



PROGRAMMING AND SESSION DESCRIPTIONS

PREVIEW #ICSVC20 PROGRAMMING

MONDAY, NOVEMBER 16TH

11:30AM – 12:30PM EST

Charter Leaders What's Your Game Plan?

Plenary Session

Ricardo Mireles, Sonia Park, Debbie Veney, Joe Nathan, Cris Gulacy-Worrel

You voted. Now what? During a time of much uncertainty, it is important that we stay focused and keep our eyes on the prize. Regardless of the outcome of the election, charter school leaders and supporters understand that we have a lot of work ahead of us. What is our game plan? What must we do to have the voices of charter school parents and students heard? How can we ensure that the next Secretary of Education will fight for ALL students? Join us for a lively panel discussion with charter school leaders and advocates from across the country as we discuss moving the charter movement forward.

12:45PM – 1:45PM EST

Conquer Politics and Grow the Coalition: Just Tell Your Story

Strand: Connecting with Community

Darlene Chambers, Ember Reichgott Junge, Wendy Larvick

Telling stories – not just personal stories, but all forms of narrative – is one of the most common ways we can “awaken emotions” and gain support from our legislators, our parents, our communities and the public at large. Not only are stories uniquely powerful and humanizing but they have been statistically shown to make anyone 35% more persuasive. Why? Listening to an argument or statistics makes us a critic but listening to a story invites receptivity. Join our three panel facilitators as they take attendees on a video clip journey to learn that telling your story is more than just “attach the clip link here”. Session goers will learn how to unleash the power of stories one video at a time through engagement and discussion.

Closing the Critical Thinking Gap: The Equity Case for Making Rigorous Learning Accessible to ALL Students

Strand: Continuity of Learning

Colin Seales

Brilliance is distributed equally. But too often, opportunity is not. The dual pandemics of COVID-19 pandemic and racial justice have given us the strongest possible case for prioritizing critical thinking instruction, but we still treat critical thinking as a luxury good. Equity requires educators to remove the systemic barriers far too many students face to unleashing their critical thinking potential. This workshop will give attendees a framework to leverage BIPOC students “because, not despite” assets that enhance rigorous learning opportunities; strategies to increase the cognitive load for all students; and practical but powerful tools to apply critical thinking frameworks seamlessly into a comprehensive instructional approach.

COVID-19 Highlights the Need for Strong Charter School Governance

Strand: Leadership & Operations

Greg Richmond, Renita Thukral, Ethan Ashley, Terry Ryan

The current COVID crisis doesn't only affect students and educators – it will require even more effort from the volunteers who serve on charter boards to manage (likely reduced) budgets and determine how they will maintain accountability for academic performance at their school(s). Naturally, these things are always important, but managing them well will take on additional urgency over the next 12-24 months. It is imperative that up-and-coming board members have the financial, legal, and academic know-how to govern effectively. This panel will bring together national experts to answer questions about charter school governance in a unique time.

2:00PM – 3:00PM EST

School Culture in Remote Setting

Strand: Leadership & Operations

Strand: School Cultures

School culture is “built up as people solve problems, cope with tragedies, and celebrate successes” (The Shaping School Culture Fieldbook Second Edition, Peterson and Deal, 2009). Being forced into remote learning has led to an endless number of problems to be solved. Educators are grieving the loss of in-person traditions. And in the midst of it all, schools have been celebrating successes along the way. The disruption in school communities may have created an even stronger culture or may have created divides. Either way, schools can always benefit from a school culture jump start. During this session educators will explore several keys to jump starting their school's culture, including assessing the culture you have, building relational trust, and setting aside time for reflection and celebration. Participants will acquire tips and tools that can be applied right away.

