

# APRIL 1-3 **nsba 2023** **ORLANDO**

The Conference for Public Education Leaders

---

Experience the Magic in Public Education



There is magic throughout school districts across the nation. The NSBA 2023 Annual Conference & Exposition is a national event that brings together education leaders to share and learn about best governance practices, gain insight into child development, and explore new programs and technology that can help enrich student learning. NSBA 2023 is one of the few—if not the only—places where school board members from around the country can receive the training necessary to address the instructional needs of students and to improve the efficiency of district operations.

**Experience the Magic in Public Education**

# Choose the Right Experience for You!

## In Person

### **Join us in person in Orlando, FL!**

Educational sessions, networking, speakers, and solution providers all in person in Orlando. Plus, registering for the in-person event grants you access to the online offering through July 2.

## One-Day Pass

### **Select Saturday, Sunday, or Monday of the in-person event in Orlando.**

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

### **Attend online from the comfort of your home or office.**

Online access includes three live-streamed keynote sessions and a selection of popular prerecorded sessions

## Who Should Attend

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

*Experience the Magic in Public Education*



# Schedule-at-a-Glance (as of 2/7/23)

Friday, March 30		Saturday, April 1		Sunday, April 2		Monday, April 3	
7:30 a.m. – 5 p.m.	Registration	7:30 a.m. – 5 p.m.	Registration	7:30 a.m. – 5 p.m.	Registration	7 a.m. – Noon	Registration
8 a.m. – 5 p.m.	Experiential Learning Visits	8:30 – 9:30 a.m.	Concurrent Sessions	8 – 9:30 a.m.	National Hispanic Council Breakfast	8 – 9 a.m.	Concurrent Sessions
9 a.m. – 4:30 p.m.	Preconference Workshops	10 – 11:30 a.m.	General Session	8 – 9 a.m.	Concurrent Sessions	9:15 – 10:15 a.m.	Concurrent Sessions
		Noon – 5 p.m.	Exhibit Hall	10 – 11:30 a.m.	General Session	10:30 a.m. – Noon	General Session
		Noon – 5 p.m.	NSBA Cares Community Service Project	Noon – 5 p.m.	Exhibit Hall		
		Noon – 1:30 p.m.	Council of Urban Boards of Education Luncheon & National American Indian and Alaska Native Council Luncheon	Noon – 5 p.m.	NSBA Cares Community Service Project		
		12:15 – 3:15 p.m.	Solutions Theater Sessions (Exhibit Hall)	12:30 – 2 p.m.	National Black Council Luncheon		
		1 – 3:30 p.m.	Solutions Theater Sessions (Exhibit Hall)	1 – 3:30 p.m.	Solutions Theater Sessions (Exhibit Hall)		
		1 – 2 p.m.	Concurrent Sessions	1 – 2 p.m.	Concurrent Sessions		
		3 – 4 p.m.	Concurrent Sessions	3 – 4 p.m.	Concurrent Sessions		
		6 – 9 p.m.	CUBE Urban Night Out (UNO)				
		9 p.m. – 12 a.m.	Joint Council Reception				

A photograph showing several people seated around a conference table in a meeting room. In the foreground, a woman with blonde hair and a man with a beard are visible, both looking towards the right side of the frame. There are Starbucks coffee cups, water bottles, and nameplates on the table.

## 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 1



## SHERYL LEE RALPH

ABC TV's "Abbott Elementary" Star; Actress, Singer, Advocate

Sheryl Lee Ralph is an internationally acclaimed motivational speaker and award-winning actress who delivers thought-provoking keynotes on family, faith, love, and overcoming obstacles.

Ralph, who recently won an Emmy for her starring role as veteran teacher Barbara Howard in ABC TV's "Abbott Elementary," has showcased her exceptional abilities in feature films, concert halls, and on the Broadway stage, in addition to television. She was nominated for a Tony Award and a Drama Desk Award for creating the role of "Deena Jones" in the landmark Broadway musical "Dreamgirls." She starred in films, including "The Distinguished Gentleman" with Eddie Murphy, "The Mighty Quinn" with Denzel Washington, "Mistress" with Robert De Niro, and "Sister Act 2" with Whoopi Goldberg.

She found immense popularity on TV, starring in "Moeshা" and the Showtime cable series "Barbershop" and "Ray Donovan."

Ralph is an honored AIDS advocate and founder of The Diva Foundation, a nonprofit dedicated to addressing critical health challenges of HIV/AIDS through arts and advocacy.

