moments What's Your Why?
4:40-5:30 p.m.	Concurrent Sessions

FRIDAY, APRIL 9	
12:30 p.m.	Virtual Doors Open
12:30-1 p.m.	<ul style="list-style-type: none"> Event Sponsor Showcase Study Bytes Conversation Starter Mindfulness Moments What is Your Why?
1-2:20 p.m.	General Session
2:30-3:20 p.m.	Concurrent Sessions
3:20-3:35 p.m. (Break)	<ul style="list-style-type: none"> Event Sponsor Showcase Study Bytes Conversation Starters Mindfulness Moments What's Your Why?
3:35-4:25 p.m.	Concurrent Sessions
4:25-4:40 p.m. (Break)	<ul style="list-style-type: none"> Regional Mindshare & Mingle Event Sponsor Showcase Study Bytes Mindfulness Moments What's Your Why?
4:40-5:30 p.m.	Concurrent Sessions

SATURDAY, APRIL 10	
Noon	Virtual Doors Open
Noon-12:30 p.m.	<ul style="list-style-type: none"> National Connection Q&A mini session with Shawn Achor Event Sponsor Showcase Study Bytes Conversation Starters Mindfulness Moments What's Your Why?
12:30-2 p.m.	General Session
2-2:15 p.m. (Break)	<ul style="list-style-type: none"> Event Sponsor Showcase Study Bytes Conversation Starters Mindfulness Moments What's Your Why?
2:15-3:05 p.m.	Concurrent Sessions
3:05-3:20 p.m. (Break)	<ul style="list-style-type: none"> Regional Mindshare & Mingle Event Sponsor Showcase Study Bytes Mindfulness Moments What's Your Why?
3:20-4:10 p.m.	Concurrent Sessions

NSBA ThinkTank & Networking Center

**NEW FOR
2021**



Regional Mindshare & Mingle

Make new connections and share insights and experiences about what you have learned over the past year. These discussions will take place in regional networking rooms.

Conversation Starters

Cut to the chase with a 30-minute small group meetup and share perspectives on trending topics.

Mindfulness Moments

Learn techniques to channel and boost your energy throughout the day.

Ask the Experts

Find solutions to challenges by asking questions of our experts and hearing from others who might share similar experiences.

Who will inspire you?

KEYNOTES



Thursday, April 8



LESLIE ODOM JR.

Tony and Grammy
Award-winning artist

Leslie Odom Jr. is an award-winning actor and singer, best known for his breakout role as Aaron Burr in the Broadway phenomenon *Hamilton* for which he won the Tony Award for Best Actor in a Musical and a Grammy Award as a principal soloist on the original cast recording. Odom Jr. made his Broadway debut in *RENT* at the age of 17. He recently released his third full-length album and first of original material, entitled *Mr* and also starred alongside Cynthia Erivo and Janelle Monae in the Harriet Tubman biopic *Harriet*. In 2018, he added author to his resume with the release of his book, *Failing Up: How to Rise Above, Do Better, and Never Stop Learning*.

Odom Jr. stars in the film *One Night in Miami*, directed by Regina King, where he portrays legendary singer Sam Cooke and performs all of his original songs. Soon, audiences will see him in *The Many Saints of Newark*, the much-awaited prequel to the HBO series *The Sopranos*. In addition, he lends his voice to the Josh Gad-animated musical-comedy series *Central Park* for Apple TV+. Odom Jr.'s previous film and television roles include *Murder on the Orient Express*, *Red Tails*, and *Smash*. He is a graduate of the Carnegie Mellon University College of Fine Arts.

Friday, April 9



SOLEDAD O'BRIEN

Award-winning journalist, documentary,
author, and philanthropist

Soledad O'Brien is an award-winning journalist, documentary, author, and philanthropist who anchors and produces the Hearst Television political magazine program *Matter of Fact with Soledad O'Brien*. The founder and CEO of Soledad O'Brien Productions, she also reports for HBO's *Real Sports with Bryant Gumbel* and *PBS NewsHour*. She has hosted shows and reported for NBC, MSNBC, CNN, and other networks. Her work, including coverage of Hurricane Katrina, the BP oil spill, the tsunami in Southeast Asia, and the series *Kids and Race*, has earned her journalism's most prestigious awards, including the George Foster Peabody award, an Alfred I. DuPont prize, and three Emmys.

