



KSBA

KENTUCKY SCHOOL BOARDS
ASSOCIATION

2022 WINTER SYMPOSIUM

**Louisville Marriott Downtown
Dec. 9-10**

Join KSBA for your final in-person opportunity of 2022 to earn state-mandated board training credits. This year's event will also feature New Board Member Express, a six-session training track designed to acclimate newly elected board members.

#ksbaWinter22



NEW BOARD MEMBER EXPRESS: GET ON BOARD

KSBA's six-stop training track is designed to bring Kentucky's newly elected school board members up to full speed on board service best practices.

Winter Symposium of an election year provides a unique opportunity for newly elected board members to complete training before they take their oaths of office. That way, new members can hit the ground running on day one of board service. If you expect new members joining your school board following November's elections, invite and register them for this year's event. New members should register for the classes listed below.

KSBA's New Board Member Express includes the following sessions:

A1: Congratulations! You made the team!

B1: The board's policy making role

C1: The do's and don'ts of open meetings

D1: Legal & ethical considerations for school board members Part 1

E1: School board fiscal responsibilities: Driving success through informed decisions-Part IA

F1: School board fiscal responsibilities: Driving success through informed decisions-Part IB

Continental Breakfast

Friday, Dec. 9; 7:30 – 8:30 a.m.

Stop by the Trade Show area for continental breakfast before the morning's Opening Session. This will be the first of several opportunities to visit with exhibitors during the weekend. We encourage you to use this time to fuel up for the day with breakfast and have meaningful conversations with vendors who will be eager to answer any questions you may have.

Opening Session

Friday, Dec. 9; 8:30 – 9:30 a.m.

(1 hour credit)

KSBA will kick off Winter Symposium with a brief conference preview, association updates and recognitions. Newly elected school board members in attendance will be introduced. KSBA President Davonna Page (left) and Executive Director Kerri Schelling (right) will highlight special association resources available to all members.



Don't miss the final KSBA conference of 2022! This year's Winter Symposium features many informative and engaging breakout sessions that will assist you in your role as a school board member. Be sure to read through the session options and register as soon as possible. We look forward to seeing you in Louisville Dec. 9-10!

Conference Information

All sessions are open to all members, regardless of experience. All sessions qualify for Academy of Studies (A/S) general elective credit unless otherwise noted. Workshops are available on a first-come, first-served basis, so plan on arriving early to secure a seat.

To receive Academy credit for the conference, attendance at Friday's opening or luncheon general session and at least one workshop is required.

EILA credit has been requested.

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SESSION A WORKSHOPS

Friday, Dec. 9; 9:45 – 11 a.m.
(1.25 hours credit each)

A1 Congratulations! You made the team!

A/S Level I required course

Designed to provide new board members with an overview of the skills and knowledge necessary to become effective members of their district board/superintendent team.

KSBA Training Cadre

A2 Effective board meetings: The public face of school board governance (Repeats as B4)

Meets state-mandated ethics training requirement

A/S Level I required topic: Ethics

E The business of school boards is conducted in public. How you do your business has an impact on the image of the school district and on its success. Review the legal requirements and best practices for your meetings, and ensure you are communicating a strong commitment to success for all your students.

KSBA Training Cadre

A3 KSBA's eMeeting Service: Its value to boards and SBDM councils

A/S Level III required topic: Legal issues

This interactive session highlights how the use of eMeeting and its related training is valuable to boards and councils as they do their important work. Effectiveness of eMeeting in avoiding Open Meetings Act/Open Records Act violations will also be covered. Training on these topics is critical for effective school-level and district-level governance.

Katrina Kinman, director of policy and eMeeting services, John Powell, staff attorney, KSBA

A4 Using formative conversations to improve superintendent evaluations

Meets state-mandated superintendent evaluation requirement

A/S Level II required topic: Superintendent evaluation

S You don't have to wait until the end-of-the-year superintendent evaluation session to monitor progress on goals. In fact, you will ensure a more productive evaluation if you schedule formative sessions through the year to make sure your system is focused on the goals you have set. Kentucky law provides the opportunity for boards to have closed sessions for this purpose. Hear how making superintendent evaluations a year-round endeavor can ensure focus on goals and reduce the stress of waiting until the last minute to address a year's worth of questions and pent-up concerns.

