



embracing CHANGE

2017 ANNUAL CONFERENCE | SEPTEMBER 28 | NOVI, MICHIGAN

— THE GOVERNOR JOHN ENGLER —
CENTER FOR CHARTER SCHOOLS
— CENTRAL MICHIGAN UNIVERSITY —

#cmucharters

CONFERENCE AGENDA

8:00 am – 9:00 am	CHECK-IN, NETWORKING, BREAKFAST AND ENTERTAINMENT FROM CHARYL STOCKWELL ACADEMY
9:00 am – 10:15 am	WELCOME AND KEYNOTE ADDRESS — EMBRACING CHANGE
10:25 am – 11:25 am	GENERAL SESSION — CHANGING THE NARRATIVE: ENCOURAGING CONTINUED GROWTH
11:25 am – 12:15 pm	NETWORKING LUNCH
12:20 pm – 1:20 pm	BREAKOUT SESSION I
1:30 pm – 2:30 pm	BREAKOUT SESSION II
2:30 pm – 3:00 pm	CLOSING SESSION

KEYNOTE SPEAKER

CHASE MIELKE



For the past seven years, Chase has developed and run a Positive Psychology program for emotionally, behaviorally, and academically at-risk high schoolers. Applying an engaging, passionate style and research-based practices, the program consistently helps students increase grade point averages and passed classes, boost optimism and grit, and develop character, learning and life skills. In addition to teaching full-time, Chase is an accomplished speaker, educational trainer, and writer. He has traveled across the United States and world to work with educators and students. His writings on education and psychology are frequently featured on HuffingtonPost, Edutopia, WeAreTeachers, and Cult of Pedagogy.

He received the 2012 Michigan Association of School Administrators' "Winner's Circle" award for his Positive Psychology program and was a 2014 Michigan Teacher of the Year nominee. He has also been recognized through the Allegan County "Outstanding People for Education" as a 2014 award recipient and 2017 nominee. Chase is a native of Michigan and currently lives in Kalamazoo.

GENERAL SESSION 10:25 am – 11:25 am

CHANGING THE NARRATIVE: ENCOURAGING CONTINUED GROWTH

BRIAN SHAUGHNESSY, Principal/Superintendent at Cole Academy | RYAN JULIAN, President at New Branches Charter Academy | SCOTT EMBREE, Treasurer at New Branches Charter Academy | RALPH GARZA, Principal at Quest Charter Academy | HEATHER GARDNER, President at Trillium Academy | GREG HANDEL, Board Director at Trillium Academy | STEVE WISINSKI, Treasurer at Trillium Academy

This panel discussion allows you to hear directly from CMU-authorized schools that have created positive changes by embracing the opportunities that come from continuous improvement. These board members and school leaders will explore how their positive changes went from an idea to reality, benefiting the students that they serve.

NETWORKING LUNCH 11:25 am – 12:15 pm

BREAKOUT SESSION I 12:20 pm – 1:20 pm

YES! WE ARE MOVING THE “CHEESE”: THOUGHTS FROM SCHOOLS WHO ARE PLANNING FOR LONG-TERM FUTURE SUCCESS CORAL ROOM

BILL WAYLAND, Secretary at Macomb Academy | **TRACI COMER**, Board Director at Macomb Academy | **DEBB CARLTON**, Treasurer at Macomb Academy
LEANN HEDKE, Superintendent at Summit Academy | **CAROL PAUL**, Administrator at Summit Academy

There are several schools in the CMU portfolio that are identifying and imagining the possible and plausible alternative futures for their school. They understand that future success is more than responding to day-to-day operations or long-term problems or new realities; it is about proactively creating tomorrow. During this session, you will hear from schools that have engaged in successful strategic planning that does not discount the past or present, but envisions a school beyond today's status quo.

CRUCIAL ACCOUNTABILITY – PART ONE

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

Talking about embracing change, and motivating and enabling people to do it, are two different things. The latter requires skills that research indicates many of us lack. This and Crucial Accountability-Part Two will provide participants with proven skills for dealing with poor performance, bad behavior, and lack of results. Participants in this session will understand why accountability is a major success factor in any change effort; learn how to spot the gaps in expectations that are keeping them from improving results, and how to identify the highest-leverage conversations to hold in order to resolve issues; experience the best practice for addressing concerns in a way that is more likely to engage the other in problem-solving, less likely to make them defensive.

#CELEBRATECHARTERS – USING SOCIAL MEDIA AND VIDEOS TO BRAND YOUR SCHOOL

JADE ROOM

BECKY CARLTON, Director of Grassroots and Communications at Michigan Association of Public School Academies | **BUDDY MOOREHOUSE**, Vice President of Communications at Michigan Association of Public School Academies

In an ever-changing world of technology and new marketing strategies, ensuring you are utilizing the best tactics to attract new students and create positive messaging for your school is vital. In this session, you will learn how you can drive enrollment and create buzz about your school in your community through the use of tactics including social media and videos.

BREAKOUT SESSION II 1:30 pm – 2:30 pm

POLICY MATTERS – HOW FEDERAL AND STATE CHANGES IMPACT EDUCATION POLICY

CORAL ROOM

JARED BURKHART, Executive Director of Michigan Council of Charter School Authorizers | **DAN QUISENBERRY**, President of Michigan Association of Public School Academies | **JASON MANCINI**, Director of Public Policy at the Center

Public policy continues to evolve and shape Michigan's educational landscape. Join panelists from charter public school advocacy organizations for a discussion on legislative and regulatory changes that impact all Michigan schools.

CRUCIAL ACCOUNTABILITY – PART TWO

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

In this interactive continuation of Crucial Accountability – Part One, participants will learn and practice accountability skills for diagnosing why gaps in expectations exist: motivation, ability, or both; helping others develop the skills required to realize the change; dealing with lack of motivation to engage with change; moving to action and closing the gap.

COMMITTEES – NOT IN NAME ONLY

JADE ROOM

MIKE MIZZONI, Director of Business Development at Board on Track | **DAVID STRAUSS**, Chief Revenue Officer at Board on Track

Active engaged committees doing strategic work in between board meetings is vital for your board to function effectively. But, most charter school boards have committees in name only. Come to this lively interactive session where you will learn - which committees are essential, and which ones we can do without; who should serve on the committees; what is the role of board members, staff and other stakeholders on the committees; how does the committee work help the board shift from founding to sustaining and reactive to strategic; how does having committees help clarify the governance-management line; and how do committees help strengthen our organization. You will leave this session with tangible tools and practical tips you can put to use right away.

CLOSING SESSION 2:30 pm – 3:00 pm

The Center's Executive Director Cindy Schumacher will lead the session that also includes remarks from our keynote speaker, Chase Mielke. All attendees of the closing session will be entered into a drawing to win a prize, so be sure to join this final session.

———— THE GOVERNOR JOHN ENGLER ————
CENTER FOR CHARTER SCHOOLS
———— CENTRAL MICHIGAN UNIVERSITY ————

———— OUR MISSION ————

To transform public education through accountability, innovation and access to quality education for all students.