

MIDDLE AND HIGH SCHOOL PRINCIPALS CONVENTION



FEBRUARY 11-12, 2021 | VIRTUAL CONVENTION

WWW.AWSA.ORG



A Design for Virtual Learning and Engagement

New Opportunities to Connect: As leaders have worked tirelessly through the pandemic we have so much to learn from one another. The Middle and High School Principals Convention has been redesigned for virtual learning based upon the feedback of past participants. This year's Convention includes:

A Screen-Time Friendly Format that includes shorter live sessions coupled with supplemental videos that you can view based on your schedule.

The opportunity to engage with your colleagues about lessons learned through this pandemic that we can use to improve learning today and tomorrow.

The Connect Feature in our virtual platform will allow participants to have video meetings and private chats with other attendees throughout the convention. It is as easy as a click of a button!

Unlimited Concurrent Sessions: Don't miss a single session! With our new platform you will no longer need to pick and choose through our amazing concurrent sessions. Live sessions will be recorded for future use. Presenters live sessions and their supplemental videos will be available for 30 days after the convention ends to watch at your convenience.

21st Century Expo Hall: Connect with exhibitors while earning points. Our exhibitors will feature a multitude of offerings and information. As you interact with them you gain points. The more points you earn the greater your chances of winning the main door prize!

REGISTRATION

Cost of Registration

AWSA Member Registration \$164

Non-Member Registration \$286

To register for the 2021 Middle and High School Principals Convention visit www.awsa.org

**See website for cancellation information*



7:15 New HSMS Principals Meetup

If you are a new middle or high school principal please come to this informal gathering to meet AWSA executive staff and other new and experienced leaders.

8:00-8:15 Welcome

8:15 Keynote Session

Staying Personal and Authentic in the Midst of Adversity



Tom Murray, Future Ready Schools

2020 has brought uncertainty at every turn. Opening this school year in the midst of a global pandemic has created significant anxiety and a loss of sleep for all educators, regardless of position. As we lead through uncertainty, how can we create a culture where both students and staff can thrive? How can we work to overcome fear and fail forward when things don't go as planned? How can we best leverage the things that we still control? Regardless of what happens outside our school walls, together we can work to create meaningful opportunities for those we serve when we hyper-focus on the things that matter most. The work is hard, but our kids are worth it!

Tom serves as the Director of Innovation for Future Ready Schools®, a project of the Alliance for Excellent Education, located in Washington, D.C. He has testified before the

*United States Congress and has worked alongside that body, the White House, the US Department of Education and state departments of education, corporations, and school districts throughout the country to implement student-centered learning while helping to lead Future Ready Schools® and Digital Learning Day. An ASCD best-selling author, Murray serves as a regular conference keynote, was named the "2018 National/Global EdTech Leader of the Year," by EdTech Digest, the "2017 Education Thought Leader of the Year," one of "20 to Watch" by NSBA in 2016, and the "Education Policy Person of the Year" by the Academy of Arts and Sciences in 2015. His best-selling book, *Learning Transformed: 8 Keys to Designing Tomorrow's Schools, Today*, co-authored with Eric Sheninger and published by ASCD, was released in June 2017. His most recent book, *Personal & Authentic: Designing Learning Experiences that Impact a Lifetime*, was released in October of 2019.*

9:20-9:50 Concurrent Sessions: 30 min live presentations coupled with supplemental videos

1. Tools Every Secondary Leader Needs for Communicating about Critical Issues

Joe Donovan, Founder of the Donovan Group

We all know that effectively engaging students, staff, parents, and other stakeholders is vital for principals. But, how do we have effective two-way communication about the most sensitive issues we face, from issues related to student and staff social media posts to arrests on school grounds to facilities-related crises to communicating about COVID-19? In this session, communications expert Joe Donovan will introduce a process and set of tools to thoughtfully engage all stakeholders about critical issues. Participants are encouraged to bring their most challenging communications issues to the session.

