



# KSBA

KENTUCKY SCHOOL BOARDS  
ASSOCIATION

## 2020 Winter Symposium

Louisville Marriott Downtown  
Dec. 4-5

### Featured General Session Speakers

Friday Breakfast  
**Jason Glass**  
Kentucky Education  
Commissioner



Friday Luncheon  
**Michael Adams**  
Kentucky  
Secretary of State

Plus New Board Member  
Boot Camp



## New Board Member Boot Camp

Congratulations and welcome to board service! There is no greater contribution than serving as a member of the leadership team that provides educational opportunities for your community's children. Now that the campaigning is over, it's time to get down to business. The Boot Camp is a set of courses designed to get your school board service off to the right start. It's ideal for every new board member or anyone interested in getting back to the basics. The courses include:

- A1 The Board's Policy Making Role
- B1 Congratulations! You Made the Team!
- C1 Intro to Superintendent Evaluation
- D1 School Board Fiscal Responsibilities: Driving Success Through Informed Decisions – Part I
- E1 School Board Fiscal Responsibilities: Driving Success Through Informed Decisions – Part II
- F1 The Ethics of School Board Service

## Welcome Breakfast Session

Friday, Dec. 4; 8 – 9:30 a.m.

(1.25 hours credit)

### Moving Through and Beyond COVID-19

**Jason Glass** began his new role as Kentucky's education commissioner during a once-in-a-lifetime pandemic. The Kentucky native who spent years working in education in several states, including as superintendent of the second-largest school district in Colorado, will share his thoughts on moving out of the pandemic and into the work of improving Kentucky public education.

*Jason Glass, Kentucky Education Commissioner*



## Conference Information

All sessions are open to everyone, regardless of experience. All sessions qualify for Academy of Studies (A/S) general elective credit unless otherwise noted. Workshops are available on a first-come, first-served basis, so plan on arriving early to secure a seat.

To receive Academy credit for the conference, attendance at Friday's breakfast or luncheon session and at least one workshop is required.

EILA credit has been requested.

Safety is our top priority. KSBA is working closely with the host hotel to ensure a safe event for all in attendance. Measures will be taken to offer a socially distanced experience in adherence with current state and federal public health guidelines. Attendees will be encouraged to do their part to protect themselves and fellow guests from the spread of COVID-19.

# SESSION A WORKSHOPS

Friday, Dec. 4; 10 – 11:15 a.m.  
(1.25 hours credit each)

## A1 The Board's Policy Making Role

*A/S Level I required course*

This session is designed to explore the following topics: the statutory basis for board policy (KRS 160.290 and KRS 160.340), the policy adoption and amendment process, board policy versus administrative procedure, policy manual organization, policy format and using an online policy manual.

*Katrina Kinman, director of policy & eMeeting services, KSBA*

## A2 Board Leadership Essentials: Your Public Image



*Meets mandated ethics training requirement*

*A/S Level I required topic: Ethics*

It's not just the decisions you make as school board members that impact your district, how you do your job also influences the success of your school system. The image you project depends largely on how the governing body – your school board – conducts its public business. Do you inspire your community? Or, do you provide regular examples of dysfunction? Being a public official is not easy; often thankless. But we can make the experience better by adopting productive habits and focusing on becoming a healthy team.

*KSBA Training Cadre*

## A3 Meeting the Needs of Students Who are Homeless or in Foster Care: The Board's Role

*A/S Level I required topic: The Board's Role in Student Achievement*

Each and every child is entitled to an education in our schools, including those who are homeless and those in foster care. Specific

state and federal laws affect their rights, and local boards play a key role in making sure these students are identified, their needs met and their legal rights respected. This session will discuss these issues.

*Stephanie Spires, board member, Fayette County Schools; Eric Kennedy, director of advocacy, KSBA*

## A4 Long-term Capital Planning



*Counts toward mandated finance training requirement*

*A/S Level III required topic: School Finance*

Discussion on the importance of long-term capital planning. Specifically, what role school board members should play in that process. This session will include examples of long-term capital funding programs designed for both large and small districts.

