

6th Education Leadership Summit for Superintendents: Building Systems, Encouraging Innovation

FOR DISTRICT LEADERS

Leadership Summit—Together with NQEC!

Register for both starting at \$845!

Register Today! • November 6-7, 2010 • Chicago, IL • <http://leadership.asq.org>



The 2010 Leadership Summit includes more than one hour of personal time with Jo Anderson Jr., senior advisor to the U.S. Secretary of Education!



Keynote Address • Sunday, November 6
Jo Anderson Jr., Senior Advisor to the U.S. Secretary of Education



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LEADERSHIP SUMMIT 2010: BUILDING SYSTEMS, ENCOURAGING INNOVATION

November 6-7, 2010 • Chicago, IL

ASQ's Education Leadership Summit for Superintendents November 6 - 7, 2010 • Chicago, IL

REGISTRATION FORM

Limited space available! Register by Friday, October 24, 2010.

FOUR EASY WAYS TO REGISTER!

Online: Complete the online registration form on ASQ's website at <http://leadership.asq.org>.

Fax a completed registration form with payment information (credit card or purchase order) to ASQ Customer Care at 414-272-1734.

Call ASQ at 800-248-1946 or 414-272-8575 and have your credit card (Visa, MasterCard, American Express) ready. To speed registration, complete the form before calling.

Fill out the registration form below and mail it with payment information (copy of purchase order, credit card, check, or money order) to:

ASQ Customer Care, P.O. Box 3005, Milwaukee, WI 53201-3005.

Complete one form per attendee. Form may be photocopied.

ATTENDEE INFO \$560 ASQ Member or K-12 Member \$730 Nonmember

Attend the ASQ National Quality Education Conference Monday and Tuesday for just \$100 extra!

K-12 Member/ASQ Regular Member \$660

Nonmember \$830

Member number _____

First name for badge _____

Name _____

Title _____ District _____

Address _____ Apt./Suite _____ Business Home

City _____ State _____ Zip _____

Phone _____

Fax _____ E-mail _____

Note: Registration fee includes continental breakfast, refreshment breaks, and lunch daily in addition

IMPORTANT! To speed registration, provide this priority code.

PRIORITY CODE **EDJJE50**

PLEASE NOTE: All substitution, cancellation, and special needs policies are available on the website at <http://leadership.asq.org>. Advance registration must be accompanied by payment in full.

We accept purchase orders. They must be mailed along with your completed registration form. If you have registered by phone, fax, or online, the P.O. must be marked "confirming P.O., do not duplicate."

All phone or fax registrations MUST include the number and expiration date of the major credit card (MasterCard/Visa/American Express) to be charged.

All registrations will be confirmed by mail. Additional information regarding shuttle service, taxi service, and parking will be provided in your confirmation letter.

Hotel Information: Call the hotel early to guarantee your reservations.

Call the Crowne Plaza Chicago O'Hare Hotel & Conference Center at 877-713-0692 (Passkey Reservations System). Room rates start at \$125.

This form may be photocopied for additional registrations.

PAYMENT INFO

Check enclosed Check number _____
(make checks payable in U.S. funds to American Society for Quality)

Purchase order enclosed P.O. number _____

Please charge my credit card:

MasterCard Visa American Express

Name of cardholder _____
(please print)

Address of cardholder _____

Signature _____

I would like to receive the free *Education Brief e-Newsletter*.

Yes No

Total Payment Amount: \$ _____

Leadership Summit and National Quality Education Conference – Together in Chicago!

Strengthen the professional development connections between your district leadership and in-school educators. All Leadership Summit attendees can attend the full NQEC conference for just \$100 more.

The Leadership Summit Experience

This conference is organically structured and features coaching from education leaders, discussion of your questions, and a focus on your leadership needs. This summit is unique because it is two full days focused on solving your specific challenges.