2. Becoming a Better Version of Yourself: The School Leader Paradigm in Action

Joe Schroeder, Associate Executive Director, AWSA

Scores of administrators know that it is possible to be a principal who "runs a school" – maybe even for twenty years – without ever becoming a learning leader who is developing a learning organization. But the journey to this level of leadership is not easy. In response, a consortium of state principal associations across America (including AWSA), called the School Leader Collaborative, has been working for several years to re-conceptualize how we view principal leadership with a framework called the School Leader Paradigm, or Paradigm. Essentially, the purpose of the Paradigm is to help educational leaders become better versions of themselves by deepening the complex interplay between a leader's personal attributes with targeted action domains of the local context so that schools get the learning leaders they need. So, come to this session to learn how the Paradigm can serve as a GPS to guide and fuel your ongoing leadership growth this year and beyond.

3. Coaching for Equity

Tammy Gibbons, Director of Professional Learning, AWSA

Despite many productive coaching conversations we have missed opportunities to have the deeper conversations that influence language, decisions and mindsets. This means many of our most vulnerable children go underserved in regular and special education settings. This session will focus on coaching stems and entry points for impacting equitable practices for students in Wisconsin.

4. Centering Every Learner's Genius by Design

Jill Gurtner, Middleton-Cross Plains

A decade ago a group of dedicated educators, community members and young people set out to design a high school experience which would truly engage all in deep learning. The resulting school, Clark Street Community School (CSCS), was recently honored as the first Gold Level School of Opportunity in Wisconsin by the National Education Policy Center. Through a student-centered, competency based approach with deep connections to the community, CSCS welcomes students and their families into a collective effort to transform public education to ensure that every child deeply understands their personal genius and confidently understands how they can use it for the greater good. In this time of significant change in our schools and in our world, come consider the possibility of a new vision for learning with us.

5. Implementing the EL Education Model to Create a Culture of College and Career Readiness

Bill Haithcock, Kenosha

What does it mean to be ready for College? What does it mean to be ready to enter the workforce in the 21st century? Disconnected students ask, "Why is school important to me?" Educators face the challenge of preparing students to enter a complex world. To accomplish this, it is imperative that schools develop a culture where students care about growth and take ownership of their own learning. During this workshop we will identify elements of an effective college and career readiness approach. Participants will consider effective strategies utilized by EL Education (formerly known as Expeditionary Learning) to build student character, student ability to create high quality work, and improved student achievement.

10:00-10:30 Concurrent Sessions: 30 min live presentations coupled with supplemental videos

1. From Research to Practice, How to Create the Learning Spaces Kids Need

Tom Murray, Future Ready Schools

What does research say about learning space redesign? How can educators redesign their spaces even if budgets are limited or nonexistent? What is the purpose of such redesign and what role should student voice play in the process? Redesigning learning spaces is about understanding how design impacts the brain and learning; not about being pretty for Pinterest. Join Future Ready's Thomas C. Murray, author of ASCD's Learning Transformed, to discuss, learn, and design innovative learning spaces for today's modern learners. Come ready to engage, discuss, and design!

2. Getting Started with Grading for Learning

Jerry Pritzl and Mark Hoernke, Poynette

Moving from traditional grading to a Grading for Learning system can feel like an insurmountable challenge. While difficult to implement, the gains in student achievement and positive school culture are undeniable. This session will guide school leaders through the key components of a successful implementation. The session will also highlight the deliberate leadership practices necessary to lead this transformative change in a school system.

3. Standards-Based Grading in a Personalized Learning Environment

Larry Zeman, Chetek-Weyerhaeuser

Would you like to improve student motivation and engagement while improving student learning? Have you implemented standards-based grading and are you ready to personalize the learning experience for students? This session will share personalized learning strategies in a standards-based grading system targeted at improving student performance. Specific examples of how student choice and voice have increased engagement and motivation will be shared by teachers and students.

4. Cracking the Code: The Tactics for Hardwiring Leadership Impact Into Your Weeks and Work

Joe Schroeder, Associate Executive Director, AWSA

Possessing good intent to make a difference as a school leader is one thing. Developing a thoughtful plan so that you intentionally and powerfully live your deepest purposes rather than chase the next task is an entirely different thing. This session will highlight the tactics and approaches of school leaders who are finding means to "crack the code" in solving this common problem that befuddles so many leaders. In this hands-on session, we will examine and leverage peer examples that are designed to offer guidance and inspiration for "hardwiring" your deepest priorities, step-by-step, into your daily and weekly planning and doing.