KSBA Training Cadre

A5 How to elevate and advance your educators to become a district of choice

Kentucky is facing a critical teacher shortage and, according to recent statistics from the Kentucky Department of Education, 72% of current teachers are at risk of leaving their jobs soon. Join us for a panel discussion of school board members and superintendents who will talk through innovative ways school districts are retaining and recruiting educators to become a district of choice.

Ramona Malone, board chair, Gene Nelson, board member, Newport Independent Schools

A6 Tackle tough situations effectively through adaptive leadership

A/S Level III: Leadership through teamwork

School board members and superintendents are faced with tough situations every day. Learn how to manage those situations and make the right decisions for all.

Cameron Jackson, director of pupil personnel, Fleming County Schools; Bart Flener, executive director, Green River Regional Educational Cooperative

Luncheon Session

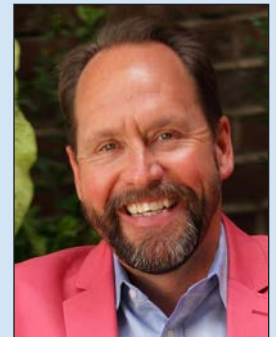
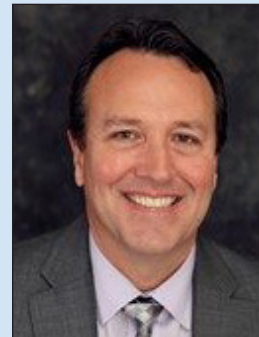
Friday, Dec. 9; 11:30 a.m. – 1 p.m.
(1.25 hours credit)

Building a cohesive school board team

Jim Flynn (left) was named the executive director for the Kentucky Association of School Superintendents in 2019 following three decades in Kentucky public schools as an educator and administrator, including 16 years as superintendent of Simpson County Schools. In 2015, Flynn was named Kentucky Superintendent of the Year.

Greg Coker (right) has more than 30 years of experience in executive leadership, government affairs, public relations and organization development and is a former member of the Simpson County Board of Education. Coker regularly presents to groups large and small on "soft skills" of leadership and organizational culture. He is the author of "Building Cathedrals: The Power of Purpose" and the "Soft Skills Field Manual."

Together, Flynn and Coker will share best practices for school boards to meet and exceed educational needs of students in our post pandemic world. The session will explore critical questions every school board should be asking, the power of "why," disciplines for executing educational initiatives and achieving peak performance in tough times.



Trade Show, Networking and Dessert

Friday, Dec. 9; 1 – 1:45 p.m. (0.5 hour credit)

Satisfy your sweet tooth after lunch with dessert served in the Trade Show area. While you are enjoying your afternoon treat, be sure to visit exhibitors to ask questions and gather information to take back to your district. This will also be a great opportunity to see which vendors have door prizes that you can enter to win!

SESSION B WORKSHOPS

Friday, Dec. 9; 1:45 – 3 p.m.

(1.25 hours credit each)

B1 The board's policy making role

A/S Level I required course

This session is designed to explore the following topics: the statutory basis for board policy (KRS 160.290 and KRS 160.340), the policy adoption and amendment process, board policy versus administrative procedure, policy manual organization, policy format and using an online policy manual.

Katrina Kinman, director of policy and eMeeting services, KSBA

B2 Superintendent evaluation: Setting and meeting goals (Repeats as F2)

Meets state-mandated superintendent evaluation training requirement

A/S Level II required topic: Superintendent evaluation

S Staying focused on goals is the secret to success. Too often, we get sidetracked by unexpected events and when we sit down to assess our progress, we realize how little attention we paid to those goals. Superintendents and boards of education need to agree on annual goals that are relevant and clear, so they can evaluate progress properly. Learn how setting goals as part of the superintendent evaluation process can keep the entire school district on track for success.

KSBA Training Cadre

B3 Commitment over compliance and three keys to school safety & security

A/S Level II required topic: School safety & discipline

As we shift from understanding the School Safety and Resiliency Act (Senate bill 1 of 2019 and SB 8- of 2020) to full compliance, the responsibility for keeping a school full of kids and staff safe falls first on those inside. This session will revisit the major points of the School Safety and Resiliency Act and its impact on everyone who works in schools and serves as a first line of defense against those

who might threaten safety and security in a school. We'll talk not only about what the law requires, but why it is required. Vigilant adults, locked doors and focusing on relationship building are keys to keeping a school community safe. Following the guidelines and helping each other to do so requires "commitment over compliance", a key concept in school safety and security.