A graduate of Harvard University, O'Brien has served as a director on the boards of the Rand Corporation and the foundation for the National Archives, and was a Harvard University Graduate School of Education, Distinguished Visiting Fellow. She is the author of two books, *Latino in America*, and her memoir, *The Next Big Story*. With her husband, O'Brien created the PowHERful Foundation to help young women get to and through college.

Saturday, April 10



SHAWN ACHOR

Positive psychology researcher and best-selling author
of *The Happiness Advantage*

Shawn Achor is the *New York Times* best-selling author of *The Happiness Advantage*, *Big Potential*, and the children's book, *How to Make a Shark Smile*, about choosing happiness and the ripple effect of a positive mindset. Achor spent 12 years as a professor at Harvard University, where he won over a dozen distinguished teaching awards and delivered lectures on positive psychology in the most popular class at the university. He earned his undergraduate degree from Harvard and his master's degree from Harvard Divinity School in Christian and Buddhist ethics.

Achor has since become one of the world's leading experts on the connection between happiness and success. He has worked with over a third of the Fortune 100 companies and with organizations such as the NFL, the Pentagon, and the U.S. Treasury. Through his work, Achor has traveled to more than 50 countries, speaking to farmers in Zimbabwe, doctors in Dubai, and students in South Africa. In addition to an interview with Oprah Winfrey on the science of happiness, Achor's research made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 22 million views, and his lecture on PBS has been seen by millions.

SIGNATURE SPEAKERS HOSTED BY NSBA EQUITY COUNCILS

Thursday, April 8

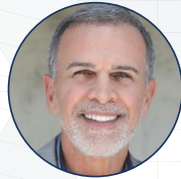


SONIA NAZARIO

Award-winning journalist
and author

Sonia Nazario's stories have tackled some of this country's most intractable problems—hunger, drug addiction, immigration—and have won some of the nation's most prestigious journalism and book awards, including two Pulitzer Prizes. Nazario is best known for *Enrique's Journey*, her account of a Honduran boy's harrowing struggle to reunite with his mother in the United States. Published as a series in the *Los Angeles Times*, it won the Pulitzer Prize for feature writing in 2003. Expanded into a book published by Random House, it became a bestseller. In 2016, the American Immigration Council gave Nazario the American Heritage Award. She grew up in Kansas and in Argentina and has written extensively from Latin America and about Latinos in the U.S. Nazario began her career at *The Wall Street Journal*. She is at work on her second book and is a contributing opinion writer for *The New York Times*.

Friday, April 9



TONY PLANA

Actor, director, producer,
and activist

Born in Cuba, raised in Los Angeles, and professionally trained at the Royal Academy of Dramatic Art in London, Tony Plana has performed in more than 70 feature films and numerous television programs. Among his recent films was *Bombshell*, where he portrayed Fox News' Geraldo Rivera. He will perhaps always be best known for playing Ignacio Suarez, the father on the TV sitcom *Ugly Betty*. Also a director and producer, Plana co-founded and was producing artistic director of East LA Classic Theatre (ECT) for over 20 years. Plana's adaptations of classic Shakespearean plays were specifically conceived for students with little or no theater-going experience. They were set against curriculum-relevant historical backgrounds that served as catalysts for studying psychology, race and cultural relations, and world history. Plana is an affiliate faculty member of the Center for Equity for English Learners at Loyola Marymount's School of Education.

Friday, April 9



STEPHEN SROKA

Author, teacher, and
educational consultant

Stephen Sroka grew up in poverty in a single-parent family. His third-grade report card read, "Parent notified boy is retarded." In elementary school, he was mocked for having a crossed eye and a speech impediment. His high school counselor told him that he didn't have the "IQ" to go to college. His childhood disabilities and experiences were "gifts" or "grit" that offered unique opportunities that helped him become a better person and an educator. Today, Sroka is a motivational speaker and consultant on health education, school safety, brain-based learning, dropout prevention, and leadership building. His message emphasizes that The Power of One and The Power of Many are needed to make lasting change. Sroka is an adjunct assistant professor for the School of Medicine at Case Western Reserve University. A former Disney Outstanding Health Teacher of the Year, he was inducted into the National Teachers Hall of Fame.

