



accelerating EXCELLENCE

2018 ANNUAL CONFERENCE | OCTOBER 4 | 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 TRILLIUM ACADEMY
9:00 am – 10:20 am	WELCOME AND KEYNOTE ADDRESS — ACCELERATING EXCELLENCE
10:30 am – 11:30 am	BREAKOUT SESSION I
11:30 am – 12:30 pm	NETWORKING LUNCH
12:30 pm – 1:30 pm	BREAKOUT SESSION II
1:40 pm – 2:40 pm	BREAKOUT SESSION III
2:40 pm – 3:00 pm	CLOSING SESSION

KEYNOTE SPEAKER

MARIAMA SHAHEED CARSON



Mariama Shaheed Carson is the founder and principal of Global Preparatory Academy, Indiana's first Spanish immersion charter school which opened in August of 2016. Carson, who is bilingual, holds a bachelor's degree in Elementary Education and two master's degrees in both Educational Leadership and Business.

During her more than 20 year career as a teacher and administrator Carson has received numerous honors. She received the prestigious Milken National Educator Award, valued at \$25,000 and known as the "Oscars" of teaching. She has since been named a Transformational Educator by Indiana University-Purdue University (IUPUI), and has received the Minority Achievement Award in Education from the Center for Leadership Development and was named a Trailblazing Woman by the National Association of Women Business Owners.

Carson has committed herself to urban education and has spent her entire career working with students who have historically been underserved. Carson believes that all children deserve to be educated in a high-quality school that enables them to compete on a global stage and the educators in front of students play a pivotal role in their success.

BREAKOUT SESSION I 10:30 am – 11:30 am

BRIDGING THE DIVIDE: THE TRANSITION TO POST-SECONDARY EDUCATION

JADE ROOM

KEVIN WILLIAMS, Senior Associate Director at Central Michigan University Admissions | EVAN MONTAGUE, Executive Director at Central Michigan University Office of Student Success

In this session, representatives from Central Michigan University will share the changing dynamics of what institutions of higher education are using for admissions criteria and supports for student success. It is important for schools to understand how this impacts the K-12 environment and the trajectory of their students as they prepare them for college, work and life. Universities are changing what they are looking for in college-readiness and how they support students through their higher education experience.

THE INTERSECTION OF RETENTION AND SUCCESS

PEARL ROOM

SHANNON FRENCH, Finance Administrator at the Center

Forecasting school enrollment is a critical component in the budget development process. This session will focus on the utilization of school retention and community schools' enrollment trend data to make well informed forecasting decisions. In addition, by leveraging this data schools will be able to think strategically in how enrollment data is tracked and reported, marketing implemented and school culture and academic performance is impacted.

BOARD BUILDING

CORAL ROOM

MEAGAN BROWN, School Lead at the Center

This session will offer an in-depth exploration into various facets of board governance, including member recruitment, orientation and engagement. Participants will have an opportunity to learn best practices and collaborate with others while designing innovative strategies for implementation.

NETWORKING LUNCH 11:30 am – 12:30 pm

BREAKOUT SESSION II 12:30 pm – 1:30 pm

UNDERSTANDING TEACHER SHORTAGES, RECRUITMENT AND RETENTION

JADE ROOM

ELIZABETH KIRBY, Interim Dean at Central Michigan University College of Education and Human Services | JENNIFER KLEMM, Director of Professional Education and Accreditation at Central Michigan University College of Education and Human Services

In this session, you will get a better understanding of teacher shortages in Michigan and across the nation and share ideas and best practices for recruitment and retention.

INFLUENCER – THE NEW SCIENCE OF LEADING CHANGE – PART ONE

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

Challenges like improving student retention and creating cultures that support optimal learning require leaders to have a robust method for leading change. In this interactive presentation, participants will learn a proven model for changing behavior and achieving sustainable results. Part One will introduce the first two steps in this process, against a background discussion of why some leaders succeed wildly in their change efforts when so many others fail.

#CHARTERSLEAD – USING STORYTELLING TACTICS TO BRAND YOUR SCHOOL

CORAL ROOM

BECKY CARLTON, Director of Communication Strategy at Michigan Association of Public School Academies | BUDDY MOOREHOUSE, Vice President of Public Relations and Media 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 storytelling tactics including social media, press and videos.

BREAKOUT SESSION III 1:40 pm – 2:40 pm

STATE ASSESSMENT DATA – HOW TO UTILIZE IT AND UNDERSTAND THE IMPACT

JADE ROOM

JASON SARFIELD, Deputy Director at the Center

The availability of state assessment data often lags significantly behind other sources of assessment data. In this session, you will learn some practical uses and applications for annual state assessment data, including updates on its use for educator evaluations. Also included in this session will be an update on changes in state assessment programs for the 2018-19 school year and an analysis of what state assessment data tells us about the performance of CMU-authorized charter public schools.

INFLUENCER – THE NEW SCIENCE OF LEADING CHANGE – PART TWO

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

This session is the second part of this presentation. Part Two will introduce a powerful tool for assessing why a given change effort is currently difficult or even impossible, and offer a structure for generating strategies in multiple sources of influence that will overcome barriers and jump-start success. As in Part One, multiple examples of successful applications will be presented, including the realm of education/administration.

POLICY MATTERS – WHAT THE 2018 ELECTIONS COULD MEAN FOR EDUCATION POLICY IN MICHIGAN

CORAL ROOM

JASON MANCINI, Director of Public Policy at the Center | DAN QUISENBERRY, President at Michigan Association of Public School Academies | MATT RESCH, President at Resch Strategies | DOUG ROSS, Founder of University Prep Schools

Public policy continues to evolve and shape Michigan's educational landscape. Join a panel of education leaders for a discussion on what impact the upcoming elections could have on legislative and regulatory changes that impact all Michigan schools.

CLOSING SESSION 2:40 pm – 3:00 pm

The Center's Interim Executive Director Corey Northrop will lead the closing session. 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.