A graduate of Rutgers College (at age 19), Ralph holds two honorary doctorates for her HIV/AIDS work. She is the author of *Redefining Diva: Life Lessons from the Original Dreamgirl*.

*Experience the Magic in Public Education*

APRIL 1-3  
**nsba 2023**  
ORLANDO  
The Conference for Public Education Leaders

# Keynote

Sunday, April 2



## JENNA HAGER

Co-Host, NBC's "TODAY"; Bestselling Author

Jenna Bush Hager is the co-host of the fourth hour of NBC's "Today" show with Hoda Kotb and the founder of the show's "Read With Jenna" book club. She is the co-author of the #1 New York Times bestseller *Ana's Story: A Journey of Hope*, which she wrote after traveling to Latin America in 2006 as an intern with UNICEF. *Ana's Story* is based on the life of a 17-year-old single mother with HIV who struggles to shield her child from the life she had of abuse and neglect. Jenna remains involved with UNICEF and is currently the chair of its Next Generation initiative, which is dedicated to reducing childhood deaths worldwide.

Jenna also is the co-author of two #1 New York Times bestselling children's books that she wrote with her mother, Laura—*Our Great Big Backyard* and *Read All About It*—as well as the #1 New York Times bestseller *Sisters First*, written with her sister, Barbara, and published in both adult and children's editions. Jenna's most recent book, *Everything Beautiful in Time*, shares moving, funny stories about her beloved grandparents and the wisdom they passed on that has shaped her life.

Jenna holds a bachelor's degree in English from the University of Texas at Austin. She is the daughter of former U.S. President George W. Bush and First Lady Laura Bush.

Experience the Magic in Public Education

APRIL 1-3  
**nsba 2023**  
ORLANDO  
The Conference for Public Education Leaders

# Keynote

Monday, April 3



## ADAM CHEYER

Founder of SIRI, Engineer, Entrepreneur

Adam Cheyer is an inventor, entrepreneur, engineering executive, and pioneer in artificial intelligence (AI) and computer-human interfaces. He is co-founder and vice president of engineering of Viv Labs, a startup whose goal is to simplify the world by providing an intelligent interface to everything. In October 2016, Samsung acquired Viv. Previously, Adam was co-founder and vice president of engineering at Siri, Inc. When Apple acquired Siri in 2010, Adam became a director of engineering in the iPhone/iOS group. As a startup, Siri won the South by Southwest Innovative Web Technology award and was chosen a Top Ten Emerging Technology by MIT Technology Review. Apple's version of Siri earned Best Technical Achievement at the 2011 Crunchies Awards, celebrating compelling startups and technology innovations. Siri is now available on hundreds of millions of devices.

Adam is a founding member and advisor to Change.org (the world's largest petition platform) and a co-founder of Sentient.ai (which uses massively distributed machine learning to solve the world's hardest problems). As a researcher, Adam has authored 60 publications and 25 issued patents. At SRI International, he was chief architect of CALO, the AI and machine learning project supported by the United States government through its Defense Advanced Research Projects Agency (DARPA).

Adam graduated from Brandeis University and received the Outstanding Master's Student award from the UCLA School of Engineering.

*Experience the Magic in Public Education*

APRIL 1-3  
**nsba 2023**  
ORLANDO  
The Conference for Public Education Leaders

# Preconference Workshops

Arrive early and attend preconference workshops on Friday, March 31. All preconference workshops are ticketed events. They are open to all conference registrants, and tickets must be purchased in advance.

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

What You Do Matters: Implementing Research Findings on the Impact of Boardsmanship on Student Success from Washington State

## Morning Workshops | 9 a.m. – Noon

Becoming More Engaged and Inclusive Educational Leaders: Strategies for Supporting Our LGBTQ+ Students

Professional Boundaries: Keeping Students Safe

Understanding the Key Work of School Boards

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

Storytelling for Leaders: Sharing the Good News of Public Education in Your Community

Turn Your High-Poverty Schools Into High-Performing Schools: How Boards Can Support and Accomplish This Goal

School Safety Leadership in Times of High Ambiguity and Uncertainty

Crisis Communications for Senior Education Leaders

**View preconference workshop descriptions at [nsba.org/NSBA2023](https://nsba.org/NSBA2023)**



# Experiential Learning Visit

An experiential learning visit offers a rare opportunity to explore education in practice. This special visit is a conference exclusive. Tickets must be purchased in advance.