5. Leading Professional Learning Communities: A Lever for Change

Tammy Gibbons, Director of Professional Learning, AWSA

Collaborative teams can exponentially transform outcomes for students when remaining focused on the impact of teaching on learning. Do instructional practices, change as a result of your teams collaboration efforts? Are your teams mutually accountable to each other for the decisions made? Does the performance of the team improve as a result of the time spent together? This session will address these questions as we focus on what leaders can do to build, sustain and monitor collaborative teams.

10:45- Noon Keynote and Facilitated Participant Discussion

Leveraging Insights from COVID Thought Leaders, Informing Your Next Steps

Joe Schroeder, Associate Executive Director, AWSA

What an incredibly demanding time to be an education leader! For amid the typical responsibilities and tests of the role, this past year, administrators have also needed to sort out how to meet the adaptive challenge of reopening school, support and lead others through the collective trauma of COVID, and, set some stabilizing yet transformative pathways forward. Since last Spring, AWSA has been working intermittently with a COVID Thought Leaders Group to share information, provide input, gauge needs, and offer guidance to the field during these unique times. In this session, AWSA's Joe Schroeder will provide an overview of notable insights and developments connected with this group's work over the year. **This overview will be followed by 45-minute breakout room discussions, where you will be able to connect with colleagues to leverage the most relevant of these topics within your PLN in order to inform your leadership efforts moving forward.**

12:00 Opening of Exhibit Hall

12:30-3:00 PM Your Schedule-Your Way

- Schedule a Meeting with a Colleague through the "Connect" feature
- Visit 21st Century Exhibit Hall: Connect with exhibitors while earning points. The more points you earn the greater your chances of winning the main door prize.
- Unlimited Concurrent Session Material: Each concurrent session speaker has provided bonus materials to their concurrent sessions. You can watch the material from the session you attended and any other sessions you have interest in.

FRIDAY | FEBRUARY 12, 2021

7:00-7:45 Optional Fellowship Gathering

Facilitated by Joe Schroeder, AWSA Associate Executive Director

School administrators support the boundless needs of those they lead and serve. But who supports them -- especially in ways tending to the heart and spirit? Join AWSA's Associate Executive Director, Joe Schroeder, and administrative colleagues from across the state in this Christian fellowship gathering option that, now in its third year, is proving for many to be an annual highlight of encouragement and support for the next leg of the leadership and life journey.

8:00-9:15 Keynote Session

Learning Transformed: 8 Keys to Designing Tomorrow's Schools Today

Tom Murray, Future Ready Schools

Having no historical precedent, the current speed of technological breakthroughs has led to the coming age of workplace automation, dramatically altering the world of work that our students will enter upon graduation. With the vast disparities of inequity that have existed for centuries, all that is known about how students learn, and the predictions regarding the world that our students will face tomorrow, utilizing a traditional, one-size-fits-all approach to teaching and learning is educational malpractice. Built upon the foundation of leadership and school culture, a redesigned learning experience fundamentally shifts the teaching and learning paradigm to one that is personal, while altering the use of authentic assessments, how technology is leveraged, the spaces in which the learning occurs, the way educators grow professionally, how schools collaborate with the community, and ultimately, the sustainability of the system as a whole. In this session, Murray will dissect these eight keys, which each serve as a puzzle piece for redesigning the learning experience, to unlock tomorrow's schools so that today's modern learners leave ready to create new industries, find new cures, and solve world problems. We must create tomorrow's schools today and you are part of the solution.

9:30-10:00 Concurrent Sessions: 30 min live presentations coupled with supplemental videos

1. Leading in Uncertainty

Akil Ross, Professor and Speaker

In times of uncertainty and change, the actions of the leader are magnified. During these times, the difference between success and failure hinges on the decisions and actions of the school leader. This session will give school leaders a practical guide for leading students, teachers and school communities when it matters most.