Saturday, April 10



EDDIE S. GLAUDE, JR.

Author, scholar,
and educator

Eddie S. Glaude Jr. is a scholar who speaks to the black and blue in America. His most well-known books, *Democracy in Black: How Race Still Enslaves the American Soul*, and *In a Shade of Blue: Pragmatism and the Politics of Black America*, take a wide look at Black communities and reveal complexities, vulnerabilities, and opportunities for hope. His 2020 *New York Times* Bestseller, *Begin Again*, is about the legendary writer James Baldwin and the history of American politics. Glaude is the James S. McDonnell Distinguished University Professor and chair of the Department of African American Studies at Princeton University. He is the former president of the American Academy of Religion. Glaude turns to African American literature in his writing and teaching for insight into African American political life, religious thought, gender, and class. He is a columnist for *Time* magazine, regularly appears on NBC's *Meet the Press*, and is a contributor to *Morning Joe* and other MSNBC programs.

What will you learn?

NINE FOCUS AREAS



ADVOCACY

Shape the debate: Learn about current national topics affecting education leaders and impacting local control and governance.



EQUITY & DIVERSITY

Through factors including, but not limited to, disability, race, ethnicity, and socioeconomic status, students are deprived of equitable educational opportunities. Learn about the key drivers to promote equity in education to provide opportunities to all students according to their unique needs.



GOVERNANCE & EXECUTIVE LEADERSHIP

Effective leadership skills are necessary to plan for a successful future and transform public education. Learn how to intentionally align resources to achieve district standards and priorities and understand education reform.



INNOVATION IN DISTRICT MANAGEMENT

Learn how to deal with economic challenges, labor and employment issues, transportation, managing local bond initiatives, as well as hot topics such as Every Student Succeeds Act implementation plans and data-driven decisions.



PERSONAL DEVELOPMENT

Examine approaches to developing leadership traits/habits/and mindsets to enhance your effectiveness. (Examples of program topics include, but are not limited to, thought leadership, public speaking, time management, effective leadership habits, and personal leadership tools/resources)



SCHOOL BOARD/SUPERINTENDENT RELATIONSHIPS

Learn the different roles and responsibilities of the board and the superintendent and how to collaborate and develop long-term successful relationships inside and outside the system.



SAFE & SUPPORTIVE SCHOOLS

Supporting and promoting the physical, social, and emotional safety and development of students critical for student success. Learn best practices that promote safe and supportive learning environments for every child.



STUDENT ACHIEVEMENT, ASSESSMENT & ACCOUNTABILITY

Understand the factors which set conditions to optimize teaching and learning, narrow or eliminate the achievement gap, accountability, and continuous improvement within a system.



TECHNOLOGY & DIGITAL LEARNING SOLUTIONS

Learn how technology is transforming school districts through remote learning, advances in education technology, and challenges in equitable access to technology with relevant knowledge for technology directors, administrators, and board members.



You can earn up to 9.5 hours of credits! Check with your state school boards association to determine if attendance at the NSBA 2021 Online Experience meets its requirements for continuing education or training.

Register at nsba.org/NSBA2021

CONCURRENT SESSIONS

Check out some of the sessions offered at the NSBA 2021 Online Experience.



Meaningful Youth Engagement: Students as Partners



Research shows that school districts that engage youth in meaningful ways see higher academic achievement, decreased risk behaviors, and positive youth development—factors that contribute to student success. Learn key concepts of youth engagement and how it can impact youth and adults and ways that school boards in Alaska are engaging students by having a student school board representative, youth leadership programming and collaborating together on data.