*Michael George, managing director, Compass Municipal Advisors, LLC*

## A5 21E Schools - Bidding During the Pandemic

*A/S Level II required topic: School Facilities*

A 21E school is designed to engage and inspire learning in a safe, healthy and sustainable environment while eliminating energy costs. The design strategies for 21st century learning, zero energy and integrated storm shelters are complimentary and, when combined as an overall design goal, achieve dramatic results. This presentation will focus on two 21E schools bid during the pandemic – Bardstown Elementary and Rich Pond Elementary.

*Kenny Stanfield, principal architect, Jennifer Cash, assoc. principal architect, Sherman Carter Barnhart Architects; Amy Duvall, board member, Warren County Schools*

# Luncheon Session

Friday, Dec. 4; 11:45 a.m. – 1:15 p.m.  
(1.25 hours credit)

## Evolving Elections

School board members are the largest group of elected officials in the state. For those on this year's ballot, Kentucky Secretary of State **Michael Adams** is part of the reason your constituents can vote in more ways than ever before. As the state's chief election officer, Secretary Adams will preside over an election like no other in history with early voting, expanded absentee voting, fewer polling locations and an expected record turnout in the middle of a pandemic. Hear from Adams, a Paducah native and public school graduate, about running this election, how his witty social media presence has attracted a wide bipartisan following in the midst of highly-polarized politics, and what changes he sees for future elections in Kentucky.

*Michael Adams, Kentucky secretary of state*



Denotes session counts toward  
mandated finance training  
requirement



Denotes session meets  
mandated ethics training  
requirement



Denotes session meets  
mandated superintendent  
evaluation training requirement

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# Trade show and networking

Friday, Dec. 4; 1:15 – 2 p.m. (0.75 hour credit)

Take advantage of this time between sessions to visit with exhibitors and colleagues in a socially distanced manner.

## SESSION B WORKSHOPS

Friday, Dec. 4; 2 – 3:15 p.m.

(1.25 hours credit each)

### B1 Congratulations! You Made the Team!

*A/S Level I required course*

Designed to provide new board members with an overview of the skills and knowledge necessary to become effective members of their district board/superintendent team.

*KSBA Training Cadre*

### B2 Using Formative Conversations to Improve Superintendent Evaluation



*Meets mandated superintendent evaluation training requirement*

*A/S Level II required topic: Superintendent Evaluation*

You don't have to wait until the end-of-the-year superintendent evaluation session to monitor progress on goals. In fact, you will ensure a more productive evaluation if you schedule formative sessions throughout the year to make sure your system is focused on the goals you have set. Kentucky law provides the opportunity for boards to have closed sessions for this purpose. Hear how making superintendent evaluations a year-round endeavor can ensure focus on goals and reduce the stress of waiting until the last minute to address a year's worth of questions and pent-up concerns.

*KSBA Training Cadre*

### B3 Board Member's Dashboard



*Counts toward mandated finance training requirement*

*A/S Level III required topic: School Finance*

While driving your car, you persistently take a glance at the dashboard. The dashboard reflects how fast you are moving and how much fuel you have in the tank, along with other important data points. As a board member, you should also have a consistent dashboard with important values and key stats that give feedback on the current financial state of your school district.

*KSBA Training Cadre*

### B4 Indoor Air Quality during COVID-19

*A/S Level II required topic: School Facilities*

During COVID-19, schools have struggled to safely prepare classrooms for a comfortable return to the school building. Join us to learn about technologies and methods that are tested and proven to mitigate COVID-19, with a 99.4% reduction rate on SARS-CoV-2 (COVID-19). Additionally, learn about Warren County Schools holistic story and successful return to in-person classes.

*Chris Tyler, CEO, Thermal Equipment Sales; Mike Wilson, director of Facilities/Energy, Warren County Schools*

[See below for details on session B5/C5](#)

## Level IV/V Training Opportunity

Friday, Dec. 4; 2 – 5 p.m.

