


The background of the entire image is a vibrant orange and yellow gradient. On the left side, there is a green, low-poly wireframe graphic that resembles a mountain range. At the bottom of the image, there is a dark blue silhouette of a city skyline with various building shapes. The text is prominently displayed in the upper half of the image.

# **nsba** APRIL 2-4 **2022** **SAN DIEGO**

The Conference for Public Education Leaders

In Person or Online, One Day to Three Days...  
Personalize Your Experience!

[nsba.org/NSBA2022](https://nsba.org/NSBA2022)



NSBA 2022 is one of the few—if not the only—places where school board members from around the country convene and receive the training necessary to address the instructional needs of students and to improve the efficiency of district operations.

**nsba** APRIL 2-4  
**2022**  
**SAN DIEGO**



# CHOOSE THE RIGHT EXPERIENCE FOR YOU!

## In Person

### **JOIN US IN PERSON IN SUNNY SAN DIEGO!**

Educational sessions, networking, speakers, and solution providers all in person in San Diego. Plus, registering for the in-person event grants you access to the online offering through July 3, 2022.

## One-Day Pass

### **SELECT SATURDAY, SUNDAY, OR MONDAY OF THE IN-PERSON EVENT IN SAN DIEGO.**

In just one day, you can deepen your understanding of district leadership, advocacy, learning technology, safe and supportive schools, and urban school challenges. One-Day Passes do not grant access to the online offering.

## Online Access

### **ATTEND ONLINE FROM THE COMFORT OF YOUR HOME OR OFFICE.**

Online access includes three live-streamed keynote sessions and a library of on-demand sessions. You will also get access to select session recordings through July 3, 2022.

## Who Should Attend?

School board members, superintendents, assistant superintendents, school business officials, public education advocates, and other education leaders and staff.

# SCHEDULE-AT-A-GLANCE (AS OF 3/9/22)

Friday, April 1	
7 a.m. – 5 p.m.	Registration
8 a.m. – 5 p.m.	Experiential Learning Visits
9 a.m. – 4:30 p.m.	Preconference Workshops

Saturday, April 2	
7:30 a.m. – 5 p.m.	Registration
9 – 10 a.m.	Concurrent Sessions
10:30 a.m. – Noon	General Session
Noon – 1 p.m.	Lunch
Noon – 5 p.m.	NSBA Cares Community Service Project
Noon – 5 p.m.	Exhibit Hall
12:15 – 3:15 p.m.	Study Hall Sessions (Exhibit Hall)
1 – 2 p.m.	Concurrent Sessions
3 – 4 p.m.	Concurrent Sessions

Sunday, April 3	
7:30 a.m. – 5 p.m.	Registration
8:30 – 9:30 a.m.	Concurrent Sessions
10:30 a.m. – Noon	General Session
Noon – 1 p.m.	Lunch
Noon – 5 p.m.	NSBA Cares Community Service Project
Noon – 5 p.m.	Exhibit Hall
12:15 – 3:30 p.m.	Study Hall Sessions (Exhibit Hall)
1 – 2 p.m.	Concurrent Sessions
3 – 4 p.m.	Concurrent Sessions

Monday, April 4	
7:30 a.m. – Noon	Registration
8 – 9 a.m.	Concurrent Sessions
9:15 – 10:15 a.m.	Concurrent Sessions
10:30 a.m. – Noon	General Session





# Continuing Education Credits

*You can earn up to 12.5 hours of credits!*

Check with your state school boards association to determine if attendance at the conference meets its requirements for continuing education or training.



# KEYNOTE

## SATURDAY, APRIL 2



### DAYMOND JOHN

**Founder/CEO of FUBU, Presidential Ambassador  
for Global Entrepreneurship, Star of ABC's "Shark Tank"  
and CEO of The Shark Group  
@TheSharkDaymond**

Daymond John is CEO and Founder of FUBU, a much-celebrated global lifestyle brand, and a pioneer in the fashion industry with over \$6 billion in product sales. He is an award-winning entrepreneur, having received over 35 honors, including the Brandweek Marketer of the Year and the Advertising Age Marketing 1000 Award for Outstanding Ad Campaign. He was recently named #4 on LinkedIn's Top 20 Voices in the U.S. worth following to get inspired and stay informed. His marketing strategies and ability to build successful brands have made John a highly influential consultant and motivational speaker. His marketing firm, The Shark Group, offers advice on effectively communicating to consumers and connects brands with the world's top celebrities for everything from endorsements to product extensions.

