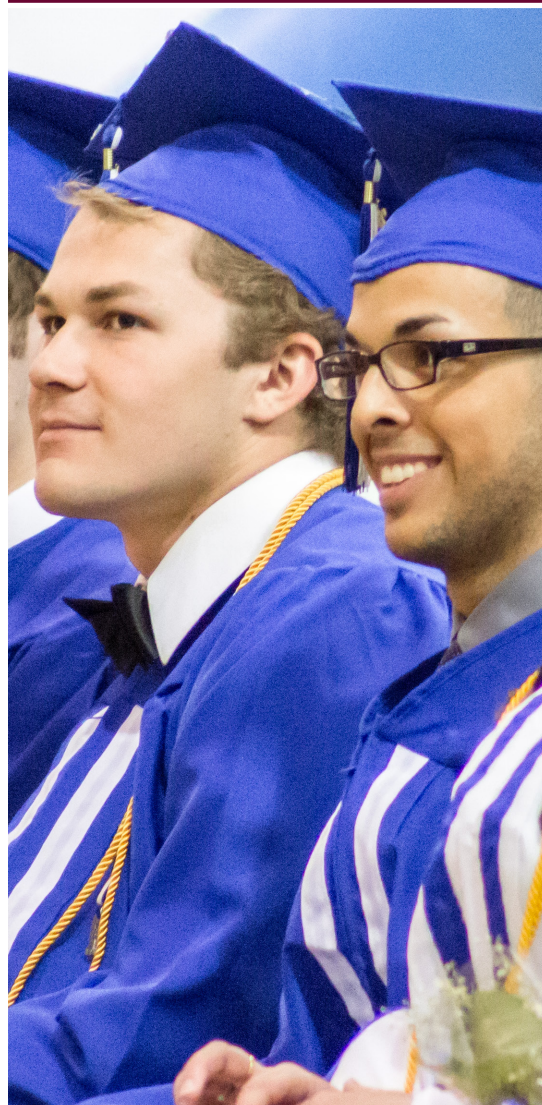


INNOVATION

CHOICE

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TODAY'S STRATEGY: TOMORROW'S REALITY

2015 ANNUAL CONFERENCE | NOVEMBER 11 | SOUTHFIELD, MICHIGAN

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

CONFERENCE AGENDA

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|---------------------|---|
| 8:00 am – 9:00 am | NETWORKING, BREAKFAST AND ENTERTAINMENT FROM TRILLIUM ACADEMY ORCHESTRA |
| 8:00 am – 8:45 am | POLICY MATTERS — NEWS FROM THE CAPITOL |
| 9:00 am – 10:00 am | TODAY'S STRATEGY: TOMORROW'S REALITY — WELCOME AND KEYNOTE ADDRESS |
| 10:20 am – 10:55 am | STRATEGIC THINKING — TO THINK ABOUT, VIEW, ASSESS AND CREATE FUTURE SUCCESS |
| 10:55 am – 11:30 am | STRATEGIC PLANNING — ORGANIZING THE PRESENT BASED ON THE DESIRED FUTURE |
| 11:30 am – 12:15 pm | STRATEGIC ALIGNMENT — ALIGNING THE ORGANIZATION'S ACTIONS WITH ITS OBJECTIVES |
| 12:15 pm – 1:15 pm | NETWORKING LUNCH |
| 1:20 pm – 2:30 pm | PANEL DISCUSSION |
| 2:30 pm – 2:45 pm | CLOSING |

POLICY MATTERS — NEWS FROM THE CAPITOL 8:00 am – 8:45 am



This session will be a discussion of policy initiatives and pending legislation from state and national levels. Understanding the impact of public policy on educational choice is crucial to ensure charter schools and authorizers can continue to flourish in Michigan. Karen McPhee, the education policy advisor for Governor Rick Snyder, will be joined by Brad Wever, the Center's director of public policy.

KAREN MCPHEE, Education Policy Advisor for Governor Rick Snyder

Karen is the Education Policy Advisor for Governor Rick Snyder. Prior to joining the Executive Office, she worked for the Ottawa Area Intermediate School District for 30 years, the last 11 as its superintendent. Karen earned her bachelor's degree in communications from Central Michigan University and her Masters in Management from Aquinas College.