(3.0 hours credit)

### B5/C5 School Safety and Resiliency Act (SB 1/SB 8): Update, Review and Threat Assessment Team Implementation Overview

*A/S Level IV/V elective credit*

Pandemic concerns and NTI adjustments have dominated the educational landscape across our nation for much of 2020. It is essential to review the important aspects of the School Safety and Resiliency Act, including the training requirements for threat assessment team implementation at every public school in our Commonwealth. This session will provide participants with helpful reminders and some new information regarding essential requirements of Senate Bill 1 and Senate Bill 8. As always, the Kentucky Center for School Safety offers this training to every district in Kentucky.

*Dan Orman, training coordinator, Wes Cornett, consultant, Linda Tyree, consultant, Kentucky Center for School Safety*

# SESSION C WORKSHOPS

Friday, Dec. 4; 3:45 – 5 p.m.  
(1.25 hours credit each)

## C1 Introduction to Superintendent Evaluation



*Meets mandated superintendent evaluation training requirement*

*A/S Level II required topic: Superintendent Evaluation*

One of your most important roles as a school board member is to hire and evaluate a superintendent. Regular assessment of your CEO is meant to be a constructive process so that the school district can meet the ambitious goals you have set. This session introduces the basics of superintendent evaluation, so that you can step into this year-round process understanding best practices as well as what Kentucky law requires.

*KSBA Training Cadre*

## C2 Black and White and Grey of School Board Member Ethics



*Meets mandated ethics training requirement*

*A/S Level I required topic: Ethics*

School board members are decision makers. But the choices they face aren't always clear cut, and sometimes they involve personal as well as official issues. This class is designed to provide examples of potential ethical questions that school board members face, and to encourage thoughtful consideration of how some actions and decisions can be perceived by the taxpaying public.

*KSBA Training Cadre*

## C3 SEEK – What You Need to Know



*Counts toward annual finance training requirements*

*A/S Level III required topic: School Finance*

SEEK is the primary source of funding for Kentucky's K-12 educational system. It's imperative that board members have a general understanding of the SEEK formula and the inputs that affect the overall revenue for their school district.

*KSBA Training Cadre*

## C4 Zero Energy School Design - How does it apply to existing schools?

*A/S Level II required topic: School Facilities*

Board members will learn about national trends in energy efficiency and Zero Energy school design. Learn why the nation is heading in that direction, and how buildings are used as teaching tools. CMTA will explain how typical schools use energy and strategies that have proven to work with project case studies from Kentucky and other schools around the nation.

*Tim Hockensmith, client relations, Jon Gasser, project manager, CMTA*

[See page 4 for details on session B5/C5](#)

## Vendor Reception

Friday, Dec. 4; 5:30 – 6:30 p.m.

Join KSBA, affiliate members and symposium exhibitors for a reception on Friday evening. This event will feature heavy appetizers, refreshments, cash bar, prize drawings and the opportunity to network with colleagues and community partners in a socially distanced manner.



Denotes session counts toward mandated finance training requirement



Denotes session meets mandated ethics training requirement



Denotes session meets mandated superintendent evaluation training requirement

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# Continental Breakfast

Saturday, Dec. 5; 7:30 – 8 a.m.

Stop by the Trade Show area for continental breakfast before the first session of the morning. Between Sessions D & E, return to the Trade Show area for the final opportunity of the weekend to engage in a socially distanced manner with exhibitors.

## SESSION D WORKSHOPS

Saturday, Dec. 5; 8 – 9:15 a.m.

(1.25 hours credit each)

### D1 School Board Fiscal Responsibilities: Driving Success Through Informed Decisions – Part I



*Counts toward annual finance training requirements  
A/S Level I required course*

This is the first of a two-part session that examines the “big picture” of school finance. Topics include the board’s basic responsibility in financial matters, a review of basic terminology, fund accounting, components of the general fund, an overview of the SEEK (Support Education Excellence in Kentucky) formula and an explanation of the budget process.

*KSBA Training Cadre*

### D2 Essentials of Effective Superintendent Evaluation



*Meets mandated superintendent evaluation training requirement*

*A/S Level II required topic: Superintendent Evaluation*

One of the most important responsibilities of board members is to hire and evaluate the district superintendent. Effective evaluation takes planning, preparation and board/superintendent team conversations. This session helps board members find answers to essential questions such as why, what and how, while exploring skills necessary to become effective evaluators.