John is the author of the *New York Times* bestselling books, *The Power of Broke* (2016) and *Rise and Grind* (2018). In March 2020, he released his latest book, *Powershift*, which walks through his tried and true process of how to transform any situation, close any deal, and achieve any outcome, based on his firsthand experience and vast network of industry leaders. He is celebrating his 12th season on ABC's hit business-themed reality show "Shark Tank".



# KEYNOTES

SUNDAY, APRIL 3



## GREGG BEHR

Father, children's advocate,  
and director for the Grable Foundation  
@greggbehr

Gregg Behr is a father, children's advocate, and executive director of the Grable Foundation, whose work is inspired by his hero, Fred Rogers. For more than a decade, he has helped lead Remake Learning—a network of educators, scientists, artists, and makers he founded in 2007—to international renown. Formed in Rogers' real-life neighborhood of Pittsburgh, Remake Learning has turned heads everywhere from *Forbes* to the World Economic Forum for its efforts to ignite children's curiosity, encourage creativity, and foster justice and belonging in schools, libraries, museums, and more. Behr has been cited by Barack Obama, Richard Branson, and the Disruptor Foundation as an innovator and thought leader.



## RYAN RYDZEWSKI

Award-winning author,  
reporter, and speechwriter  
@RyanRydzewski

Ryan Rydzewski is a writer whose science and education reporting has garnered several awards and fellowships. As a freelancer, his magazine stories focus on everything from schools to space travel to "Mister Rogers' Neighborhood", and his poems and other pieces appear in several journals.

# KEYNOTE

MONDAY, APRIL 4



## LIZ MURRAY

Co-Founder & Executive Director of The Arthur Project  
@Liz\_Murray

From homeless to Harvard is an unlikely turn of events. Liz Murray's life is a triumph over adversity and a stunning example of the importance of dreaming big. Murray was raised in the Bronx by two loving but drug-addicted parents. She grew up in poverty, often without enough food, chronically absent from school, and most of all, struggling to connect her education to a viable future. Determined to take charge of her destiny, and with the support of a trusted family friend, Murray finished high school in just two years. She was awarded a full college scholarship and accepted to Harvard University, all while camping out in New York City parks and subway stations.

Lifetime Television produced a film about Murray's life story, "Homeless to Harvard." She is a recipient of The White House Project's Role Model Award and Oprah Winfrey's Chutzpah Award. Her memoir, *Breaking Night*, is a *New York Times* bestseller. Today, Murray is a passionate advocate for underserved youth. As Co-Founder and Executive Director of The Arthur Project, a mentoring program that works intensively with at-risk youth, she aims to end generational poverty through relationship-based learning. Murray graduated from Harvard in 2009 and received a master's degree in the Psychology of Education from Columbia University.



# SIGNATURE SPEAKERS AT MEAL EVENTS HOSTED BY NSBA EQUITY COUNCILS

Tickets for these events must be purchased in advance. See networking for more details.

**Saturday, April 2**



**DR. JOSEPH JOHNSON**

Executive Coach/Founding  
Director, National Center for  
Urban School Transformation  
(NCUST) at San Diego State  
University Research Foundation



**Saturday, April 2**



**RICHARD MONTAÑEZ**

Former Vice President,  
Multicultural Sales &  
Community Activation, PepsiCo  
North America; Author and  
Philanthropist



**Sunday, April 3**



**DR. CHRISTOPHER EMDIN**

Author, Professor, Education  
Advocate and Social Critic,  
University of Southern  
California



**Sunday, April 3**



**BRIAN WEEDEN**

Chairman, Mashpee  
Wampanoag Tribal Council and  
School Committee Member,  
Mashpee Public Schools (MA)



# PRECONFERENCE WORKSHOPS

Arrive early and attend preconference workshops on Friday, April 1. All preconference workshops are ticketed events. They are open to all conference registrants, and tickets must be purchased in advance.