Has Your Board Made a Difference? Are You Getting Better? Prove it! Developing a Continuous Improvement Index



A few years back, Grande Prairie Public School District in Alberta Canada (enrollment 9,000), set out to resolve a question that is rarely answered in a definitive and objective manner, 'Are we a better District today then we were 1,2,5 even 10 years ago', 'Is what we are doing as a Board actually making a difference? To answer this question the Board went on a four year journey to

develop a Continuous Improvement Index that is unique to its Board values. This session will take you through the process and give you the tools to do your own.

Ten Best Practices to Avoid Liability



The COVID-19 pandemic has increased the number of challenging issues board of education members face that could lead to a lawsuit. This session will explore the common legal pitfalls boards of education face, the best ways to deal with them when they occur, and most importantly the best ways to avoid them.

The Voice of the Child



Hear from Topeka Public Schools (enrollment 12,400) College Prep Academy students about how local and national racial issues and disparities impact their educational experience. As present scholars in the historical home of Brown vs. Topeka Board of Education, these students possess a powerful perspective and an empowered voice in 2021. Moderated by a current school board member, the director

of certified personnel and equity, and the students' instructor, you will experience a progressive education model through the voice of the child.

Becoming More Engaged & Inclusive Educational Leaders: Strategies for Supporting Our LGBTQ Students



Given the importance and impact that diversity and equity issues play in the lives of students, it is imperative that school boards are prepared to meet the needs of diverse learners, such as LGBTQ students. There are key considerations for effectively supporting LGBTQ students that educators must be aware of. Come participate in this workshop that features a highly customizable and interactive diversity and equity training that helps educators and school board members develop the competency necessary to support LGBTQ students.

Views From the Field: Diverse Student Enrollment and Desegregation Legal Issues



This program will discuss the legal and practical implications of

school districts with respect to the racial and ethnic diversity, or integration, of school enrollments based on our three decades of active school desegregation litigation in federal courts across the United States. This program will provide an overview of legal requirements, compliance with existing guidance, and promoting best practices as it relates to racial and ethnic diversity, either voluntary or as required by Court Order.

The Ins and Outs of Title IX: Legal Compliance and Beyond



In light of new regulations, heightened awareness, and a rise in investigations, school districts are faced with challenges resolving alleged incidents of sexual harassment, sex discrimination, and gender equity. This program will discuss the changes in regulations and compliance, as well as discuss scenarios involving complex or 'gray areas' of Title IX. Title IX has garnered intense media attention and scrutiny for school districts. This program will assist school districts in better understanding the nuanced issues involved.



Governing in Good Times and Bad: What You Need to Know About the Canadian Experience



Learn about school board governance throughout Canada, and strategies to protect local democratic voice in public education –what works and lessons learned that are useful to all school board trustees.

Hope, Engagement, and Belonging: More Important Than Ever!



Educators, families, and community members understand the critical need to foster Hope—especially during these ever-changing times. Join this interactive session to explore the science across decades of research on Hope—and its connection to emotional engagement and a sense of belonging in the learning environment. Session participants will learn why hope, engagement, and belonging are essential to overall student well-being, as well as practical strategies to use in school and in remote learning environments.

Reasonable Accommodations in the Time of COVID-19



Learn from school board association attorneys how school districts across Oregon are complying with their duty under the ADA to provide reasonable accommodations to staff returning (or not) to the schoolhouse as districts begin to reopen amid the COVID-19 pandemic. Find out what creative, out-of-the-box thinking and tried-and-true strategies have served districts in supporting employees with anxiety or conditions placing them in high-risk categories, while maintaining high-quality educational services to students, in these extraordinary times.

Addressing Implicit Biases



How Plano Independent School District (enrollment 53,952) recognizes and trains employees on implicit bias and its impacts. This presentation will help school districts create an inclusive environment where all employees and students will have the opportunity to succeed. The training will highlight implicit bias and racial disparities in the education system and will teach school districts on how to recognize

and address them in order to provide equitable access to education.

How School Boards and Local District Governance Affect Student Success



Research demonstrates a strong connection between what happens in the board room and learning in the classroom. Consider recent governance studies exploring this connection. Learn from promising practices in districts of varying sizes. Grapple with the complexity and simplicity of practical steps your board can take to improve governance and student outcomes in your district. Develop governance strategies to maximize success for each of your students.