*KSBA Training Cadre*

### D3 Setting Tax Rates Made Easy



*Counts toward annual finance training requirements  
A/S Level III required topic: School Finance*

Every school board is required to set an annual tax rate but not every board member enjoys doing it. Learn the nuts and bolts you’ll need to tackle this challenge with confidence.

*KSBA Training Cadre*

### D4 State-Of-The-Art Learning Technologies for Educators

*A/S Level II required topic: Student Learning and Support Services*  
Hear from Superintendent Alvin Garrison of Covington Independent Schools as he shares how the district is using state-of-the-art technology to support students and help them succeed during remote learning. Educators need innovative tools for today’s unique challenges. With masks and remote learning the reality for many schools, classroom audio and video solutions offer timely benefits for educators.

*Alvin Garrison, superintendent, Covington Independent Schools; Jeff Anderson, president/CEO, Audio Enhancement, Inc.*

## SESSION E WORKSHOPS

Saturday, Dec. 5; 9:45 – 11 a.m.

(1.25 hours credit each)

### E1 School Board Fiscal Responsibilities: Driving Success Through Informed Decisions – Part II



*Counts toward annual finance training requirements  
A/S Level I required course*

This is the second of a two-part session that examines the “big picture” of school finance. Topics include school-based decision making council allocations, audits and the audit process, and an overview of key financial reports of the district.

*KSBA Training Cadre*

### E2 Successful Online Board Meetings



*Meets mandated ethics training requirement  
A/S Level I required topic: Ethics*

The coronavirus is changing the way we live and do business. Now that you have moved your board meetings online, what’s next? Learn how to host effective and engaging virtual board meetings while navigating the ethical challenges. This session will provide tips for facilitating, organizing and structuring an effective and engaging board meeting. In addition to the tech side, we’ll focus on the people side and how to keep your board engaged through the crisis.

*KSBA Training Cadre*

*Session E descriptions continued on page 7*

### E3 Making Sense of Dollars: Presenting Financial Information to Non-Financial Audiences



*Counts toward annual finance training requirements  
A/S Level III required topic: School Finance*

If you think school finance is a tough topic to tackle, consider how mind-boggling it is for the people who pay the taxes that fund your programs. This class, developed with help from members of the Kentucky Association of School Business Officials, offers ideas and calendar opportunities to spell out school budgets and taxes to the community.

*KSBA Training Cadre*

### E4 Equity: Organizing, Mobilizing and Advocating for Students and Families

*A/S Level I required topic: The Board's Role in Student Achievement*

Owensboro Independent Schools, in response to the recent racial equity and justice issues in our state and country, has undertaken a comprehensive multi-pronged approach to ensuring all students, regardless of color and/or gap group, are given the same opportunities for success as all other students. Owensboro Independent is the largest independent school district in the state and embraces its diversity with nearly one third of its 5,000 students identifying as students of color. Join Board Member Michael Johnson and Superintendent Matthew Constant as they discuss the origins of the Equity Task Force effort, the partnership with Hanover Research, the audacious goals of the effort and immediate next steps as the district moves the work forward.

*Matthew Constant, superintendent, Michael Johnson, board member, Owensboro Independent Schools*

## SESSION F WORKSHOPS

**Saturday, Dec. 5; 11:30 a.m. – 12:45 p.m.**

*(1.25 hours credit each)*

### F1 The Ethics of School Board Service



*Meets mandated ethics training requirement  
A/S Level I required topic: Ethics*

For the board to maintain the trust of its community and ensure high levels of student learning, its decisions and behavior must be grounded in good ethics. Ethical behavior builds trust at all levels, sets the tone for what is right, promotes good decision making, helps build collaborative relations and improves morale. This session helps board members understand why ethics matter in school board service.