## Full Day Workshops | 9 a.m. – 4:30 p.m.

- #1:** Leading for the Future: Connecting Futures Thinking to Change in the Present
- #2:** Strategic Talent Leadership: The Silver Bullet of School Improvement Strategies
- #3:** Keeping Students Safe Every Day: A Practical Guide to Safer Schools

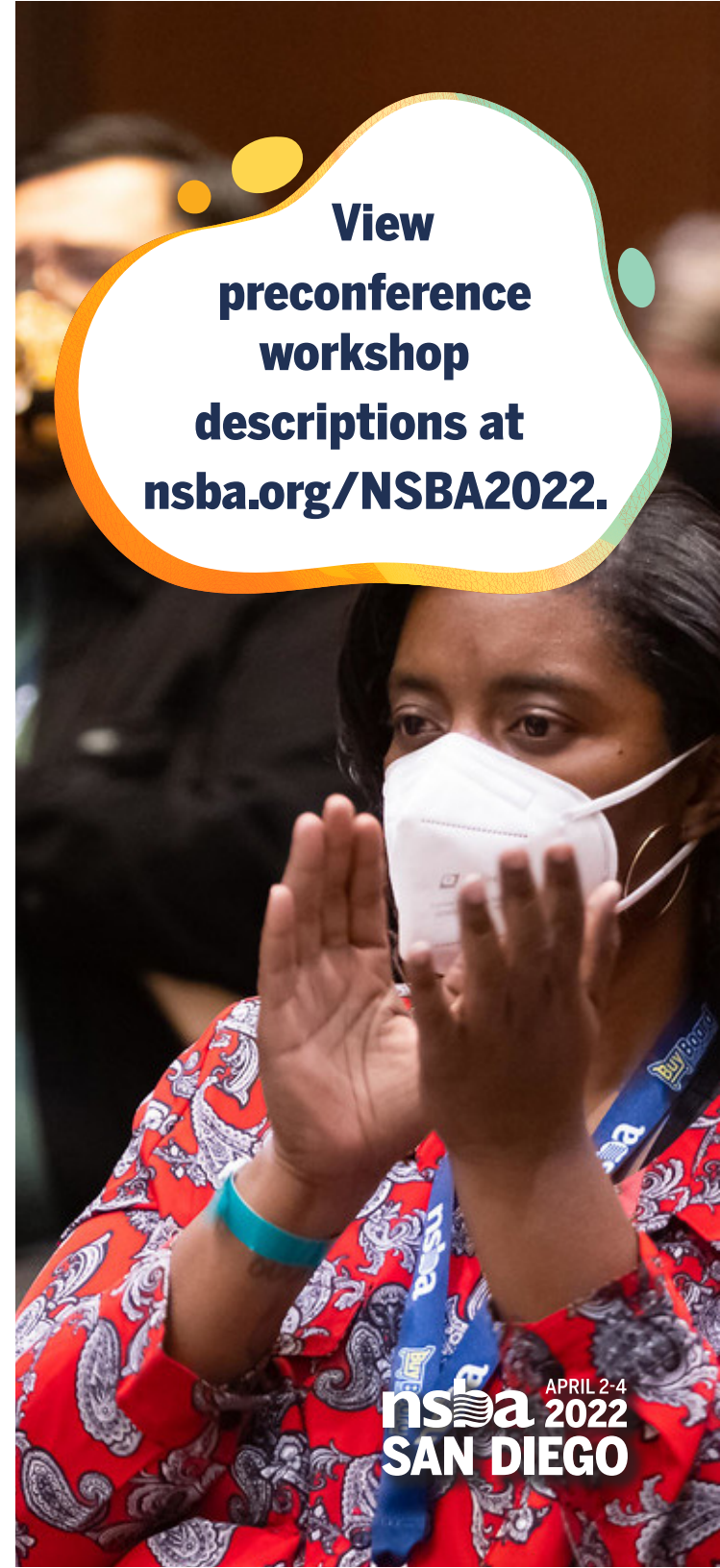
## Morning Workshops | 9 a.m. – Noon

- #4:** Becoming More Engaged & Inclusive Educational Leaders: Strategies for Supporting Our LGBTQ Students
- #5:** Redefining Student Success
- #6:** If You Don't Know Where You're Going, How Do You Know If You Got There?
- #7:** Understanding the Key Work of School Boards

## Afternoon Workshops | 1:30 – 4:30 p.m.

- #8:** Equity in Schools: A Different Lens for School Boards
- #9:** Dyslexia: Hiding in Plain Sight
- #10:** Sharing the Magic: Storytelling for Leaders
- #11:** Improve Achievement for All and Close Gaps

**View  
preconference  
workshop  
descriptions at  
[nsba.org/NSBA2022](https://nsba.org/NSBA2022).**



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# EXPERIENTIAL LEARNING VISITS

Experiential learning visits offer a rare opportunity to explore education in practice.