FERPA and Virtual Learning



What board members should be aware of with an increase of virtual learning environments. How can the state and local education agencies work together to provide continuous services that protect student data privacy? The presenters will discuss a number of resources developed to answer questions related to

online education, including complying with FERPA and IDEA. How can the state and local agencies reach students with disabilities and who do not speak English as their primary language.

Secrets of the Effective District Administration Team and the Role of the Rock Star Business Administrator



Educators are exceptional people being drawn to their ‘callings’ to help others. Education requires funding and financial controls. Business Officials ensure fiscal accountability. School business departments can be viewed as a necessary evil as they seemingly restrict desires and goals of educators. Potential conflict between ‘Education’ and ‘Business’ staff need not exist. Attendees will acquire tangible skills and strategies to unify departments. It is possible for the Teacher and the Accountant to be friends.



The Work of Equity: A Divisionwide Approach



Participants will hear how the work of equity has developed in the 10th largest school division in the nation, and will examine the 'equity dashboard' which publicly shares data related to division strategic plan metrics. Senior leaders in the division will discuss the role of the Equity and Cultural Responsiveness Specialists, system-wide professional development for all employees, and the Equity Teams at each school—all of which are key aspects of moving the school district forward.

The Federal School Safety Clearinghouse: Leverage the Tools of SchoolSafety.gov to Enhance School Safety and Resiliency to Threat



Learn how to navigate SchoolSafety.gov to access free resources, best practices, and tools that make school safety initiatives more actionable and create a safe and supportive learning environment where students can thrive and grow. Attendees will also learn how the State Information Sharing Tool can provide school board members with

a one-stop shop for accessing state-specific school safety information including programs, resources, contacts, grant and funding opportunities, and engagement opportunities/trainings.

Schools on the Frontline: Mental Health Providers and School Systems Working Together



This presentation will include the participation of district leaders, student services staff, the partner mental health provider, and school board members as we outline the path the Pewaukee School District (PSD) has followed to provide therapeutic services for students on campus and during the school day. The session will include a description of the request for proposal (RFP) process, logistical planning, and results following the first year of implementation.

From the Boardroom to the Classroom: Governance That Works



Find out how the Sun Prairie Area School District (Wisconsin) (enrollment 8,500) went from a focus on operations of a school

district to a primary focus on student achievement.

How to Deal with Negative People and Keep from Becoming Negative Yourself



Negative people are tremendous energy drainers for children, other adults, and themselves. Learn 10 action steps that you can use to deal effectively with negativism, how the Port Washington-Saukville Public Schools, Wisconsin, (enrollment 2,700) used these steps to transform their buildings into special places for learning, and how it all started with the school board. The suggestions and ideas shared can be used immediately.

Building a High-Impact Board-Superintendent Partnership



Drawing on his newest K-12 leadership book, Building a High-Impact Board-Superintendent Partnership, presenter Doug Eadie will provide workshop participants with detailed, practical, thoroughly tested guidance for building the kind of rock-solid board-superintendent working relationship that is key

to effective district governance. Doug's presentation will describe significant developments in the rapidly evolving field of K-12 governance, the nuts-and-bolts work of governing a school district, the school board's management of its governing performance, and the keys to maintaining a close, productive, and enduring board-superintendent working relationship.

Resilience Can Be Taught: 10 Strategies Proven to Motivate Any Student



This session will demonstrate 10 strategies proven to strengthen relationships, grab attention, inspire, and build resilience in all ages and learning types. Participants will receive insights into teaching social and emotional life skills in ways all can understand, relate to, and remember. These strategies have helped over 2 million youth in 20,000 K-12 schools, mental health, and correctional organizations in the areas of academic success, dropout prevention, class management, and bullying prevention.



At The Table Together: The Collaborative Superintendent Evaluation Process



The board of the Kansas City Missouri Public Schools (enrollment 15,000) implemented a unique superintendent evaluation process that brings the superintendent to the table during the deliberation and determination of his summative evaluation. Learn how the board has transformed the responsibility of completing the superintendent's evaluation from an 'event' into a transparent and collaborative process based upon clearly defined standards, goals, and measures.

