



creating a
BLUEPRINT *for*
EXCELLENCE

2016 ANNUAL CONFERENCE | OCTOBER 6 | NOVI, MICHIGAN

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

CONFERENCE AGENDA

8:00 am – 9:00 am	CHECK-IN, NETWORKING, BREAKFAST AND ENTERTAINMENT FROM CHARYL STOCKWELL ACADEMY
9:00 am – 10:00 am	WELCOME AND KEYNOTE ADDRESS — CREATING A BLUEPRINT FOR EXCELLENCE
10:15 am – 11:15 am	GENERAL SESSION — WHAT'S YOUR BLUEPRINT: DEMYSTIFYING STRATEGIC THINKING AND ORGANIZATIONAL STRATEGY
11:15 am – 12:15 pm	NETWORKING LUNCH
12:15 pm – 1:15 pm	BREAKOUT SESSION I
1:25 pm – 2:25 pm	BREAKOUT SESSION II
2:30 pm – 3:00 pm	CLOSING SESSION

**KEYNOTE
SPEAKER**

KEVIN CHAVOUS



A leading national advocate for educational choice, Kevin P. Chavous is a noted author, attorney and education reform leader. As a former member of the Council of the District of Columbia and Chair of the Council's Education Committee, Mr. Chavous was at the forefront of promoting change within the District's public school system. Under his education committee chairmanship, the D.C. charter school movement became the most prolific charter school jurisdiction in the country. In recent years, Mr. Chavous has worked to advance charter school and parental choice programs around the country, most notably in Louisiana and Indiana.

Mr. Chavous is a founding board member for the American Federation for Children, and is the board chair for the Foundation for Online and Blended Learning. He is also involved with many education reform groups and is the founder and Board Chair Emeritus for Democrats for Education Reform.

GENERAL SESSION 10:15 am — 11:15 am

WHAT'S YOUR BLUEPRINT: DEMYSTIFYING STRATEGIC THINKING AND ORGANIZATIONAL STRATEGY

ANA MARTINEZ, Executive Director of New Leaders Midwestern Region | **CHRIS SHROPSHIRE**, Field Operations Manager at the Center

In this session, participants will engage with the common definitions developed for strategic thinking, strategic planning and strategic alignment as well as review Simon Sinek's WHY-HOW-WHAT framework. Concurrently, a board member from a CMU-authorized school will share how this framework of strategic thinking has come alive in their school. This will lay the foundation for a robust discussion around strategic thinking principles that can be used to prepare for and drive strategic planning efforts. Roles and responsibilities of various stakeholders will be defined and described in order to positively contribute to a healthy, productive, transformative strategic thinking process. Participants will be provided with actionable structures to have strategic conversations and also will be introduced to the four stages of strategic planning: analysis, planning, implementation and evaluation.

NETWORKING LUNCH 11:15 am — 12:15 pm

BREAKOUT SESSION I 12:15 pm — 1:15 pm

DISCERN THE MISSION TO DETERMINE THE IMPACT

JADE ROOM

LAURA STABLER, Director of Academic Performance and Accountability at the Center

"If you don't know where you're going, any road will get you there." Great schools, however, know exactly where they are going – all systems, processes and programs emerge and function best from the foundation of a clear and concise mission. How do you know that your school is being true to its mission? Learn how discerning the mission through strategic thinking, planning and alignment can ensure successful educational outcomes for students.

CRUCIAL CONVERSATIONS - PART ONE

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

Based on the award-winning training program, Crucial Conversations, and the bestselling book of the same title, this session guides audiences through the steps to mastering crucial conversations to achieve alignment, agreement and execution. The session will be divided into two parts, with the second part being offered in Breakout Session II.

CHANGE THE CULTURE

CORAL ROOM

CANDACE ROGERS, Director of Successor Prep at KIPP

Developing a positive culture is key to a school's success. For over 20 years, KIPP has focused on the simple idea of helping children develop the knowledge, skills, character and habits they need to succeed in college and building a better tomorrow for their communities. Learn from KIPP's director of successor prep on how they are preparing school leaders to ensure a positive school culture and how that culture leads to student excellence in and out of the classroom.

BREAKOUT SESSION II 1:25 pm — 2:25 pm

TRANSLATING A MISSION INTO A DESIRED OUTCOME

JADE ROOM

ANA MARTINEZ, Executive Director of New Leaders Midwestern Region | **CHRIS SHROPSHIRE**, Field Operations Manager at the Center

This session will review Sinek's WHY-HOW-WHAT framework as a means to structure strategic thinking with the objective of defining organizational strategy and setting strategic direction. Participants will be able to see how the WHY-HOW-WHAT framework can be operationalized to place the organization on a trajectory towards making the vision a reality. This will be facilitated through the practical application of the WHY-HOW-WHAT framework in the life of Rowe Elementary School where the leadership team identified mission/vision aligned success drivers, defined levers, described actions, utilized backwards mapping to create action plans and developed a comprehensive management system to articulate and manage performance. The session will include an in depth case study that will provide participants with an opportunity to identify organizational purpose, define levers and drivers and develop a means to measure and manage performance.

CRUCIAL CONVERSATIONS - PART TWO

PEARL ROOM

DOUG FINTON, Senior Master Trainer at VitalSmarts

Based on the award-winning training program, Crucial Conversations, and the bestselling book of the same title, this session guides audiences through the steps to mastering crucial conversations to achieve alignment, agreement and execution. The session will be divided into two parts, and this is the second part being offered as a continuation of Breakout Session I.

POLICY MATTERS

CORAL ROOM

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

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

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, Kevin Chavous. All attendees of the closing session will be entered into a drawing to win a prize, so be sure to join this final session.

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OUR MISSION

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