



People, Passion Performance

2019 Classified Educational Leaders Institute
February 28-March 1, 2019 | Monterey Tides Hotel, Monterey
Sponsored by ACSA's Classified Educational Leaders Council



#classifiedleaders | #edleaders
www.acsa.org/celinstitute

This institute is designed for educational leaders in business/fiscal services, human resources/personnel, maintenance/operations, custodial, technology, facilities, student services/instructional, including confidential and administrative assistants. The institute is an opportunity to get together, share information, and learn about issues that affect education. Presenters from various fields of expertise will share strategies and useful techniques to assist in providing students in California with a first class education.

JOIN US!

WEDNESDAY, FEBRUARY 27
7:30 P.M. – 9:00 P.M.

Join us for an evening of fun and networking at the Council President’s Reception. An invitation will await you upon check-in at the hotel front desk. Refreshments will be served.

THURSDAY, FEBRUARY 28
4:15 – 5:15 P.M. | RECEPTION

Join the fun and meet new friends! Share ideas and success stories with colleagues across the state. Light appetizers will be served.

AGENDA AT A GLANCE

WEDNESDAY, FEBRUARY 27

7:30 p.m – 9:00 p.m..... Reception/Early Arrivals Networking

THURSDAY, FEBRUARY 28

7:00 a.m. – 4:00 p.m.....Registration

7:00 – 9:00 a.m. Continental Breakfast

9:00 – 9:30 a.m.....Welcome

..... Jeanette McDonald, CEL Council President
 Dr. Wes Smith, Executive Director

9:30 – 10:30 a.m..... Opening Session | **Dr. Rob Martinez**

10:30 – 10:45 a.m.....Break

10:45 – 12:00 p.m.....1st General Session | **Allison Kluger**

12:00 – 1:00 p.m.....Lunch/Raffle Prize Drawings
 Greetings: Dr. Holly Edds, ACSA President

1:15 – 2:30 p.m..... Concurrent Sessions

2:30 – 2:45 p.m.....Break

2:45 – 4:00 p.m..... Concurrent Sessions

4:15 – 5:15 p.m.....Reception

FRIDAY, MARCH 1

7:00 – 8:00 a.m..... Continental Breakfast/Raffle Prize Drawings

8:00 – 9:15 a.m..... Concurrent Sessions

9:15 – 9:30 a.m.....Break

9:30 – 10:45 a.m. Concurrent Sessions

10:45 – 11:15 a.m..... Break (to check out of hotel)

11:15 a.m. – 12:45 p.m.
 Closing General Session | **Linda McFarland**

12:45 p.m.....Raffle Prize Drawings/Box Lunch/Adjournment

GENERAL SESSIONS

THURSDAY, FEBRUARY 28

Opening Session: 9:30 – 10:30 a.m.



Powerful Leadership through Transformational Resilience

Dr. Rob Martinez, Ed.D., Assistant Superintendent, Fairfield-Suisun USD

Dr. Rob Martinez, "Resiliency Guy," will be presenting on the topic of "Powerful Leadership." Dr. Rob will share ideas and strategies to transform yourself into a "Powerful Leader through Transformational Resilience." He will actively engage you to build your skills to connect with your staff, use positivity, and be thoughtful in your process and practices, in order to build supportive environments, no matter what your role, or where you work. Dr. Rob will help you to reflect on the skills you have, take steps to help yourself by making a personal commitment to use them, choose a path to add and develop new skills, and then chart a course to build environments that support the resilience in everyone in your environment. Dr. Rob truly seeks to "Lead with Resilience" #LeadWithResilience #LWR

1st General Session: 10:45 – 12:00 p.m.



How to Communicate Like a Leader!

Allison Kluger, Co-Instructor, Stanford's Graduate School of Business

Making a "first impression" is not a choice, it's an inevitability, so be strategic! That's just one tip that helps you begin to communicate like a leader. Allison Kluger is a former Television Executive who has been in the Media Business for over 25 years and now teaches Strategic Communication, Executive Presence for Women, and Personal Branding at Stanford's Graduate School of Business. In order to create opportunities, build relationships, and network successfully, it's crucial to know how to speak, stand, dress and communicate like a leader. By sharing some actionable trade secrets, anecdotes, and proven frameworks, Allison will leave you with a roadmap on how to communicate like the leader you want to be.