Ineffective, Somewhat Effective, Effective, Highly Effective: Which Board Are You?



This session will address board self-assessment and the key variables for boards to consider and master that will lead to their effectiveness as a governance team, including strategic planning and thinking, alignment of superintendent performance objectives, etc.

Superintendent Selection: The Right Process and the Right Fit



Discover what it takes to conduct a high-quality, professional superintendent search. The presentation, led by the officers of NSBA's National Affiliation of Superintendent Searches (NASS), will cover the critical points of planning and conducting a search, including establishing a timeline, how to best engage stakeholder groups without ceding the board's decision-making authority, best practices for interviews, and ways to ensure a healthy transition once an appointment has been made.

Copyrights (and Wrongs!) in the Digital Age—How to Avoid Copyright and Trademark Infringement Claims



Schools are increasingly moving to virtual instruction, which means both greater opportunities and greater risks under copyright law. The history teacher uploads a study guide to a virtual classroom website; an elementary school teacher reads a book on YouTube; the high school plays 'We Are the Champions' at virtual graduation. Do these activities

violate copyright law? 'Fair use' doesn't go as far as you think! Join us for practical and easy tips to avoid unpleasant legal surprises of copyright law in the digital world.

Equity and Inclusion: From Staff to Students



Attaining educational equity for all of our students does not happen in a vacuum. The Cleveland (OH) Municipal School District (enrollment 39,000) Board of Education believes that it starts with the teachers, principals and district staff who serve our students every day. Learn how our Board created a districtwide Equity and Inclusion Strategy Team comprised of a cross section of employees. The team explores issues of equity and inclusion and began to drive positive change across our district among our workforce, and ultimately our students.

Inclusive Leaders — Who Are They? How Do You Become One?



Inclusive leaders have developed an internal capacity (superpower of sorts) to engage people from all walks of life to innovatively address

organizational, community, and even global issues. We will look at the intersection between developmental readiness, emotional intelligence, and psychological capital and what we are learning from neuroscience about inclusive minds and leadership.

Protecting Students From Exploitation: A Legal Guide for Public School Leaders



Join members of the NSBA legal staff and national experts on the prevention of child exploitation to discuss how schools can support students in danger and work with law enforcement and social services groups to protect students.

Legal Landmines in Remote Learning: Data Privacy, Security and District Liability



According to a Rand study released in December 2020, 20% of the 300 district and charter management organizations surveyed said they had started or were planning a virtual school or fully remote option this academic year and expected those



options would remain after the pandemic. In this session, school attorneys and NSBA legal staff will identify key legal issues your board should be asking about as you employ remote learning tools moving forward.

The NSBA Legal Advocacy Agenda



NSBA Chief Legal Officer Francisco M. Negrón Jr. presents this popular look at the national legal issues affecting public schools, and how NSBA is bringing the school board voice to courts and federal agencies.

Protections for LGBTQ Employees and Students after Bostock v. Clayton County



The Supreme Court's ruling in Bostock v. Clayton County, Georgia, decided that Title VII of the Civil Rights Act of 1964 forbids an employer from firing an employee because that person is gay or transgender. Beyond the world of employment, the Supreme Court's ruling in Bostock is likely to affect the rights of students in public schools. This session features NSBA's recent legal guide designed

to help school leaders identify questions that may arise in both the student and employment scenarios, and provide a place to start as your district assess policy and staff training needs.

Turn Your Principals Into Strategic Talent Leaders



Still focusing on Instructional Leadership but not getting results? Principals lead people—teachers lead instruction. Learn how to close the leadership gap by turning your principals into Strategic Talent Leaders who have the skills and tools to support the recruitment, development and retention of highly effective educators who consistently improve student outcomes. Attendees will leave with a Strategic Talent Leadership Framework and tools that will help principals to be strong talent leaders who get results!

How to Create an Award-Winning Budget



The most scrutinized and utilized financial report in school district financial reporting is

the annual budget. Therefore, communicating budget information to the community is critical. This workshop, based on the Association of School Business Officials International's Meritorious Budget Award (MBA) criteria, will show participants how to develop a budget document that meets today's most rigorous demands using guidelines specifically created for school entities.