## **Empowering Students for Life Beyond the Classroom: Student Success in Action at Orange County Public Schools**

Visit the local Orange County Public Schools (OCPS) district and join the superintendent, board members, staff, and students to learn about the development and implementation of their current strategic plan, focusing on:

- High Expectations for Student Learning
- Student Social and Emotional Well-Being
- Dedicated and High-Quality Teams
- Positive Climate and Safe Environment
- Efficient Operations
- Engaged and Invested Community
- Technology and Innovations

Hear how the district is integrating strategies focused around state-of-the-art facilities, innovations in digital learning, extensive choices and unique technical education and learning opportunities, and embracing and celebrating a diverse community to accomplish its vision of ensuring every student has a promising and successful future.

Learn more at [nsba.org/NSBA2023](https://nsba.org/NSBA2023).



# Session Focus Areas



## ADVOCACY

Shape the debate: Learn about current national topics affecting education leaders and impacting local control and governance.



## EQUITY & DIVERSITY

Through factors including, but not limited to, disability, race, ethnicity, and socioeconomic status, students are deprived of equitable educational opportunities. Learn about the key drivers to promote equity in education to provide opportunities to all students according to their unique needs.



## GOVERNANCE & EXECUTIVE LEADERSHIP

Effective leadership skills are necessary to plan for a successful future and transform public education. Learn how to intentionally align resources to achieve district standards and priorities and understand education reform.



## INNOVATION IN DISTRICT MANAGEMENT

Learn how to deal with economic challenges, labor and employment issues, transportation, managing local bond initiatives, as well as hot topics such as Every Student Succeeds Act implementation plans and data-driven decisions.



## PERSONAL DEVELOPMENT

Examine approaches to developing leadership traits/habits/and mindsets to enhance your effectiveness. (Examples of program topics include, but are not limited to, thought leadership, public speaking, time management, effective leadership habits, and personal leadership tools/resources)



## SCHOOL BOARD/SUPERINTENDENT RELATIONSHIPS

Learn the different roles and responsibilities of the board and the superintendent and how to collaborate and develop long-term successful relationships inside and outside the system.



## SAFE & SUPPORTIVE SCHOOLS

Supporting and promoting the physical, social, and emotional safety and development of students is critical for student success. Learn best practices that promote safe and supportive learning environments for every child.



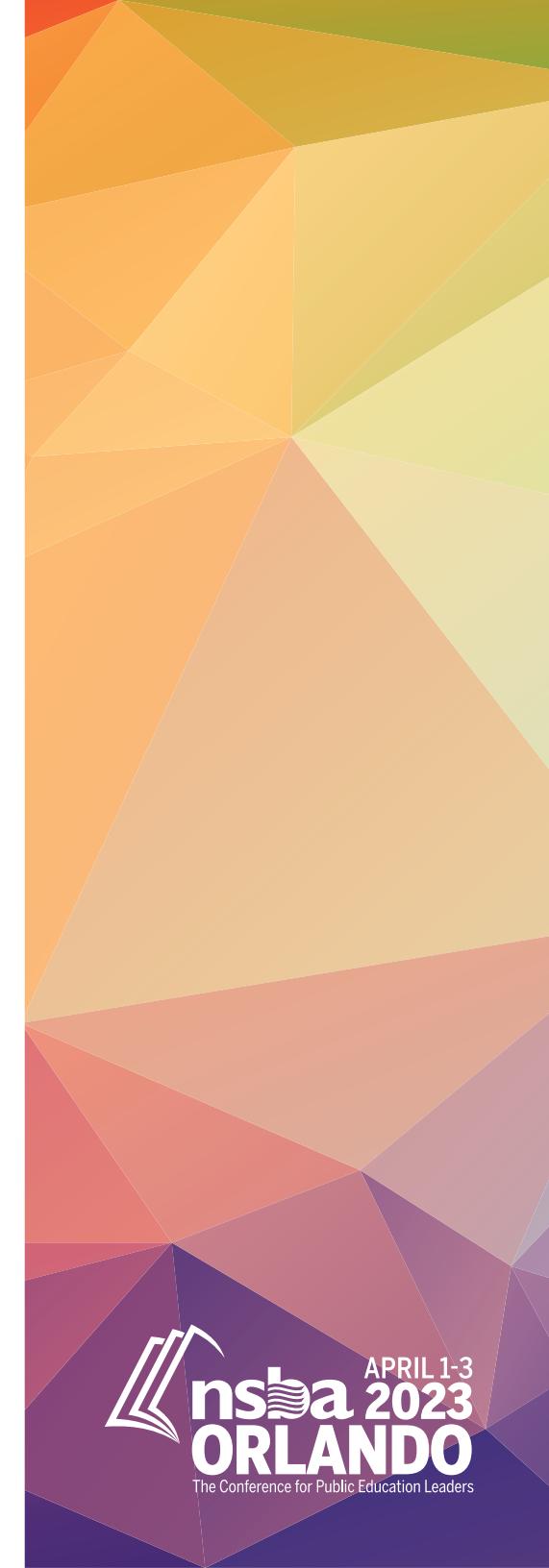
## STUDENT ACHIEVEMENT, ASSESSMENT & ACCOUNTABILITY

Understand the factors which set conditions to optimize teaching and learning, narrow or eliminate the achievement gap, accountability, and continuous improvement within a system.