FRIDAY, MARCH 1

2nd General Session: 11:15 a.m. – 12:45 p.m.



Unleash the Leader Within!

Linda McFarland, Founder/Consultant, Ascend2Success

Linda brings her professionalism, experience, stories, and humor to unleash the power of the leader within. Don't leave it to fate. It is up to you to take charge of your career and break through your self-imposed limitations. It has been said that leaders are born; however, research shows that leaders are made through adversity. Leadership potential exists within you. You can take control, be bold, step-up, and lead in the moment.

REGISTER ONLINE TODAY!

<https://goo.gl/FqUdXF>

SESSION DESCRIPTIONS

THURSDAY, FEBRUARY 28

1:15 – 2:30 P.M.

CONCURRENT SESSIONS

The Three Legged Stool to Address Fatal School Violence: Prevention, Preparedness and Response

Holly Edds, ACSA President and Asst. Superintendent, Orcutt UESD, and Corrina Santiago, Project Manager, Fontana School District, Member of the CEL Council
Join members of ACSA's Fatal School Violence Task Force as they unveil a new set of resources to assist school districts to better address issues of fatal school violence. From best practices around drills and staff training to templates for communication and crisis management, this workshop is intended to provide a one-stop shop for recommended practices, plans, and building capacity with staff.

Situational Leadership

Tatia Davenport, ACSA Senior Director of Marketing and Communications

The fundamental principle of the situational leadership model is that there is no single "best" style of leadership. Effective leadership is task-relevant, and the most successful leaders are those who adapt their leadership style to the performance readiness (ability and willingness) of the individual or group they are attempting to lead or influence. Effective leadership varies, not only with the person or group that is being influenced, but it also depends on the task, job or function that needs to be accomplished.

(This session will repeat on Friday at 8:00 – 9:15 a.m.)

Communicating and Customer Service: The Role of the CEL Administrator

Marci McFadden, Chief of Communication/Engagement, Monterey Peninsula USD

Communications and customer service are critical in large public agencies, yet often times they get overlooked. In most cases it is better to say something than nothing because if you're not telling your story someone else is. This session will provide best practices in how to communicate the why behind the what and to gain internal and external support for your agency, its schools, programs and departments. Moreover, learn how you can move initiatives with the power of communications.

Productivity SmartLifeHacks for a SuperYou!

Martin Cisneros, Academic Technology Specialist, Santa Clara COE

Let me guess. You should be doing something else rather than reading this blurb of conference sessions. But due to some unknown force of nature, you decided to procrastinate by reading this blurb about how to hack procrastination. You deserve a pat on the back! Join us and learn about genius productivity hacks (Crowdsourced) from top educational entrepreneurs from handling emails, digital tools, and resources for faster production, brain hacks to allow you to learn more and focus, to body hacks for the 6 million dollar you! We will build a better YOU!

2:30 – 2:45 P.M.
BREAK

2:45 – 4:00 P.M.

CONCURRENT SESSIONS

Secrets to Getting Stuff Done

Barbara Ginsberg, Partner, Atkinson, Andelson, Lloyd, Ruud, Romo

You make lists. You have long and short-term business and personal goals. So how come it seems like you can never finish what you start? Time to get unstuck! Learn the impediments that keep us from completing projects and goals and the tips and tricks that will help you overcome these impediments and conquer your to do lists with satisfaction.

How Do You Lead?

Julie Haff, Consultant, Retired Superintendent, San Lorenzo Valley USD

Lynn Chappell, Director of Human Resources, San Lorenzo Valley USD

"How Do You Lead?" Come learn more about your style of leadership. Discover your strengths and challenges as a leader. Learn more about how to work with and negotiate with others who have a different style of leading. You will walk away with tools to use with your own team.