COVID-19 and Unemployment: The Importance of Programs like Apprenticeships, Certificates, and Associate Degrees



COVID-19 expedites school transformation. For school leaders, school transformation includes rethinking what knowledge and skills students should acquire before their graduation and how districts enrich programs and partnerships with their communities. The presenter will provide analyses of the new data about unemployment and job losses caused by the pandemic. Participants will learn the trend of the job market, the competencies employers want, and the overlooked value of apprenticeships, certificates, and associate degrees.

Getting the Most Bang For Your Buck: Per Pupil Spending and Access to Digital Learning



Two in five districts have adopted or plan to adopt virtual school as part of their district portfolio after COVID-19, because students and parents are demanding the continuation of various forms of online instruction in future years. Many district leaders are concerned about disparities in students' opportunities to learn, and insufficient funding. This session will focus on census data about per pupil spending of public schools and provide insight into potential solutions to digital equity.

Public School Transformation NOW! Access, Equity, and Innovation for Each Child



Dealing with COVID-19, improving equity in education, and the need to better prepare students for success in the real world requires innovative thinking. Public schools must transform learning for each student in every local school by providing a student-centered and personalized learning approach



that better promotes real world and 21st-century learning skills and improves equity. The COVID-19 crisis has only accelerated the need for transformation. NSBA is committed to this national movement to transform learning.

State of Play: Education Hot Topics for the New Administration and Congress



Get the latest information on COVID-19, the new administration, and the hot education issues being debated before Congress. This session will include a federal update, a discussion of the national issues most impacting schools, and information regarding the National School Boards Association's advocacy plans. Participants will hear from NSBA's Advocacy team.

Mental Health: Equitable Responses within School Systems



As communities work toward addressing equity, the mental health of students cannot be ignored. During this session you will learn more about Mental Health America's screening data and its connection

to student's mental health. Participants will also learn about the transformational work implemented by Mental Health America of Greater Houston and the Mental Health Association in New York State to address existing inequities within school systems and how to promote student-centered systems change.

Dismantling Racism in Schools: What Will It Take?



NSBA's DIRE (Dismantling Institutional Racism in Education) initiative seeks to give school board members the tools and training to eradicate racism in schools. In this session, moderated by a member of NSBA's DIRE team, a panel of school board members from NSBA's councils will talk about their daily experiences working for equitable education for all students.

Equity in Action: Magna Award-winning Programs



Representatives from the three 2021 Magna Awards Grand Prize-winning districts will present on their exemplary equity programs. Mashpee Public Schools' tribal partnership

program recognizes the Wampanoag Tribe's rich heritage and culture and advances the academic growth of native students. Portland Public Schools' Make It Happen is a language acquisition, academic support, and college readiness program for high school English learners. Detroit Public Schools' Drew Horticulture Program provides educational, vocational, and life skills for special education students ages 18-26.

Equity Signature Speaker: Sonia Nazario



This session is sponsored by the National Hispanic Council of School Board Members.

Equity Signature Speaker: Tony Plana



This session is sponsored by the Council of Urban Boards of Education.

Equity Signature Speaker: Stephen Sroka



This session is sponsored by the National American Indian/Alaska Native Council of School Board Members.

Equity Signature Speaker: Eddie S. Glaude Jr.



This session is sponsored by the National Black Council of School Board Members.

Understanding the Updated Key Work of School Boards



High-functioning school boards can impact student outcomes! Impressive results are evident when a board of education makes student achievement the primary focus of their governance work by integrating the Key Work systemic approach. This session will explore the 2021 edition of the five Key Work action areas that affirm how excellence in the board room leads to excellence in the classroom.

As of February 26, 2021

View more sessions at nsba.org/NSBA2021

How will you divide and conquer?



TEAM BUILDING AND CROSS-FUNCTIONAL LEARNING

Gather your team for three days of cross-functional learning and **save up to 50%**. In addition to significant savings, get relevant, valuable content for you and every member of your team. As a result, you'll bring more ideas back to your district at half the cost. Other benefits include:

- Increased exposure to multiple sessions.
- More new ideas, strategies, and best practices to implement right away.
- Different perspectives from your colleagues who are dealing with similar challenges.
- Expanded online networking opportunities.