Dan Orman, training coordinator, Kentucky Center for School Safety

B4 Effective board meetings: The public face of school board governance (Repeats as A2)

Meets state-mandated ethics training requirement

A/S Level I required topic: Ethics

E The business of school boards is conducted in public. How you do your business has an impact on the image of the school district and on its success. Review the legal requirements and best practices for your meetings, and ensure you are communicating a strong commitment to success for all your students.

KSBA Training Cadre

B5 Board member's dashboard: Numbers board members should know (Repeats as D2)

Counts toward state-mandated finance training requirement

A/S Level III required topic: School finance

F While driving your car, you persistently take a glance at the dashboard. The dashboard reflects how fast you are moving, how much fuel you have in the tank, along with other important data points. As a board member, you should also have a consistent dashboard with important values and key stats that give feedback on the current financial state of your school district.

KSBA Training Cadre

B6/C6 Dealing with external media (3-hour session: 1:45 – 4:45 p.m.)

A/S Level IV/V credit

District leaders are regularly called upon by the media to comment on important board decisions, district developments and school crises. Be prepared! This interactive session will discuss the board's role in public relations, the value of prepared talking points, effective media interviews and the best ways to take (and maintain) control of the story.

Josh Shoulta, director of communications, KSBA, Brenna Kelly, publications manager, KSBA

SESSION C WORKSHOPS

Friday, Dec. 9; 3:15 – 4:30 p.m.

(1.25 hours credit each)

C1 The do's and don'ts of open meetings

A/S Level III required topic: Legal issues

KSBA Staff Attorney John Powell will use KSBA's recently updated "School Districts and the Open Meetings Act" as the frame of reference for an update on the most important statutory, administrative and case law Open Meetings Act developments that school district leaders need to know.

John Powell, staff attorney, KSBA

C2 Making sense of dollars: Presenting financial information to non-financial audiences

Counts toward state-mandated finance training requirement

A/S Level III required topic: School finance



If you think school finance is a tough topic to tackle, consider how mind boggling it is for the people who pay the taxes that fund your programs. This session, developed with help from members of the Kentucky

Association of School Business Officials, offers ideas and calendar opportunities to spell out school budgets and taxes to the community.

KSBA Training Cadre

C3 Deeper learning for ALL: A school board primer

A/S Level II required topic: The board's role in student achievement

The recent buzz around deeper learning can't be ignored. But what does it mean? The Kentucky Association of Educational Cooperatives is at the forefront of the state's commitment to change the learner experience. This session will examine how that change occurs, tenets of deeper learning, the relationship between instructional inputs and student outcomes, and much, much more. Find out how school boards can assist their district in Kentucky's visionary movement.

Robb Smith, director of deeper learning, Kentucky Association of Educational Cooperatives

C4 Governing through goal setting and monitoring for progress

A/S Level III required topic: Leadership through teamwork

Effective board members ensure that meaningful outcomes are central to the efforts of their districts. Through strategic planning, attention to key outcomes, and celebration of wins, boards can be the champions that drive improved experiences for all. We will share ideas and provoke discussion about:

- Engaging the community to define a shared vision.
- Monitor goals to drive success.
- Adjust based on successes and failures along the journey.

Deanna Ashby, leader coach, Studer Education; Alison Allen, school board member, Meade County Schools; Melissa Decker, school board member, Owensboro Independent Schools

C5 Leading effective meetings: A board's guide to parliamentary procedure

A/S Level II required course

Are your meetings disorganized and chaotic? This session provides a basic understanding of "Robert's Rules of Order" as well as the concepts of parliamentary procedures for school board meetings. Basic terms and motions are also covered.

KSBA Training Cadre

C6 Dealing with external media (Continuation of B6; see page 5 for session description)

***Level IV/V elective credit will be given to anyone who attends both B6 and C6**

Networking Reception

Friday, Dec. 9; 4:30 – 5:30 p.m.

Come join us for hors d'oeuvres and beverages! Open to all conference attendees, vendors and guests, the reception is a great opportunity to relax and network with education leaders from across the state before heading out for dinner on your own.