All three coaches are INVOLVED! After each presentation there are:

- Intra-District Dialogues – Discussion and coaching with your leadership team on barriers, opportunities, best practices, and application in your district.
- Inter-District Dialogues – Discussion and coaching to share best practices, hear examples of application, and generate ideas for overcoming obstacles in your district.
- Group Dialogues – Large group discussions where participants will share lessons learned and next steps for implementation.

BUILDING SYSTEMS, ENCOURAGING INNOVATION

The Education Leadership Summit provides two days of structured coaching time allowing you to learn from education leaders, as well as unstructured team time to cover topics that matter most to you. This interaction allows leadership teams to discover and share innovative ways of approaching the toughest challenges faced by administrators today.

The summit is designed to model a process that can be used with each district's internal staff to uncover questions and answers that impact the future of stakeholders and customers.

Learning Objectives:

- Learn how to apply best practices in district systems management.
- Identify lessons learned from others and address current challenges in a facilitated forum.
- Discover from peers and coaches innovative ways to transform public education.
- Participate in strategic dialogues of high interest and relevant issues.
- Develop a sustainable network of peers who value continuous improvement and are traveling a similar quality path.

The 2010 Leadership Summit includes more than one hour of personal time with Jo Anderson Jr., senior advisor to the U.S. Secretary of Education!

SATURDAY, NOVEMBER 6 MORNING FOCUS: QUALITY THROUGHOUT THE SCHOOL DISTRICT



7:00 a.m. – 8:00 a.m. – Registration, Breakfast, and Welcome

8:00 a.m. – 11:30 a.m. – Interactive Leadership Coaching With Brenda Clark, Consultant and Former Associate Superintendent for Learning, Iredell-Statesville Schools

Building Quality Throughout Your District Through Systems Improvement: Reflections on the Journey

Given the shift in the needs of today's students, a change will have to occur in the teaching model for all schools. This presentation gives teams the insight into how to build strong systems that will have the capacity to take on changes in federal requirements, reduced resources, grant-based stimulus dollars, and ever-shifting achievement targets. Emphasis will be placed on deployment tools and sustainability strategies.

About Brenda Clark:

Brenda Clark has a wealth of experience with more than 30 years as a classroom teacher, assistant principal, and principal.

Most recently, Clark was the associate superintendent for learning with the 2008 Malcolm Baldrige Quality Award receiving Iredell-Statesville School District (I-SS). In this role she was responsible for all of the district's academic initiatives. In addition to her daily duties, she also served as a category lead in the I-SS Baldrige application process.

Before working with I-SS, she worked for eight years as principal of Azalea Elementary School in St. Petersburg, FL. At Azalea she used the Baldrige criteria as a framework to make school-wide improvements, earning recognition as one of the top 18 schools in America, a feature article in *Redbook* magazine, and the Governor's Sterling Award for Performance Excellence in Florida.

Clark has also worked extensively as a consultant in New Mexico supporting a statewide systems approach to continual improvement to meet the challenges of the No Child Left Behind requirements.

11:30 a.m. – 12:30 p.m. – Lunch

SATURDAY, NOVEMBER 6 AFTERNOON FOCUS: SCHOOLS OF YOUR DREAMS



12:30 p.m. – 4:00 p.m. – Interactive Leadership Coaching With Lee Jenkins, Education Leader, Principal, LtoJ Consulting Group

Creating the School of Your Dreams

School districts are full of good ideas to improve what they do. How do you sequence good ideas to select the best ones? Alignment and incorporating a feedback loop after implementing curriculum are crucial to determining success of these decisions and ensuring the success of student learning. This session is based on Jenkins' best-selling book *Improving Student Learning*.

About Lee Jenkins:

Lee Jenkins, a former California public school educator and superintendent, and now a speaker, consultant, and author, has a lifelong passion for improving education. Jenkins owns LtoJ Consulting Group, which focuses on leadership consulting and learning system improvement.

Jenkins is the author of three ASQ Quality Press books, *Boot Camp for Leaders in K-12 Education*, *Improving Student Learning*, and *Permission to Forget*, all of which address strategies for higher student achievement. He is also the editor of a newsletter and continuous improvement series for ASQ.