Who Should Attend

School board members, superintendents, assistant superintendents, school business officials, school safety officers, and other education leaders and staff.



Register Your Team at nsba.org/NSBA2021Teams



What solutions will you find?

EVENT SPONSOR SHOWCASE

Research and hear from the top education solution providers. You're in control of who you connect with during the event. Each event sponsor has a profile where you can check out information, watch videos, or schedule one-on-one conversations to make the most of your time. Whether you're looking for the latest in school safety initiatives, new equipment, or school buses, the NSBA Event Sponsor Showcase has solutions for your district.

STUDY BYTES

See how our event sponsors have been supporting public schools throughout the pandemic in these five-minute, micro sessions.

Tips on Navigating the Sponsor Showcase

- 1. Determine Your Goal**
First things first, figure out your objective. This is your opportunity to demo your options with no risk.
- 2. Research Your Options**
Do your homework and determine which sponsors you should visit to maximize your time.

Connect with our event sponsors (Listing as of February 26)



What is your investment?

Join us at this can't-miss event. While you're at it, bring a colleague so that they can connect with peers nationwide and experience all that NSBA 2021 has to offer! Registration includes on-demand access to content for 90 days following the event.

Buy One
Registration,
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INDIVIDUAL PRICING

Registration	Registration Deadline	NATCON/CUBE/State Association Leadership*	Regular
Early	Before February 26, 2021	\$600	\$675
Standard	After February 26, 2021	\$675	\$750

**State Association executive director and staff registration are complimentary. Members of the State Association board of directors who are registered by the association receive a discounted rate. Each member association receives five complimentary conference registrations.*

TEAMS SAVE MORE

Significant savings for district teams—plus relevant, valuable content for you and every member of your district. Your team can include school board members, superintendents, assistant superintendents, business officials, school safety officers, and other education leaders and staff. Teams of nine district members can attend for \$334 or \$444 each depending on registration type.

FOUR TO NINE DISTRICT TEAM MEMBERS

Registration	Registration Deadline	NATCON/CUBE	Regular
Early	Before February 26, 2021	\$2,700	\$3,600
Standard	After February 26, 2021	\$3,000	\$4,000

TEN OR MORE DISTRICT TEAM MEMBERS

Registration	Registration Deadline	NATCON/CUBE	Regular
Early	Before February 26, 2021	\$3,600	\$4,500
Standard	After February 26, 2021	\$4,000	\$5,000

SPECIAL OFFER FOR CUBE DISTRICTS!

Bring four or more district team members to the NSBA 2021 Online Experience to claim priority registration to the CUBE Annual Conference, Sept. 16-18 in Atlanta, GA. Attendance is limited—don't miss this opportunity to secure your spot before registration opens to the general public. If you're unsure if your district qualifies, contact us at info@nsba.org.

For details, visit nsba.org/NSBA2021Teams

**Upon successful registration instructions will be shared with you. This offer does not apply to team registrations or existing registrations and may not be combined with any other discounts or promotions.*



The National School Boards Association (NSBA) is the leading advocate for public education. For more than 80 years, we have been leading the effort to support and enhance public education. We are succeeding in creating the best possible environment in which students can realize their dreams.

NSBA is a federation of 49 state associations and the U.S. territory of the Virgin Islands, representing their more than 90,000 school board officials. These local officials govern more than 13,600 local school districts serving more than 50 million public school students. Working with and through our state associations, and serving as their Washington, D.C., office, NSBA advocates for equity and excellence in public education through school board governance.

We believe public education is America's most vital institution. It is a civil right necessary to the dignity and freedom of the American people, and all children deserve equal access to an education that allows them to reach their potential.

In pursuit of these beliefs, NSBA and our members will continue to lead the national conversation about public education, advocate for public policies that ensure all students everywhere have access to a great public education where they live, create a better understanding of the importance of school boards and the benefits of local governance, and enhance the effectiveness of school boards.

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