## TECHNOLOGY & DIGITAL LEARNING SOLUTIONS

Learn how technology is transforming school districts through remote learning, advances in education technology, and challenges in equitable access to technology with relevant knowledge for technology directors, administrators, and board members.



# Concurrent Sessions

With over 100 sessions across nine focus areas, it's easy to find content that benefits your district. Check out some of the sessions offered at NSBA 2023.

## Advocacy

- Inclusion for All: One District's Journey to Special Education Reform
- Beyond the Basics: Nuanced Legal Issues Regarding Accommodating LGBTQ+ Students and Employees in Schools
- Managing the Media in Turbulent Times: Avoiding the "Gotcha" Moments

## Equity & Diversity

- Disable the Label: Offering Therapeutic Services Without the Need for a Disability
- Himdag: An Indigenous Community Rebrands Its Schools and Shows Progress
- Strong New Teacher Induction Program to Support Teachers of Color

## Governance & Executive Leadership

- Parents' Rights in Education
- Weathering the Storm Through Effective Communication
- Reestablishing Trust With Your Community in the Midst of Turmoil and Hardship: A Case Study in Action

## Innovation in District Management

- Magnify Your Board Message Using the "Power of Podcasting"
- AAAstound: Magical Secrets of Improving the Customer Experience in Your Schools
- Student Success? It's As Easy As T.L.C!

## Personal Development

- Civility: How to Keep the Conversation Productive When Feelings Are Strong
- A Delicate Balance: The Relationship Between the Superintendent and School Board Members
- Practical Strategies for Helping Students Develop Resilience

## Safe & Supportive Schools

- Accessing Funding for School Safety After Uvalde
- Beyond the Alarm – Youth Mental Health Solutions
- Survival Strategies for Active Shooter Events

View more sessions and descriptions at [nsba.org/NSBA2023](https://nsba.org/NSBA2023).

*Experience the Magic in Public Education*

# Concurrent Sessions

## School Board/ Superintendent Relationships

- Special Education 101: A Crash Course for School Board Members
- Harnessing the Superintendent Evaluation: Transformational Growth for the Superintendent and the District
- Maintaining Healthy Board-Superintendent Relationships During Difficult Times

## Student Achievement, Assessment & Accountability

- Everyone Has a Story: Personalizing Learning for Each and Every Student
- Using a Data Matrix to Raise Student Achievement and Calculate Academic Return on Investment
- Districtwide Implementation and Successful Expansion of Spanish Immersion

## Technology & Digital Learning Solutions

- Using Social Media to Strategically Promote Your School District
- Leveraging E-Rate Budgets to Maximize Learning and Security in Schools
- Technology Is Changing the Way It's Changing Everything: Understanding the Growing Generational Divide Powered by Technology

View more sessions and descriptions at [nsba.org/NSBA2023](https://nsba.org/NSBA2023).

*Experience the Magic in Public Education*

# Master Class Expertise

Change leaders in education share how innovative approaches and unique leadership styles can improve district operations, helping to establish and sustain safe and positive learning environments where students, staff, and communities can thrive.

- Turn Your High-Poverty Schools Into High-Performing Schools: How Boards Can Support and Accomplish This Goal
- Proactive School Security and Emergency Preparedness Planning: Managing School Safety Best Practices in the Schoolhouse, Courthouse, and Court of Public Opinion
- Crisis Communications: Because the Court of Public Opinion is Always in Session

# 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.

- Roles, Responsibilities & Board/Superintendent Relationships
- Parliamentary Procedures & Running Productive Meetings
- Board Self-Evaluation
- Self-Care and Team Building

**The master classes and the bootcamp are included with conference registration.**



# Build & Reenergize Your Network

Don't miss these opportunities to make connections with other leaders from your region and across the country. Tickets for the NSBA Council meal events and CUBE Urban Night Out must be purchased in advance.

**Saturday, April 1**

**Council of Urban Boards  
of Education Luncheon**

Noon – 1:30 p.m.