Denotes session counts toward mandated finance training requirement



Denotes session meets mandated ethics training requirement



Denotes session meets mandated superintendent evaluation training requirement

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Continental Breakfast

Saturday, Dec. 10; 7 – 8 a.m.

Stop by the Trade Show area for continental breakfast before the first session of the morning. This will be one of two opportunities to visit with exhibitors on Saturday morning. Enjoy a cup of coffee while networking with vendors and colleagues.

SESSION D WORKSHOPS

Saturday, Dec. 10; 8 – 9:15 a.m.

(1.25 hours credit each)

D1 Legal & ethical considerations for school board members-Part 1

Meets annual ethics state-mandated requirement

A/S Level I required topic: Ethics



This session offers a fresh look at the School Board Member Code of Ethical Conduct and best practices for local school board members, and illuminates issues such as conflicts of interest, nepotism and confidentiality.

KSBA Training Cadre

D2 Board member's dashboard: Numbers board members should know (Repeats as B5)

Counts toward state-mandated finance training requirement

A/S Level III required topic: School finance



While driving your car, you persistently take a glance at the dashboard. The dashboard reflects how fast you are moving, how much fuel you have in the tank, along with other important data points. As a board member, you should also have a consistent dashboard with important values and key stats that give feedback on the current financial state of your school district.

KSBA Training Cadre

D3 Be prepared: If your superintendent left, would you know how to fill the job?

A/S Level II required topic: Superintendent selection

At some point, most board members are faced with a superintendent vacancy. Hiring a district CEO is one of the most important roles of a school board, but it can be daunting to carry out. This session provides practical insight boards should know before filling the top job, including statutes and regulations, basic elements, timelines and considerations in undertaking a search, and developing a contract.

Don Martin, field consultant, Superintendent Search Service, KSBA

D4 The role of the board chair

A/S Level II required topic: Board/superintendent relations

Learn about the vital role of the school board chairperson in setting the tone for the district thorough effective meetings as well as how the chairperson can help build a culture of trust in the district and in the community.

KSBA Training Cadre

D5 New federal financial incentives for public K-12 schools using geothermal HVAC systems

Counts toward state-mandated finance training requirement

A/S Level III required topic: School finance



Congress's Inflation Reduction Act recently became law, allowing school districts to recover hundreds of thousands of dollars on construction projects. The law includes opportunities for public schools to recover 40% in renewable energy HVAC system costs, and increases 179D tax deductions by nearly three times. Come learn about the geothermal HVAC systems that qualify, and how your district can recover hundred of thousands on upcoming construction projects.

Chris Tyler, chief executive officer, Thermal Equipment Sales

D6 Supporting initial implementation of deeper learning initiatives with SESC's P-12 districts

A/S Level II required topic: The board's role in student achievement

Southeast South-Central Educational Cooperative (SESC) deeper learning (DL) leads have developed an implementation/coaching plan designed to support districts as they navigate through the KDE DL movement. The implementation plan is tailored to provide individualized supports which will better meet the needs of the districts. This session will outline district initiatives, explain the alignment to the DL pillars and provide detail to the scope of SESC's support.

Renee Hibbard, deeper learning lead, Jason Reeves, deeper learning consultant, Southeast South-Central Educational Cooperative

Trade Show Time

Saturday, Dec. 10; 9:15 – 9:45 a.m.

Stop by the Trade Show area to chat with vendors. This will be the final opportunity to visit with exhibitors during the weekend.

SESSION E WORKSHOPS

Saturday, Dec. 10; 9:45 – 11 a.m.
(1.25 hours credit each)

E1 School board fiscal responsibilities: Driving success through informed decisions-Part 1A

*Counts toward annual finance training requirement
A/S Level III required topic: School finance*

F This is the first of a two-part session that examines the big picture of school finance. Topics include the board's basic responsibility in financial matters, a review of basic terminology, fund accounting, components of the general fund, an overview of the SEEK (Support Education Excellence in Kentucky) formula, and an explanation of the budget process.
KSBA Training Cadre

E2 Legal & ethical considerations for school board members-Part 2

*Meets annual ethics state-mandated requirement
A/S Level I required topic: Ethics*

E The second part of this two-part session offers a refresher of the School Board Member Code of Ethical Conduct and best practices for local school board members, and illuminates issues such as conflicts of interest, nepotism and confidentiality.
KSBA Training Cadre

E3 School safety updates

A/S Level II required topic: School safety & discipline
This presentation will highlight the 2021-22 Office of the State School Security Marshal Annual Report. State School Security Marshal Ben Wilcox will share the report and discuss with the attendees the issues that arose during this past school year. The report will show areas of great strengths shared by all districts. The presentation will also discuss initiatives that will always be at the forefront of safety practices.
Ben Wilcox, state school security marshal, Office of the State School Security Marshal

E4 It was just a hug. Are you sure you're protected?