2. How Coherent Is Your School? Assessing and Organizing for More Impact

Joe Schroeder, Associate Executive Director, AWSA

If you are committed to impact, you want to know about coherence. Why? Because as is detailed in *Coherence: The Right Drivers in Action for Schools, Districts, and Systems* (Fullan and Quinn, 2016), organizational coherence is what distinguishes schools and districts that are making a significant impact on student success from others. Creating a coherent school/district requires that leadership is working simultaneously on four important and interconnected areas: focusing direction, cultivating collaborative culture, deepening learning in areas of focus, and securing collective accountability. By participating in this session, you will gain an initial understanding of the Coherence Framework, learn how to use a tool for assessing the current state of coherence across fourteen components, and identify next steps in your coherence journey to deep student impact.

3. Legislative Update

John Forester, SAA

AWSA and the School Administrators Alliance's John Forester will provide an update on the Legislative issues of most importance to secondary school leaders in the 2021-23 Session of the Legislature, including COVID related legislation.

4. Coaching for Engagement: Creating the Conditions for Learning

Tammy Gibbons, Director of Professional Learning, AWSA

In this session participants will deepen their understanding of "look-for's" so as to distinguish between an educator who thinks like an activity designer versus an assessor. Achievement and opportunity gaps exist when students are missing a sense of purpose and belonging in the classroom and if the cognitive rigor reflects low expectations for learning. Analyzing video scenarios for possible entry points is one strategy participants will experience in this session.

10:15-11:30 Keynote Session



Motivating Teachers - Finding the Power to Educate

Akil Ross, Professor and Speaker

Our nation faces a severe teacher shortage and teachers are leaving the profession at alarming rates. The audience will leave this session with strategies to engage their staff in our most important work; developing meaningful relationships with all of our students. In so doing, not only will our best teachers remain in teaching they will thrive.

"He flunked the third grade. Now he's the best high school principal in the nation." This was the headline from the local newspaper after he was announced the National Principal of the Year. Dr. Akil Ross' story is a testimony of the power a community has to transform a struggling student into a high performing student. Akil grew up in Washington, DC during the height of a drug and crime wave that claimed the

potential of many young people in his community. In the midst of these conditions, transformational elements were made available that empowered him to maximize his potential. He credits his home, his elementary school and a recreational center for teaching him how to face adversity and overcome obstacles early in his life. As a result of the high expectations set in his home, school and on the playing field, Akil was able to earn a full scholarship to Duke University.

Upon graduation from Duke University, Akil moved to South Carolina, where he taught Social Studies for three years at Eau Claire High School in Columbia, SC. In 2005, he obtained his M.Ed. in Secondary Educational Administration from the University of South Carolina and joined Chapin High School as an assistant principal in July of 2005. After 5 years as an assistant principal, he was named principal in July of 2010. In July of 2012, he earned doctorate degree in Curriculum Studies from the University of South Carolina. As principal of Chapin High School, Dr. Ross was named the 2017 SC Secondary Principal of the Year and the 2018 NASSP National Principal of the Year.

SCHEDULE AT A GLANCE

THURSDAY

- 7:15 *Optional New MS/HS Principals Meetup*
- 8:00 **Welcome**
- 8:15 **Keynote: Staying Personal and Authentic in the Midst of Adversity**
Speaker: Tom Murray
- 9:20 **Concurrent Sessions Round One**
- 10:00 **Concurrent Sessions Round Two**
- 10:45 **Keynote Session and Participant Discussion: Leveraging Insights from COVID Thought Leaders, Informing Your Next Steps**
Speaker: Joe Schroeder
- 12:30 **Your Schedule Your Way**
- **Schedule a Meeting with a Colleague through the “Connect” feature**
 - **Visit 21st Century Exhibit Hall: Connect with exhibitors while earning points. The more points you earn the greater your chances of winning the main door prize.**
 - **Unlimited Concurrent Session Material: Each concurrent speaker has provided a video supplement to their live session.**

FRIDAY

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- 7:00 *Optional Fellowship Gathering*
- 8:00 **Keynote Session: Learning Transformed**
Speaker: Tom Murray
- 9:30 **Concurrent Sessions Round Three**
- 10:15 **Keynote: Motivating Teachers - Finding the Power to Educate**
Speaker: Akil Ross
- 11:30 **Adjourn**

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