**National American Indian and  
Alaska Native Council Luncheon**

Noon – 1:30 p.m.



**CUBE Urban Night Out  
(UNO)**

6 – 9 p.m.



**Joint Council  
Reception**

9 p.m. – 12 a.m.

**Sunday, April 2**

**National Hispanic Council  
Breakfast**

8 – 9:30 a.m.



National Hispanic Council  
of School Board Members

**National Black  
Council Luncheon**

12:30 – 2 p.m.



National Black Council  
of School Board Members



**cube**  
Council of Urban Boards of Education

**natcon**  
National Connection

**Exclusive Lounge**  
National Connection and  
CUBE districts, relax,  
grab a cup of coffee,  
and network with other  
engaged leaders.

APRIL 1-3  
**nsba 2023**  
**ORLANDO**  
The Conference for Public Education Leaders



## NSBA Cares Community Service Project

NSBA is dedicated to playing a positive role in our local and national communities through involvement. Plan to join us in this effort onsite in Orlando. The community service project will be in the Exhibit Hall, noon – 5 p.m., Saturday, April 1 and Sunday, April 2.

# Interactive Exhibit Hall

Explore the Exhibit Hall to hear from top education solution providers, to connect with your current partners, or to seek out new technology, tools, and solutions—plus, interactive learning opportunities!

# Solutions Theater Sessions

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





# Registration

(Includes Master Classes and Ready. Set. Govern. Bootcamp)

## In-Person Pricing

Registration	Registration Deadline	Participating NATCON & CUBE Districts in Member State Associations/ State Association Delegates	Participating NATCON & CUBE Districts in Non-Member State Associations	Non-Participating NATCON & CUBE Districts in Member State Associations	Non-Participating NATCON & CUBE Districts in Non-Member State Associations
Advanced Early Bird	December 14, 2022	\$650	\$725	\$850	\$925
Early Bird	January 11, 2023	\$750	\$825	\$950	\$1,050
Standard	March 30, 2023	\$850	\$925	\$1,050	\$1,250
Onsite	March 31 - April 3, 2023	\$1,400	\$1,400	\$1,400	\$1,400

## **One-Day Pricing (In-Person Attendance, Available Onsite Only)**

<b>Participating NATCON &amp; CUBE Districts in Member State Associations/State Association Delegates</b>	<b>Non-Member</b>
\$400	\$500

## **NSBA Online Pricing (Online Access)**

<b>Participating NATCON &amp; CUBE Districts in Member State Associations/State Association Delegates</b>	<b>Non-Member</b>
\$450	\$550

## **NSBA Online Add-On Pricing (Online Access)\***

<b>Participating NATCON &amp; CUBE Districts in Member State Associations/State Association Delegates</b>	<b>Non-Member</b>
Complimentary	\$125

\*In-person conference attendees only.

## **Housing Information**

Visit [nsba.org/NSBA2023](http://nsba.org/NSBA2023) to view the NSBA hotels available in Orlando. You must be registered for the conference before you can reserve discounted housing. All reservations should be made prior to the close of NSBA's room block on March 17, 2023.



## Health and Safety Information

Proof of vaccination status or a negative test result is not required to attend NSBA events. Attendees who are not vaccinated are asked to take an at-home COVID-19 rapid antigen test before traveling to the event and should not attend if they test positive or have COVID-19 symptoms. NSBA does not require proof of these measures but encourages attendees to act responsibly and with consideration for the health and safety of others. Mask-wearing is not required.

Check out our event page for the latest information at [nsba.org/NSBA2023](https://nsba.org/NSBA2023)



## Destination Orlando

Looking to relax and have some fun after a long day of learning? Continue the fun while in Orlando by visiting some of the local tourist attractions like City Walk, Disney Springs, The Pointe, or the Premier Outlets. If you want more adventure, add a day or two outside of the conference to enjoy Universal Orlando or Walt Disney World.

**Show your badge and save.  
Visit [nsba.org/NSBA2023](https://nsba.org/NSBA2023) for more information.**





Founded in 1940, the National School Boards Association (NSBA) is a non-profit organization representing state associations of school boards and the Board of Education of the U.S. Virgin Islands. Through its member state associations that represent locally elected school board officials serving millions of 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](http://nsba.org).

---

### Connect with Us on Social Media

---



[twitter.com/NSBAPublicEd](https://twitter.com/NSBAPublicEd)  
#NSBA23



[linkedin.com/company/national-school-boards-association/mycompany/](https://linkedin.com/company/national-school-boards-association/mycompany/)



[facebook.com/SchoolBoards](https://facebook.com/SchoolBoards)