During this session, participants will review their board policies on teacher-student boundaries; discuss ease of access to those policies; review Title IX requirements; and address school board responsibilities in order to mitigate liability.
Elaine Wilson-Reddy, M.M. Ed., J.D., GEWR Consulting

E5 Construction management vs. general contracting

A/S Level II required topic: School facilities
When you begin your next construction project, you may find yourself asking "what project delivery method should we select?" In this session you will learn the differences and also the advantages and disadvantages related to each delivery method so you can consider which method will work best for your project.
Tim Geegan, executive vice president, Alliance Corporation

E6 Addressing our collective trauma

No leader today can deny the impact of trauma throughout our educational system. In this session, we will explore the interplay between individual and collective trauma, what it means to be a trauma responsive system and related policy requirements. The primary aim of this session is for participants to leave with an understanding of the actions leaders can take to support system resiliency.
Judi Vanderhaar, program consultant, Kentucky Department of Education



Unsure if you have completed your 2022 state-mandated training requirements?

Thanks to KSBA's portal features, tracking your training hours has never been easier.



**Sign in to track hours at
ksba.org/PortalResources.aspx**



SESSION F WORKSHOPS

Saturday, Dec. 10; 11:15 a.m. – 12:30 p.m.

(1.25 hours credit each)

F1 School board fiscal responsibilities: Driving success through informed decisions-Part IB

Counts toward state-mandated finance training requirement

A/S Level III required topic: School finance



This is the second of a two-part session that examines the big picture of school finance. Topics include school based decision-making council allocations, audits and the audit process, and an overview of key financial reports of the school district.

KSBA Training Cadre

F2 Superintendent evaluation: Setting and meeting goals (Repeats as B2)

Meets state-mandated superintendent evaluation training requirement

A/S Level II required topic: Superintendent evaluation



Staying focused on goals is the secret to success. Too often, we get sidetracked by unexpected events and when we sit down to assess our progress, we realize how little attention we paid to those goals. Superintendents and boards of education need to agree on annual goals that are relevant and clear, so they can evaluate progress properly. Learn how setting goals as part of the superintendent evaluation process can keep the entire school district on track for success.

KSBA Training Cadre

F3 Leveraging federal dollars for general fund savings

A/S Level III required topic: School finance



Session will focus on using federal funds within an energy project to maximize utility and general fund savings. We will include a case study from an energy project partially funded by ESSER money as well as a general landscape of the federal dollars available for use in a similar project.

Case Wilson, principal, CMTA Energy Solutions; Mark Willhoite, chief operating officer, Carroll County Schools

F4 Advocacy now – it's all local

A/S Level III required topic: Legislative issues/current topics

Even before the pandemic, and the impacts it has had on public opinion regarding public schools, advocating for strong support of school operations was a tough job. We all share the responsibility for this work, but few are better positioned to lead in this area than local board members. This session will discuss some practical ways to connect with legislators and local community leaders, to advocate for your students and your board's priorities.

Eric Kennedy, director of advocacy, KSBA, Chris Cook, board member, Crittenden County Schools

F5 Communications skills for bridging the divide

A/S Level I required topic: Staff/media/community relations

What board members say (and how they say it) can inspire or discourage, instill confidence or doubt. Our words can navigate to common ground, or they can draw a line in the sand. In this interactive session, learn how bad communications habits undermine your message and discuss techniques for effectively communicating in times of disagreement.

Josh Shoulta, director of communications, KSBA

F6 New superintendent training program: What's it all about?

Did you know that your new superintendent is required by law to go through a rigorous training period during the first year in your district? Find out what is involved in that process and how your board of education is a critical partner during these first critical months.