Facility Planning: The 7 Deadly Sins Exposed

Strand: Leadership & Operations

Patrick Beausoleil

This session will teach you—founders, leaders, board members—how to get the charter-school building right, from the earliest planning stages, even before real estate is identified and even if you're still in application for your charter. Based on the presenter's chapter in the popular new, free ebook, *Beyond Academics: Essential Strategies for Charter School Leaders* and over 500 charter-school facility projects, this session will identify the seven most common—and absurd and devastating—sins charter school leaders often commit when planning a facility project. Let's face it: your building is a big deal, a really big deal. It's easy to screw it up. This session will give you the mindset, attitude, tools, and power you need . . . so you don't screw up.

Effective Continuity of Learning Plans Serve Schools, Students, (And Authorizers) Well

Strand: Continuity of Learning

Heather Wendling, David Greenberg

Education looks different this year, in every school and in every community. Given the likelihood that instruction will continue to occur across multiple settings, authorizers and schools must ensure students are learning, no matter their environment. Join National Association of Charter School Authorizer (NACSA) staff members as they share their recent Continuity of Learning Plan Guidance, which provides both authorizers and school operators with a robust resource to facilitate the creation of, oversight over, and support for each school's plans to educate students during times of transition and uncertainty, with indicators aligned to effective practices in remote (or hybrid) instruction.

Service-Learning: Building a Collaborative Space for Students & Communities

Strand: Connecting with Community

Tiffany Searles and Amy Meuers

Discover how service-learning can help your students meet academic goals, improve classroom culture, and ignite student passion for their own education. This workshop will address the unique challenges of service-learning in remote and hybrid learning environments and share tips and best practices for K-12 classrooms.

3:45PM – 4:45PM EST

Be Nimble, Be Quick: Promote Innovation, Creativity and Quality

Strand: Continuity of Learning

Naomi DeVeaux, Don Soifer

As charter schools are less bureaucratic, they are able to respond nimbly and quickly through these unprecedented times – changing from in-person to remote to hybrid to remote, sometimes within weeks. Join us for an information-rich discussion about changes involving multiple areas, from equitable access to student engagement, from instruction to family communication, from special populations to staff and leadership resiliency and professional development. Session also discusses the Seven Foundations of Excellence, and ways of determining the effectiveness of each.

Best Practices and Data Strategies for 2020 Distance Learning: A School Leader Panel Discussion

Strand: Leadership & Operations

Charlie Coglianese

In this session, conference attendees will learn about best practices and some of the most innovative data strategies school leaders are implementing during these unique times. This panel discussion will be moderated by Charlie Coglianese, Founder & CEO at Schoolrunner, and consist of the following 3 panelists:

- Courtney Bell, Principal at Capitol High School in Baton Rouge, LA
- Lakenna Booker, Founder and Head of School at Memphis Merit Academy in Memphis, TN
- Kris MacDonald, Executive Director at The Mission Preparatory School in San Francisco, CA

We will highlight and discuss what these schools have done to address challenges presented during the current pandemic. Some best practice highlights will include things like communication expectations/goals, tracking family engagement and student attendance, as well as creative insights for building an adjusted school PBIS model. Furthermore, during this interactive workshop, Charlie will comment further on national trends resulting from school leaders addressing the needs of their community around COVID specific data. Many things have changed and continue to change as we get adjusted to this new normal. Come see how others are adapting and succeeding!

Why They Stay, Why They Leave -- Let's Ask Them!

Strand: School Cultures

Tony Simmons, Michael Lipset, Amanda Galloway, Joseph Cienan

This presentation features Tony Simmons (Executive Director), Michael Lipset (Director of Social Impact), Joey Cienan (Education Program Director) and Amanda Galloway (Lead Advisor) of the High School for Recording Arts in St. Paul, MN. Collectively, Tony, Michael, Joey and Amanda conducted research over the course of the summer of 2020 to ask current and former students of the High School for Recording Arts about what caused them to leave their former schools, enroll at the High School for Recording Arts, and then either stay at the school through graduation or leave early. Results led to the identification of interpersonal press, or the idea that culturally sustaining interpersonal relationships must precede academic excellence when working in the high school reengagement space. This research project utilized youth participatory action research methodologies to center youth voices and establish rapport between researchers and participants. This presentation will center on this paper and explore the pull, push, and stick factors that stood out from this research. Then it will transition into a panel of Questions and Answers.