KEYNOTE SPEAKER

LINDA CLIATT-WAYMAN

PRINCIPAL, STRAWBERRY MANSION HIGH SCHOOL



Linda Cliatt-Wayman is a passionate educator with an unwavering belief in the potential of all children. Her leadership as a high school principal in North Philadelphia has been featured by TED, ABC World News Tonight and Nightline. She earned her BA from Kutztown University and her MA from St. Joseph's University. She spent 20 years as a special education teacher before becoming a principal of FitzSimons High School in 2003. In 2005 she was given the opportunity to open The Young Women's Leadership School at Rhodes High School.

Wayman spent two years as Assistant Superintendent of High Schools for the School District of Philadelphia, directly overseeing all of the district's 52 high schools. But when the district decided to merge her two former schools with another high school, Strawberry Mansion, Wayman knew she had to step in as principal. At Strawberry Mansion, test scores have improved every year since Wayman took over, and the school was removed from the federal Persistently Dangerous Schools list. Principal Wayman's message focuses on her approach to ensuring all students know they are important and loved. She also addresses a no excuses approach to running a school always asking, "So What, Now What." She is an educator on a mission for something better.

STRATEGIC THINKING — TO THINK ABOUT, VIEW, ASSESS AND CREATE FUTURE SUCCESS 10:20 am – 10:55 am

Strategic thinking focuses on identifying, imagining and understanding, possible and plausible alternative futures for the school. Schools accomplish this by using the knowledge gained to strengthen thinking about the potential options to position the school effectively for the future, in order to make better informed and more robust decisions about action to take today. It is more than responding to day-to-day operations or long-term problems, opportunities, and new realities; it is about proactively creating tomorrow.

ANA MARTINEZ, Executive Director at New Leaders' Midwest Regional Program

Ana was the founding principal of Rowe Elementary School, a top 10 elementary charter school in Chicago. Her work has been featured on CNN En Español and she's received awards from the Northwestern Settlement Board (2009 Chairman's Award), Teach For America (2011 Distinguished Alumni Award) and Kellogg School of Management for her coursework in Executive Leadership.

STRATEGIC PLANNING — ORGANIZING THE PRESENT BASED ON THE DESIRED FUTURE 10:55 am – 11:30 am

Strategic planning focuses on clarifying, and expressing the school's ambitions in clear terms based on strategic thinking. Schools accomplish this by establishing the chosen direction of the school and developing and implementing measurable objectives with clearly articulated performance measures necessary to achieve the school's mission. It is actionable, strategic steps that respond to the day-to-day operations, long-term problems, opportunities and new realities; it is proactively responding to tomorrow.

MATT NIKSCH, Chief College Officer at Noble Network of Charter Schools

Matt is responsible for supporting all work at Noble connected to college access and completion. He holds an MBA from The University of Chicago, a master's in Electrical Engineering from Virginia Tech, and bachelor's degrees in Electrical Engineering and Aerospace Engineering from Purdue University. Prior to joining Noble in 2012, he spent three years at the KIPP Foundation as Director, College Completion Initiative.

STRATEGIC ALIGNMENT — ALIGNING THE ORGANIZATION'S ACTIONS WITH ITS OBJECTIVES 11:30 am – 12:15 pm

Strategic alignment focuses on correlating the school's structure, measurable objectives and actionable steps to attain the performance measures necessary to achieve the school's mission. Schools accomplish this by evaluating the implementation and success of the strategic plan, and as necessary, recalibrating the actionable steps based on key performance indicators. It is ensuring the actionable, strategic steps are appropriate in response to the day-to-day operations, long-term problems, opportunities and new realities; it is proactively reviewing for tomorrow.

HARRY "CHIP" HURLBURT, President and Chief Executive Officer at National Heritage Academies

As president and CEO, Chip is charged with overseeing the capital growth and continued academic excellence of National Heritage Academies. Prior to NHA, Chip spent 16 years in a number of key leadership and operating roles for Kaplan, Inc. He has his Bachelor of Science in business administration and MBA from Drexel University.

NETWORKING LUNCH 12:15 – 1:15 pm, Ballroom

PANEL DISCUSSION 1:20 – 2:30 pm

Ana Martinez, Matt Nicksch and Chip Hurlburt will respond to questions from moderator Orlando Castellon, director of board appointments and development at the Center. Questions will also come from audience members relating to their organizations' mission and strategic principles and practices, reinforcing the messages delivered in the morning sessions.

CLOSING 2:30 – 2:45 PM

The Center's Executive Director Cindy Schumacher will wrap up the conference in this closing session. She will share information on CMU programs and discuss opportunities to strengthen the overall impact of charter public schools in Michigan.

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———— OUR MISSION ————

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