## The Jacobs Institute for Innovation in Education

**Creating Cultures of Innovation in Your School and District**

Experience the latest in education innovation and EdTech by engaging in hands-on learning at The Jacobs Institute for Innovation in Education at the University of San Diego. Throughout the day, participants will explore the Institute's Innovation Lab and experience creative ways to integrate emerging educational trends.

## Cajon Valley Union School District

**Empowering Students for Life Beyond the Classroom: Student Success in Action at Cajon Valley Union School District**

The Cajon Valley Union School District (CVUSD) is pleased to host education leaders for school site visits at multiple schools. Join the superintendent, board members, staff, and students to learn about the development and implementation of the modern curriculum. Hear how the district is integrating informal learning, career development, social and emotional learning, family and community engagement, and blended and personalized learning to accomplish the district vision of developing happy kids who are engaged in healthy relationships and on a path to gainful employment.

CVUSD is a public school district of 28 schools with 16,000 students and has been advancing 1:1 technology for eight years across all grades. The district serves a wide geographic footprint of 66.3 square miles, located 15 miles east of downtown San Diego. CVUSD serves a diverse community of learners, with 71% of students eligible for free and reduced-price lunch, learning to speak English, or in the foster care system.

**Registration closed Feb. 28.**



# CONCURRENT SESSIONS

With over 100 sessions organized into nine focus areas, it's easy to find content that benefits your district.



## ADVOCACY

- Advocacy & You: Why and How to Be Involved
- Leading for the Future: Connecting Futures Thinking to Change in the Present (Preconference session)
- Using Policy to Promote Diversity, Equity, and Inclusion



## GOVERNANCE & EXECUTIVE LEADERSHIP

- Making Board Communication Effective and Efficient
- Recruiting and Supporting Your New Board Members
- Don't Be the Weakest Link



## PERSONAL DEVELOPMENT

- Master Class: Reinventing Education: The Art of Making Change Fun
- Non-defensive Communication to Build Relations, Increase Rapport, and Reduce Stress



## EQUITY & DIVERSITY

- The Necessity of Deeper Learning to Ensure Equity
- Diversity Recruitment
- Family and Community Engagement: A Foundation for District-Wide Relationship Building



## INNOVATIONS IN DISTRICT MANAGEMENT

- The Reasonable Accommodation Playbook
- Strategic Talent Leadership: The Silver Bullet of School Improvement Strategies (Preconference session)
- Tired of School Improvement Strategies That Don't Yield Results?



## SCHOOL BOARD/ SUPERINTENDENT RELATIONSHIPS

- Making Every Voice Count: Effective Superintendent Evaluation
- It's Not Magic! It's Transparency and Communication!
- Circle the Wagons

# CONCURRENT SESSIONS



## SAFE & SUPPORTIVE SCHOOLS

- Leveraging Federal Resources to Enhance K-12 School Security
- A Whole Child Framework
- Trauma Informed Schools Are Culturally Competent Schools



## STUDENT ACHIEVEMENT, ASSESSMENT & ACCOUNTABILITY

- Bridging the Opportunity Gap: Career Pathways Resulting in Guaranteed Jobs for Students
- Leveling up in a Rural Community: Learning for All to Bridge the Equity Gap
- College Academy: Earning an Associate Degree Without Losing the High School Experience



## TECHNOLOGY & DIGITAL LEARNING SOLUTIONS

- Embracing Heutagogy to Equip Students for the Innovations of the Future...Today
- Creating Future Ready Schools
- Click Here: How Digital Resources Help Students, Teachers, and the Bottom Line

**View more sessions at**  
**[nsba.org/NSBA2022](https://nsba.org/NSBA2022).**



# MASTER CLASSES

Change leaders in education share how innovative approaches and unique leadership styles can improve student achievement.

- The Art of Teaching
- Leading Edge Award: Take Education Advocacy to the Next Level
- Magna Awards — Equity Best Practices
- Reinventing Education — The Art of Making Change Fun
- Turning High-Poverty Schools into High-Performing Schools
- STEM Saves the World! — Engage Your Students

# READY SET GOVERN

This new school board member bootcamp provides essential training to help new board members hone their leadership skills and gives others a chance to refresh their knowledge while networking with colleagues from across the country.

- Board Policy & Leadership
- Board Self-Evaluation
- Parliamentary Procedure
- Roles & Responsibilities
- The Art of Communication
- Self-Care and Team Building



# NETWORKING

Tickets for the NSBA Council meal events and CUBE Urban Night Out must be purchased in advance.