SUNDAY, NOVEMBER 7 MORNING FOCUS: SYSTEMIC STRATEGY FOR IMPROVEMENT AND INNOVATION IN U.S. PUBLIC EDUCATION



8:00 a.m. – 12:15 p.m.

Keynote Address

Jo Anderson Jr., Senior Advisor to the U.S. Secretary of Education

The President Obama/Secretary Duncan Systemic Strategy for Continuous Improvement and Innovation in U.S. Public Education

Jo Anderson Jr. will share the overall vision, mission, and strategy of the Obama Administration to transform public education, including how Race to the Top, the Invest in Innovation Fund, the reauthorization of ESEA, and other efforts promote this strategy. The morning session is shared with attendees of the National Quality Education Conference and includes a refreshment break followed by a question and answer session with Anderson.

11:00 a.m. – 12:15 p.m. – Jo Anderson's Informal Q&A Session

Leadership Summit Attendees: Join Jo Anderson Jr. in a Strategic Dialogue

Exclusively for Leadership Summit attendees, this session will give you time to ask questions, have conversations, and learn from Jo Anderson's wealth of experience.

12:15 p.m. – 1:30 p.m. – Lunch With NQEC General Session

SUNDAY, NOVEMBER 7 AFTERNOON FOCUS: CREATIVITY AND INNOVATION WITH QUALITY



1:30 p.m. – 2:15 p.m. – Interactive Leadership Coaching With Maurice Ghysels, Chief Schools Officer, Santa Clara County Office of Education Student Service Branch
Using Creativity to Enhance Student Creativity and Innovation

Maurice Ghysels reasons that rather than adopting popular new programs as they come along, school districts that are steeped in quality practices should create processes for staff to introduce and implement innovative ideas for

change. Ghysels will address how to build a process of innovation within the systems that already exist.

About Maurice Ghysels:

Maurice Ghysels is the chief schools officer for the Santa Clara County Office of Education (SCCOE), where he uses quality as the basis for improvement for SCCOE's 27,000 students.

Before joining SCCOE, Ghysels was very successful as the superintendent of the Mountain View Whisman School District. Additionally, he has extensive classroom teaching and school leadership experience having been a teacher and principal in middle schools and high schools. Ghysels has also had a successful career in corporate and business consulting where his clients included Citigroup, Tyco, and the Children's Miracle Network.

As adjunct professor at Pepperdine's educational leadership and psychology program and through ASQ, Ghysels publishes a variety of articles related to educational leadership and quality.

2:15 p.m. – 4:00 p.m. – Bringing It All Together:

- How is your district encouraging innovation in building or revamping systems?
- What are your challenges? (Please make a list that you'll share with the group.)
- How might you begin to implement one change you've identified as a result of the Leadership Summit's sessions and discussions?

4:00 p.m. – Adjourn

TRAVEL INFORMATION

Crowne Plaza Chicago O'Hare Hotel & Conference Center
5440 North River Road
Rosemont, IL 60018
General phone: 877-713-0692
Fax: 877-713-0692
Reservations: 877-713-0692 (Passkey Reservations System)
Website: www.crowneplazaohare.com

Room Rates

\$125 single/double occupancy; \$135 triple occupancy; \$145 quad occupancy and applicable taxes (currently 13%, subject to change). Based on availability, rates are good two (2) days pre- and post-conference.
Check-In: 3:00 p.m.
Check-Out: Noon (no late check-outs can be provided)

Summit Sponsor:



Cancellation

Notification of cancellation of individual reservations must be received 72 hours prior to the day of arrival to avoid cancellation charges of one night plus taxes.

Hotel Purchase Orders

See <http://leadership.asq.org> for information on using purchase orders.

Cutoff Date

Reservations must be made by Thursday, October 14, 2010, or when the block of rooms at the hotel has been filled; whichever occurs first. Attendees are encouraged to make hotel reservations early.

Airport Information

O'Hare International Airport (ORD) is approximately 1 1/2 miles away from the Crowne Plaza Hotel.

www.flychicago.com