CalPERS: Essential Information for the Retirement You Want

Kevin Coffman, Associate Government Program Analyst, CalPERS

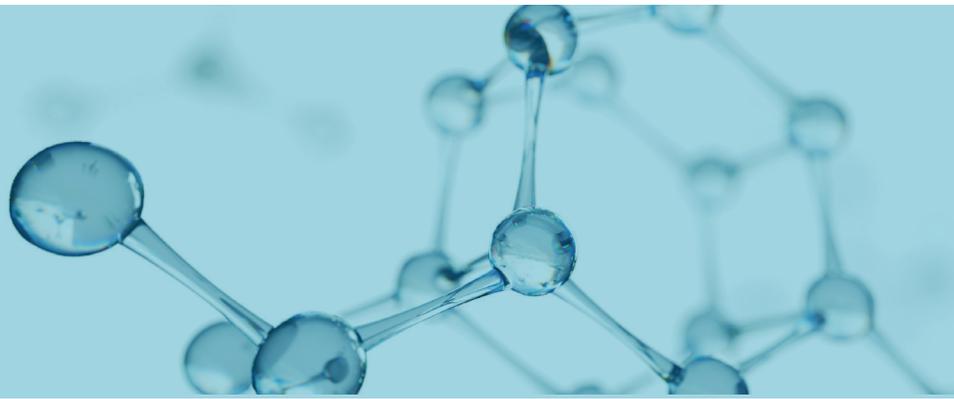
Be on hand to hear a representative of YOUR retirement system, CalPERS! This session will cover some of the basic issues pertaining to retirement. A few of the topics to be discussed are: 1) how are my retirement benefits calculated; 2) what are the factors that go into calculating my retirement; and 3) what beneficiary options are available. Questions will be entertained at the end of the session, time permitting.

Harnessing the Power of People

Milton Reynolds, Educator

In this interactive workshop, participants will have the opportunity to collaborate and make shared meaning as they explore the challenges and opportunities a deeper understanding of perception can reveal. Too often, the limitations of perception can influence workplace dynamics in ways that stifle innovation and limit the ability of staff members to be fully present and bring their best selves to the work space. In this workshop participants will have opportunities to engage in practices that democratize voice and maximize the potential and passion of the collective. We look forward to seeing you there.

(This session will repeat on Friday at 9:30 – 10:45 a.m.)



FRIDAY, MARCH 1

8:00 – 9:15 A.M.

CONCURRENT SESSIONS

Sunrise to Sunset:

Framing Your Day For Success

Buck Roggeman, Principal; Ralph Porras, Superintendent, Pacific Grove USD, ACSA Past President

Beginning and ending the day right helps a manager handle everything that happens in between. In this session, ACSA Past President Dr. Ralph Porras and Elementary Principal Buck Roggeman share strategies to power up at the beginning of the day, so you have the energy and endurance to serve your community. Equally important is the ability to decompress at the end of the day, so we can repeat a routine that maximizes physical and emotional health. This will be a highly interactive session where participants share their strategies and walk away with useful ideas from their colleagues on how to take care of themselves while preparing to serve others.

Situational Leadership (repeat session)

Tatia Davenport, ACSA Senior Director of Marketing and Communications

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Let Your Brain Rest –

Effective Stress Management for High Achievers in a Demanding Workplace

Jacqueline Duncan, Asst. Principal, Calabasas High School, Clara Finneran, Asst. Supt., Las Virgenes USD and Robbie Amodio, Director of Classified Personnel, Las Virgenes USD

We all know that stress can lead to maladaptive behaviors that negatively impact our health, performance, and organizational outcomes. This is why "effective stress management skills" should be an essential job qualification for educational leaders. If you are an always on-the-go high-achiever who wants to learn practical strategies on how to let your brain rest, then this session is for you! Join the group as they share the ups and downs of their stress management journeys. Examine stress and burnout from a neuroscience perspective, and find out how to combat stress through positive psychology and a conscious mindset. Learn how to use a gap analysis framework to identify your own stressors and determine what knowledge, motivation, and organizational resources you need to effectively manage stress in a demanding workplace.

(This session will repeat on Friday at 9:30 – 10:45 a.m.)

9:15 – 9:30 A.M.

BREAK

9:30 – 10:45 A.M.

CONCURRENT SESSIONS

Apps Happen – So Build Your Professional Learning Community

Leslie Wagoneller, Principal, Pine Grove Elementary, Orcutt UESD

This session will provide a fun and lively interactive style presentation of technology apps for busy classified administrator. This session will focus on apps for leaders that will help you make more of every moment of your day. We are all busy working to make our students, staff, schools and districts successful. This session will give you tools to help make your job just a tiny bit easier - and more fun. We are focused on building our professional learning communities and want to help you build yours. Look at learning spaces and making learning more effective for your students. This session will provide you with some great ideas for powerful leadership and great fun. Quick information for all tech knowledge levels. No prerequisites for this session. Come join us and have some fun!