Media Relations and Strategic Communications Workshop

Strand: Connecting with Community

Bob Bellafiore

Generating news coverage is becoming more challenging as news organizations shrink, reporters become more click-happy, competition for reduced news space intensifies, and to-do lists for school leaders lengthen. At the same time, while school leaders and others might think “we should be in the news more,” they should consider how (or even whether!) news coverage is essential enough to their school’s mission to justify the time, effort and opportunity cost. This session is designed to help independent charter school leaders:

- a) Learn more about how to think and act strategically about their media and other Communications;
- b) Understand how effective communications can fit into larger enrollment, fundraising, advocacy and other organizational goals;
- c) Gain insights into how the news media work and what motivates reporters and editors;
- d) Develop ideas on how to proactively seek media coverage as well as manage potentially negative news; and
- e) See how a strategic communications mindset can fit into their school’s culture.

WEDNESDAY, NOVEMBER 18TH

1:15PM – 2:15PM EST

How a 7-Part Story Framework Boosted Student Applicants by 60%

Strand: Connecting with Community

Sawyer Schafbuch

You know the transformation students experience when they enroll in your school. The academic support, character development, and attention to detail your school offers are outstanding in your community. So why is student recruitment such a headache? Many school leaders don’t have a sustainable student recruitment plan and waste valuable time on last-ditch efforts rather than building a long term solution. In this workshop, Sawyer Schafbuch, who has spent the last five years helping charter schools recruit students, will teach you how to create a student recruitment funnel. The workshop will cover how to create a compelling brand message, how to make your website shine, how to gain and nurture leads, and how to use social media to drive applicants. When school leaders have an automated way to take families from clueless to committed, they can spend less time worrying about recruitment and get back to focusing on academics. Make sure to attend the workshop!

Connecting With Disconnected Youth: The Threshold Program – A Hybrid Learning Innovation

Strand: School Cultures

Emanuel Pariser and Rebecca Dennison

Threshold is a highly relational model that creates a system of support for students and families living with significant life challenges and helps them to realize their strengths while moving forward towards their high school diploma. Participants will learn about the home based education model which is a part of the Maine Academy of Natural Sciences. Threshold works to address barriers to education, career exploration, family resources, and basic needs. Participants will learn innovative strategies from our three year experience working with vulnerable, disconnected student populations in rural Maine.

2:30PM – 3:30PM EST

Crisis As Opportunity for Change

Strand: School Cultures

Maria Akinyele

In the past year, we were all collectively confronted with many crises—the COVID-19 pandemic, racial upheaval, and the seemingly overnight overhaul of our education system from in-person teaching to remote learning. Although crises are uncomfortable, they reveal the inner strength of individuals and their communities. The fact that communities are entering into the new school year means that their schools have existing beliefs, practices, and systems that are working and have enabled the school community to move forward. Crises also give us an opportunity to reflect on what has been working, what is no longer working, and ideas on how to move forward. In this session, participants will learn how to build a healthy SEL community that honors their community's current emotional states and concerns, in order to leverage strengths to work towards developing or maintaining a positive school culture.

Designing a Successful Charter School Fundraising Program

Strand: Leadership & Operations

Peggy Downs, John Campbell

Charter school leaders have a lot weighing on their minds these days, including distance learning, technology, and safety in a changing world. Fundraising has never been more critical to support these needs. Does your school have a fundraising program and/or a grant writing committee? Do you have a plan to develop new funding sources through diversification? Are you ready to get started? In this session, you will learn how to design and implement a successful fundraising program at your charter school, including how to manage grants, develop relationships with individual donors, and involve your board in fundraising. Because we understand that your time is limited, you will receive the tools and resources you need to implement these best practices immediately.