*KSBA Training Cadre*

### F2 The Biggest Piece of the Budget Pie: Salaries & Benefits



*Counts toward annual finance training requirements  
A/S Level III required topic: School Finance*

State laws and local board policies call for Kentucky school boards to set the qualifications, duties and compensation for all school district employees. This session helps board members better understand the budget impact of salaries and benefits, salary schedules, staff funding sources, types of salary schedules, additional staff pay and benefits for both certified and classified staff.

*KSBA Training Cadre*

### F3 Social Media, School Leaders and Ethics



*Meets mandated ethics training requirement  
A/S Level I required topic: Ethics*

School and district leaders have a greater ability to connect with students, parents, staff and other stakeholders thanks to the growing use of social media such as Facebook and Twitter. But social media outlets carry their own sets of challenges, especially on the ethical management of district and personal use. This course introduces school board members to the basics of social media, ethical problems and opportunities for leaders and their districts.

*KSBA Training Cadre*

### F4 KSBA Superintendent Evaluation



*Meets mandated superintendent evaluation training requirement  
A/S Level II required topic: Superintendent Evaluation*

Evaluating the superintendent is one of the school board's most important jobs. A high-quality superintendent evaluation process helps develop good board/superintendent relationships, provides clarity of roles, creates common understanding of the leadership being provided and provides a mechanism for public accountability. The KSBA Superintendent Evaluation process is focused on evidence and performance expectations using research-based effectiveness standards and district goals agreed upon by the board members and the superintendent.

*KSBA Training Cadre*



Denotes session counts toward mandated finance training requirement



Denotes session meets mandated ethics training requirement



Denotes session meets mandated superintendent evaluation training requirement

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# 2020 KSBA Winter Symposium

## Dec. 4–5, Louisville Marriott Downtown

Full name, title and district/organization (for badge)	Email*	Workshop Selections						Friday Breakfast	Friday Lunch
		A #	B #	C #	D #	E #	F #	\$25	\$35
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		
		A #	B #	C #	D #	E #	F #		

*\*Please include individual email for each attendee*

**Additional email to receive the registration confirmation:** \_\_\_\_\_

### Symposium information

- To register: Please mail this form to Winter Symposium, 260 Democrat Drive, Frankfort, KY 40601, or REGISTER ONLINE at [KSBA.org](https://ksba.org) under KSBA Events. Registrations should be forwarded as soon as possible and must be received no later than Dec. 1. Cancellations must be received in writing by Nov. 25. After this date, each cancellation will incur a \$100 fee that covers food, beverages and materials reserved in anticipation of your attendance. Substitutions are allowed.
- Hotel registration: A block of rooms is being held at the Louisville Marriott Downtown under KSBA Winter Symposium for the nights of Dec. 3 through Dec. 5. Rates are \$144 (plus tax). Make your reservation at <https://book.passkey.com/event/50079991/owner/18553/home>.
- Conference registration fee: \$270. This fee includes admission to all sessions, conference materials, exhibits, Friday Reception and Saturday continental breakfast. Breakfast on Friday, Dec. 3 is \$25. Lunch on Friday, Dec. 3 is \$35. Breakfast and lunch tickets must be purchased no later than 5 p.m., Thursday, Dec. 3.
- Early on-site registration: Beat the rush! Pick up your registration packet on Dec. 3 from 4-6 p.m. at the conference registration desk.

## Billing information – please print

**School District/organization:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

A check or purchase order must accompany your registration. **Please be sure to fill out the correct billing address for any purchase orders.**

Conference registrations \_\_\_\_ x \$270 = \_\_\_\_\_ Breakfast \_\_\_\_ x \$25 = \_\_\_\_\_ Lunch \_\_\_\_ x \$35 = \_\_\_\_\_

Check # \_\_\_\_\_ (Please make check payable to KSBA) Purchase Order# \_\_\_\_\_

Credit card payment: \_\_\_\_\_ VISA/MC \_\_\_\_\_ DISCOVER \_\_\_\_\_ AMEX

Name as it appears on credit card: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Credit Card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Signature: \_\_\_\_\_

Zip code: \_\_\_\_\_

**Please use this as an invoice. If you need an actual invoice, please contact us.**