Jan Lantz, coordinator – individualized learning plans, Kentucky Association of School Administrators



Denotes session counts toward mandated finance training requirement



Denotes session meets mandated ethics training requirement



Denotes session meets mandated superintendent evaluation training requirement

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2022 KSBA Winter Symposium

Dec. 9–10, Louisville Marriott Downtown

Full name, title (for badge)	Email*	Workshop Selections	Friday Lunch \$40	Contact List Opt In**
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No
		A ___ B ___ C ___ D ___ E ___ F ___		___ Yes, I agree ___ No

**Please include individual email for each attendee*

****Contact List Opt In:** I hereby agree to allow my contact information to be shared with other conference participants (including presenters and exhibitors) for the purposes of receiving educational and promotional information in advance of and/or following the 2022 Winter Symposium.

Additional email to receive the registration confirmation: _____

- To register: Please mail this form to Winter Symposium, 260 Democrat Drive, Frankfort, KY 40601, or REGISTER ONLINE at [KSBA.org](https://ksba.org) under KSBA Events. Registrations should be forwarded as soon as possible and must be received no later than Nov. 23. Cancellations must be received in writing by Nov. 30. After this date, each cancellation will incur a \$100 fee that covers food, beverages and materials reserved in anticipation of your attendance. Substitutions are allowed.
- Hotel registration: A block of rooms is being held at the Louisville Marriott Downtown under KSBA Winter Symposium for the nights of Dec. 8 through Dec. 10. Rates are \$179 (plus tax) per night. The deadline to make hotel reservations is Nov. 15. The link will be included in your conference registration confirmation email so be sure to register for the conference early.
- Conference registration fee: \$295. This fee includes admission to all sessions, conference materials, exhibits, Friday continental breakfast, Friday Networking Reception and Saturday continental breakfast. Lunch on Friday, Dec. 9 is \$40. Lunch tickets must be purchased no later than 5 p.m., Thursday, Dec. 8.

Billing information – please print

School District/organization: _____

Billing Address: _____

City: _____ **State:** _____ **Zip code:** _____

Phone: _____ **Email:** _____

A check or purchase order must accompany your registration. **Please be sure to fill out the correct billing address for any purchase orders.**

Conference registrations ___ x \$295 = _____ Lunch ___ x \$40 = _____

Check # _____ (Please make check payable to KSBA) Purchase Order# _____

Credit card payment: ___ VISA/MC ___ DISCOVER ___ AMEX

Name as it appears on credit card: _____

Amount: \$ _____ Credit Card #: _____

Expiration date: _____

Zip code: _____ Signature: _____

Please use this as an invoice. If you need an actual invoice, please contact us.



HOTEL INFO

2022 WINTER SYMPOSIUM

LOUISVILLE MARRIOTT DOWNTOWN | DEC. 9-10

KSBA has a block of hotel rooms at the Louisville Marriott Downtown for the nights of Dec. 8 through Dec. 10. Rates are \$179 (plus tax) per night. The deadline to make hotel reservations through KSBA's block of rooms is Nov. 15. The hotel link will be included in your registration confirmation email.

[More information at KSBA.org](https://www.ksba.org)



SAVE THE DATE

2023 ANNUAL CONFERENCE

GALT HOUSE, LOUISVILLE

FEB. 24-26

Make plans to join us in Louisville this February for our three-day Annual Conference, featuring inspiring general sessions, engaging breakout sessions and the informative trade show.

Registration expected to open early January. Stay tuned to [KSBA.org](https://www.ksba.org) for updates.



KSBA

KENTUCKY SCHOOL BOARDS
ASSOCIATION

260 Democrat Drive
Frankfort, KY 40601

Nonprofit Organization
U.S. Postage
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Lexington, KY



Winter Symposium Checklist

Use the checklist below to prepare for your conference experience.

Dates: Friday, Dec. 9 - Saturday, Dec. 10

Location: Louisville Marriott Downtown

Address: 280 W. Jefferson St., Louisville, KY 40202

☐

review conference schedule

☐

register for conference

☐

book hotel accommodations

confirmation #

☐

download KSBA Events mobile app (available week of conference)

☐

download/print session handouts (available week of conference)

Follow KSBA for education news, association updates, upcoming events and more:



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Use #ksbaWinter22 when posting about Winter Symposium on social media