4:00PM – 5:00PM EST

Looking Back, Planning Forward

Strand: Continuity of Learning

Mark Commanduci, Tracy Quarnstrom, Cedric Harrison

Hear as three school leaders look back at how they leveraged their teams, utilized resources, and planned during a crisis, and how it will serve their school community as they look forward.

Leading through a HR Lens in our New Normal: 10 HR things you need to know NOW

Strand: Leadership & Operations

Trina Maull and Carol Bowar

Are you a school leader doing HR? What do you know and don't know that you need to know? How do you prioritize your HR needs and make sure you are following the law? Well, come learn from a School Leader and HR Leader on the Top 10 HR things you need to know now! In addition, we will do our best to answer your questions in our COVID world. Participants will get a basic overview of recent Acts that affect schools, understand the importance of HR in School Leadership, and learn the Top 10 HR items to know during Covid-19.

Ensuring our Students are Career Ready - Strategies for Community-Wide Career Development

Strand: Connecting with Community

Shira Woolf-Cohen

In this session, we will explore best practices in ensuring our students are career ready. Through understanding strategies, resources, and opportunities, participants will learn how they can ensure their school-community provides students with opportunities to be prepared for their future. Participants will walk away with a deeper understanding of post-secondary readiness and ideas to put into action!

FRIDAY, NOVEMBER 20TH

11:15AM – 12:15PM EST

CTE Sustainability: Transforming Career Technology Education in a Virtual World

Strand: Continuity of Learning

Phillip Nguyen

This session invites schools and district partners to explore the innovative Virtual CTE model offered at Destinations Career Academy. Destinations Career Academies (DCA) are a network of nationwide secondary schools and programs providing college and career readiness education in multiple delivery models (online and blended) to over 13,000 students in the DCA network of schools. Students engage collaboratively with their peers on simulations, explore career pathways through virtual job shadowing, are led through asynchronous and synchronous work based lessons, receive industry certification and dual college credit, and are taught by fully certified teachers and staff.

Teacher Empowerment: A Panel Discussion

Strand: School Cultures

Irene Salter, Tom Miller, George Parker, Tamara Rose

How do we expand teacher empowerment and why would we want to? Join us for a panel discussion to learn about classroom learning laboratories, teacher leadership academies, teacher powered schools, and using your teacher voice politically.

Restorative Practices

Strand: School Cultures

Ammon Campbell and Tonya Andiarena

Across the U.S. schools are adapting their approach to working with students previously suspended by using restorative approaches as an alternative. Restorative practices can have a dramatic positive impact on school climate and strengthen both the social and emotional skills of young people and adults. This presentation provides a brief background of restorative approaches and provides school counselors and others with critical tools to effectively implement restorative justice.

12:30PM – 1:30PM EST

Voldemort Rising versus COVID-19: Lessons for School Leaders

Strand: Leadership & Operations

Irene Salter

What makes a great school leader in times of crisis? Research suggests that leaders are made, not born. In this interactive workshop, we contrast the blunders of the Ministry of Magic (in Harry Potter) with exceptional responses to COVID-19 by real world leaders to learn 4 lessons about courageous leadership when everything is stacked against you.

Charter School Funding: The Rich Get Richer

Strand: Leadership & Operations

Mark Medema, Patrick J. Wolf, Kim Smith, Anand Kesavan

Funding your school is hard enough, but it is really grating when other schools are benefitting more. First, we will look at the funding disparities between traditional district schools and charter schools and the arguments that can help balance these dollars. Second, we will look at the disparities between financing costs (borrowing money) between traditional district schools and charter schools and the efforts to bring that into balance. Third, we will discuss the disparities between accessing funding and financing amongst charter schools – why some charter schools are benefitting more than others – and what we can do about it.

MORE SESSIONS AND PRESENTERS TO BE CONFIRMED SHORTLY

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