## Saturday, April 2

### **Council of Urban Boards of Education Luncheon**

12:30 - 2 p.m.  
Hilton San Diego Bayfront



### **National Hispanic Council Luncheon**

12:30 - 2 p.m.  
Hilton San Diego Bayfront



### **CUBE Urban Night Out (UNO)**

6:30 - 8:30 p.m.  
Parq Event Center



### **Joint Council Reception**

9 - 11 p.m.  
Hilton San Diego Bayfront

## Sunday, April 3

### **American Indian/Alaska Native Council Breakfast**

8 - 9:30 a.m.  
San Diego Convention Center



### **National Black Council Luncheon**

12:30 - 2 p.m.  
Hilton San Diego Bayfront







# National Connection Lounge

National Connection and CUBE districts, stop by your exclusive lounge conveniently located on the Exhibit Hall in booth 123. Relax, grab a cup of coffee, and network with other engaged leaders.



# COMMUNITY SERVICE PROJECT

Enhance your conference experience by volunteering to repackage food for weekend food programs, stuff backpacks with school supplies, and provide a special note of encouragement to a student. The community service project will be in the Exhibit Hall from Noon – 5 p.m. on Saturday and Sunday.



# EXHIBIT HALL

You're in control of who you connect with during the event. Research and hear from the top education solution providers. Explore the Exhibit Hall to connect with your current partners or to seek out new technology, tools, and solutions—plus, interactive learning opportunities!

# STUDY HALLS

Pop into these sessions to find the latest information on breaking educational news and hot topics. You can even earn continuing education credits.





# THANK YOU TO OUR SPONSORS

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## BRONZE



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## In-Person Registration Pricing

	CUBE/NatCon/ State Association Delegates	Member State Association	Non-Member State Association	Spouse
<b>Standard</b> Deadline March 31	\$800	\$950	\$1,450	\$100
<b>Onsite</b> Deadline April 1-4	\$1,100	\$1,100	\$1,600	\$100

## Housing Information

Visit [nsba.org/Events/NSBA-2022-Annual-Conference-and-Exposition](https://nsba.org/Events/NSBA-2022-Annual-Conference-and-Exposition) to view the NSBA hotels available in San Diego. You must be registered for the conference before you can reserve housing. All reservations should be made prior to March 18, 2022. Room availability and conference rates cannot be guaranteed after this date.

## Online Access Pricing

	CUBE/NatCon/State Association Delegates	General
<b>Online Access</b>	\$450	\$550

## One-Day Pass

	CUBE/NatCon/State Association Delegates	General
<b>In Person.</b>	\$350	\$450

One-day passes are only available for in-person attendance and must be purchased onsite.





## HEALTH AND SAFETY

The health and safety of our attendees and NSBA staff remains our top priority. Our safety team is planning a range of measures such as contactless registration, physical distancing, face coverings, regular cleaning, designated entrances and exits, and seating limitations in meeting rooms. We will also promote good hygiene practices such as frequent handwashing and use of hand sanitizer.

Conference participants are required to show proof of full coronavirus vaccination or confirmation of a negative COVID test for entry. Testing must be conducted within one day for an antigen test and two days for a PCR test. Participants are strongly encouraged to wear a mask indoors regardless of vaccination status, except when actively eating or drinking.

**Check out our event page for the latest information at  
[nsba.org/NSBA2022](https://nsba.org/NSBA2022).**

# DESTINATION SAN DIEGO

Good vibes, fresh air, and wide-open coastline are calling. Make sure to add on a day or two outside of the conference to enjoy everything from sparkling beaches to laid-back neighborhood, explore the cultural wonders of Balboa Park, take an epic coastal hike, or discover your new favorite restaurant. Whatever makes you smile, there's more of it waiting for you when you stay a few extra days in San Diego.

**Plan your stay at [sandiego.org/nsba2022](https://sandiego.org/nsba2022).**



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## ABOUT NSBA

Founded in 1940, the National School Boards Association (NSBA) is a federation of state associations and the U.S. territory of the Virgin Islands. Through its member state associations that represent locally elected school board officials serving approximately 51 million public school students, NSBA advocates for equity and excellence in public education through school board leadership. We believe that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their disability, ethnicity, socio-economic status or citizenship, deserves equitable access to an education that maximizes their individual potential. For more information, visit [nsba.org](https://nsba.org).

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