Let Your Brain Rest –

Effective Stress Management for High

Achievers in a Demanding Workplace (repeat session)

Jacqueline Duncan, Asst. Principal, Calabasas High School, Clara Finneran, Asst. Superintendent; Robbie Amodio, Director of Classified Personnel, Las Virgenes USD

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Harnessing the Power of People (repeat session)

Milton Reynolds, Educator

In this interactive workshop, participants will have the opportunity to collaborate and make shared meaning as they explore the challenges and opportunities a deeper understanding of perception can reveal. Too often, the limitations of perception can influence workplace dynamics in ways that stifle innovation and limit the ability of staff members to be fully present and bring their best selves to the work space. In this workshop participants will have opportunities to engage in practices that democratize voice and maximize the potential and passion of the collective. We look forward to seeing you there.

Not an ACSA Member?

Join now for just \$1 a day and register for the CEL Institute at the member rate - a 50% savings on your registration, plus a chance to take advantage of membership at a deeply discounted rate. Go to www.acsa.org/join to sign up for membership or e-mail memberservices@acsa.org.

GENERAL INFORMATION/FAQS

- Casual dress is encouraged.
- Allow yourself adequate travel time. Make return flights after 4:00 p.m.

HOTEL PARKING

- The cost of self parking for overnight guests is included in the \$20 resort fee per night.

AIRPORT SHUTTLE

- For round-trip transportation to/from San Jose Airport to the Monterey Tides Hotel, contact Monterey Airbus at www.montereyairbus.com or call 831.373.7777 for rates.

MORE QUESTIONS?

Contact Lori Allred in ACSA's Executive Department at [800.608.2272](tel:800.608.2272) or lallred@acsa.org.

Grand Prize Drawing

A chance to win a Southwest Airlines gift card will be drawn at the end of the 2nd General Session on Friday at 12:45 p.m.

YOU MUST BE PRESENT TO WIN!





People, Passion Performance



2019 Classified Educational Leaders Institute
February 28-March 1, 2019 | Monterey Tides Hotel, Monterey, CA

REGISTRATION FEES

Registration fee includes two continental breakfasts, one lunch, one reception, refreshment breaks and box lunch.

INDIVIDUAL REGISTRATION RATE

ACSA member	\$329
Non-member, eligible	\$658
Individual not eligible* (SEE NOTE)	\$329

TEAM REGISTRATION RATE** (SEE NOTE) \$299

ONE-DAY REGISTRATION: THURSDAY, MARCH 1

ACSA member	\$180
Non-member, eligible	\$360
Individual not eligible* (SEE NOTE)	\$180

****NOTE:** TEAM RATES ARE AVAILABLE FOR TEAMS OF THREE OR MORE PARTICIPANTS FROM THE SAME DISTRICT. AT LEAST ONE TEAM MEMBER MUST BE AN ACSA MEMBER; THE OTHERS MAY BE NON-MEMBERS. EACH MEMBER MUST COMPLETE A SEPARATE REGISTRATION FORM. ALL TEAM REGISTRATIONS MUST BE SUBMITTED TOGETHER.

***NOTE:** Does not possess an administrative credential, is not enrolled in a credential program, And does not function in a management position.

HOTEL RESERVATIONS

Room reservations must be made by individual participant. Institute registration does not include housing costs.

Monterey Tides Hotel, A Joie de Vivre Hotel
2600 Sand Dunes Drive | Monterey, CA 93940

Two ways to make lodging reservations:

1. Call the hotel directly at **800.242.8627** and mention **ACSA19**.
2. Visit <https://goo.gl/P5jcTM>

Room Rates:

CEL Rate: \$149/night inland - \$189/night ocean (plus \$20 resort fee per night)

Important Hotel Information:

The cut-off date for housing reservations is February 6, 2019. After that date, the hotel will continue to process reservations subject to availability; however, the institute rate listed above will not be available. Check in time is 4:00 p.m. Check out time is 11:00 a.m.

REGISTER TODAY: <https://goo.gl/FqUdXF>



2019 CEL INSTITUTE PLANNING COMMITTEE

Lisa Ketchum, Santa Clara COE

Sylvia Alvarez, Oak Grove SD

Heidi Odom, Live Oak SD

Jeannette McDonald, Porterville USD

Tatia Davenport, ACSA staff liaison

Lori Allred, ACSA staff support



association of california
school administrators